

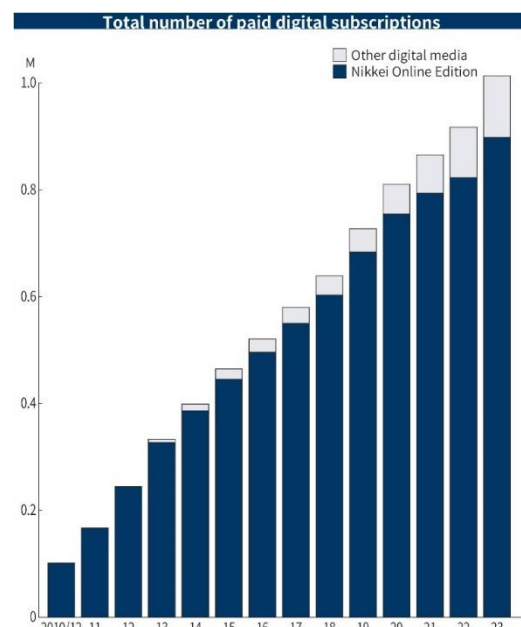
Nikkei Reaches One Million Digital Subscriptions Online and Specialized Media Expands

December 8, 2023 – The number of subscriptions to The Nikkei Online edition and the Nikkei Prime series of specialized media offerings provided by Nikkei Inc. have expanded to one million. The Nikkei Online edition continues to grow in the digital domain, with users moving beyond individuals to encompass a greater number of corporations and the education sector. There has also been development of new demand through the larger numbers of specialized media types from 2020 onward.

This is the first time that the number our paid news media digital offerings in Japan has exceeded 1 million. There are 897,000 paid members of the Nikkei Online edition and 115,000 digital subscriptions to other products and services. These figures are about twice their number three years ago. With the English-language media “Nikkei Asia,” Nikkei Inc. becomes the world’s fifth-largest paid news media voice. When including the Nikkei Group’s Financial Times (FT), Nikkei as a whole is the world’s third-largest paid news media outlet, with 3.26 million digital subscriptions.

Launched in March 2010, use of the Nikkei Online edition has grown among individual users, but in recent years it has been increasingly adopted in the corporate and educational sectors. The number of companies using “the Nikkei Online edition for the Office,” which combines multiple media voices of the Nikkei Group for corporate use, is 24,500. “The Nikkei Online edition for Education” has been introduced by junior high and high schools as an inquiry-based teaching material.

From 2020 onward, we accelerate the development of specialized media, starting with “Nikkei Financial” in 2020 and “Nikkei Mobility” in 2022, which focuses on the automobile industry, as well as other products in the “Nikkei Prime” series. An increasing number of companies are adopting specialized media on a large scale to obtain essential business information.



Growth of new digital media such as the "Nikkei Prime" series

The growth in the number of paid digital subscriptions, led by “the Nikkei Online edition” has been driven by the development of new specialized media and the expansion of our readership base. We continue to evolve both in terms of services and content to meet a variety of diversifying needs. To do so, Nikkei has launched a series of new digital media organs since 2020.

"Nikkei Financial," the first specialized form of media targeting executives and professionals working in the financial industry, was launched in October 2020, and it celebrated its third anniversary this year. In addition to our in-depth articles based on extensive research, we also hold members-only events with key financial figures as guests, and we have gained support from many readers involved in finance.

In November 2022, we launched the "Nikkei Prime" series, a new medium that delivers specialized news and analysis that cannot be conveyed in the mainstream print and online editions. The first series includes "Nikkei Mobility," which focuses on the automotive industry; "Nikkei GX | Green Transformation," which explains policies and systems for decarbonization and the advanced initiatives of domestic and overseas companies; and "Nikkei Tech Foresight," which looks at promising technologies that can influence a company's competitiveness. We have been able to position ourselves at the forefront of the latest domestic and international trends in each specific field for businesspersons in charge of corporate decision-making.

In March 2023, we launched "Nikkei FT the World," which delivers selected articles from the FT in Japanese. In November 2023, we began to offer "Minutes by Nikkei," a new source of information for young people who want to understand the essence of news in a short time.

Nikkei and FT become the world's third largest news media group

The New York Times is the world's top digital news media group with 9.41 million paid subscribersⁱ, followed by Dow Jones (4.61 million)ⁱⁱ, which owns the Wall Street Journal and other news sources, and the Washington Post (2.5 million)ⁱⁱⁱ. The FT, in the fourth place, reaches 2.19 million. The Nikkei-FT group, which includes Nikkei Inc., is the world's third-largest news group, with 3.26 million digital subscriptions.

Nikkei Inc. acquired the Financial Times Group from Pearson in 2015 and has been pursuing a growth strategy that includes enhanced global coverage and expansion of its digital business. We will continue to strengthen our collaboration to create synergies.

The number of paid digital subscriptions is the number of paid subscribers to "the Nikkei Online edition" plus the number of print viewer subscriptions to "the Nikkei Business Daily," "the Nikkei MJ," and "the Nikkei Veritas," as well as "Personnel Watch," "Nikkei Financial," and "Nikkei Prime.”

About Nikkei

Nikkei Inc. is a world-renowned media brand for Asian news, respected for quality journalism and for being a trusted provider of business news and information. Founded as a market news provider in Japan in 1876, Nikkei has grown into one of the world's largest media corporations, with 37 foreign editorial bureaus and approximately 1,500 journalists worldwide. Nikkei acquired the UK-based Financial Times in 2015. Our combined digital and print circulation totals about 2.4 million, and we are continually deploying new technologies to increase our readership.

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ⁱ The New York Times Company Reports Third-Quarter 2023 Results (2023/11/8)

ⁱⁱ NEWS CORPORATION REPORTS FIRST QUARTER RESULTS FOR FISCAL 2024 (2023/11/9)

ⁱⁱⁱ FIPP: Global Digital Subscription Snapshot 2023 Q2 (2023/9/26)