

# Nikkei Redesigns Flagship English Publication with Launch of “Nikkei Asia”

TOKYO – Nikkei Inc. announced on Tuesday that its flagship English language publication, Nikkei Asian Review, will change its name to Nikkei Asia on September 30th, 2020. In addition to the name change, Nikkei Asia will introduce a new logo and slogan, “The Voice of the Asian Century.”

Following its transition into a digital-first news organization in 2017, Nikkei Asian Review has seen strong growth in subscriptions and readership. Working with editors and tech consultants from the Financial Times, Nikkei Asian Review established itself as a must-read source of news, information and opinion for businesspeople in Asia and beyond, spanning more than 160 countries and regions.

Nikkei Asia will expand on these achievements with the official introduction of its newly developed news app and an expansion of its editorial team in fast-growing markets such as Ho Chi Minh City and Mumbai. Along with these initiatives, Nikkei Asia will move further into events, starting with a series of Webinars in October to discuss topics such as “The Asian Century” and “The U.S.-China Conflict.”



**The voice of the Asian century**

## About the Brand Redesign

With the new branding, Nikkei Asia aims to position itself as the leading English-language publication covering Asian business, economics, politics and culture. The new name reflects Nikkei Asia’s position as a digital, forward-looking, 24-hour news organization.

The new slogan, “The Voice of the Asian Century,” expresses Nikkei Asia’s passion and determination to serve as Asia’s envoy to the world.

## Campaigns

To promote the experience of the new and improved Nikkei Asia to readers, the publication will run an Open Day campaign throughout September 30th that will allow non-paying members free access to all articles on the site, which remains <https://asia.nikkei.com/>.

Furthermore, new subscribers who join between September 30th and October 31st will receive an offer for a 3-month digital plan at just \$9, a huge discount from the usual price of \$41.99.

### **Nikkei Asia's Strengths and Accolades**

Nikkei Asia stands out from its peers with its uniquely Asian perspective. As an independent media outlet, Nikkei Asia is not under the influence of any government or political organization, allowing its reporting to be free of any bias and or agenda. Nikkei Asia boasts a dedicated staff of more than 100 reporters, editors and designers working in English, while also benefitting from the full support of Nikkei's 1400-strong network of journalists around the world.

At the Society of Publishers in Asia (SOPA) Awards 2020, Nikkei Asia won awards for excellence in four categories, including for scoop and explanatory reporting. The publication also won the top awards for magazine design and arts and culture coverage.

### **Collaboration with the Financial Times**

The partnership between the FT and Nikkei has contributed to the success of Nikkei's expansion into English reporting. Since Nikkei Group acquired the FT in 2015, Nikkei's editorial team has leveraged the expertise of FT editors and reporters. FT engineers have contributed greatly to Nikkei's system development team. Following the FT's "Digital First" strategy, Nikkei has made significant strides in digital enhancement, producing an improved online experience with a myriad of dedicated applications.

Motohiro Matsumoto, Managing Director of Nikkei Inc. and Publisher of Nikkei Asia, said: "As Nikkei pursues its growth strategy of globalization and digitalization, reporting on dynamic business and economic trends in Asia -- a global growth center -- is paramount. We wish to encourage our readers to 'Ask Nikkei anything about Asia' and we will continue to work hard and move forward to fulfil this ambition."

Shigesaburo Okumura, Editor-in-Chief for Nikkei Asia, said: "'If we want things to stay as they are, things will have to change,' wrote Giuseppe Tomasi di Lampedusa in his classic novel, The Leopard. Our mission to bring the voices and heartbeats of Asia's vibrant economies has remained unchanged since its inception, but we recognize that we have to liberate ourselves from the word 'Review' in order to fulfil this mission in changing times. Digitalization will serve as an indispensable tool for the new and improved Nikkei Asia as we aim to serve with enhanced speed and foresight as a news medium."

Christopher Grimes, Executive Editor for Nikkei Asia, said: "Even during a tumultuous period in the media industry, Nikkei has been unwavering in its commitment to investing in quality journalism. Nikkei Asia team -- a diverse, energetic and talented group of reporters, editors and designers -- is a testament to that commitment."

Find out more: <http://s.nikkei.com/nikkeiasia>

Opens from September 30th JST

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## **About Nikkei**

Nikkei 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 36 foreign editorial bureaus and approximately 1,500 journalists worldwide. Nikkei acquired the Financial Times in 2015.

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