

Nikkei Online Edition reaches 700,000 paid subscribers

Strengthening readership among young adults and women

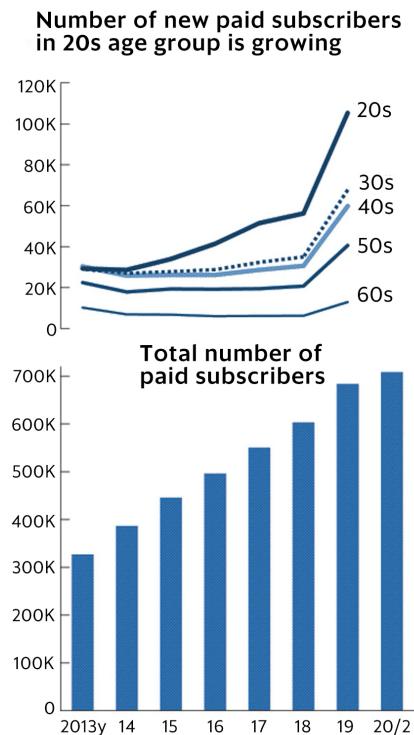
Nikkei Online Edition, the online publication of the Nihon Keizai Shimbun (Headquarters: Chiyoda Ward, Tokyo; CEO and Representative Director Naotoshi Okada) recently reached a readership of 700,000 paid subscribers. Launched in March 2010, the Online Edition will soon mark 10 years of operation. For much of that period most of the subscriber growth was centered in business readership in the 30s through 50s age group. However, recent years have seen the strengthening of the young reader cohort in their 20s.

In 2019 the number of subscribers in their 20s reached a total of 105,000, a 3.7-fold increase in 5 years, and comprised the largest age group among new subscribers at 36% of the total. Driven by interest in work and job search topics, readership among young adults and recent university graduates has shown steady growth. In addition, the number of new paid subscriptions among women has increased 3.7-fold in the past 5 years, reaching 73,000 new subscriptions during this period.

Payment processes on our iPhone and other smartphone apps were greatly simplified and contributed to greater ease of subscription sign-up and usage. The PC desktop screen design was updated to provide easier operation and better display of photos and other images. The total number of registered users, including unpaid registrations, came to more than 4.7 million last year.

In the content domain Nikkei Online has deployed the best practices of the digital era such as data journalism – the utilization of sophisticated data analysis in support of online reporting, and visual data - the varied expression of key points in the news using sophisticated digital graphics. These are parts of our ongoing efforts to present readers with valuable insights in formats that are useful and easy to grasp.

Nikkei was awarded the 2019 Japan Newspaper Publishers & Editors Association Award for our



series titled Data Century, which revealed such problems as the gathering and analysis of anonymous user data from the internet to the level and extent that specific individuals can be identified, bringing to light the breadth and critical issues of the digital economy. Beginning last April, the feature titled The Chart Speaks revealed the decline of the power of Chinese foreign currency in the midst of the continuing flow of untraced funds from that country.

Nikkei is also challenging the frontiers of visual display journalism. The new 2020 series titled Capitalism in Adversity focused on serious problems facing the world as a whole such as the growth of income inequality and widespread environmental destruction, which were presented in thought-provoking yet enjoyable and easy-to-understand animated format.

We have made major changes to the organizational structure of the editorial bureaus which develop content to reflect the requirements of the digital era. We have placed managers with the responsibility of gauging reader interests using the tools of audience engagement based on real-time user data analysis, and deploying those insights in content production and display.

In late February we strengthened our focused sections on topics such as Economics and Finance and Business. In late March we will launch a new section titled Learning Money. Nikkei Veritas and the Nikkei BP monthly magazine Nikkei Money will aggregate content on money management and personal finance. By combining accessible content with our community and live events initiatives, we aim to provide opportunities for our readers to acquire accurate information over a wide range of topics in household finance and personal investment.

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 media in Japan in 1876, Nikkei has grown into one of the world's largest media corporations, with 37 foreign editorial bureaus and approximately 1500 journalists worldwide. Nikkei acquired the U. K.-based Financial Times in 2015. Our combined digital and print circulation totals over 3 million, and we are continually deploying new technologies to increase our readership.

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