



ITmedia Inc. Corporate Briefing

April 2019 ver.5

ITmedia Inc.

Company Overview

Establishment:	December 29, 1999
Capital:	¥ 1.7B (as of March, 2018)
Representatives:	Toshiki Otsuki, President and CEO
Location:	Head Office: 12/13F Kioicho Building 3-12,Kioicho Chiyoda-ku, Tokyo 102-0094 Japan
Business lines:	Development and operation of Internet-only media providing information and services centered on Technology and Business field.
Number of employees:	211 (as of March, 2018)
Major shareholders:	SB Media Holdings Corp. Yahoo Japan Corporation, Others
Stock exchange listings:	TSE First Section (code 2148)

Corporate History

December 1999	Established Softbank ZDNet Inc. (current ITmedia Inc.), operated comprehensive IT information site as the first online publishing company in Softbank Group.
January 2004	Changed name to Softbank ITmedia, Inc.
March 2005	Merged with atmarkIT Corporation changed name to ITmedia Inc. [atmarkIT Corporation: established in February 2000, an online media company specializing in IT technologies]
February 2006	Merged with Mediaselect Inc. [Mediaselect Inc.: established in May 2001, the publishing company specializing in the enterprise field]
April 2007	Listed on the Tokyo Stock Exchange Mothers
January 2010	Purchased E2 publishing and started to publish EE Times Japan
July 2011	Purchased and started to publish EDN Japan
April 2015	Purchased Keyman's Net from Recruit Holdings and started to publish Keyman's Net
October 2015	Purchased "Hacchu navi" and started to its service. [Hacchu navi: matching site between customers and engineering / technical providers]
July 2016	Purchased "Knowledge on Demand" and started to its service. [Knowledge on Demand: On-line manual provider]

The largest on-line media company in Japan

Established in
1999



Listed on Tokyo
Stock Exchange
Mothers in 2007



Softbank group
company
(Acquired Sprint in US)



ITmedia -AT A GLANCE with Numbers



Capital Stock

¥1.7B



Sites

30+



Monthly
Articles

4000



Monthly
Users

25M_{UU}



Clients

1300+



Monthly
Traffic

250M_{PV}



Number of
Employees

211



Annual Sales

¥4.6B



Editorial
Staffs

90



Sales

90



Professional
contributors

500+

ITmedia -Our Media and Services

IT Industry



Electronics, Mechanics And Manufacturing Industries






















Consumer Market



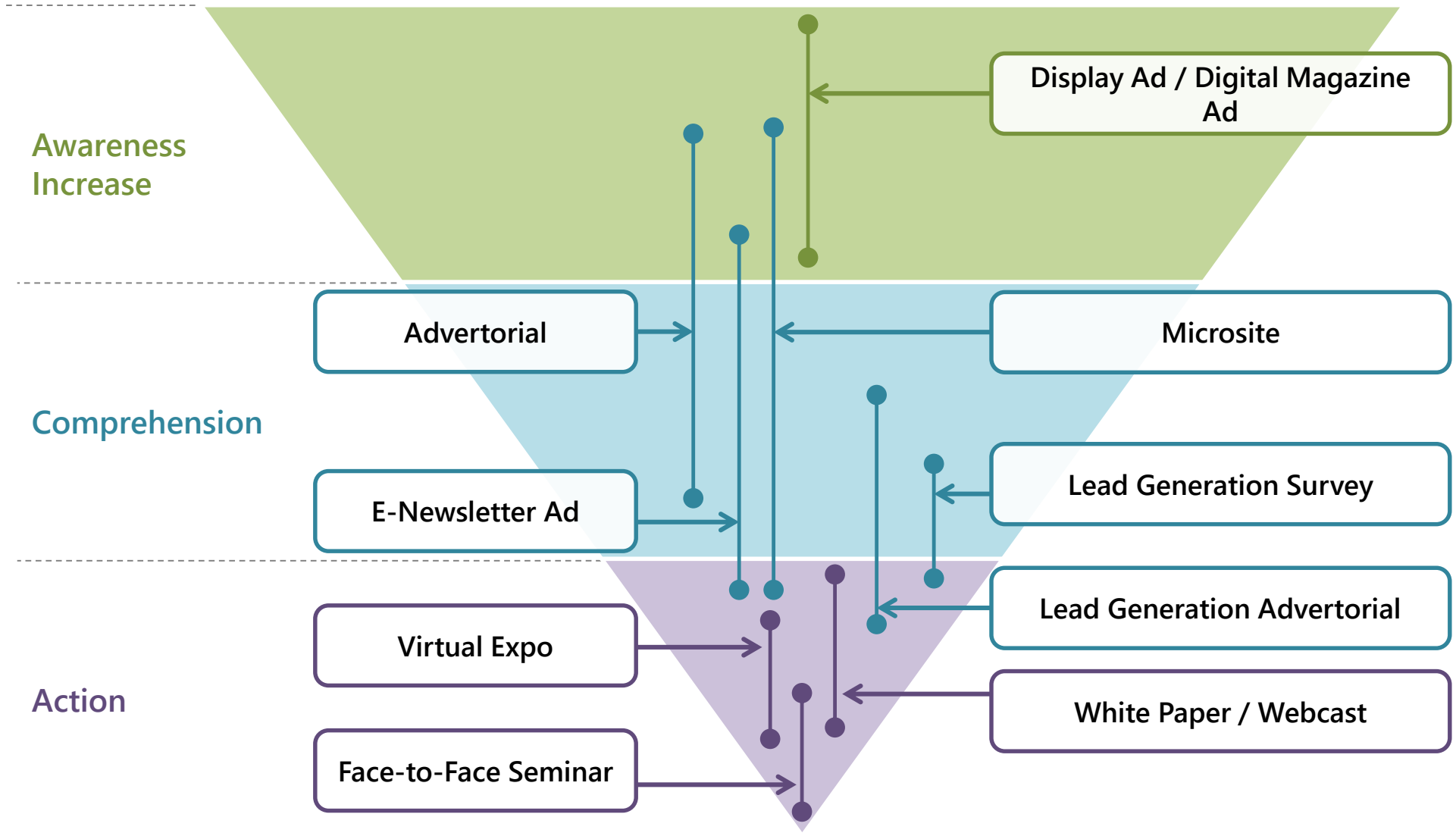
Netolabo



Media Positioning-Map

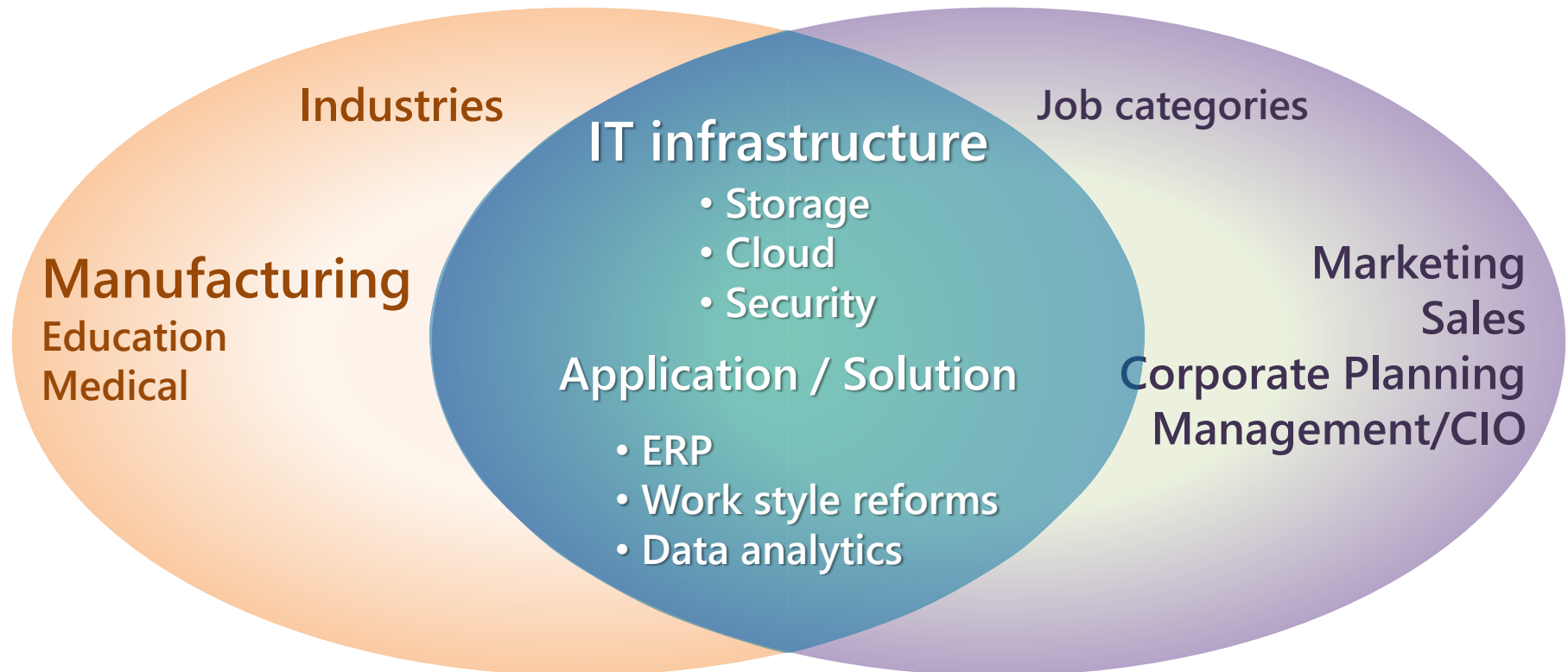
		Media Advertising			Lead Generation
Marketing needs					
Audience		Trend Awareness	Recognition of issues	Searching for Solutions	Select Solutions
Operations division	Management/ Business Responsibility	 All ITmedia contents feed/portal	 Membership community for business leaders		
	Management/ Business Planning	 Social and IT news for business people	 For next generation leaders		 Introduce IT products for corporations
	Finance / HR / General affairs	 New models information and how to use mobiles	 Membership media with the forefront of B to B digital marketing		 Provide information of IT products/services helping members to decide their purchase
	Sales department/ Marketing	 For desktop and portable computer users	 For the IT leaders who innovate business, focusing on Business and technology	 Provide problem solving methods for IT experts	 Matching service for development / production orders
IT division	IT strategy and control				
	Design/ Development/ Operation	 Fun and interesting news from a variety of categories from net			
R & D		Manufacturing  Information portal for Manufacturing Specialist	Electronics  Focusing on the electronics industry's business trends and emerging technologies	 How-to information to design and develop electronic products and new product information	
	Design / Development / Quality control / Production control	Energy  Focusing on power savings, electricity storage, power generation and technologies/products that underlie Smart Society	Architecture and construction  Bringing innovation to the construction industry with IT and IoT		 Provide information for engineers who consider selecting products or services

Promotion Menu

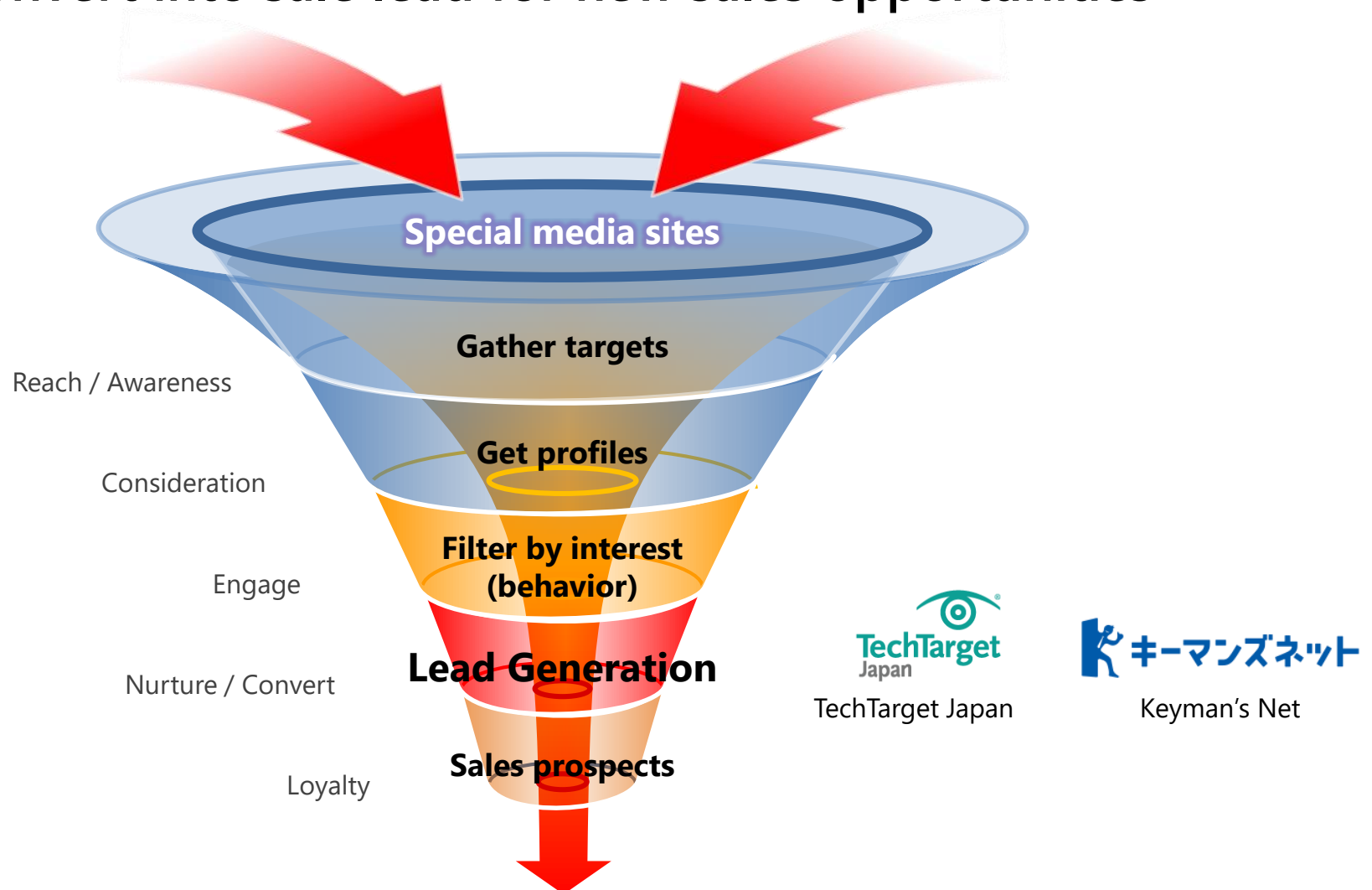


Potential and coverage of LeadGen. media

Media & Services 4	Specialized media categories 19	Total number of members 870,000	Number of published articles per year 7,000	Number of white papers 13,000	Number of editors 15
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Lead generation is the process of creating sales potentials which convert into sale lead for new sales opportunities



Virtual Events

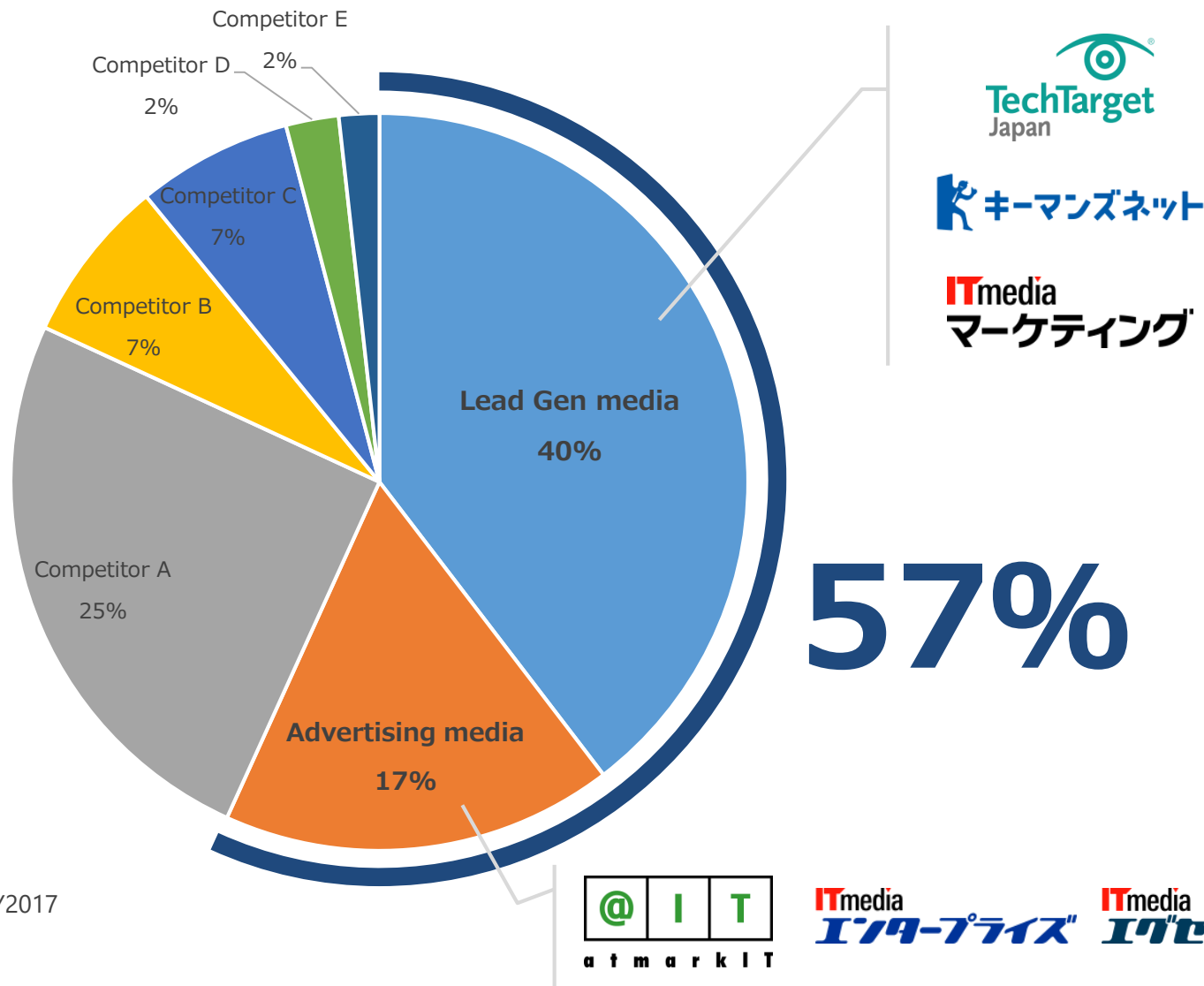


1200+ advertiser coverage



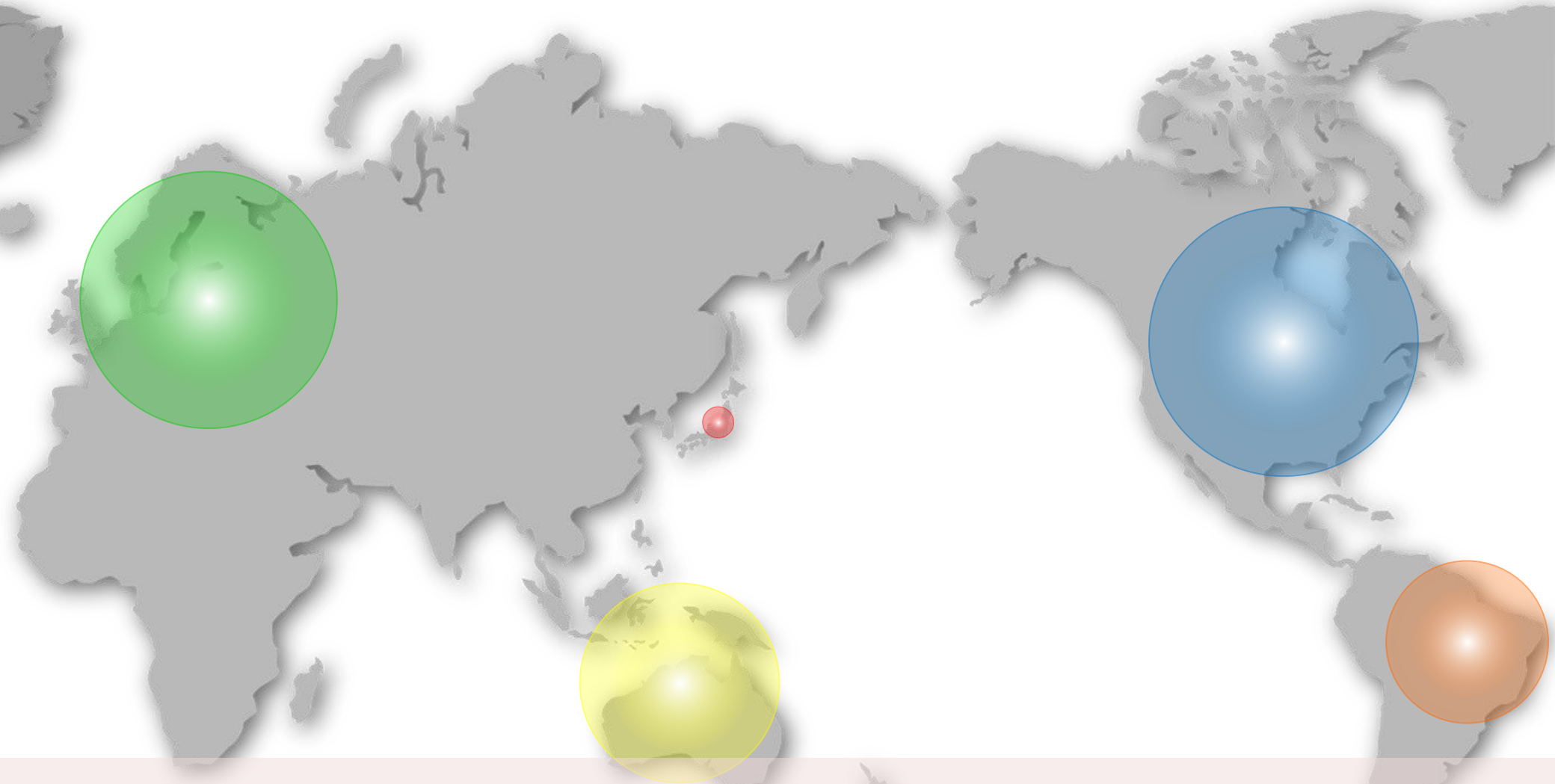
Share of the Enterprise-IT Market

ITmedia has No.1 market share in the B2B IT market

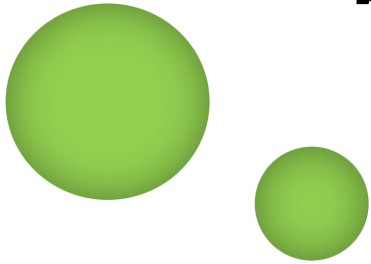


Our original advertising research as of FY2017
(Advertorial & Online Lead Gen.)

ITmedia -Our Global Network



Contribute to Information Revolution by Innovating Professional Media



We believe;

- Professionals and professionalism make media reliable.
- Technology changes media conventional to innovative.
- Media can provide social knowledge to our community.

