



ITmedia Inc.

# ITmedia Inc.

# Overview

August 2021 Edition

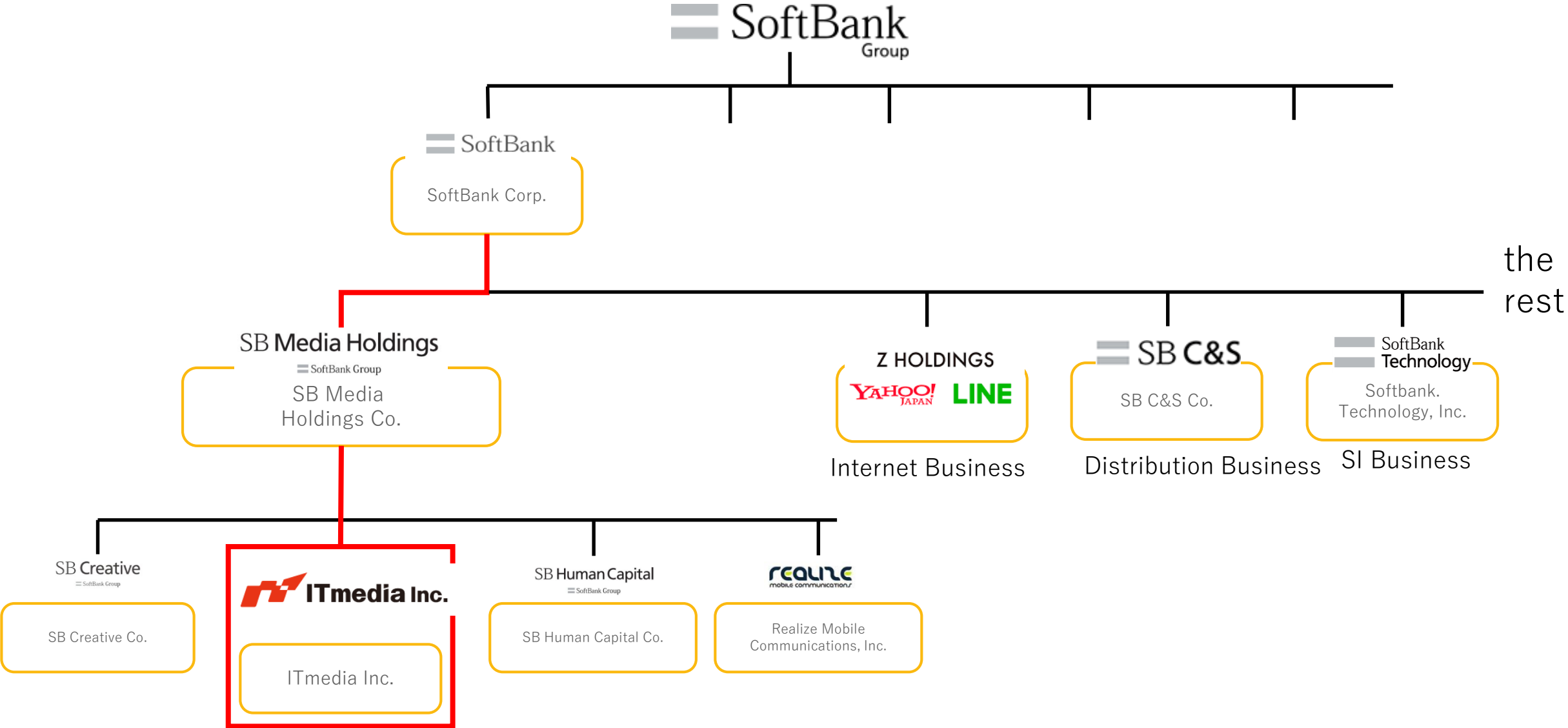


# Outline



|   |   |
|---|---|
| Establishment                           | December 1999   |
| Representative                          | Representative Director<br>Toshiki Otsuki   |
| Stock exchange listings                 | TSE Prime Market (code 2148)  |
| Major Shareholders                      | SB Media Holdings, Inc.   |
| Group Companies                         | Hacchu Navi, IT Cloud, Inc.   |
| Number of Employees                     | <b>354</b><br>(As of the end of June 2021, including contract, temporary and part-time workers) |
| Results<br>(Year ending March 31, 2021) | Sales: <b>6.89</b> billion yen<br>Operating income: <b>2.02</b> billion yen                     |
| Capital                                 | 1.73 billion yen (as of the end of June 2021)   |

# Softbank Group



# History



|           |           |  |                  |
|-----------|-----------|--|------------------|
| 1995      |           | SoftBank Invests in COMDEX Ziff-Davis                                |                  |
| 1996      | April     | SoftBank invested in Yahoo! of the U.S. → Established "Yahoo! Japan" |                  |
| 1997      | September | <b>Established ZDNet Japan, the predecessor to ITmedia</b>           |                  |
| 1999      | December  | <b>Established Softbank ZDNet, spun-off from ZDNet Japan</b>         |                  |
| 2004      | January   | Changed the name and established ITmedia                             |                  |
| 2005      | March     | Merged @IT   | @IT<br>at market |
|           | November  | Purchased Media Select   | アイティセレクト         |
| 2009      | October   | Started business with ON24   | ON24             |
| 2010      | January   | Purchased E2 Publishing  | EE Times Japan   |
| 2011      | July      | Acquired EDN Japan   | EDN Japan        |
| 2015      | April     | Acquired "Keymans Net"   | キーマンズ ネット        |
|           | October   | Purchased "Hacchu Navi"  | 発注ナビ             |
| 2018      | April     | Established ITcrowd with SB C&S                                      | ITreview         |
| Year 2021 | September | Acquired "RPA BANK"  | RPA BANK         |



# A total of 20 media in 3 areas

## Business x IT

ITmediaビジネス  
ONLINE

ITmedia Business Online

ITmedia  
ITmedia Enterprise

ITmedia Enterprise

ITmedia  
ITmedia Executive

ITmedia Executive

ITmedia  
NEWS

ITmedia  
マーケティング

ITmedia Marketing

キーマンズネット

Keyman's Net

@ I T  
atmarkt

TechTarget  
Japan

発注ナビ

Hacchu Navi

ITreview  
IT Cloud, Inc.

## Manufacturing/Industry x Technology

MONOist

BUILT  
Building x IT

EE Times  
Japan

スマートジャパン  
Smart Japan

EDN  
Japan

Tech  
Factory

## Consumer

ITmedia  
Mobile

ITmedia  
PC USER

Fav-Log  
by ITmedia

ねとろぼ  
Netlabo

# Media group with 470 million monthly page views and 1.23 million members

## Business x IT

70 million Page Views/month, 1 million e-mail members (June 2021 actual)

**ITmedia**ビジネス  
ONLINE

ITmedia Business Online

**ITmedia**  
ITmedia-プライズ

ITmedia Enterprise

**ITmedia**  
ITmediaエグゼクティブ

ITmedia Executive

**ITmedia**  
NEWS

**ITmedia**  
マーケティング

ITmedia Marketing

**キーマンズ**ネット

Keyman's Net

@ I T

atmarkIT

**TechTarget**  
Japan

**発注ナビ**

Hacchu Navi

**ITreview**  
IT Cloud, Inc.

## Manufacturing/Industry x Technology

6.9 million Page Views /month, 230,000 e-mail members (June 2021 actual)

**MONOist**

**BUILT**  
Building x IT

**EE Times**  
Japan

スマート **ジヤパン**  
Smart Japan

**EDN**  
Japan

**Tech**  
Factory

## consumer

390 million Page Views /month (June 2021 actual)

**ITmedia**  
Mobile

**ITmedia**  
PC USER

**Fav-Log**  
by ITmedia

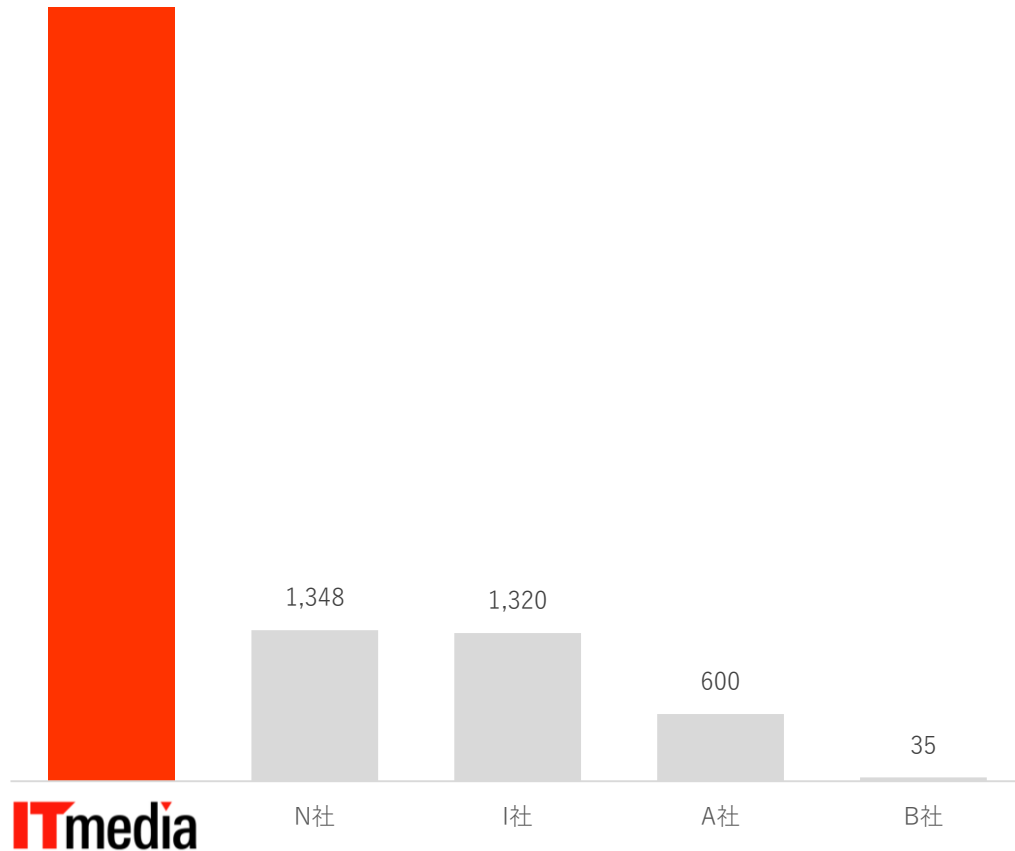
**ねとろぼ**  
Netlabo

# Business x IT domain media size comparison

ITmedia: Total Page Views and e-mail magazine members of business x IT domain media on the previous page (Jun. 2009)  
Company N : Total Page Views and e-mail magazine members of IT domain media and business media (Feb. 2009)  
Company I : Total Page Views of IT domain media and e-mail magazine members (Apr. 2009)  
Company A : Page Views of IT domain media and newsletter members (June 2009)  
Company B : Page Views of IT domain media and newsletter members (May 21)

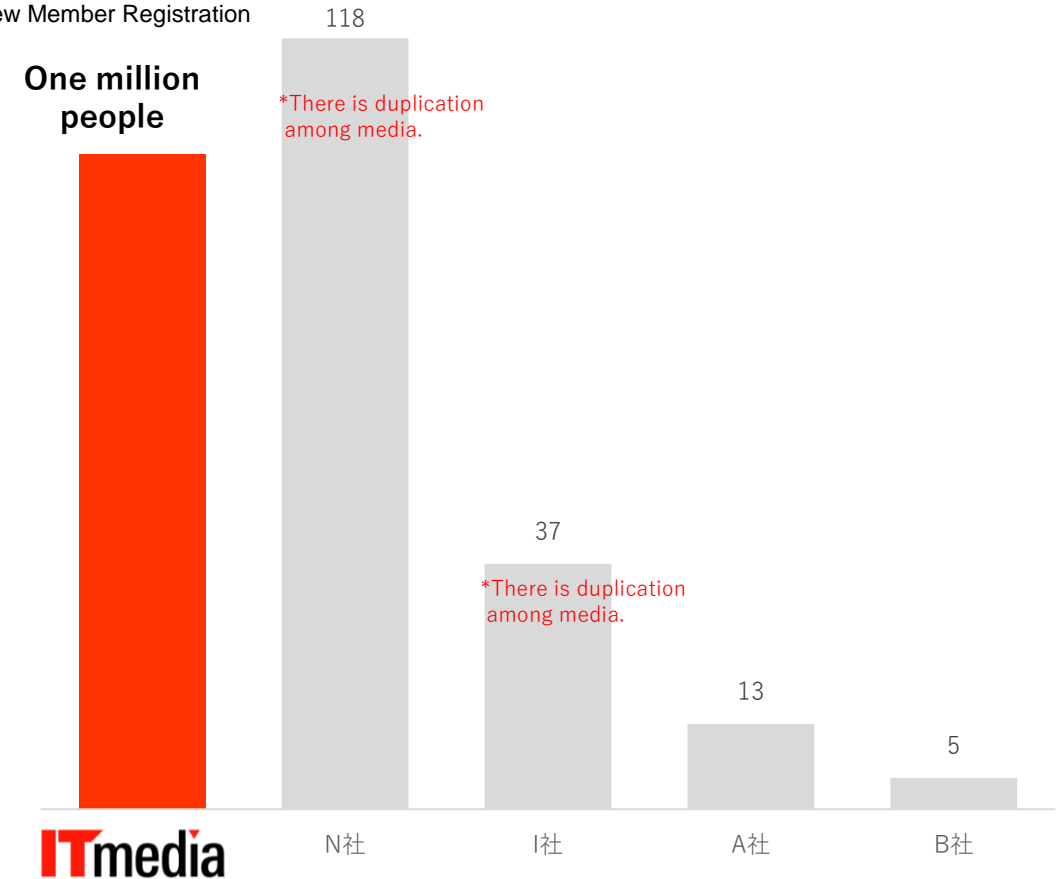
## Monthly Page Views: overwhelmingly No. 1

70 million Page Views /month



## Member: Even with newspaper-affiliated N Corp.

20,000 people every month.  
New Member Registration



# 104 editorial reporters supporting specialized media

(as of August 2021)

## Business x IT

50 people



ITmedia Business Online



ITmedia Enterprise



ITmedia Executive



ITmedia Marketing



Keyman's Net



atmarkIT



IT Cloud, Inc.



Hacchu Navi

## Manufacturing/Industry x Technology

12 people



## consumer

42 people



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# Advertising placements from a total of 1,078 domestic and international clients

(Actual results for the fiscal year ended March 31, 2021)

## ICT Industry 633 companies

ITmediaビジネス  
ONLINE

ITmedia Business Online

ITmedia  
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ITmedia Executive

ITmedia Executive

ITmedia  
NEWS

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マーケティング

ITmedia Marketing

キーマンズネット

Keyman's Net

@ I T  
atmarkIT

TechTarget  
Japan

発注ナビ

Hacchu Navi

ITreview  
IT Cloud, Inc.

## FA, manufacturing IT, electronics, and mechanical design, instrumentation, construction IT 303 companies

MONOist

BUILT  
Building×IT

EE Times  
Japan

スマートジャパン  
Smart Japan

EDN  
Japan

Tech  
Factory

## General consumer goods, various organizations 252 companies

ITmedia  
Mobile

ITmedia  
PC USER

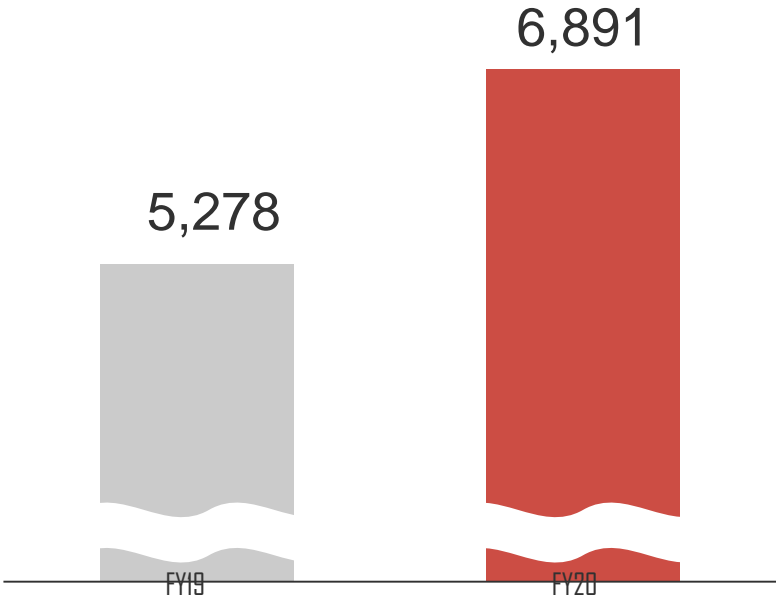
Fav-Log  
by ITmedia

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# Results for the fiscal year ending March 31, 2021

## Sales revenue

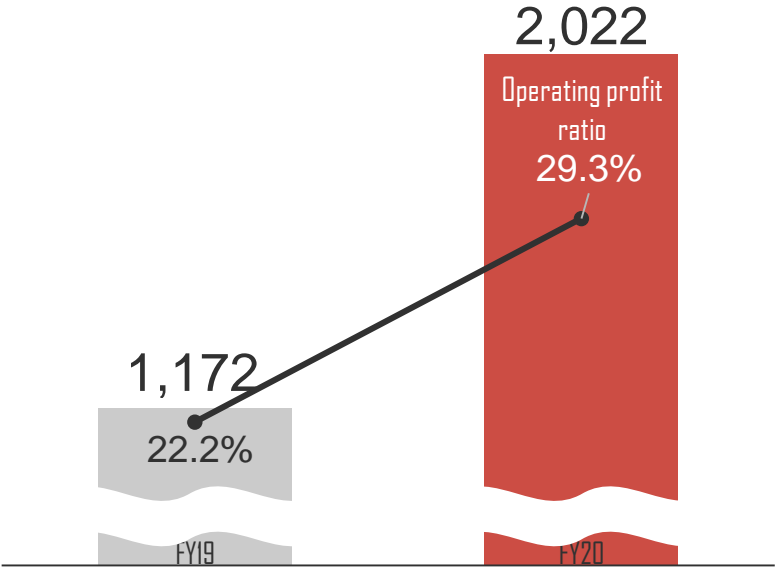
+30.6



## Operating income

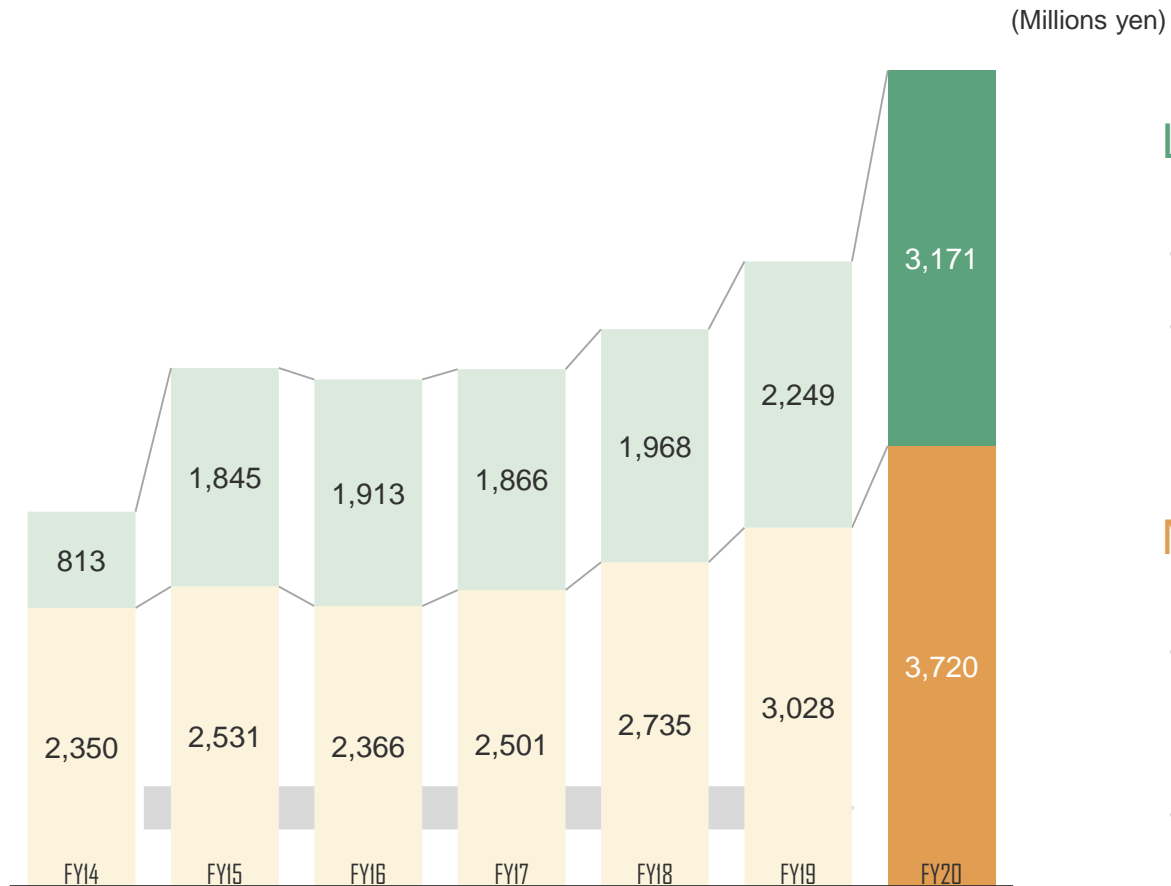
(Million yen)

+72.5



# Results for the fiscal year ending March 31, 2021

## Sales Revenue by Segment



### Lead gen business YOY +41.0% YOY

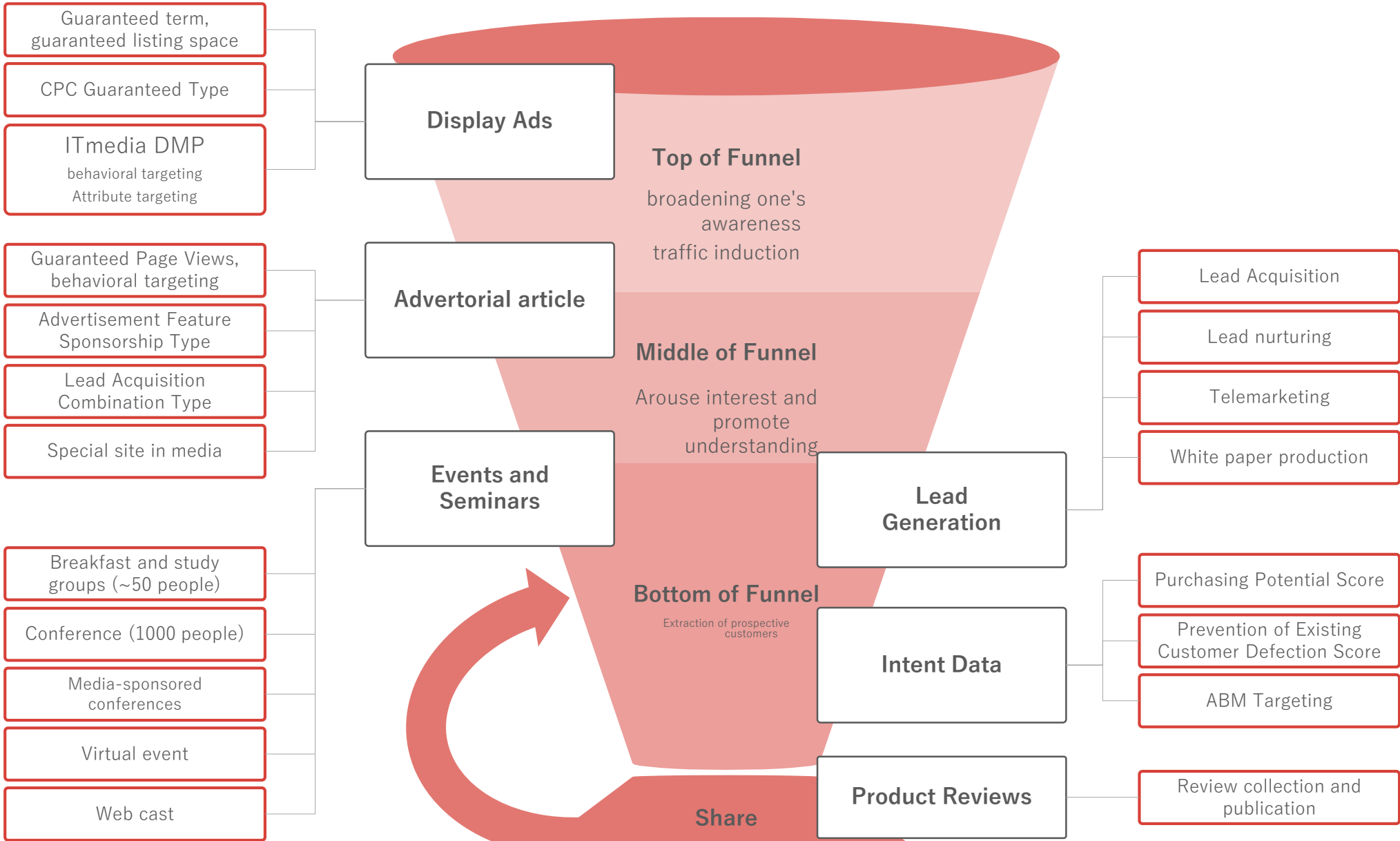
- Continued growth of existing businesses
- Rapid growth of digital events

### Media Advertising Business +22.8% YOY

- Business and industrial technology area advertising expansion
- Nerd: Improvement of Page Views and ad unit price

# Services provided to customers

Media Advertising Business



Lead Gen Business



**ITmedia Inc.**

# ITmedia Inc.

Sales Division

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