

日経ビジネス

日経

xTECH

日経

xTREND

3 Cross-Media Special Campaign

# AI-Driven Management

A comprehensive approach to AI, from executive leadership to the front lines

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Nikkei Business, Nikkei xTECH, Nikkei xTREND, and other Nikkei BP's various publications continuously publish AI-related content. We effectively convey your company's appeal through cross-media marketing support targeting executives and AI users.

# We offer a diverse range of products centered on AI that meet a variety of needs across multiple media platforms.

We host numerous AI-related events and seminars organized by industry and theme, ensuring precise reach to your target audience



Q1 (January–March)

Q2 (April–June)

Q3 (July–September)

Q4 (October–December)



## AI Leaders 100 (Annual Project)

### **AIj** **NEW!** AI Solutions Focus 9 (Tentative Title) – 9 Business Areas Transformed by AI –

- ① Web Partnership Site
- ② Video Ads
- ③ AI Foresight (Corporate-Sponsored Seminars)
- ④ AI × Business-Specific Small-Scale Seminars (Corporate-Sponsored Seminars)

**Information Security Strategy Seminar**  
(March)

**Japan DX AI Conference** (June–September)

**Generative AI Conference** (December)

**AIj** Building Data Infrastructure for the AI-Ready Era (June)

**AIj** AI-Driven Development Forum (September)

**DX & AI Insight** (November)

**Security Management Summit** (June)

**Information Security Strategy Seminar** (September)

**Security Management Summit** (November)

**AIj** Nikkei xTECH NEXT Kansai-Related Events (June) #AI in General  
① AI Leaders EXPO ② Generative AI Studio  
③ AI Agent New Experience Pavilion

**AIj** Nikkei xTECH NEXT Tokyo Related Events (September) #AI General  
① AI Leaders EXPO  
② AI Agent New Experience Pavilion

**AIj** AI-Driven Development Forum (June) #AI-Driven Development

**NEW!** ③ Business Processes × AI Seminar

**DX & AI Insight** (June)

**NEW!** ④ Sales × AI Seminar

## &lt;Target Audience&gt;

Business owners and  
decision-makersCorporate Planning  
DepartmentsDX Promotion  
DepartmentIT and Information  
Systems Departments

Frontline Staff

NEW!

# "AI Solution Focus9" Project

— 9 Business Functions Transformed by AI —

Starting in April, Nikkei Business, Nikkei xTECH, and Nikkei xTREND will be launching a major editorial special series focusing on the front lines of corporate AI transformation and implementation, as well as leading-edge case studies across nine business sectors.

To this end, we are launching the new "AI Solutions Focus 9" project. Targeting executives, AI/DX leaders, and key personnel driving business transformation, we will host a combination of cross-media digital tie-ups and specialized seminars. We will support the dissemination of information and the creation of customer touchpoints to accelerate management and operational reform through AI.

## Comprehensive Information Dissemination Through Digital Partnerships and Seminars

- Nikkei Business, Nikkei xTECH, Nikkei xTREND
- Launch of a joint editorial special feature
- Special advertising features integrated with tie-ups and video ads
- Seminars Sponsored by Individual Companies by Business Function
- Seminars by business function, sponsored by multiple companies

### Sample Plan

From **3 million yen**

Marketing

System  
DevelopmentCustomer  
Support

HR

Finance  
and  
AccountingGeneral Affairs  
and Asset  
Management

Procurement

Legal Affairs  
and  
Governance

Sales

## &lt;Target Audience&gt;

Business owners and  
decision-makersCorporate Planning  
DepartmentDX Promotion  
DepartmentIT and Information  
Systems Departments

Frontline Staff

## &lt;Product&gt;

# Co-branded Advertising

# Video Ads

NEW!

## AI Solution Focus 9

Cross-Media Special Advertising Campaign  
(Collaborative Advertising / Video Advertising)

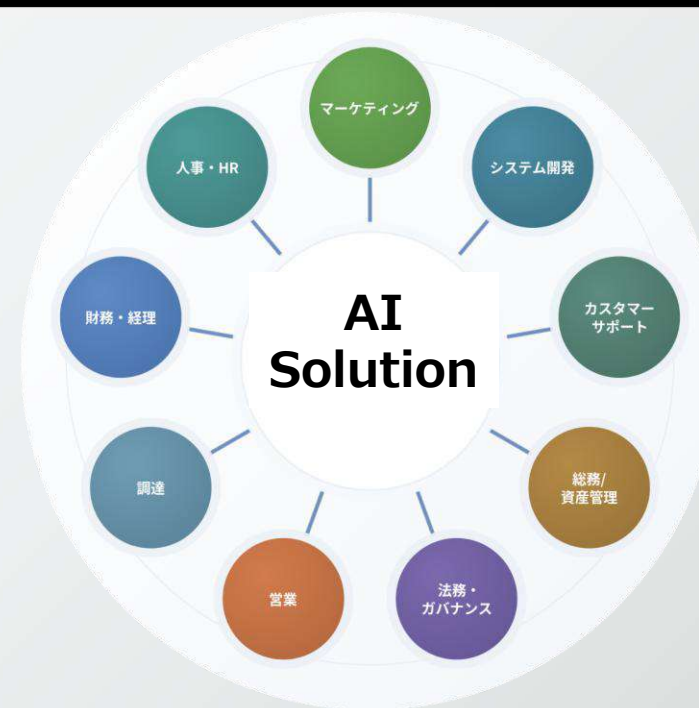
As part of the “AI Solutions Focus 9” special advertising campaign, we will launch a special cross-media tie-up campaign across three publications—Nikkei Business, Nikkei xTECH, and Nikkei xTREND—to introduce cutting-edge AI solutions in conjunction with their special editorial features.

We will powerfully disseminate AI-related information across these media platforms.

## &lt;Benefits of Sponsorship&gt;

- A special cross-platform advertising campaign linked to a special program production
- Diverse plans including sponsored content, video ads, and lead generation to effectively reach your target audience

## Sample Plan

From **3 million yen**

## &lt;Target&gt;

Corporate Planning  
DepartmentDX Promotion  
DepartmentIT and Information  
Systems Department

NEW!

## AI Solutions Focus9

AI Foresight 2026 /  
Back Office AI SHIFT 2026 (tentative)

## &lt;Single-Sponsored Seminar&gt;

## AI Foresight 2026

Each day will delve deeply into a single theme, with the Nikkei xTECH Editorial Department and Nikkei BP Research Institute

## &lt;Single-Sponsored Seminar&gt;

## Back Office AI SHIFT 2026 (Tentative Title)

Targeting decision-makers in the finance, procurement, and legal departments—areas with relatively few employees—through direct paper direct mail. A small-scale online event for approximately 50 participants, a multi-sponsor seminar featuring a high-value model that delivers high-quality leads

## Plan

3 million yen

## Theme

– Promoting AI Adoption (Business Transformation / AI Implementation / DX Promotion / Generative AI Adoption / Corporate Transformation)

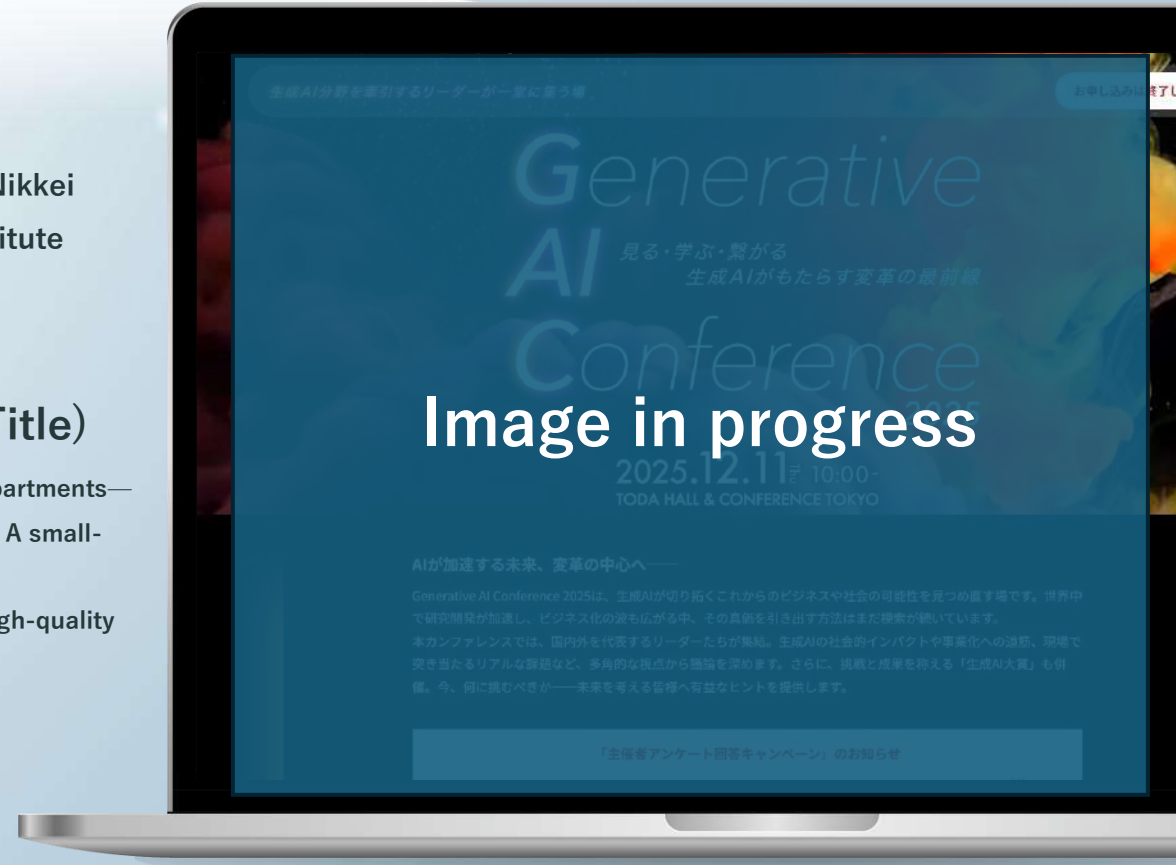
Image in progress

2025.12.11 10:00-  
TODA HALL & CONFERENCE TOKYO

AIが加速する未来、変革の中心へ——

Generative AI Conference 2025は、生成AIが切り拓くこれからのビジネスや社会の可能性を見つめ直す場です。世界中で研究開発が加速し、ビジネス化の波も広がる中、その真価を引き出す方法はまた未知が絶えません。本カンファレンスでは、国内外を代表するリーダーたちが集結。生成AIの社会的インパクトや事業化への課題、現場で突き当たるリアルな課題など、多角的な視点から議論を深めます。さらに、挑戦と成果を誇る「生成AI大賞」も併催。今、何に挑むべきか——未来を考える皆様へ有益なヒントを提供します。

「主催者アンケート調査キャンペーン」のお知らせ



<Target Audience>

Business owners and decision-makers

Corporate Planning Department

DX Promotion Departments

IT and Information Systems Departments

Operational Staff

<Product>

# Forum

# Breakfast Meetings

# Breakout Sessions

# Brochures & Web Partnerships

# Survey

# AI リーダーズ100 AI Leaders 100

Bringing together executives, AI professionals, and experts to deepen understanding of AI

Themes

- AI-driven management, AI risks, AI technology infrastructure, AI talent development

Project

- **AI Leaders Conference**  
A forum-style event featuring discussions among experts, partners, and general attendees
- **Executive Breakfast Meeting**  
Small-group study sessions for top executives, led by CEOs
- **Breakout Sessions & Field Surveys**  
In-depth exploration of four themes: AI Management, Risk, Technical Infrastructure, and Talent Development

Primary Target Audience

- Business executives, AI professionals, and others interested in AI

Sample Program

20 million yen per year



## &lt;Target Audience&gt;

DX Promotion  
DepartmentsIT and Information  
Systems Departments

Operational Staff

## &lt;Products&gt;

#

Exhibition

# Nikkei xTECH NEXT Kansai

As part of "Nikkei xTECH NEXT Kansai," an event in Osaka organized by Nikkei xTECH with all its resources, a program within the "AI Leaders EXPO," a specialized exhibition on AI

## Theme

— AI

## Project

### — AI Leaders EXPO

A specialized AI exhibition within Nikkei xTECH NEXT Kansai.  
An event derived from "AI Leaders 100" with a stronger focus on practical applications  
Click [here](#) for the proposal

### — Generative AI Studio

A spin-off seminar from the "Generative AI Conference" held in December  
Click [here](#) for the proposal

### — AI Agent New Experience Pavilion

Click [here](#) for the proposal

## Main Target Audience

- Decision-makers regarding AI implementation, AI personnel, and others interested in AI

## Sample Plans

600,000 yen per booth,  
1.55 million yen for Silver Sponsorship, and more



## &lt;Target Audience&gt;

DX Promotion  
DepartmentIT & Information  
Systems Department

front-line staff

## &lt;Product&gt;

# Trade Shows

# Business-Specific Seminars

# Nikkei xTECH NEXT Tokyo

Nikkei xTECH will host the "AI Leaders EXPO," a specialized AI exhibition, as part of "Nikkei xTECH NEXT Tokyo," an event organized with the company's full resources. Related seminars on "Sales × AI" and "Business Process Reform" will be held within the exhibition.

## Project

### — AI Leaders EXPO

A specialized AI exhibition held within Nikkei xTECH NEXT Tokyo. An event derived from "AI Leaders 100" with a stronger focus on practical applications

Click [here](#) for the proposal

### — AI Agent New Experience Pavilion

Click [here](#) for the proposal

**NEW!** — Special Seminar: "Sales × AI"

2026 marks the "first year of the digital worker," when AI will take a giant leap toward human-like capabilities. This seminar explores how business leaders and decision-makers should rethink their management strategies for the AI era and identify the optimal solutions

**NEW!** — Special Seminar: "Business Process Reform"

AI agents will handle complex tasks spanning multiple departments, leading to a fundamental overhaul of corporate business processes. This seminar will provide systematic information

## Main Target Audience

- Decision-makers regarding AI implementation, AI personnel, and others interested in AI

## Sample Plans

600,000 yen per booth

3.5 million yen for Silver Sponsors



## &lt;Target&gt;

DX Promotion  
DepartmentIT and Information  
Systems Department

Frontline Staff

# Generative AI Studio

A spin-off event of the Generative AI Conference to be held as part of "Nikkei xTECH NEXT 2026 Kansai"

## Theme

— Generative AI

## Project

— Generative AI Studio

Click [here](#) for the proposal

### <Event Overview>

Venue: AI Leaders EXPO Kansai 2026

Date: Friday, June 12, 2026

Time: 1:00 PM– (tentative)

Organizers: Nikkei xTECH, Nikkei xTECH Active

Number of Registrants: 200 (estimated)

Fee: Free (Advance registration required)

## &lt;Products&gt;

# In-Person Seminar

## Main Target Audience

- Those responsible for implementing generative AI, and anyone interested in utilizing generative AI

## Sample Plan

Gold Sponsor: **3 million yen**

## &lt;Target Audience&gt;

Executives and  
Decision-MakersDX Promotion  
DepartmentsIT and Information  
Systems Departments

Frontline staff

## &lt;Product&gt;

#

Online Seminar

# Information Security Strategy Seminar

A seminar designed to provide practical guidance on cyber threat countermeasures for frontline managers

## Themes

— Security

## Project

— Information Security Strategy Seminar 2026

&lt;March 18: Online Event&gt;

### Cybersecurity Measures in the Era of Generative AI

As we enter the AI era, further measures will be required by 2026  
Introducing the latest information security measures

## Primary Audience

— Corporate executives, IT planning, development, implementation, and operations departments, risk management departments, and system integrators

## Sample Plan

Gold Sponsor: **3.5 million yen**

近年、国際状況が混沌とする中、サイバーリスクの脅威は高まっています。今後も、いかに業務を止めずに事業を継続するかが、経営者やシステム担当者、セキュリティ担当者に求められています。

生成AIなど最新のテクノロジーの普及により、標的メール攻撃の高度化やマルウェアの自動生成などサイバー攻撃の手は日々高度化しています。サプライチェーンへのサイバー攻撃も社会問題化しており、影響は一企業にとどまらず社会体にも及んでいます。

そこで本セミナーでは、AI時代を迎え、2026年にはさらなる対応が求められる最新の情報セキュリティ対策を紹介します。

## &lt;Target Audience&gt;

Executives and  
decision-makersCorporate Planning  
DepartmentDX Promotion  
DepartmentsIT and Information  
Systems Departments

Frontline Staff

## &lt;Product&gt;

# Roundtable

# In-Person Seminar

# Security Management Summit

The event will be organized into two tracks: one for executive management and another for on-site managers who handle day-to-day operations.

A CISO Conference (roundtable format) will also be held concurrently, enabling direct dialogue with decision-makers.

## Themes

— Security

## Project

— Security Management Summit 2026 Summer

Click [here](#) for the proposal

&lt;June 24: Online Event&gt;

**Cyber Intelligence Security Management Summit 2026 Summer**

~ Are We Fully Prepared for Frequent Large-Scale Incidents and Security Risks? ~

Date and Time: Wednesday, June 24, 2025, 12:30 PM – 5:35 PM

Thursday, June 25, 10:00 AM – 3:35 PM (tentative)

\*A CISO Conference is scheduled to be held at the same venue on Thursday, June 25, starting at 4:00 PM

Target Audience: Corporate executives; IT planning, development, implementation, and operations departments; risk management departments, and system integrators

Estimated total pre-registration: 900–1,100 participants

\*This seminar package includes access to select sessions of the Nikkei BP CISO Conference

## Main Target Audience

— Executives, Security Professionals

## Sample Plan

Platinum Plan with CISO Conference:

**5.5 million yen**

2025年現在、多くの企業・組織がビジネスを前進させるべく生成AI（人工知能）やAIエージェントを活用し、DX（デジタルトランスフォーメーション）に取り組み始めています。ただ、サイバー犯罪者たちもAI活用を進めており、生成AIをめぐって新たなサイバーリスクが生じています。

既存のサイバーリスクも高まる一方です。買収の被害企業のようにランサムウェア（身代金要求型ウイルス）はこれまで以上に事業継続を妨げる存在になっています。取引先から侵入される「サプライチェーン攻撃」は経済安全保障の観点からこれまで以上に対策が必要です。改正個人情報保護法により、企業は情報漏洩対策を一段とシビアに高めることも欠かせません。これと並行して、有価証券報告書などでサイバーリスクを開示する企業も増えています。

こうした中、企業や行政機関に必要なのは、サイバーリスクが生じてもビジネスを止めない「サイバーBCP」を確立する

## &lt;Target&gt;

DX Promotion  
DepartmentIT and Information  
Systems Departments

Practitioners

## &lt;Product&gt;

# In-person seminars

# In-Person Seminars

# AI-Driven Development Forum

A seminar exploring the hot topic of "AI-Driven Development" (software and system development utilizing AI)

**Theme**

— AI-Driven Development

**Project**— **AI-Driven Development Forum**Click [here](#) for the proposal

&lt;Online + In-Person Event&gt;

**AI-Driven Development FORUM 2026 (tentative)**

Dates: Online on June 16; In-person on September 29 (Tue) and 30 (Wed)

Format: Online session will be live-streamed

In-person: Seminars held at the Nikkei xTECH NEXT Tokyo venue

+ Panel exhibits as part of the organizer's special program

+ Online streaming of videos recorded during the above events

Pre-registration: Online: 400 participants

In-person: "150 attendees on-site + 250 viewers via online archive"

**Main Target Audience**

— Executive management, IT dept. and system/software development dept.

**Sample Plan****Silver Sponsor: 3 million yen**

## &lt;Target&gt;

Corporate Planning  
DepartmentDX Promotion  
DepartmentIT and Information  
Systems Department

Operational Staff

# Japan DX/AI Conference (JDAC)

Regional seminar tour visiting six cities: Sapporo, Nagoya, Takamatsu, Hiroshima, Fukuoka, and Naha

**Theme**

– Regional Areas × DX &amp; AI

**Project**

— Japan DX/AI Conference (JDAC)

Click [here for the proposal](#)

## &lt;In-Person Event&gt;

Venues: Sapporo, Nagoya, Takamatsu, Hiroshima, Fukuoka, Naha

Dates: June 2026 – September 2026

Time: 10:00 AM – 6:15 PM (tentative)

Organizer: Nikkei xTECH

Number of Participants: 60–150

Fee: Free (Pre-registration required)

**Main Target Audience**

—Employees of regional companies interested in DX and AI, including executives, IT staff, and researchers

**Sample Plan**

2 cities, from 3.5 million yen

## &lt;Product&gt;

# In-Person Seminar



## &lt;Target Audience&gt;

Business owners and  
decision-makersCorporate Planning  
DepartmentDX Promotion  
DepartmentsIT and Information  
Systems Departments

Operational Staff

## &lt;Product&gt;

#

Online Seminar

# DX & AI Insight

An online seminar featuring case studies from companies selected as DX leaders, discussing DX promotion and AI utilization. We also offer a magazine publication plan for seminar reviews.

## Theme

—Regional Areas × DX & AI

## Project

—PREMIUM DX & AI Insight 2026 Summer Symposium on Solving Management Challenges  
~Two Days to Transform Business and Operations with Digital Technology and Gain New Insights~  
Click [here](#) for the proposal

## <Online Event>

Dates: June 18 (Thu) and 19 (Fri), 2026

Expected Registrants: 700–1,100

(550–950 live stream views + 150 video-on-demand views)

Target Audience: Corporate executives or DX leaders

Corporate Planning and Strategy, DX, Marketing,

Corporate departments such as HR, General Affairs, Accounting, and Finance; Design and Manufacturing; Information Systems, etc.

## Main Target Audience

—Executive Management, DX Leaders

## Sample Plan

**Gold Plan: From 3.5 million yen**



## &lt;Target&gt;

DX Promotion  
DepartmentIT and Information  
Systems Departments

Operational Staff

## &lt;Product&gt;

# Online Seminar

# Building a Data Infrastructure for the AI-Ready Era

A webinar series focused on "building a data environment," the biggest challenge in becoming AI-ready. Solution materials will also be posted during the seminar announcement period

**Theme**

— AI Data Infrastructure

**Project**

— Nikkei xTECH Active: "The Choices of DX Winners"  
"Building a Data Infrastructure for the AI-Ready Era: Solutions for the Biggest Challenge—Creating a Data Environment"

Click [here](#) for the proposal

## &lt;Online Event&gt;

Date and Time: Tuesday, June 23, 2026, 1:00 PM – 5:00 PM (tentative)

Target Audience: Corporate executives, IT planning, development, implementation, and operations departments, IT infrastructure staff, DX promotion departments, SI vendors, etc.

Target Solutions: Data platforms, data integration and APIs, AI data platforms, cloud platforms, data analysis tools, etc.

Event Scale: Estimated 400–500 pre-registered attendees

**Primary Audience**

— Executive Management, IT Departments

**Sample Plan****From 3.5 million yen**

## &lt;Target&gt;

Corporate Planning  
DepartmentDX Promotion  
DepartmentIT and Information  
Systems Department

Operational Staff

## &lt;Product&gt;

# In-Person Seminar

# Networking Party

# Generative AI Conference

In collaboration with "Generative AI Japan," a professional organization focused on generative AI, we are hosting an in-person seminar that will also feature the Generative AI Awards. A networking party will also be held

## Theme

— AI Data Infrastructure

## Project

— Generative AI Conference

&lt;In-person event \*Archived footage to be released at a later date&gt;

Dates: Scheduled for December 2025

In collaboration with: Generative AI Japan / Nikkei BP Research Institute (tentative)

Pre-registrants: Approximately 800–1,000 (planned)

Target Audience

- Those considering the implementation of generative AI
- Those facing challenges in utilizing generative AI
- Those interested in utilizing AI to improve operational efficiency and competitiveness

## Target Audience

— Those responsible for implementing generative AI, and anyone interested in utilizing generative AI

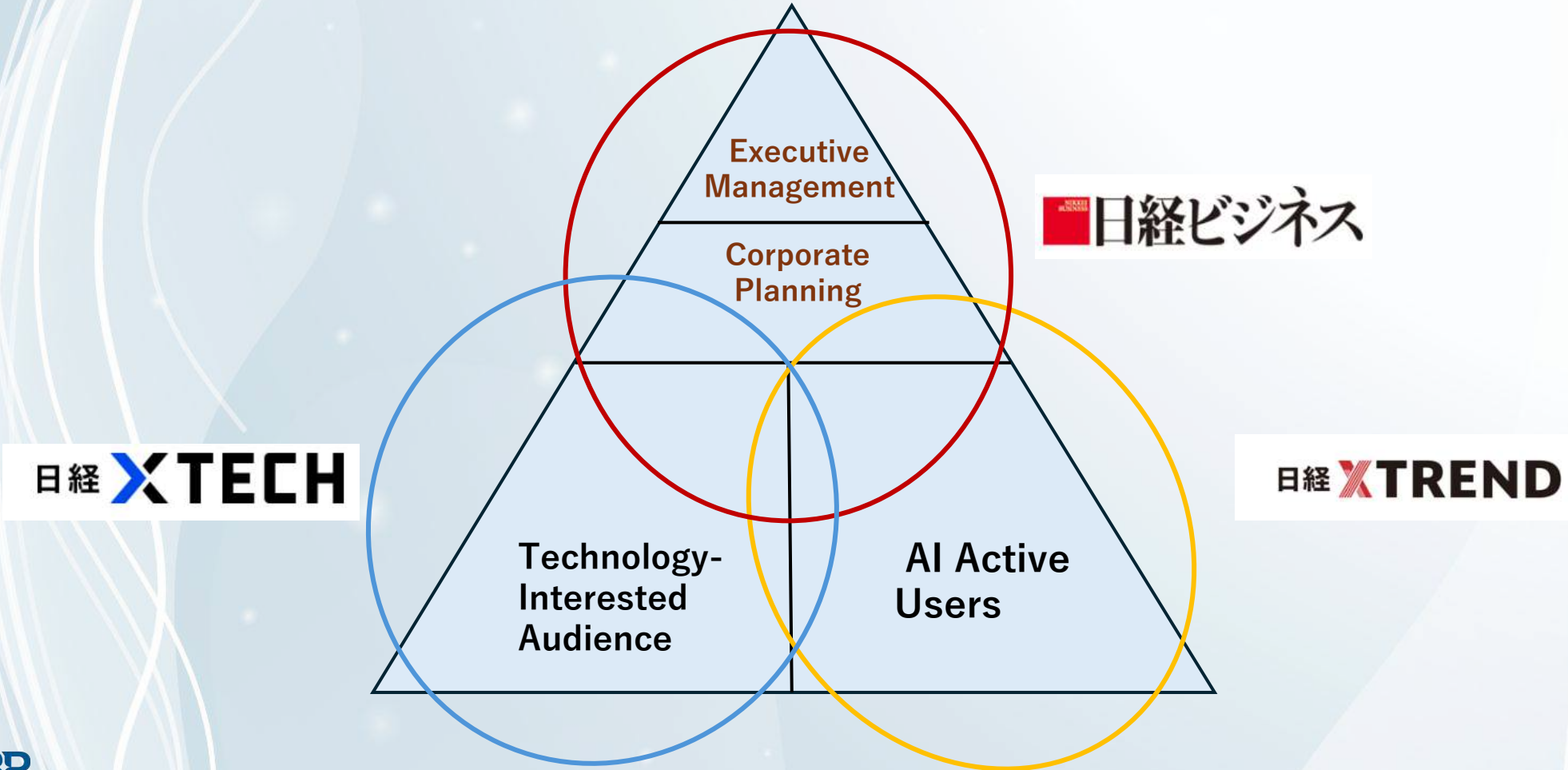
## Sample Plan

**From 3 million yen**

AI is a key theme in both "technology trends" and "business challenges."  
Nikkei BP reaches everyone from decision-makers to frontline staff.

For executives and strategic planners, Nikkei BP offers the "Nikkei Business Online Edition" and for frontline practitioners, "Nikkei xTECH" and "Nikkei xTREND".

We provide information tailored to each phase of decision-making and execution.



# Nikkei BP publishes a wide range of AI-related content

## Readership

We publish daily updates on the Nikkei Business Online Edition and Nikkei xTECH.

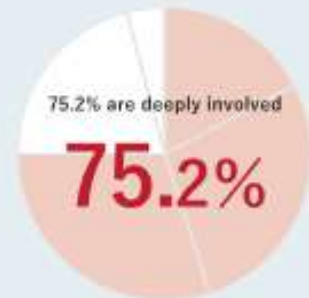
### Decision-making authority on adopting DX

Many readers are **involved**



### Decision-making authority

Approximately **45%** or more have decision-making authority



Final approver	17.4%
De-facto decision maker	27.8%
Core member of deliberations	30.0%
Offers opinions	20.7%
Not involved at all	4.1%

### Keywords of personal interest

High interest in digital transformation



**If you have any questions or concerns, please feel free to contact us.  
We would appreciate your consideration.**

**[Contact]**

**Global Business Unit**

**Nikkei Business Publications, Inc.**

 **[i-sales@nikkeibp.co.jp](mailto:i-sales@nikkeibp.co.jp)**