

- A series of programs presented through “commentary programs and special feature websites”

# GLOBAL TREND WATCH

A gathering place for business leaders and executives with a strong desire to gather information  
- Global insights tailored to specific fields -

日経ビジネス

日経 XTREND

日経 XTECH

日経 GAMING

Sources of innovation  
日経エレクトロニクス  
NIKKEI ELECTRONICS



# Purpose of the Program

## —Reach a high-quality target audience drawn to our specialist reporters' analysis and commentary—

Across all industries, the importance of quickly identifying and analyzing global trends is growing. Major trade shows and mega-conferences representing various industries are increasingly being held overseas, making it difficult not only to conduct on-site visits but also to discern genuine insights directly relevant to the Japanese market from the overwhelming volume of information.

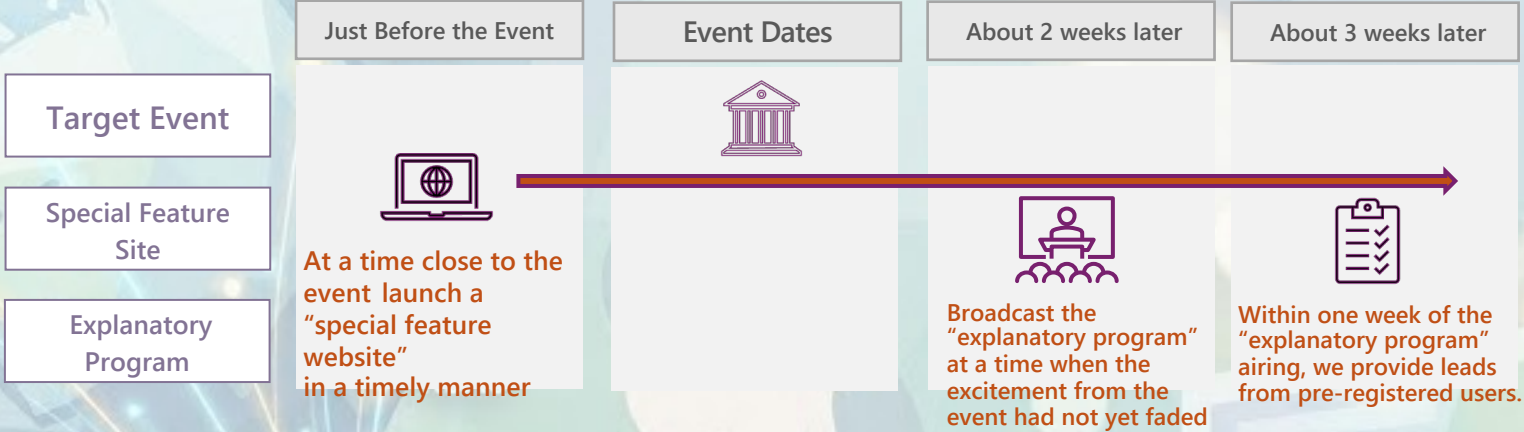
Meanwhile, reporters and researchers from Nikkei BP's specialized media outlets—which track the cutting edge of each industry—conduct thorough on-site coverage of key global events every day.

Therefore, Nikkei BP is launching "Global Trend Watch," a project designed to deliver global trends for each industry. **Reporters and researchers—who have conducted thorough on-site coverage of major trade shows and mega-conferences—go beyond simply reporting facts to provide in-depth analysis and commentary from Nikkei BP's specialized perspective. The key feature of this project is that by building on this high-value content (commentary programs and articles), we precisely target discerning business leaders, decision-makers, and professional marketers who are struggling to gather information or who are proactively seeking cutting-edge insights to address specific challenges.**

For companies targeting the high-quality readers and business professionals gathered here, we have prepared special sponsorship programs, including branding options that lead to increased awareness in key themes and fields, as well as promising lead information from prospects with a clear sense of the challenges at hand. We encourage you to incorporate this newly launched series into your company's marketing strategy.

# Program Overview

- Composed of a webinar-style “explanatory program” and a “special feature site” featuring related articles
- We deliver information to readers with high levels of interest in the target topics
- For these engaged readers, we offer sponsorship options that can effectively reach them



HANNOVER

## <Example: Manufacturing DX / Hannover Messe 2026>

### ■ “Analytical Programs”

Number of subscribers to the Hannover Messe breaking news program

- Number of pre-registrants: 971  
\*323% increase from the projected 300 registrants
- Peak concurrent viewers: 617 (including staff)
- Total Viewers: 704  
\*Retention rate: 73% (typically 40–50%)
- Number of survey responses: 401



### ■ “Special Feature Site”

To coincide with the Hannover Messe trade show, we launched a special feature site. Editorial articles written by reporters on the ground were also were incorporated into the special feature to encourage users to browse the site. Although many of the articles were intended for paid subscribers, some of them contributed to users upgrading to paid memberships, ranking them as high-profile content.

# Schedule: Themes and Events to be Covered 1 (Tentative)

| Program Timing | Theme               | Media                             | Target Event                                                                                                                                                                       | Overview                                                                                                                                        | Main Target Audience                                                                                                                                                                                                    |
|----------------|---------------------|-----------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Early Dec '26  | GAME                | Nikkei Gaming                     | "gamescom" ('26 8/26–8/30, Cologne, Germany) /<br>"Tokyo Game Show" ('26 9/17–9/21, Tokyo) /<br>"Taipei Game Show" ('26 1/29–2/1, Taipei) /<br>"ChinaJoy" ('26 7/31–8/3, Shanghai) | Compares globally influential and large-scale game trade shows to explain trends and topics.                                                    | Stakeholders in the gaming industry and related sectors, business personnel in non-gaming industries (consumer goods, food, retail, real estate, services), and business professionals with an interest in gaming, etc. |
| Early Jan '27  | Quantum Computing   | Nikkei xTECH                      | "Q2B Silicon Valley 2026" (12/7–12/9, San Jose, USA)                                                                                                                               | Explains the latest topics and technologies from one of the world's largest international conferences on quantum computing.                     | Corporate executives, corporate planning, business development, design/manufacturing, R&D, IT department personnel, government/municipal officials, key persons in educational/research institutions, etc.              |
| Late Jan '27   | Advanced Technology | Nikkei xTECH /<br>Nikkei xTREND   | "CES" (1/6–1/9, Las Vegas, USA)                                                                                                                                                    | Provides detailed coverage of one of the world's largest technology trade shows, covering AI, automotive, IoT, smart homes, startups, and more. | Corporate executives or DX leaders, corporate planning, marketing, corporate departments such as HR/general affairs/accounting/finance, managers and staff in design/manufacturing and IT departments, etc.             |
| Late Jan '27   | Retail              | Nikkei xTREND                     | "NRF: Retail's Big Show" (1/10–1/12, New York, USA)                                                                                                                                | Interprets the latest trends from one of the world's largest retail industry events, hosted by the National Retail Federation.                  | Executives and business leaders in the retail/distribution industry, marketing/sales promotion staff, store operations/DX promotion staff, IT/systems department managers and staff, etc.                               |
| Late Mar '27   | Advanced Technology | Nikkei Business /<br>Nikkei xTECH | "MWC Barcelona" (3/1–3/4, Barcelona, Spain)                                                                                                                                        | Delves into an international technology trade show that transcends industry boundaries, covering AI, cloud, IoT, autonomous driving, and more.  | Corporate executives or DX leaders, corporate planning, marketing, corporate departments such as HR/general affairs/accounting/finance, managers and staff in design/manufacturing and IT departments, etc.             |
| Late Mar '27   | AI                  | Nikkei xTECH                      | "NVIDIA GTC" (3/15–3/18, San Jose, USA)                                                                                                                                            | Explains trends and technologies announced at the top-tier AI conference for developers and business leaders.                                   | Corporate executives or DX leaders, corporate planning, marketing, corporate departments such as HR/general affairs/accounting/finance, managers and staff in design/manufacturing and IT departments, etc.             |
| Early Apr '27  | Advanced Technology | Nikkei xTREND                     | "SXSW (South by Southwest)" (3/15–3/21, Austin, USA)                                                                                                                               | Provides early coverage of cutting-edge technology showcased at SXSW.                                                                           | Corporate executives or DX leaders, corporate planning, marketing, corporate departments such as HR/general affairs/accounting/finance, managers and staff in design/manufacturing and IT departments, etc.             |

# Schedule: Themes and Events to be Covered 2 (Tentative)

| Program Timing | Theme              | Media                             | Target Event                                                                                                                                 | Overview                                                                                                                                                                                                | Main Target Audience                                                                                                                                                                                                       |
|----------------|--------------------|-----------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Mid Apr '27    | Semiconductors     | Nikkei xTECH / Nikkei Electronics | " <b>SEMICON China</b> " (3/24–3/26, Shanghai, China)                                                                                        | Analyzes and explains the latest technologies and trends from one of the world's largest international semiconductor exhibitions.                                                                       | Corporate executives, corporate planning, DX/new business development departments, R&D departments, design/manufacturing department key persons, government/municipal key persons, financial/investment stakeholders, etc. |
| Mid Apr '27    | Manufacturing DX   | Nikkei xTECH                      | " <b>HANNOVER MESSE</b> " (4/5–4/8, Hanover, Germany)                                                                                        | Provides breaking coverage of cutting-edge technologies in manufacturing automation, AI and robotics, IT systems, energy technology, and more.                                                          | Manufacturing executives, corporate planning, DX/new business development, production/manufacturing, technology/design, R&D, information processing/IT systems, sales departments, etc.                                    |
| Late Apr '27   | Cybersecurity      | Nikkei xTECH                      | " <b>RSA Conference</b> " (4/5–4/8, San Francisco, USA) / " <b>Munich Cyber Security Conference</b> " (2/11–2/12, Munich, Germany)           | Explains topics discussed at two of the world's largest cybersecurity conferences.                                                                                                                      | Corporate executives/security officers, IT planning/development/construction/operations departments, risk management departments, SIers, etc.                                                                              |
| Late May '27   | Mobility           | Nikkei xTECH / Nikkei Electronics | " <b>Shanghai Auto Show</b> " (4/23–5/2, Shanghai, China) / " <b>Bharat Mobility Global Expo</b> " (2/4–2/9, Delhi Metropolitan Area, India) | Explains Auto Shanghai, drawing attention as it is held in the same year as the Beijing Auto Show for the first time, as well as India's largest comprehensive mobility/automotive industry exhibition. | Corporate executives, corporate planning, DX/new business development departments, R&D departments, design/manufacturing department key persons, government/municipal key persons, financial/investment stakeholders, etc. |
| Late Jun '27   | Retail             | Nikkei xTREND                     | " <b>NRF 2026: Retail's Big Show Asia Pacific</b> " (6/1–6/3, Singapore)                                                                     | Explains the latest trends in the world's fastest-growing market, where top figures in Asia's retail industry gather.                                                                                   | Executives and business leaders in the retail/distribution industry, marketing/sales promotion staff, store operations/DX promotion staff, IT/systems department managers and staff, etc.                                  |
| Mid Jul '27    | Marketing/Creative | Nikkei xTREND                     | " <b>Cannes Lions</b> " (6/21–25, Cannes, France)                                                                                            | Provides breaking coverage of trends and topics from one of the world's largest advertising and creativity festivals.                                                                                   | CMOs/CDXOs, key persons and staff engaged in marketing and customer support-related operations.                                                                                                                            |
| Late Aug '27   | Cybersecurity      | Nikkei xTECH                      | " <b>Black Hat USA</b> " (early August, Las Vegas, USA)                                                                                      | Explains topics discussed at one of the world's largest cybersecurity conferences.                                                                                                                      | Corporate executives/security officers, IT planning/development/construction/operations departments, risk management departments, SIers, etc.                                                                              |

# Event Details: ① Commentary Program

— Following the conclusion of the featured event, we will stream a webinar-style breaking news analysis program titled “In-Depth Analysis of ‘●●’ (working title)”

—This program will focus on the latest trends in the relevant field, featuring commentary primarily from reporters at the participating media outlets who have been covering the latest developments in that field

▼ Date and Time: Approximately 2–3 weeks after the target event ends  
(scheduled duration: 90–120 minutes)

▼ Organizer: Covering media outlets (Nikkei Business, Nikkei xTECH, Nikkei xTREND, etc.)

▼ Program/Speakers (Tentative)

- Reporters from the participating media outlets (30 min)
  - Key trends and notable topics/themes from the target event “●●”
- External Experts (30 min)
  - Introduction of featured exhibitors (including Platinum and Gold sponsors)
- Platinum/Silver Sponsors (30 min × n companies)
  - Latest solutions in their respective fields, etc.

▼ Format: Online seminar requiring pre-registration

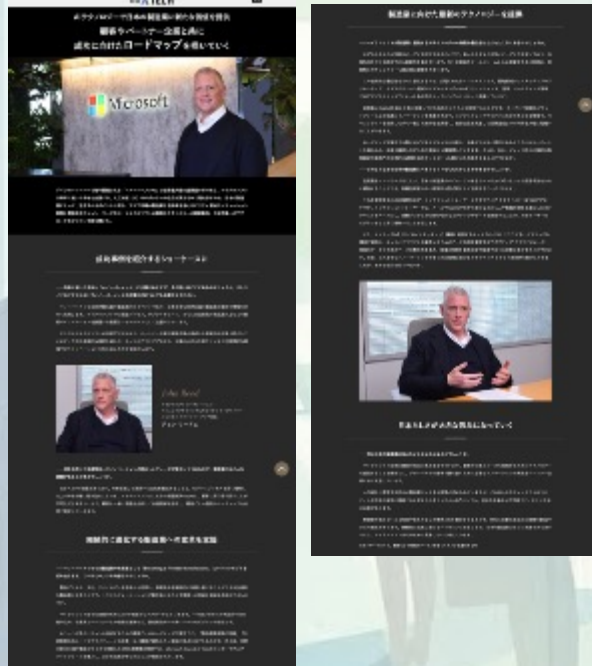
▼ Estimated Number of Pre-registered Participants: Approximately 300–500



# Project Details: ② Special Feature Site

- The special feature site will consist of “editorial articles” and “sponsored articles.”
- With an open format accessible to anyone, primarily Nikkei BP readers, we will drive concentrated traffic for 1.5 months to maximize awareness
- In addition to existing articles related to the target fields, industries, and the target event “●●,” we will also publish the latest articles based on on-site reporting by our journalists during and after the target event “●●.”
- “Sponsored Articles” will feature your company’s solutions and initiatives in the relevant field, as well as as well as the exhibits (technologies, products, and solutions) at the target event “●●” (pre-event coverage anticipated)

Sponsored Page



Special Feature Site: Home Page



Editorial Articles



# Sponsored Menu

| Sponsored Menu              |                                                                                            |                                                                                | Platinum        | Gold            | Silver        | CF              |
|-----------------------------|--------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------|-----------------|-----------------|---------------|-----------------|
|                             |                                                                                            |                                                                                | 5.5 million yen | 4.5 million yen | 4 million yen | 2.5 million yen |
| <b>Promotion</b>            | Explanatory programs, announcement sites, feature sites, etc.                              | Logo and company name                                                          | Large           | Medium          | Medium        | Small           |
| <b>Explanatory Programs</b> | Solution Presentation Slot (up to 2 companies)                                             | 30 minutes                                                                     | ●               |                 | ●             |                 |
|                             | Video Screenings<br>(Exhibitor booth introductions, interviews with representatives, etc.) | Approx. 5 minutes within the "Featured Exhibitors" segment                     | ●               | ●               |               |                 |
|                             | Video Production<br>(Exhibitor Booth Introductions, Interviews with Staff, etc.)           | Full-service reporting, photography, and editing                               | ●               | ●               |               |                 |
|                             | Commercial Airtime Slots                                                                   | Multiple times before the show, during intermissions, and during breaks        | ●               |                 |               | ●               |
| <b>Featured Website</b>     | Sponsored Articles                                                                         | Approximately 1.5 months, with accompanying reports                            | ●               | ●               | ●             |                 |
|                             | Article Production                                                                         | Full-service coverage, including interviews, writing, editing, and photography | ●               | ●               | ●             |                 |
|                             | Traffic Generation (Featured Site Homepage)                                                | Estimated 2,000 page views (sponsored article)                                 | ●               | ●               | ●             |                 |
| <b>List Provided</b>        | List of pre-registered viewers for the commentary program                                  | Estimated 300–400 entries                                                      | ●               | ●               | ●             | ●               |
| <b>Secondary use</b>        | Footage featured in commentary programs                                                    | Source:                                                                        | ●               | ●               |               |                 |
|                             | Sponsored articles on the special feature site                                             | Content provided                                                               | ●               | ●               | ●             |                 |

\*CF video airtime is approximately 1–2 minutes per company. It is also possible to air a 30-second video in multiple slots, at the discretion of the organizer.

\*If you decide to sponsor after the announcement has begun, your sponsorship will apply only to those who register after your company name is explicitly stated in the announcement.

\*Leads are scheduled to be provided approximately 5 business days after the seminar concludes.

# Schedule/Inquiries

■ Sponsorship Application Deadline: — Approximately 2 months before the “Commentary Program” is held (Platinum/Gold/Silver) \*CF applications are accepted up to 1 month in advance

■ “Explanatory Program”

- Solution Presentation Slot — Please provide presentation details (speakers, titles, etc.) at least one month prior to the “Explanatory Program”
- Video Broadcast/Production — We will hold a meeting prior to the event, and you will be asked to review the video one week after the event ends
- CF Videos — Please deliver the video files no later than one week before the “Explanatory Program” airs

■ “Feature Website”

- Collaborative Article Interviews — Interviews must be conducted at least one month before the “Feature Website” launch date

- List Provision — Within one week of the “Explanatory Program” airing

Inquiries

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