

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

Global Trend Watch

A gathering place for business leaders and marketers 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. **The key feature of this project is that 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. 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

- The program consists of a webinar-style “explanatory program” and a “special feature site” featuring related articles
- We will broadcast the “explanatory programs” while interest is still high, immediately following major trade shows and conferences
- We will launch the “special feature site” in a timely manner, close to the dates of major trade shows and conferences
- We will deliver information to readers who are highly interested in trends related to the target themes and in trade shows and conferences
- We offer promotional options tailored to this engaged audience, as well as sponsorship opportunities that allow you to reach them directly

■ “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

<Example: Manufacturing DX / Hannover Messe 2026>



■ “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 (Tentative)

Program Timing	Theme	Media Outlet	Target Event	Overview	Primary Target Audience
Early Dec. 2026	GAME	Nikkei Gaming	"gamescom" (Aug 26–30, Cologne, Germany) / "Tokyo Game Show: TGS" (Sep 17–21) / "ChinaJoy" (Jul 31–Aug 3, Shanghai, China)	We compare globally influential and large-scale gaming trade shows to explain the latest trends and topics.	Stakeholders in the gaming industry and related sectors, business professionals in non-gaming industries (consumer goods, food, retail, real estate, services), and business professionals interested in gaming, etc.
Early Jan. 2027	Quantum Computing	Nikkei xTECH	"Q2B Silicon Valley 2026" (Dec 7–9, San Jose, USA)	We explain the latest topics and technologies from one of the world's largest international conferences on quantum computing.	Key persons in corporate management, corporate planning, business development, design/manufacturing, R&D, and IT departments; government/municipal officials; and educational/research institutions, etc.
Late Jan. 2027	Cutting-Edge Technology	Nikkei Business / Nikkei xTREND	"CES" (Jan 6–9, Las Vegas, USA)	We provide 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 (HR/general affairs/accounting/finance), managers and staff in design/manufacturing, IT departments, etc.
Late Jan. 2027	Retail	Nikkei xTREND	"NRF: Retail's Big Show" (Jan 10–12, New York, USA)	We decode 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 leaders and staff, etc.
Late Mar. 2027	Cutting-Edge Technology	Nikkei Business / Nikkei xTREND	"MWC Barcelona" (Mar 1–4, Barcelona, Spain)	We take a deep dive into an international trade show covering technology across all industries, including AI, cloud, IoT, and autonomous driving.	Corporate executives or DX leaders, corporate planning, marketing, corporate departments (HR/general affairs/accounting/finance), managers and staff in design/manufacturing, IT departments, etc.
Late Mar. 2027	AI	Nikkei xTECH	"NVIDIA GTC" (Mar 15–18, San Jose, USA)	We explain the trends and technologies announced at the premier AI conference for developers and business leaders.	Corporate executives or DX leaders, corporate planning, marketing, corporate departments (HR/general affairs/accounting/finance), managers and staff in design/manufacturing, IT departments, etc.
Early Apr. 2027	Cutting-Edge Technology	Nikkei xTREND	"SXSW (South by Southwest)" (Mar 15–21, Austin, USA)	We provide early coverage of the cutting-edge technologies presented at SXSW.	Corporate executives or DX leaders, corporate planning, marketing, corporate departments (HR/general affairs/accounting/finance), managers and staff in design/manufacturing, IT departments, etc.
Mid Apr. 2027	Semiconductors	Nikkei xTECH / Nikkei Electronics	"SEMICON China" (Mar 24–26, Shanghai, China)	We analyze and explain the latest technologies and trends from one of the world's largest international semiconductor exhibitions.	Key persons in corporate management, corporate planning, DX/new business development, R&D, and design/manufacturing departments; government/municipal officials; financial/investment stakeholders, etc.
Mid Apr. 2027	Manufacturing DX	Nikkei xTECH	"HANNOVER MESSE" (Apr 5–8, Hanover, Germany)	We provide breaking coverage of cutting-edge technologies in manufacturing automation, AI, robotics, IT systems, and energy technology.	Manufacturing executives, corporate planning, DX/new business development, production/manufacturing, technology/design, R&D, information processing/IT systems, sales departments, etc.
Late Apr. 2027	Cybersecurity	Nikkei xTECH	"RSAC: RSA Conference" (Apr 5–8, San Francisco, USA) / "Munich Cyber Security Conference: MCSC" (Feb 11–12, Munich, Germany)	We explain the topics presented at two of the world's largest cybersecurity conferences.	Corporate executives/security personnel, IT planning/development/construction/operations departments, risk management departments, SIers, etc.
Late May 2027	Mobility	Nikkei xTECH / Nikkei Electronics	"Auto Shanghai" (Apr 23–May 2, Shanghai, China)	We explain Auto Shanghai, which is drawing attention for being held in the same year as the Beijing Motor Show for the first time, as well as India's largest comprehensive mobility and automotive industry exhibition.	Key persons in corporate management, corporate planning, DX/new business development, R&D, and design/manufacturing departments; government/municipal officials; financial/investment stakeholders, etc.
Late Jun. 2027	Retail	Nikkei xTREND	"NRF 2026: Retail's Big Show Asia Pacific" (Jun 1–3, Singapore) / "Bharat Mobility Global Expo" (Feb 4–9, Delhi NCR, India)	We explain the latest trends from 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 leaders and staff, etc.
Mid Jul. 2027	Marketing/Creative	Nikkei xTREND	"Cannes Lions" (Jun 21–25, Cannes, France)	We provide breaking coverage of the trends and topics presented at one of the world's largest advertising and creativity festivals.	CMOs/CDXOs, as well as key persons and staff involved in marketing and customer support-related roles.
Late Aug. 2027	Cybersecurity	Nikkei xTECH	"Black Hat USA" (Early Aug, Las Vegas, USA)	We explain the topics presented at one of the world's largest cybersecurity conferences.	Corporate executives/security personnel, 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
Promotion	Explanatory programs, announcement sites, feature sites, etc.	Logo and company name	Large	Medium	Medium	Small
Explanatory Programs	Solution Presentation Slot (up to 2 companies)	30 minutes	●		●	
	Video Screenings (Exhibitor booth introductions, interviews with representatives, etc.)	Approx. 5 minutes within the "Featured Exhibitors" segment	●	●		
	Video Production (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	●			●
Featured Website	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)	●	●	●	
List Provided	List of pre-registered viewers for the commentary program	Estimated 300–400 entries	●	●	●	●
Secondary use	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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