

Nikkei BP Video Promotion

Video Advertising Menu Information

**~Interview and Discussion Videos Featuring Publishers and
Researchers from Nikkei BP Intelligence Group~**

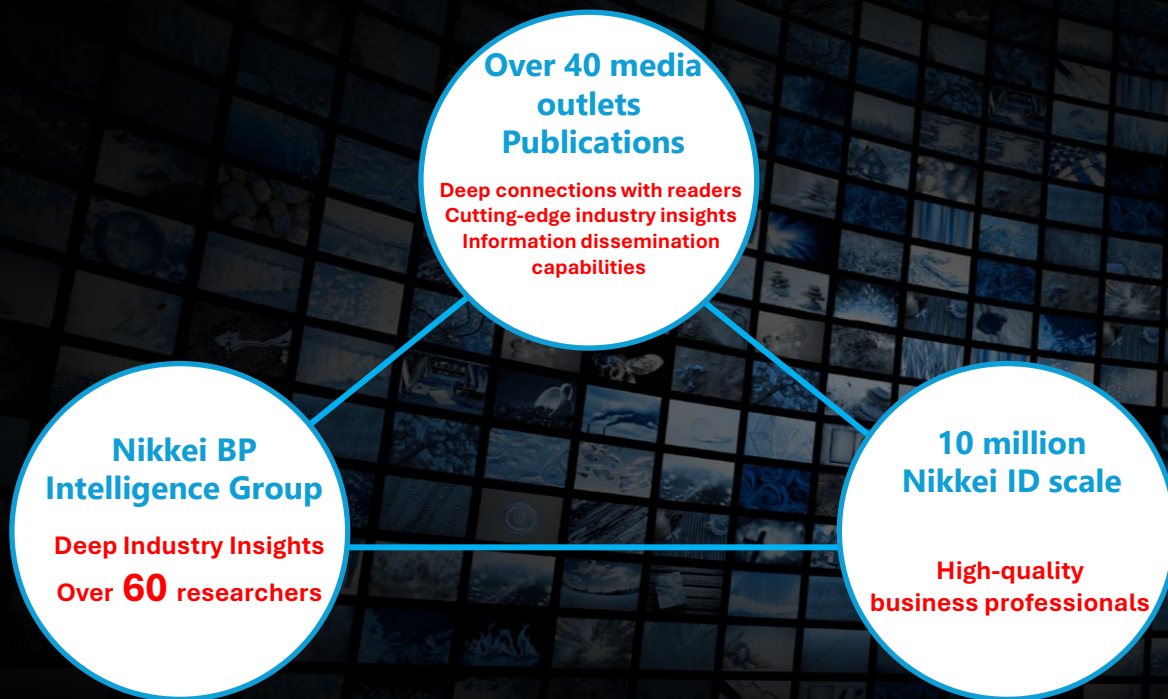
Special Pricing Plan for Distribution Starting by March 31, 2026

2026.1

日経BP

Strengths of Nikkei BP's Video Menu

In this video tie-up, we will maximize Nikkei BP's strengths—its deep industry expertise and information dissemination capabilities—to produce interview videos featuring either: ① An **"Publisher" responsible for over 40 media**, or ② One of **over 60 "Researchers" from the Nikkei BP Intelligence Group**. These videos will cover your company's business activities, products/services, and solutions. With Nikkei ID membership reaching 10 million users, we can deliver information to decision-makers across various industries.



Publisher and Nikkei BP Intelligence Group researchers

Members of Nikkei BP, renowned for their deep insights into the business environment and products, services, and solutions, will serve as interviewers.

◎ Publishers



◎ Media Serving as Publisher

Nikkei Business
Nikkei Top Leader
Nikkei Money
Nikkei Gooday

Executive Officer
Head of Management
Media Unit
Ken Matsui



◎ Media Serving as Publisher

Nikkei xTECH
Nikkei Computer
Nikkei NETWORK
Nikkei Electronics
Nikkei Robotics
Nikkei PC
Nikkei Architecture
9 other publications

Executive Officer
Head of Technology
Content Unit
Kazuharu Morishige



◎ Media Serving as Publisher

Nikkei xWOMAN
Nikkei Woman
Nikkei Health

Head of Life Media Unit
Tamaki Sato



◎ Media Serving as Publisher

Nikkei xTREND
Nikkei Trendy
Nikkei Entertainment!
Nikkei Otona no OFF
Nikkei Gaming
Nikkei Design

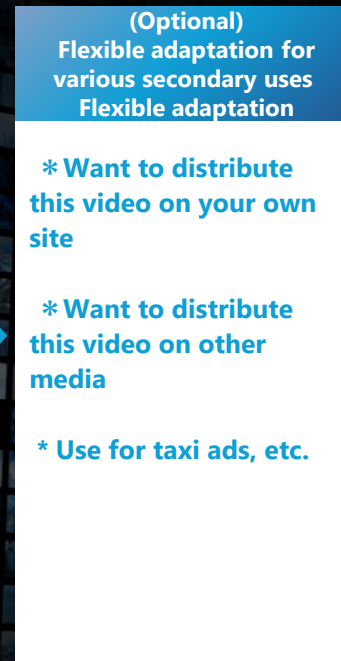
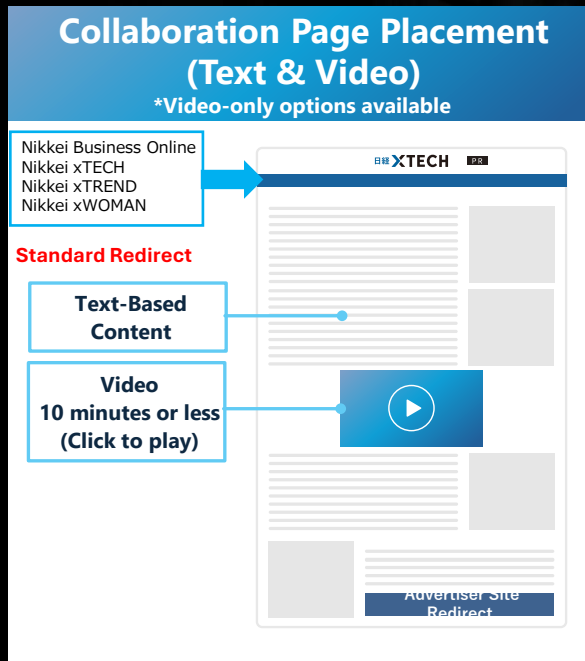
Head of Trend Media Unit
Tetsuo Katsumata

◎ Nikkei BP Intelligence Group Researchers

★ Innovation ICT Lab, SDGs Lab, Cleantech Lab, Social Infrastructure Lab, Medical & Health Lab, Future Lab
Example Themes: Human Capital Management / Investor Relations / Talent Upskilling / Recruitment Branding / Economic Security / Energy / Social Infrastructure / Generative AI / AI Agents / Security / DX / ESG & SDGs / Construction & Civil Engineering / Advanced Technologies / Electronics / Working Women / Diversity / Home Appliances / Entertainment / Healthcare / Lifestyle & Health / Future
<https://project.nikkeibp.co.jp/bpi/profile/>

Video Tie-in Menu Structure

This video tie-in not only places videos within the tie-in site but also achieves effective reach by utilizing YouTube ADs targeting Nikkei BP website visitors. This aims to broadly reach the target audience and increase interest in the brand and products.



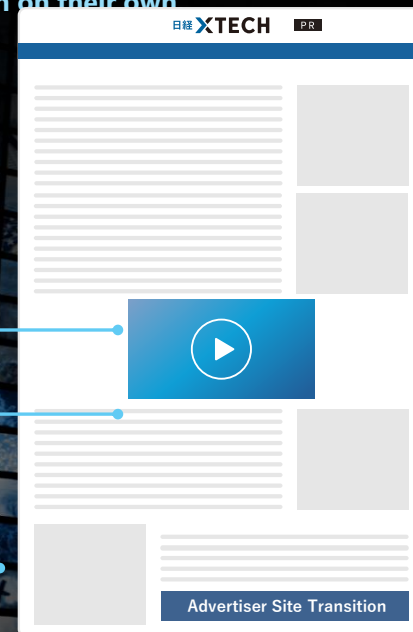
Collaboration Site Structure

We handle themes and content related to brands and products, carefully designed to naturally draw viewers into the content.

This heightens interest in the brand or product and motivates viewers to seek out detailed information on their own.

- Components

Video (Click to play)	A comprehensive, full-length video providing the entire content within a maximum of 10 minutes. It encourages viewers to gain a deeper understanding.
Article Body	Complements the video content and provides additional details or background information. This is the text section.
Design	Visually appealing and user-friendly page layouts and enhance usability.



YouTube AD Distribution Method

When visitors to Nikkei BP sites access YouTube, videos are delivered as ads.

*The delivery destination can be selected from among Nikkei BP sites (Nikkei Business Digital Edition, Nikkei xTECH, Nikkei xWOMAN, Nikkei xTREND), but we may not be able to accommodate your request depending on the expected number of views.



YouTube AD Distribution Image

The image shows a YouTube video player interface. At the top left is the YouTube logo. A search bar is at the top center. On the right are buttons for '+ 作成' and a notification bell. The video content is split into two panels: the left panel shows a man with glasses, identified as '日経トレンドイ発行人 勝俣哲生'; the right panel shows a purple and grey Dyson stick vacuum cleaner with a blue text box that says '実際のゴミまで'. Above the vacuum is a red and white logo that says 'TRENDY SPECIAL' and 'Sponsored by Dyson'. A 'スキップ' button is in the bottom right of the video frame. Below the video, there is a title '『成金価値』だけを追ってきた', a 'Google Ads' label, and a 'Google Ads for video' section with 'チャンネル登録' and 'チャンネル登録者数 6.83万人'. At the bottom are buttons for '高評価', '共有', 'オフライン', and 'クリップ'.

- ※Within the video, it will be displayed as "Media Name + Special" or "Media Name + PR Special"
- ※Additionally, "Provided by: Advertiser Name" or "Sponsored by Advertiser Name" will be included.

Video Advertising Menu Details

Collaboration Page	1 Page (approx. 1,500 characters)
Video Content	<p>Interview/discussion videos featuring the publisher or research institute staff (if the advertiser provides their own video, this restriction does not apply)</p> <p>*Additional expenses will be billed separately for talent appearances, special filming locations or production, or filming in remote areas</p>
Number and Length of Videos	1 video (maximum 10 minutes)
Video Composition/Design	Our specified format
Video shooting location	Advertiser-specified or company-designated filming locations in the Tokyo metropolitan area
Tie-up Page Estimated Page Views	Estimated 10,000 PV
Video Playback (Full View)	100,000 x 30 seconds play guarantee (Includes distribution via YouTube AD)
Report contents	<p>Collaboration Report</p> <ul style="list-style-type: none"> • Standard Report: ①Page Views ②Visitors ③External Link Clicks ④Time Spent ⑤Clicks by Placement • Nikkei ID Attribute Report: Gender, Age Group, Residence Region, Occupation, Household Income, Position, Company Size, Industry, Job Type <p>Collaboration Page Video Section Report</p> <p>① Impressions ② Unique Users ③ 30-Second Views ④ 30-Second View Rate ⑤ Playback Users (1%/25%/50%/75%/100%)</p>
Tie-up Site Placement Video Production + Distribution Fee including YouTube distribution	Nikkei Business: ¥8,000,000 ⇒ Available for ¥6,000,000 if distribution begins by the end of March (excluding tax)
	Nikkei xTECH: ¥8,000,000 ⇒ Available for ¥6,000,000 if distribution begins by end of March (excluding tax)
	Nikkei xWOMAN: ¥8,000,000 ⇒ Available for ¥6,000,000 if distribution begins by the end of March (excluding tax)
	Nikkei xTREND: ¥8,000,000 ⇒ Available for ¥6,000,000 if distribution begins by the end of March (excluding tax)

*Based on interview/dialogue videos. Other formats will be quoted separately.

※If using a video provided by the advertiser, implementation is possible for ¥5,000,000 (excluding tax)

Video Advertising Production Process

2 months prior	1. Project Kickoff Meeting	Discuss the direction of the production video at the kickoff meeting
	2. Define the target audience	Identify the video's target audience and understand their needs and interests
	3. Create concept and storyboard	Decide on the video concept and story, then create a storyboard
	4. Script/storyboard creation	Create a simple script based on the finalized concept
1 month prior	5. Cast and staff selection	Select performers and necessary staff ※Performed as needed
	6. Location and Shooting Preparation	Determine the location and coordinate necessary filming permits and schedule ※Performed as needed
	7. Preparing the Filming Team	Assemble the required filming equipment and production team
	8. Conducting rehearsals	Conduct rehearsals with cast and crew before filming to ensure a smooth shoot ※Performed as needed
2 weeks prior	9. Main Shooting	Execute filming according to schedule and plan
1 week prior	10. Editing and Post-Production	Edit the footage, adding necessary effects and music
First Draft	11. Preview and Re-editing	Preview the completed video, make necessary corrections, and re-edit
	12. Final Revisions	Conduct a final preview and approve the video for release
Start	Release and Promotion Launch	Publish the completed video on the tie-up website

※The above schedule is an estimated timeline. Actual production schedules will be created for each project.

About Secondary Use (Optional Menu)

Video Purchase



¥1,000,000 and up / per video

We will provide you with the filmed/recorded video as source material, including all copyrights.

Video Secondary Use



¥500,000~ / per video

We will provide the filmed/recorded video as secondary use material.

»» Please inquire separately for details

***Please note that additional licensing fees may apply when featuring experts or talent.**

Contact

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