

BtoB Research in Japan

The logo for NIKKEI-R, featuring the text "NIKKEI-R" in white, bold, sans-serif font, set against a blue parallelogram background.

Approaching to NIKKEI subscribers — the largest business professionals audience network in Japan

We, **Nikkei Research** are a member of the world's largest business and economic focused media group; **NIKKEI**, with **FT(Financial Times)** also in the alliance, making us expand farther to deliver solutions that fit your needs.

No.1

World's largest financial media

NIKKEI

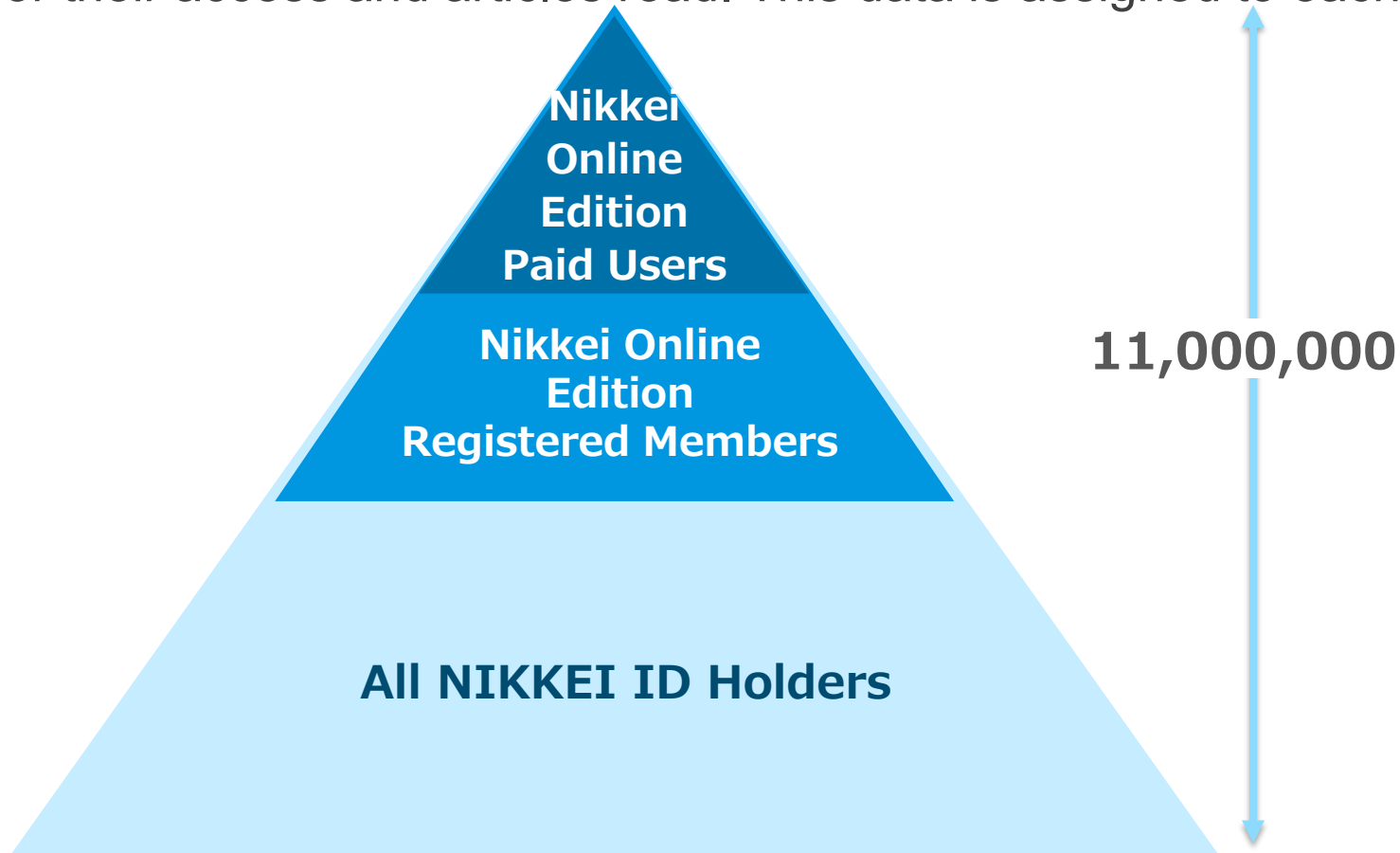
- Publishing
- Digital Business
- Broadcasting
- Advertising
- Research Institutions
- Human Resource Education
- Printing / production
- Sales system
- Overseas
- Travel & Other Services



We offer a special panel in Japan for conducting BtoB surveys.
It is **"NIKKEI ID holders"** that is specialized in the BtoB Marketing Research.

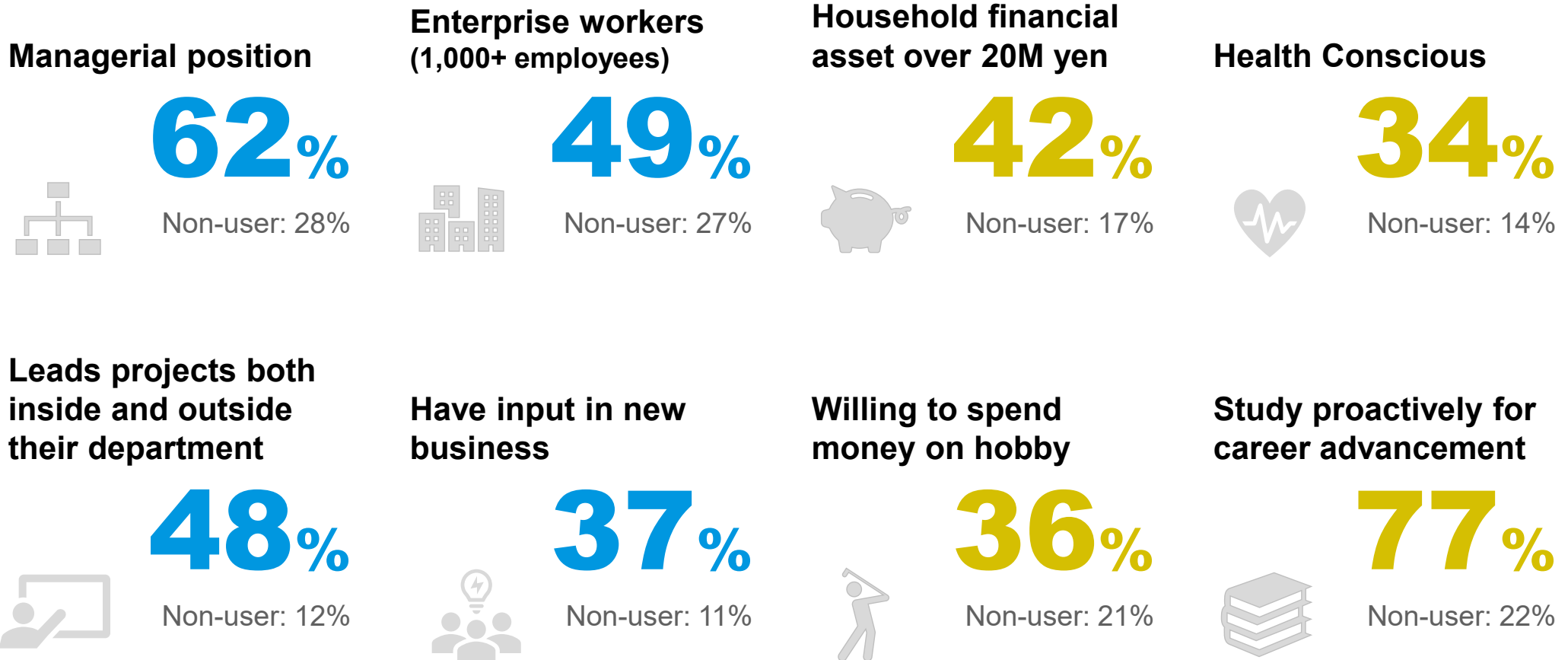
Approximately 11 million people have a NIKKEI ID. This includes paid members and non-paid members of Nikkei Online Edition, as well as members of other media in the Nikkei group.

These members can be targeted using user-registered attributes like Job Title, Age, Place of residence or their access and articles read. This data is assigned to each ID, enabling targeted delivery.



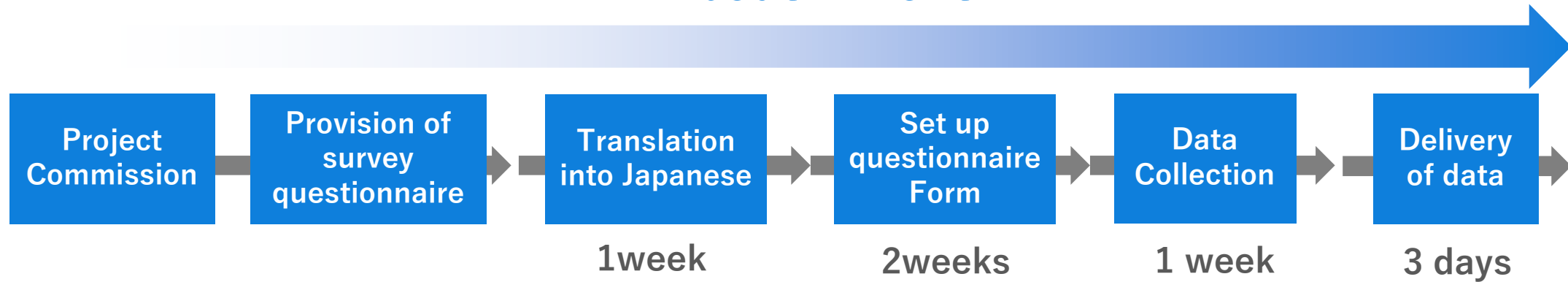
- 1 Access to the member community of **11 million business professionals** for your research needs
- 2 *Survey audiences = **Your business targets***
Direct connection from the research to your business
- 3 Focus and target **specific segments**;
leaders, managers, new trend enthusiasts, early adopters, rich, etc.

You can approach people who have a strong influence on their business and willing to spend money privately.



Nikkei Online Edition User Survey 2023 (Employed and self-employed)

About 1 Month



* This schedule is for reference only and subject to change.

Point to notice

- ✓ We do not offer panel supply. (hosting on Nikkei's server only)
- ✓ We accept "Forsta" program you prepare. We host it on our server.

Please reach out to us anytime!

NIKKEI

America

Nikkei America, Inc.

1325 Avenue of the Americas, Suite 2500 New York, NY 10019

Noriyuki Yokota

Senior manager

Email : noriyuki.yokota@nex.nikkei.com

NIKKEI-R

Nikkei Research Inc.

Kamakuragashi Bldg., 2-1, Uchikanda 2-chome, Chiyoda-ku, Tokyo, 101-0047, Japan

TEL : +81-3-5296-5181

Email : ML_inquiry@nikkei-r.co.jp

Website: <https://www.nikkei-r.co.jp/english>



PANEL BOOK

Accessible through the member's registration information below.

Category	Breakdowns
Region	Greater Tokyo Metropolitan area (Tokyo, Chiba, Saitama, Kanagawa) Kanto area Kansai area Chubu area Per prefecture
Age	20s 30s 40s 50s 60s 70s+
Employment type	Full time (Regular, Public, etc.) Self-employed
Household Annual Income	Under 6 million yen 6-8 million yen Over 8 million yen

Category	Breakdowns
Position	Executive Board member Director General manager Section manager Chief
Number of Employees	1-9 10-49 50-99 100-299 300-499 500-999 1,000-2,999 3,000-4,999 5,000-9,999 10,000-19,999 20,000+

*Provision of one's position, industry, field, number of employees are mandatory upon registration for those employed or self-employed.
Provision of household income is optional.*

Category	Breakdowns
Industry	Agriculture & Mining Construction Automotive & Transportation Electronics Machinery Materials Energy Food, Drug & Cosmetics Other Manufacturing Wholesale, Retail & Commerce (incl. Trading Companies) Finance, Securities, Insurance Real Estate Communication Services Information Technology , SI, Software Shipping Consulting, Accounting, Legal Broadcast, Publishing, Advertisement, Media Government Employee (excl. Teachers) Education & Learning Support Medical Nursing, Caretaking & Welfare Restaurant & Hospitality Personnel Services Travel

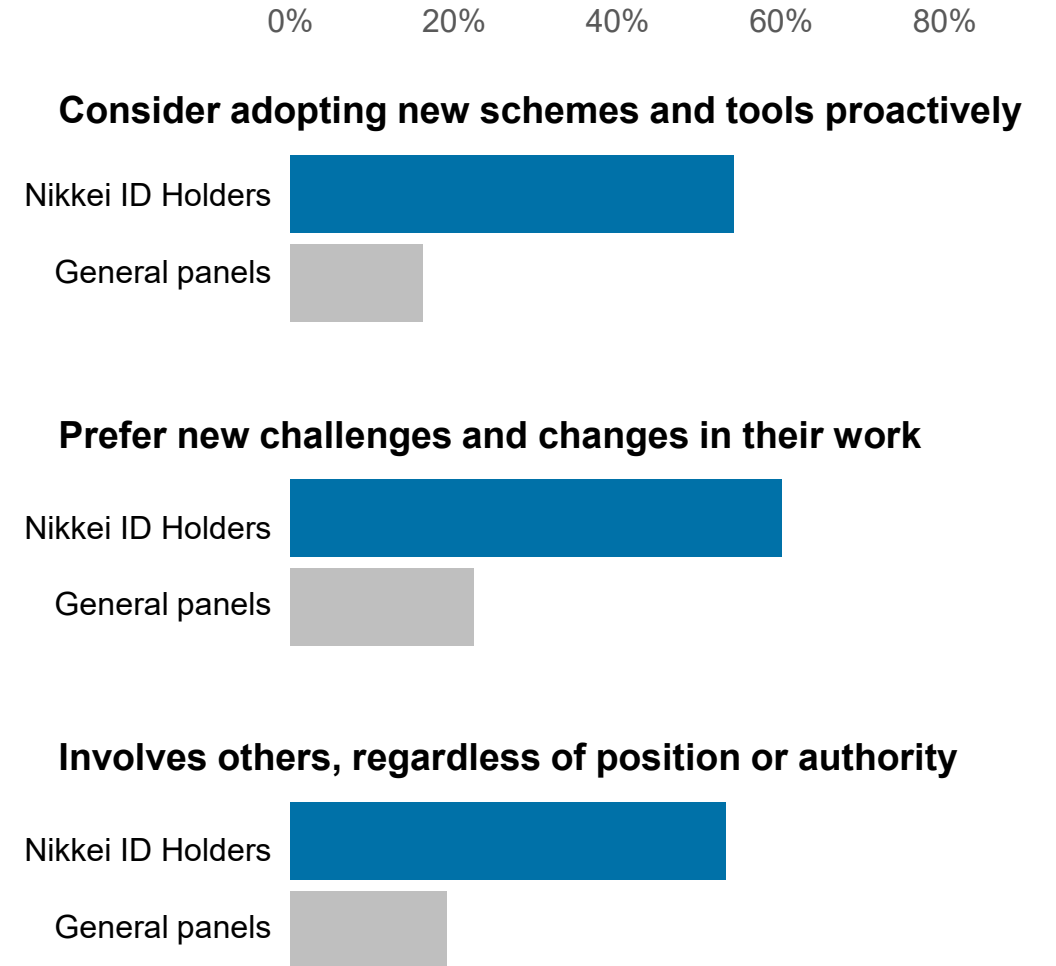
Category	Breakdowns
Field	Corporate Management / Board Member Business Planning and Development Public Relations / Promotion General Affairs / HR Materials / Procurement Finance & Accounting General Office IT, IT Systems Planning, Market Study, Marketing Sales Production, Manufacturing Logistics / Shipping Engineering & Design Research & Development Editing, Compiling, Production Architecture / Construction Medical Accounting Legal Education / Teaching

Provision of one's position, industry, field, number of employees are mandatory upon registration for those employed or self-employed. Provision of household income is optional.

NIKKEI ID Holders are “leaders” in the organization.

They are always seeking new ways of working and welcome changes.

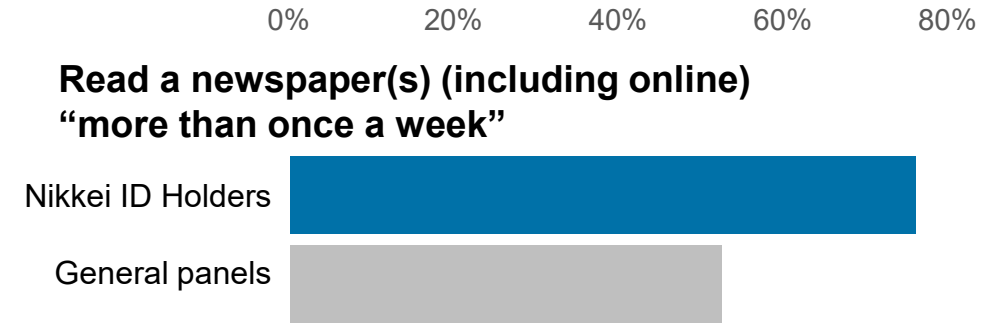
They are social and engaged with others.



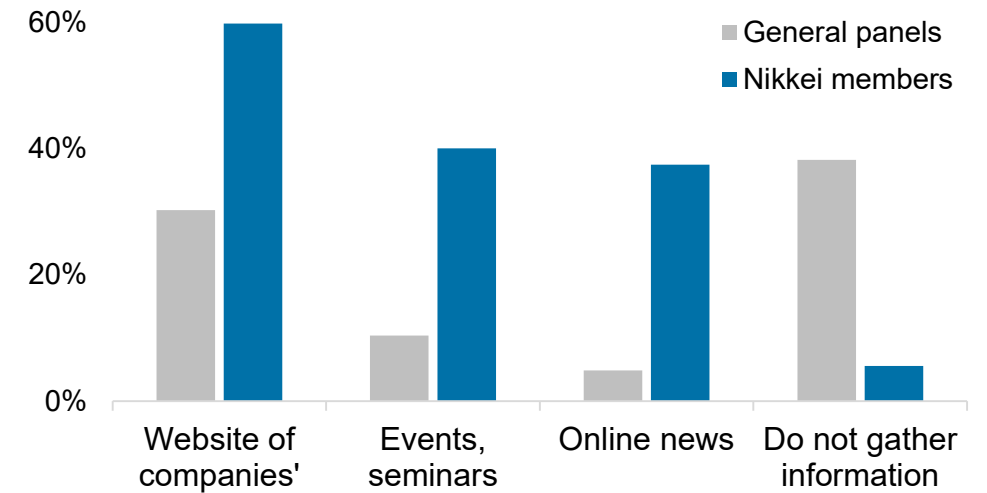
NIKKEI ID Holders are obsessed to news and new things.

They are searching or exposed to miscellaneous sources daily.

We can find the best channel for communicating to the target audiences.



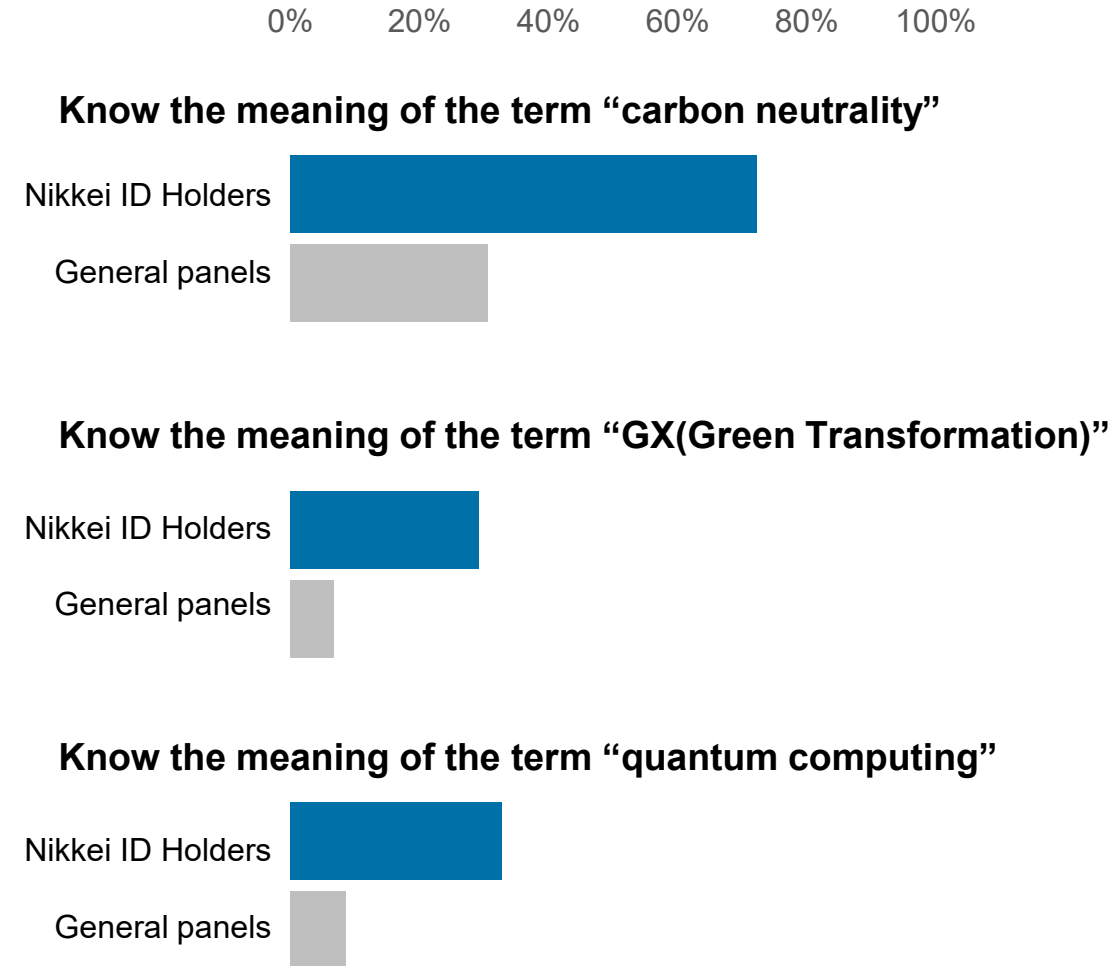
Source of work-related information, you use often



NIKKEI ID Holders are knowledgeable people with good understandings of broad and latest business topics.

They know the meanings and not just heard of it.

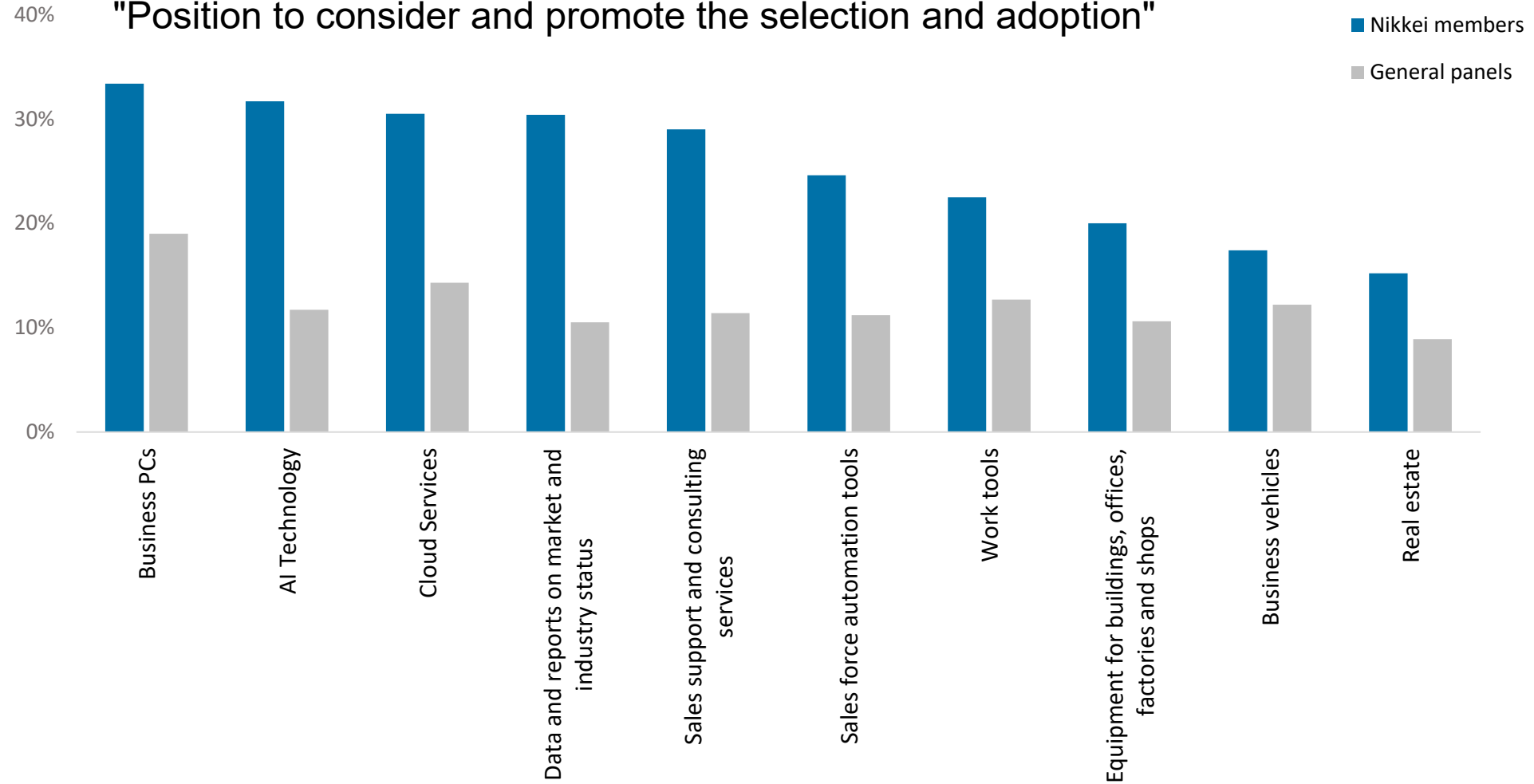
You can receive meaningful answers even if you dig deeper into latest business topics..



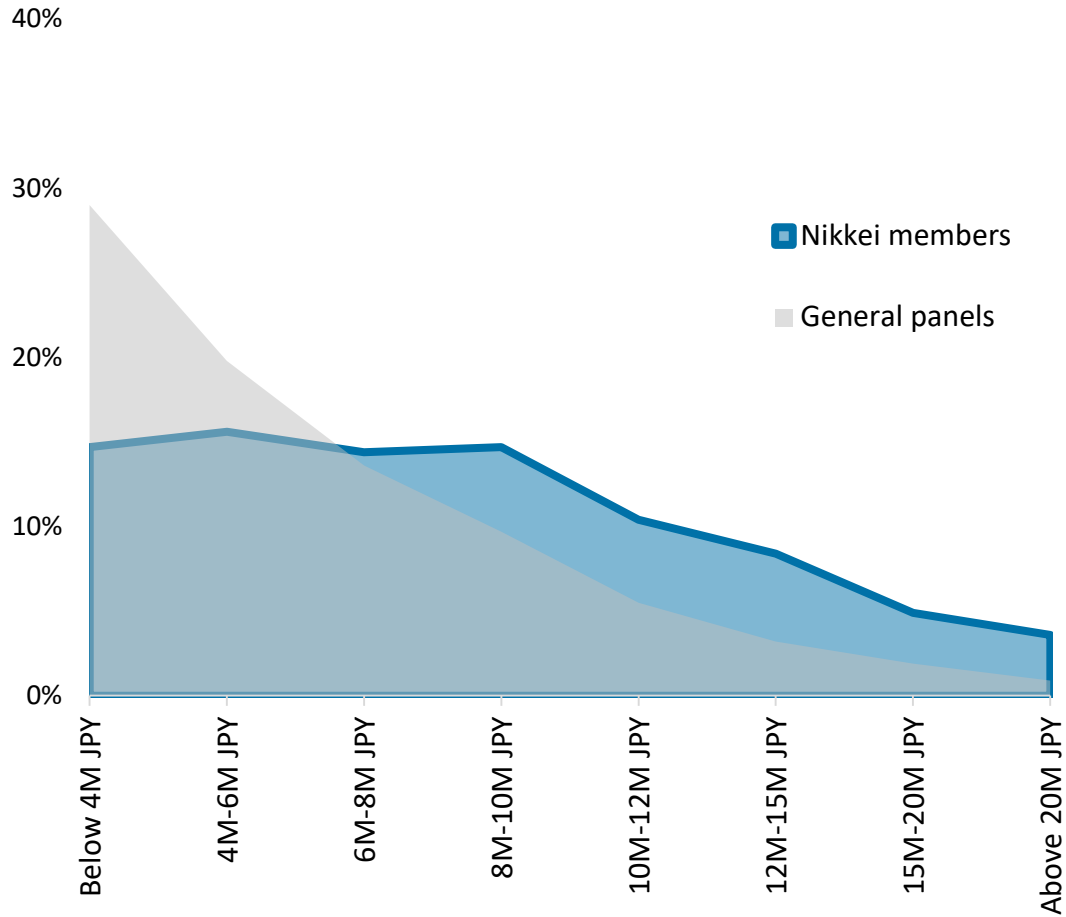
How are you involved in the selection, purchase, and adoption of products/services in the following areas?

"Make final decisions and approvals",

"Position to consider and promote the selection and adoption"

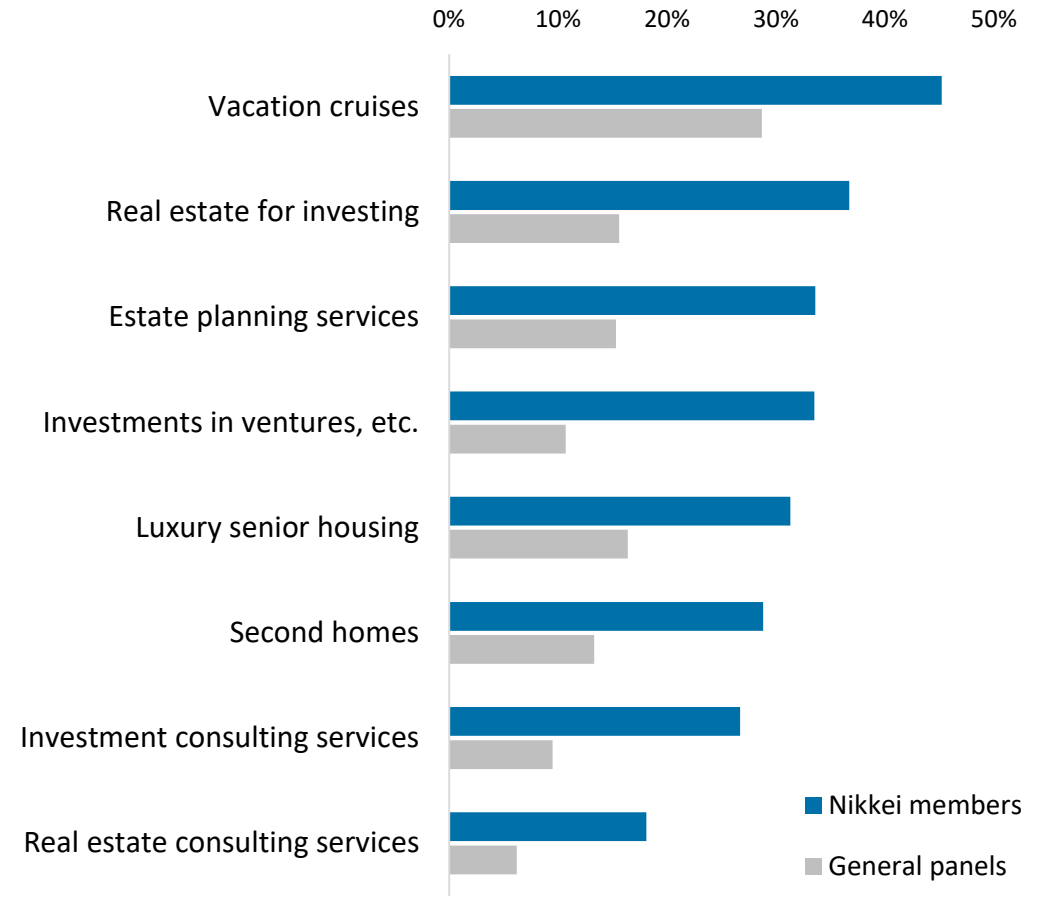


Household Annual Income



Do you use the following?

“Use/own”, “Considering”, “Interested”



NIKKEI ID Holders are open to share their thoughts.

They do not hesitate to cooperate in research.

They are somewhat observant and susceptible to communications by companies, that makes probing topics easier, compared to ignorant audiences.

0% 10% 20% 30% 40% 50% 60%

Do not hesitate in talking about myself



Good at putting my thoughts together and giving a speech or expressing it



Often search or use companies, products, or services after seeing ads



After Covid-19, what changes have you seen in your information gathering and dissemination of "business updates, technology and skills"? (open ended)

Result using the keyword "AI" in the answers.

	Quantity	Quality
General panels	0.7% (4 out of 579s)	<ul style="list-style-type: none"> ➤ I am increasingly exposed to information about AI. ➤ There has been something AI-related.
Nikkei ID Holders	1.5% (30 out of 1916s)	<ul style="list-style-type: none"> ➤ I have been gathering Most information on the Web. In addition, the search for the best sources of information has recently become more efficient using AI. ➤ I have become much more cautious about whether AI has created fake news or not.

Details, Background,

Q. Another company said it was not possible to conduct survey targeting businesspersons under our criteria. Would you be able to collect enough number of respondents by NIKKEI ID?

It depends on the conditions, but it is possible. Upon regarding your specific criteria, and based on the incident rate/cooperation rate, we will propose the number of respondents we can collect. Our advantages are being able to approach to businesspeople who are highly focused to the issues.

Q. Is there any difference in responses that are collected from corporate surveys?

Yes, there is. Corporate surveys ask companies as a whole and are suitable for investigating the status and policies of a company. While, the NIKKEI ID Research is targeted towards individuals, and is suitable when you want to reach businesspeople in a specific field, regardless of the corporation, such as surveys for marketing purposes. We suggest you choose the right method depending on your purpose and budget.

Q. Is it possible to have a follow up in-depth surveys?

Yes, we can have the respondents' consent to cooperate in an

additional follow up interview during the initial survey.

Q. What kind of survey should be done if the estimated number of respondents is very small?

We recommend qualitative research such as interviews to obtain more detailed/contextualized information, rather than quantitative surveys.

Q. Can you provide the names of respondents and their employers?

No, we cannot provide personal information. We can provide certain information (gender, job title, industry, company size, etc.), under the extent of where respondents or employers cannot be identified.

Q. Respondents are registered users of Nikkei's services, but don't that affect the results?

In general, it will not have any impact. However, caution is required on studies that ask about media and information sources.

Q. Is it possible to use the survey results for advertising and PR?

Yes, we offer the "Nikkei Online Article & Advertising Bundle Plan" in collaboration with Nikkei, Inc.

Please reach out to us anytime!



**Nikkei Research Inc.
BtoB Research Team**

Kamakuragashi Bldg., 2-1, Uchikanda 2-chome
Chiyoda-ku, Tokyo 101-0047, Japan

TEL : +81-3-5296-5181

Mail : ML_inquiry@nikkei-r.co.jp

Website: <https://www.nikkei-r.co.jp/english>