



nformation is increasingly shifting from paper to digital. As people's lifestyles undergo big changes due to the widespread usage of smartphones, they demand new forms of information and content. In light of this, our company has digitalized all of its content, and we are working to develop cutting-edge digital media for economic information.

One of those ways is through our web media business, which develops unique content. At the forefront of this is TOYOKEIZAI ONLINE, which received a complete overhaul in November 2012. It features special articles on business and economic issues, ranking analyses by our WEEKLY TOYO KEIZAI reporters, and a wide range of topics authored by columnists. From business information to

content that educates and cultivates sense, we present information full of substance, and seek out new media possibilities and objectives. It ranks number one in monthly page views of any economic and business magazine in Japan.

With the full-scale debut of KAISHA SHIKIHO ONLINE in December 2013, we began providing investors with fresh information and unique forecasts daily, and the site was endorsed as a new medium.

From E-Publishing to Database Archives

Our company is making strides in digitalization so that our books and magazines can be read on any device. We distribute e-books and e-magazines through online bookstores in Japan and

abroad, and our E-Business Shinsho series, which consists of hand-picked content from WEEKLY TOYO KEIZAI, has been especially praised for its accessibility.

Additionally, our Digital Content Library which allows users to search and view magazines and comprehensive content published by our company, and has been introduced to numerous public, university, and other libraries.

In commemoration of our company's 120-year anniversary, it is now possible to browse past issues of WEEKLY TOYO KEIZAI, and we are making headway in our efforts to introduce our Toyo Keizai Digital Archive, mainly focused toward university libraries.



In June 2003, we launched a service called TOYOKEIZAI ONLINE. Originally reposting excerpts from WEEKLY TOYO KEIZAI, it has gradually expanded to feature original articles. Now, with over 260 million monthly page views as of October 2017, it has grown to become one of Japan's leading online media sources.

The site is distinguished by two characteristics, openness and an obligation to report the facts.

The openness is illustrated by its design, letting anyone read full articles on the site from beginning to end without registering an ID, extending to articles that appear on alternative business sites like Yahoo! and SmartNews with the purpose of not only limiting it to regular readers. Another feature is that readers can comment freely, allowing them to give their feedback on

articles and the like, also supporting an open environment

When it comes to content, we are meticulous about our obligation to report the facts. Especially concerning corporate analysis pieces, Toyo Keizai is proud of the thorough coverage our corporate reporters provide, and our aim to provide backstories with context

ONLINE is feature content aimed at students and businesspeople in their 20s, with articles on careers and education, Tetsudo Saizensen, (Railroad Spotlight) which focuses on railroads, and more. A pioneering spirit is at the core of TOYOKEIZAI ONLINE's breakthrough. We strive to keep improving existing content, and challenge ourselves to continue creating new content moving forward







Reading WEEKLY TOYO KEIZAL online Now you can find WEEKLY TOYO KEIZAI not only in print, but also online. Just swipe the screen to turn the page.



Our Vision for TOYOKEIZAI ONLINE 東洋経済 ONLINE

Another characteristic of TOYOKEIZAI