

## VDZ Digital Publishers' Tokio/Japan Tour 2015

08th – 11th November 2015

### Why you should care about this tour?

When it comes to digital trends and innovation, Japan is THE most interesting country in this region. 2014 "the Land of the Rising Sun" was ranked number 1 in Thomson Reuters Innovation Hot Spot Ranking. Nowhere else in the world is the mobile monetization rate higher than here! Looking at Japan's e-commerce industry, almost 50% of all purchases are made by mobile phone. Forrester states that the internet access through mobile devices is with 47% twice as high than in the US.

Big players like LINE (one of the fastest growing instant messengers) and DeNA (the strongest revenue based mobile games platform in the world) were founded here. Additional stops on our tour include also traditional publishing houses, in particular Asahi Publishing and Kadokawa that are both heavily investing in the online business.

VDZ Member  
Early Bird **4.200 €** plus VAT  
Regular Rate **5.000 €** plus VAT

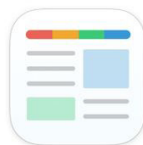
Non-Members  
Early Bird **4.600 €** plus VAT  
Regular Rate **5.400 €** plus VAT

### Why you should join us

The VDZ Publishers' Tour gives you exclusive insights into the Asian market as well as direct contacts with innovative companies and personalities. In an informal setting, you will visit leading companies and get the opportunity to talk about the latest trends and business models to help you to develop your own business further.

You will get insights and ideas of future shaping concepts and solutions for your company.

### Companies we will visit:



SmartNews



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### Companies

#### Asahi Publishing



The Asahi Shimbun's Publications Division publishes magazines such as the "Shukan Asahi" and the "Asahi Camera" that were launched over 80 years ago. The Asahi Shimbun also publishes a variety of regular periodicals, including "AERA" and "Ronza." They also release a range of special interest magazines for women. The company puts out close to 100 titles a year.

Their newspaper the Asahi Shinbun is one of the biggest newspapers in the world. It is also one of Japan's oldest and largest national daily newspapers. It started publication in Osaka on 25 January 1879. In 2010 its circulation was 7.96 million for its morning edition and 3.1 million for its evening edition.

Asahi has their own incubation office for new business innovation. They recently announced the launch of a crowdfunding platform to explore new business models and expand their existing company business.

[www.asahi.com/shimbun/medialab/](http://www.asahi.com/shimbun/medialab/)

#### Beenos



Beenos is one of the most successful and oldest incubators in Japan. Beenos is a platform for startups and was founded already in 1999. Many of their investments and acceleration projects include Japanese and also foreign start-ups. The focus of the company's investment and acceleration projects is product creation, content creation, new services and ecommerce.

The most interesting start-ups will be presented to the delegation during their visit.

[www.beenos.com/en/](http://www.beenos.com/en/)

#### Kadokawa



One of Japan's traditional big publishing houses. They also publish Manga and Anime content.

Kadokawa Corporation serves to bring together several affiliated Japanese companies related to Kadokawa Shoten under what is known as the Kadokawa Group. These companies are of three types: publishing, film and visuals, and cross media. The publishers primarily deal with books, paperbacks, manga, and visual media magazines; the film and visual companies deal with Japanese feature films and DVD sales of international films and anime; the cross media companies deal with digital content, urban information and television program information magazines, along with information transmission combining paper media, the Internet, and mobile phones. Other aspects of the group are handled by the other business segment which primarily takes care of video games, real estate leasing, and comprises an advertising agency.

Kadokawa recently acquired Japan's biggest online video platform niconico douga. Kadokawa also offers their manga, anime & game content in digital formats on several platforms

[www.ir.kadokawa.co.jp/global/group.php](http://www.ir.kadokawa.co.jp/global/group.php)

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**Naver LINE** Leading mobile messenger service in Asia with a working monetization strategy and service ecosystem and 560 million users worldwide.

[www.linecorp.com/en/](http://www.linecorp.com/en/)

**LINE**

Line began in 2011 as the brainchild of engineers at NHN Japan, the Japanese arm of Naver Corporation (formerly NHN) based in South Korea. Today the popular messaging service is operated by Line Corporation, a spinoff company headquartered in Japan, which still remains a subsidiary of Naver.

It first launched in Japan in 2011, reaching 100 million users within eighteen months and 200 million users only six months later. Line became Japan's largest social network in 2013. In October 2014 Line announced that it had attracted 560 million users worldwide with 170 million active user accounts. In February 2015, it announced the 600 million mark had been passed and 700 million were expected by the end of the year.

**LINE GAME** was created in 2011 by NHN Japan. Line Corporation announced its games had been downloaded 200 million times worldwide. Only those with an account to the Line application can install and play Line Game games. Players can connect with friends, send and accept items, and earn friend points. Games range from puzzles, match-three, side-scrollers, musical performance, simulation, battle, and spot-the-difference games.

They also have their own taxi platform, delivery service online supermarket, streaming music services and invented the sticker monetization model for mobile messengers. LINE has a plan to go IPO in the near future.

**Smart News** A start-up focused on news evaluation and aggregation utilizing machine learning based in Tokyo. The algorithms evaluate millions of articles, social signals and human interactions to deliver the top 0.01% of stories that matter most, right to readers. Smartnews shares 100% of article traffic and revenue with journalists and publishers. The company recently received a \$10 million dollar investment to support its international expansion.

[www.smartnews.com/en/](http://www.smartnews.com/en/)

 SmartNews

SmartNews is one of the most used news applications in Japan today with over 5 million users. In 2013, the Japanese edition won a Google Play „App of the Year“ award and a „Best Of“ award in Apple's App Store. An U.S. version of the app is also available.

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### Taito Publishing

The company was founded in 1953 as Taito Trading Company. Taito started out importing and distributing vending machines. Later, it began leasing jukeboxes and eventually started to manufacture its own. Taito eventually began producing electro-mechanical arcade games in the 1960s.

[www.taito.com/gc](http://www.taito.com/gc)



Taito is one of Japan's famous game publishers. They invented cult games such as Space Invaders, are one of the leading makers of arcade machines and fun photo machines (Purikura) and also own several arcade locations across Japan. Beyond that they are also a content aggregator and publisher on the mobile platform.

Taito Corporation currently has a subsidiary in Beijing, China. In the past, the company had operated divisions in North America, Brazil, South Korea and Italy.

### Yappa

YAPPA was founded in 2000 in Tokyo by then 17-year old Masahiro Ito and is now considered to be one of Japan's leading online magazine stores. Yappa started as an interface design company and then saw a big potential in helping publishers to bring their print publications into the digital mobile age.

[www.magastore.jp/](http://www.magastore.jp/)

<http://yappa.co.jp/magaplust.html>



Initially the company cooperated with Sankei Shimbun, one of Japan's top daily newspapers, in delivering digital versions of the printed paper to readers.

The company operates one of the biggest online platforms for digital magazines and newspapers called "Magastore" and they also provide an integrated system for publisher called "Maga+" to prepare and distribute their content on the Magastore platform. (Also allowing the easy adding of rich content).

YAPPA has two offices in Japan and also runs branches in the USA and France.

### Cookpad

Cookpad can be seen as one of the shooting stars when it comes to digital lifestyle content, User Generated Content and offline/online conversion. The freemium recipe platform now has over 40 Million active users, accounting for 30% of the whole population. Amongst these are around 1 million paying users who pay roughly 3 Euro for the service per month.

<http://cookpad.com/>



The platform uses contextual advertisement to match recipe searches with relevant sponsored content and offers.

The company also offers cooking events and has strong strategic tie ups with magazine and book publishers as well as with food makers and kitchen tool manufacturers for co-branded lifestyle products.



## Registration

**Conditions** VDZ Member  
Early Bird **4.200 € plus VAT**  
Regular Rate **5.000 € plus VAT**

Non-Members  
Early Bird **4.600 € plus VAT**  
Regular Rate **5.400 € plus VAT**

**Early Bird is valid until Friday, 16th October 2015**

**The number of participants is limited to 25.**

**An invoice will be sent separately upon receipt of the application.**

**We cannot guarantee a refund in the event of non-commencement of the tour.**

**In the event that the tour has to be cancelled or cut short due to force majeure – this can include orders issued by authorities, wars or other unrest, airplane hijackings, terrorist attacks, fires, floods, natural disasters, power outages, accidents, storms, strikes, lockouts or other industrial actions – a refund cannot be guaranteed.**

**Details on the services included are set out on the SPECIFICATIONS sheet. Apart from this, the General Terms & Conditions of VDZ Akademie GmbH apply.**

**The T&C may be viewed at any time at [www.vdz-akademie.de](http://www.vdz-akademie.de).**

**Registration** I hereby make a binding registration for the „VDZ Digital Publishers‘ Tokio/Japan Tour 2015“ from **8. – 11. November 2015.**

\_\_\_\_\_  
First Name

\_\_\_\_\_  
Last Name

\_\_\_\_\_  
Company (please write the entire company name for billing purpose)

\_\_\_\_\_  
Position

\_\_\_\_\_  
Street address

\_\_\_\_\_  
Zip / Postal code, city

\_\_\_\_\_  
Phone

\_\_\_\_\_  
Date of birth

\_\_\_\_\_  
E-Mail

\_\_\_\_\_  
Date / Signature

**Contact** Please complete and fax to VDZ Akademie  
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You also can register online: [www.vdz-akademie.de](http://www.vdz-akademie.de)

**We look forward to your participation!**