

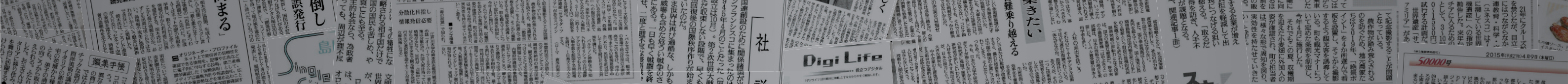


THE YOMIURI SHIMBUN

# 読賣新聞

C O R P O R A T E   G U I D E





# Message from the Chairman of the Board, Editor-in-Chief

The Yomiuri Shimbun published its first issue in 1874 as Japan had just begun its transition from the Edo period (1603-1867) to a modern nation-state.

Many people were illiterate at the time, and the paper's founders, including Takashi Koyasu, debated how to create a newspaper that was easy to read and approachable. They came up with the name “Yomiuri Shimbun,” which retained the image of the traditional kawara-ban, or block-printed news sheets, that were read aloud (yomi) as they were sold (uri).

Articles were annotated with furigana reading aids, and efforts were made to both report daily events and meet the demand for lifestyle information and entertainment through features such as advice columns and serialized novels.

This spirit of innovation was carried on in the creation of a radio guide (later a TV guide) and, more recently, in the enlargement of font sizes to accommodate Japan’s graying population. The Yomiuri Shimbun has overcome two crises that destroyed its headquarters — the Great Kanto Earthquake in 1923 and the Great Tokyo Air Raid in 1945 — and continued to develop over 150 years. The driving force behind this has been its dedication to creativity and innovation for the sake of its readers.

In addition to the newspaper, the company has been involved in various initiatives that continue to this day, such as organizing the world's first ekiden — a long-distance road relay race — establishing the Yomiuri Giants professional baseball team and inviting Babe Ruth and other legendary players from the U.S. Major Leagues to play games in Japan. These efforts in sports, culture and entertainment are all part of the company’s innovative spirit.

The role of a newspaper is not only to report facts but also to express the opinions of the newspaper company through editorials. In 1887, a young man named Sanae Takata, who later became the president of Waseda University, was appointed as editor-in-chief. Takata established the editorial column, laying the foundation for the paper’s reputation as a leader in this area.

During the turmoil after World War II, The Yomiuri Shimbun faced labor disputes influenced by the Soviet Union and elsewhere. Drawing on this difficult experience, then President Tsunego Baba personally drafted the Creed of The Yomiuri Shimbun, which established fairness and friendship, freedom and democracy, and the defense of peace as the company credo.

Building on this philosophy, the current creed was established on Jan. 1, 2000, under the initiative of then President and Editor-in-Chief Tsuneo Watanabe. It pledged to earn readers’ trust through freedom, humanism, internationalism and the responsible expression of views, and serves as the foundation for The Yomiuri Shimbun’s reporting and editorial policies.

With the advent of the digital age, anyone can freely disseminate information. This is a welcome development, but it has also led to the spread of irresponsible false information and defamation, which can hurt people and even lead to crime. This is an era in which reliable journalism and speech are needed more than ever. We feel that the role of The Yomiuri Shimbun has become even more important.

Circulation is declining with the rise of digital media, and newspaper companies are all facing difficult business conditions. However, The Yomiuri Shimbun is advancing bold initiatives based on the philosophy of being a “newspaper company beyond a newspaper company,” which was proposed by our mid-career and young employees to be included in the Yomiuri Conduct Guidelines. With this philosophy, we have diversified our business ventures to sports, culture, entertainment and new economic media for companies, all of which would bolster our core business of newspaper publication. I am heartened to see that our founding spirit continues to thrive in every section in the company.

Shoichi Oikawa

Representative Director  
Chairman of the Board  
Editor-in-Chief  
International Operations  
Editor-in-Chief of The Japan News  
The Yomiuri Shimbun Holdings

Director  
The Yomiuri Shimbun



# Message from the President, Senior Deputy Editor-in-Chief

The Yomiuri Shimbun started out in the 1870s as a small newspaper publisher with a staff of fewer than 30.

The only newspapers in Japan had hitherto been written in an archaic form of Japanese derived from classical Chinese used by the intellectual class . But The Yomiuri Shimbun was written in the style of polite speech in Japanese, with phonetic readings accompanying the kanji (Chinese characters) to aid the reader.

Only 30 percent of Japanese were reportedly literate at the tme. Reading a newspaper was still the preserve of the intelligentsia.

In those early days, The Yomiuri Shimbun catered to common people ill served by the highbrow press. It sought to build an enlightened society with readers by bringing knowledge and information to the less literate.

It succeeded magnificently in that endeavor. In the year after its founding, The Yomiuri Shimbun became the most widely read newspaper in Japan, and its readership grew steadily thereafter. The spread of newspapers fostered the habit of reading. Japanese began to read silently as part of their daily routine. Silent reading gave them time for self-reflection and instilled a modern sense of self.

With the passage of time, advances in technology have led to a society where anyone can share content. Media have deversified, and vast amounts of information constantly travel across the world. But people have only limited time to consume information, and the multitude of media out there are constantly vying for it.

When it comes to grabbing users’ attention, inflammatory content has the edge. Social media is like a contest to be the most provocative. It is consequently a hotbed of fake news and conspiracy theories, bringing harm effects by fueling social divisions.

A wealth of information creates a poverty of attention, wrote Herbert Simon, winner of the Nobel Prize in Economics. When people’s attention is distracted by a plethora of information, they easily fall prey to an indifference to facts that characterizes the post-truth era.

When the internet was beginning to catch on in the mid-1990s, Simon argued that the task needed was “not to design information-distributing systems but intelligent information-filtering systems’ for protecting people from too many demands on their attention.

This age of information overload requires just such a filter. The Yomiuri Shimbun is committed to acting as a high-quality information filter by bringing readers only accurate, truly useful news and dispassionate commentary.

But our activities do not stop at news coverage and commentary.

Sports, culture and entertainment form the other side of our business. We established the Yomiuri Giants baseball team and launched Japan's first commercial TV station, Nippon Television Network Corporation. The Yomiuri Nippon Symphony Orchestra, Chuokoron-Shinsha, Inc., and the Yomiuri Land amusement park are also members of the Yomiuri Shimbun Group.

We pledge to continue building on the trust we have earned through our journalism by engaging in a wide range of enterprises that serve the public interest.

Some 150 years ago, the first issue of The Yomiuri Shimbun declared, “In publishing this newspaper, we intend to write of useful matters in a way that anyone can understand.”

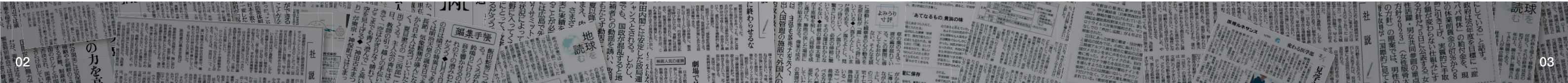
Times have changed greatly since then. In those early days, people were alienated from information because no easily readable news sources were available. Now, by contrast, there is such a superabundance of information that it is difficult to distinguish the truth amid it all. Yet, The Yomiuri Shimbun's founding vision remains unchanged.

With your support, the Yomiuri Shimbun Group will continue reporting, analyzing, and evolving as Japan's leading media conglomerate—and a family of companies that enriches people’s minds.

Toshikazu Yamaguchi

Representative Director  
President  
Senior Deputy Editor-in-Chief  
Circulation  
The Yomiuri Shimbun Holdings

Representative Director  
Chairman of the Board  
The Yomiuri Shimbun





# Philosophy

Since its foundation in 1874, The Yomiuri Shimbun has contributed to democracy through accurate and prompt reporting as well as moderate and sensible editorials. Here we introduce the basis of our journalistic stance and philosophy that leads our employees.

## The Creed of The Yomiuri Shimbun

The Creed of The Yomiuri Shimbun is the basis of The Yomiuri Shimbun's journalistic stance. It is a promise the newspaper has made to its readers about the direction it intends to take in its reporting and in the expression of its views.

In September 1946, shortly after the end of World War II, the creed was adopted with four main pledges, including to defend “truth, fairness and fraternity” and to “fight despotic thought on the Left and the Right.”

The Creed was revised for the first time in 53 years on January 1, 2000, to include pledges to foster freedom and accountability, promote humanism, and contribute to the peace and prosperity of Japan and the world on the basis of internationalism.

### The Creed of The Yomiuri Shimbun

- The Yomiuri Shimbun pledges to:
- Pursue freedom and accountability.
  - Promote humanism based on individual dignity and basic human rights.
  - Contribute to the peace and prosperity of Japan and the world on the basis of internationalism.
  - Live up to expectations of our readership by way of impartial and truthful news reporting along with courageous and responsible expression of views.

(January 1, 2000)

## Yomiuri Conduct Guidelines

To mark the paper's 150th anniversary in 2024, the Yomiuri Shimbun Group formulated the “Yomiuri Conduct Guidelines” to serve as a compass for everyone who works in the group. Faced with a flood of dubious information due to the advancement and prevalence of the internet in society, The Yomiuri Shimbun created these guidelines to reconfirm the meaning of its existence: reporting the truth and contributing to the development of democracy through its entire business.

### Yomiuri Conduct Guidelines

- We will strive to build a newspaper company that goes beyond existing and conventional newspapers.
- We will continue to respond to the trust of our readers and create unprecedented values. What paves the way forward is the one step we make everyday.
- Let's take joy in challenges;  
Curiosity will be our driving force
  - Let's have a humble heart;  
Respecting others broadens our perspectives
  - Let's accept different ways of working;  
Balancing public and private life will foster vitality
  - Let's go beyond what we are now;  
Personal growth will help contribute to society
  - Let's combine our strengths;  
Bonds make the impossible possible
  - Let's treat each other with sincerity;  
Trust will be built through consistent efforts

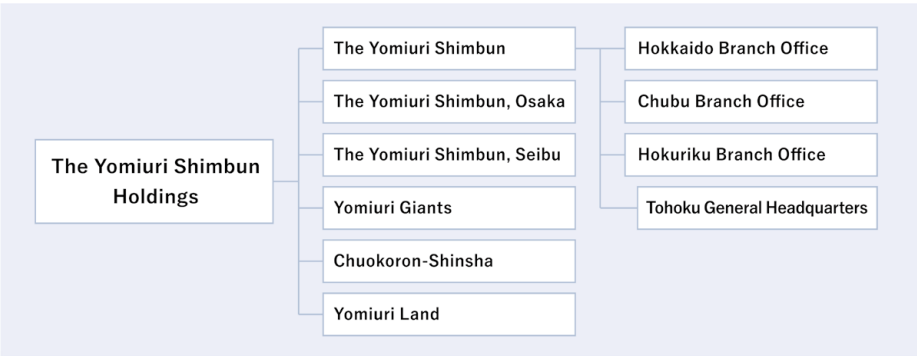
(January 1, 2024)

# Yomiuri Shimbun Group

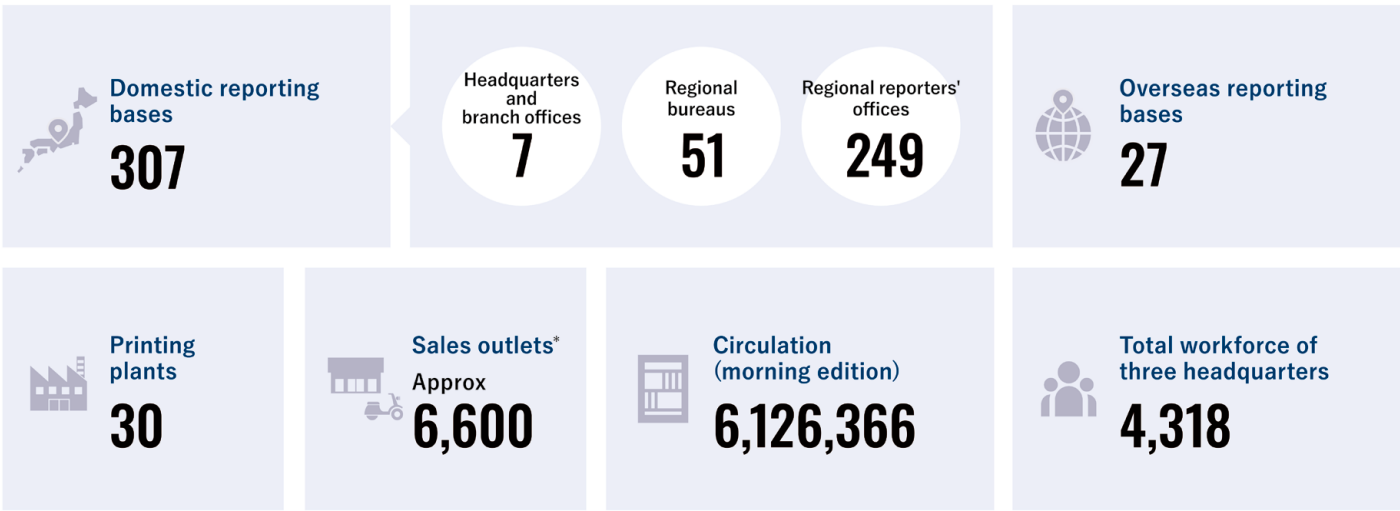
The Yomiuri Shimbun Group operates businesses in a wide range of fields. The following is an introduction to the group's main enterprises and data about three newspaper companies.

## Seven Core Companies

Under the Yomiuri Shimbun Holdings, there are three newspaper companies, located in Tokyo, Osaka and Fukuoka, the Yomiuri Giants, a leading professional baseball team, Chuokoron-Shinsha, a leader in public discourse in Japan and of the nation's publishing culture, and a leisure company, Yomiuri Land. The Yomiuri Shimbun Group considers these companies as its seven core companies.



## The Yomiuri Shimbun by the Numbers



\* Includes both The Yomiuri Shimbun's exclusive sales outlets and those that also handle other newspapers  
The number of employees at the three headquarters is as of April 2023, and the circulation figure of the morning edition is as of November 2023. All the other figures are as of March 2024.

## Group Companies

With The Yomiuri Shimbun with 150 years of history, the Yomiuri Shimbun Group is a comprehensive media group consisting of leading companies in various fields.

For the list of group companies, see our official website.  
<https://info.yomiuri.co.jp/english/group/company.html>

Group Facilities : <https://info.yomiuri.co.jp/english/group/facilities/>  
History : <https://info.yomiuri.co.jp/english/group/history/>

# Media

Learn about our four newspapers—The Yomiuri Shimbun, our flagship newspaper, two tabloids for students and an English daily. Also see introductions to our digital services.

## The Yomiuri Shimbun

### Japan’s Leading National Newspaper

With the history of 150 years since its foundation in 1874, The Yomiuri Shimbun is a national newspaper with the largest circulation in Japan.

### Guide to The Yomiuri Shimbun

#### Accurate Reporting, Clear Editorial Stance

The Yomiuri Shimbun’s reputation is built on reliable, accurate reporting and clear, forthright commentaries. Through our numerous groundbreaking exclusives, we have upheld the public’s right to know, driving societal change with editorials championing bold, responsible discourse and realistic, compelling reportage and advocacy.

#### Meticulously Categorized Sections

The Yomiuri Shimbun delivers in-depth and accessible news coverage. Our pages are meticulously categorized into politics, economy, international issues, society, sports and more, offering a comprehensive grasp of the events of the day. We also provide a wealth of insightful commentary backed by thorough research.

#### Articles Useful to Our Life

We feature articles that enrich everyday life, covering essential topics like healthcare, social security, education and culture. Moreover, considering the rapid changes driven by our aging population and declining birthrate, we have set up dedicated teams in the critical areas of healthcare, social security and education, ensuring that our paper continues to meet the evolving needs of our readers.

#### Editorials and Front-Page Columns

The Yomiuri Shimbun offers clear, incisive editorials on important domestic and international news topics, from politics to economy and social issues. Our front page features columns by seasoned journalists, delivering engaging perspectives in the “Henshu Techo” (or editorial notebook, morning edition) and “Yomiuri Sunpyo” (or Yomiuri snapshot, evening edition).

#### Utilizing Digital for Breaking News

Under a policy of integrating the print and digital services, we are also putting emphasis on delivering breaking news through Yomiuri Shimbun Online (YOL). Yomiuri Shimbun subscribers can register to view all YOL articles with no extra fees.



## News Reporting

### The Code of Conduct for the Editorial Staff

The Code of Conduct for the Editorial Staff of The Yomiuri Shimbun lays down the ethics and morals that should be upheld by The Yomiuri Shimbun’s editorial staff in their everyday reporting and information-gathering.

### The Ombudsmen Committee

The ombudsmen committee is an organization independent from the Editorial Bureau. It has the functions of advising and providing information to the bureau on news coverage and editing in order to enhance the quality of The Yomiuri Shimbun.

### Journalism Training Committee

The Yomiuri Shimbun’s journalism training committee, set up in the Editorial Bureau, provides continuous training for reporters at all levels of experience, from new recruits to veterans.

### The Oversight Committee for Proper Reporting

The committee is composed of a number of veteran reporters who will verify scoops such as investigative reports and articles of social importance for their appropriateness from a third-party perspective before they are published. They inspect in detail the information gathered by reporters and supervising editors in order to confirm the validity and sufficiency of the data that provides the backbone of the reports. Such initiatives are rarely seen in the world of Japanese newspapers.

## Scoops & Features

The Yomiuri Shimbun has published numerous scoops and features that raised important issues in society.

For example, one of our teams uncovered a case in which a non-profitable organization allegedly arranged organ transplants and later the director of the NPO was indicted. In 2023, we received a prestigious Japan Newspaper Publishers and Editors Association award for the coverage. In the same year, we also ran a series of articles to warn against an “unbalanced diet of information” presented via the digital space, which causes problems to people’s health and lives.

For a brief history of The Yomiuri Shimbun’s reporting, please visit our official website.  
<https://info.yomiuri.co.jp/english/group/history/>



## Editorial



### Arguments that will hold up for 30 years

The Yomiuri Shimbun makes clear arguments in its editorials about the important news both domestic and international, including politics, economy and social issues. Every-day the Editorial Board, working under the editor-in-chief, determines the tone of the editorial through rigorous discussion. The Editorial Board is made up of the board’s chair and senior writers from each department, including politics, economy, city news, international and science. Editorials have their foundation in the Creed of The Yomiuri Shimbun, which calls for courageous and responsible speech. We do not cater to public opinion but rather craft our arguments with the determination that they will stand up to scrutiny 30 years later.

## Advocacy Reporting

### Through the visualization of Japan’s future

Ever since we proposed a constitutional amendment in November 1994, we have made proposals on various topics related to the future vision of Japan such as security, administrative reform, economic policies, education, tax system and medical care.





# THE JAPAN NEWS

## Reading about Japan and World Developments in English

This daily English-language newspaper published by The Yomiuri Shimbun offers in-depth insights into Japanese and global politics, diplomacy, economy and society. Its articles, mainly translated from The Yomiuri Shimbun, offer readers the chance to deepen their understanding and enhance their English proficiency. Rich in content, it is also an invaluable source of information for expatriates and visitors interested in Japan's traditional culture, entertainment, food and tourism.



## 読売 中高生 新聞

# The Yomiuri Chukosei Shimbun

## From News to Entertainment: A Newspaper Supporting Teens

Published every Friday as a 24-page, full-color tabloid, this teen-focused newspaper covers a wide variety of topics, from news and sports to English, book reviews and entertainment. Featuring over 30 diverse sections, it includes lots of vivid illustrations and diagrams that provide enjoyment for families and are useful as an educational aid for school lessons. Our free “Yteen” smartphone app also provides a safe online space for interaction and discussion.



## 読売 KODOMO 新聞

# The Yomiuri KODOMO Shimbun

## A Newspaper for Elementary School Students

Published every Thursday for elementary school students, this vibrant, full-color newspaper is packed with illustrations, graphs and photos to spark their curiosity. Spanning 20 pages in a tabloid format, it features educational comics on current affairs and a study section dedicated to analyzing the latest trends in school entrance examinations, making it ideal for students preparing to enter junior high school.

# Digital Media

Explore our diverse menu of digital offerings, including a news website, services for reading our newspapers on computers and mobile devices, and an extensive article database.

# Yomiuri Shimbun Online (YOL)

Yomiuri Shimbun Online (YOL) is a digital service offered to Yomiuri Shimbun readers at no extra cost to their monthly subscription, accessible both online and through a dedicated app. It features a newspaper viewer that displays The Yomiuri Shimbun's print layout and includes convenient features, such as article search and scrapbooking.

“Yomipo Land” rewards users with points for participating in surveys and playing games, redeemable for various gifts. YOL is also open to non-members as a news website.

<https://www.yomiuri.co.jp/>



# Database Services

We offer a fee-based subscription service providing online access and search of The Yomiuri Shimbun archive, to which about 250,000 new articles are added each year.

Ideal for research, “Yomidas” houses an extensive collection of more than 15 million articles dating back to our first issue in 1874. This archive consists of articles since 1986 in both text and clipping formats, images of full newspaper pages from the Meiji, Taisho and Showa eras that are searchable with modern readings and characters, as well as articles from regional editions dating back to 1933 in text and full-page formats (excluding Okinawa).

With articles from The Japan News since 1989 and a comprehensive biographical directory of about 23,000 personalities, this invaluable resource is particularly suited to universities, public libraries, and government institutions. We also offer a variety of other database services.

<https://database.yomiuri.co.jp/about/en/>



# Sales Network

The Yomiuri Shimbun is supported by a door-to-door delivery network. As The Yomiuri Shimbun's business partners, our sales outlets are playing the role of “last runners” in delivering news to readers. Including outlets that also handle other newspapers, we have about 6,600 sales outlets nationwide that are staffed by about 50,000 people. Of these, the outlets that exclusively distribute The Yomiuri Shimbun number about 3,100 and are called Yomiuri Centers, or YCs.





# Business & Operations

We are engaged in activities for the benefit of society, such as the promotion of sports, culture and entertainment. We are also taking measures to strengthen our management base through various businesses.

## Sports

The Yomiuri Shimbun helps convey the magnificence of sports by sponsoring professional sports teams and tournaments as well as presenting awards to athletes and other relevant people who have made outstanding achievements in sports.



The Tokyo-Hakone Intercollegiate Ekiden Relay Race (Hakone Ekiden)



Uniforms of the Yomiuri Shimbun Group's professional baseball team, the Yomiuri Giants



The Inter High School Sports Festival

## Culture & Entertainment

The Yomiuri Shimbun is engaged in a wide range of cultural programs. We contribute to the promotion and revitalization of Japan's culture by sponsoring official go and shogi tournaments, sponsoring exhibitions and running various competitions.



"Henri Matisse—Forms in Freedom", an art exhibition in 2024  
*Flowers and Fruits, 1952-1953, Musée Matisse Nice* © Succession H. Matisse






The Yomiuri Nippon Symphony Orchestra



The Japan Grand Prix International Orchid and Flower Show

## Business

Leveraging our knowledge and insights as a newspaper company and our network that spans the whole of Japan, we are undertaking new initiatives, such as forming partnerships with other industries.

YOMIURI BRAND STUDIO	With the strengths of the Yomiuri Shimbun Group as its foundation, YOMIURI BRAND STUDIO seeks to solve the problems of companies and society.
YOMIURI X-SOLUTIONS	YOMIURI X-SOLUTIONS provides data marketing across newspapers, publications and television.
RETAIL AD CONSORTIUM	Retail Ad Consortium is a group of companies that seeks the optimization of newspaper insert and internet advertising.
 yomiuriONE	yomiuri ONE is a customer data platform (CDP) that accumulates data, mainly those on the attributes of "Yomiuri ID" owned by The Yomiuri Shimbun.
 idea market 読売新聞クラウドファンディング	A purchase-based crowd-funding website operated by The Yomiuri Shimbun.
 marie claire	A high-end lifestyle magazine for independent women, published in 30 countries.

# Sustainability

Our efforts to pursue sustainability include the Decarbonization Project to combat climate change, SDGs-related initiatives and projects to inherit and promote traditional culture.

## Decarbonization Project

The Yomiuri Shimbun is engaged in the Decarbonization Project to promote measures to combat climate change. We are mainly focusing on the following three areas: 1) reducing greenhouse gas emissions, 2) forest preservation, recycling and utilization of new technology, 3) decarbonization through reporting and business activities. The following introduces our initiatives.

### Environmental Policy

Passing down a better environment to the next generation is the most important duty of all of humanity. The Yomiuri Shimbun Holdings, Tokyo headquarters, Osaka headquarters and Seibu headquarters have actively engaged in this challenge as a news organization through our reporting and other activities. We intend to continue actively doing so. To reduce environmental impacts of our editing, production and sales activities at our three headquarters, we will continue to conduct environmental protection activities and take climate change measures as an organization and contribute to realizing a decarbonized society, and sustainable global environment.  
For numerical targets and decarbonization action plan, please visit official website.  
[https://info.yomiuri.co.jp/english/sustainability/carbon\\_neutral.html](https://info.yomiuri.co.jp/english/sustainability/carbon_neutral.html)

### Closed Loop

In April 2020, we also launched a closed loop system (Yomiuri eco-sharing) that recycles 100% of the resources domestically. Under the system, we sell old newspapers collected from our readers' households directly to domestic paper manufacturers.

### Tree-planting

In addition to recycled pulp, The Yomiuri Shimbun's newsprint paper uses wood pulp, which accounts for about 30% of the raw material. The Yomiuri Recycle Network in 2013 began the Yomiuri no Mori project to conduct tree-planting activities using part of the proceeds from the sale of used paper collection.

## SDGs

The Yomiuri Shimbun is tackling the Sustainable Development Goals (SDGs) in education, welfare and other areas.

### Yomiuri Education Network

The Yomiuri Shimbun formed the network in October 2014 by calling on companies, universities, education committees, elementary, junior high and senior high schools, and other education-related groups. The network organizes school visits and educational events. It also delivers information on unique education programs and progressive classes by participating companies and schools.



### Promoting the Culture of the Printed Word

The Yomiuri Shimbun launched the Katsuji Bunka Suishin Kaigi in cooperation with the publishing industry and engages in the 21 Seiki Katsuji Bunka Project (21st century print culture project) to protect and foster print culture, including books and newspapers. Its secretariat is in the Yomiuri Shimbun Tokyo headquarters. The group holds forums around the country, open lectures at universities, and other events, such as "Bibliobattle," a book reviewing competition.

## Traditional Culture

### "Action! Dentou-Bunka" Project

The Yomiuri Shimbun has started "Action! Dentou-Bunka" project in June 2023. In collaboration with various companies, organizations, local governments and individuals, we are acting to promote Japan's traditional culture.



### TSUMUGU Project

The Yomiuri Shimbun, in partnership with the Cultural Affairs Agency and the Imperial Household Agency, is dedicated to preserving and promoting the beauty of Japan's national treasures, important cultural properties, and art and crafts related to the Imperial Family for future generations, both domestically and around the world.  
<https://tsumugu.yomiuri.co.jp/en/>





Access our latest corporate information via the code on the right  
<https://info.yomiuri.co.jp/english/>

