

# 讀賣新聞

THE YOMIURI SHIMBUN

C O R P O R A T E   G U I D E



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## Message from the Editor-in-Chief

The Yomiuri Shimbun published its first edition in a small two-story building in 1874 in the Toranomon district of Tokyo. Our office was destroyed twice, first in the Great Kanto Earthquake and again in an air raid just before the end of World War II, but after the war we built a strong nationwide sales network and rapidly expanded. Committed to accurate and prompt reporting and a moderate, sensible editorial line, we grew to be the newspaper with the world's largest circulation. In 1994, the daily circulation of our morning edition topped 10 million copies, cementing our position as Japan's foremost newspaper.

As a news medium, by producing and publishing newspapers for many years, we have fulfilled our social mission of fostering sound public opinion, which underpins democracy. To enable us to steadily continue in this role, we have diversified and strengthened our business platform through businesses beyond newspaper publishing. We have expanded into a series of socially beneficial businesses, such as establishing the Yomiuri Giants professional baseball team, Japan's first private television network, Nippon TV, and the Yomiuri Nippon Symphony Orchestra. Another example was welcoming the old-line Chuokoron-sha publisher (now Chuokoron-Shinsha, Inc.) into the Yomiuri Shimbun Group.

In 2021, the Yomiuri Land amusement park became a wholly owned subsidiary positioned as the Group's seventh core company, and Yomiuri Shimbun Holdings became a major shareholder in Tokyo Dome Corporation, which manages the home field of the Yomiuri Giants. The Group currently has around 150 affiliates and organizations, and actively contributes to enhancement of people's daily lives and Japan's development by operating businesses in a wide range of fields including sports, culture, entertainment, health care, and public welfare.

As access to information via digital devices has advanced, people throughout the world have become accustomed to gaining information from sources such as the internet and social media. This trend has had a big impact on lifestyles, cultures, education, discussion, and public opinion worldwide, giving rise to various problems. These include the repeated spread of inaccurate information via microblogs and so-called fake news.

In this kind of digital society, the value of newspapers as a medium for comprehensively and systematically accessing information and gaining knowledge of multifaceted news covering areas such as politics, economics, international affairs, and society is once again being appreciated year by year. Based on scrupulous news-gathering by journalists posted throughout Japan and in overseas bureaus, The Yomiuri Shimbun distributes accurate, high-quality information through its nationwide sales network.

As Japan's most trusted media group, the Yomiuri Shimbun Group will continue to be committed to working together with the public.

Editor-in-Chief  
The Yomiuri Shimbun Holdings

Tsuneo Watanabe



# News Reporting

As a national newspaper with more than 140 years of history,  
The Yomiuri Shimbun has the largest circulation in the world.

We pride ourselves in providing full coverage with clear claims. We protect the rights of citizens to know the truth through numerous scoops and have been impacting our society through editorials, based on the principle of making courageous, responsible statements, and realistic, convincing advocacy reporting. In light of the rapid aging of our society, we have established specialized departments that cover fields such as medical care, social security, and education to deliver news that cater to our readers' needs.



## Scoop

### Discovery of hidden truths

The Yomiuri Shimbun has uncovered many hidden truths through various scoops. For example, in August 2018, we released a report regarding the problem of the medical school of Tokyo Medical University, which suppressed the number of female applications who passed their general admission test by uniformly reducing the scores of these applicants. We then continuously covered this issue thereafter. In 2019, the Ministry of Education, Culture, Sports, Science and Technology summarized rules that prohibit all faculties from discriminating against females and ronin students (those who are preparing to re-take initially failed university entrance exams) in entrance exams.

## Campaign reports

### Disseminating information about neglected problems

The Yomiuri Shimbun has made many reporting that made neglected social problems widely known to the public and led to national surveys, system reformations, and legislations. For example, in 2019, we launched a campaign to convey the danger of bus stops near crosswalks and intersections, which can lead to pedestrian accidents and deaths. Then the Ministry of Land, Infrastructure, Transport and Tourism launched a fact-finding survey regarding dangerous bus stops, and announced the results in 2021. From 2020 to 2021, we also reported on the indecent behaviors of teachers toward children and students, which significantly impacted the society such as by promoting system revisions and passage of new countermeasure laws by the Ministry of Education, Culture, Sports, Science and Technology.

## 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. We have made a total of 30 proposals including that for the novel coronavirus in March 2021. We have made our first novel coronavirus-related proposal in June 2020, which recommended a PCR test capacity of 100,000 tests a day, which enhanced the testing capacity of Japan.

## Editorials

### Claims that can withstand scrutiny 30 years from now

Through editorials, The Yomiuri Shimbun clarifies its stance surrounding important domestic and international news related to politics, economics, social issues, etc. Under the supervision of the editor-in-chief, our Editorial Board sets the tone by debating thoroughly every day. Based on the creed of The Yomiuri Shimbun, which is to practice courageous and responsible speech, we have been making claims, without giving in to public opinion, under the basic stance of withstanding scrutiny even 30 years from now.



## The fair reporting committee

### Validation from third-party perspectives

When publishing important articles such as investigative or special reports, our fair reporting committee comprised of experienced reporters pre-validate the appropriateness of the article content from third-party perspectives. The committee interviews the reporters and management desks regarding the background information and details of the investigations and verifies whether the articles are well supported and the facts were legitimately evaluated based on the investigation.



Mr. Kishida bows as he is nominated for prime minister at a plenary session of the House of Representatives (at the Diet in October 2021)



In Rikuzentakata, Iwate Prefecture, where the center of the city was devastated by the tsunami, a new urban area created by a large-scale raising project spreads throughout the region (March 2021)

## Reporter training

### Providing high quality press education

Our special education team trains reporters, from new reporters to veterans, based on their experience and duties. The team trains reporters techniques of interviewing and ensures thorough understanding of the public nature and interest of the press, as well as of journalism ethics.





# Variety of Media

The Yomiuri Shimbun responds to the needs of our readers and satisfies their intellectual curiosity and inquisitiveness through a variety of media lineup.

THE JAPAN NEWS  
BY THE YOMIURI SHIMBUN

## From Japanese politics to anime

Launched in 1955, The Japan News is a daily English-language newspaper published by The Yomiuri Shimbun. Readers can gain insight into Japan's political, economic and social trends, both broadly and in-depth, from English translations of Yomiuri Shimbun articles.

In addition to articles from The Yomiuri Shimbun and overseas news agencies, there are feature articles from partner foreign papers such as The Washington Post. It all adds up to make The Japan News a rich source of information.

The paper also carries feature articles on cultural aspects of Japan, both traditional and pop culture including anime and manga, as well as articles on food, tourism and more.



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### ● Latest news and deep analysis

The latest news from The Yomiuri Shimbun is translated and published on the front page and inside pages. Detailed analysis of the current situation in Japan is also provided. The Japan News includes articles from a number of overseas partners, The Washington Post, The Times, and Asia News Network, a coalition of major Asian newspapers. This provides a wide range of news and commentary from diverse perspectives from around the world.

### ● Food, tourism, culture

Our feature pages cover a variety of topics from around Japan. We introduce popular Japanese restaurants and experts in Japanese cuisine, and cover new trends in Japanese fashion, traditional crafts with modern designs, and Japanese arts and lifestyle. We also offer the latest in pop culture and entertainment, including anime and manga.

### ● Subscription of print edition & digital membership

Those living in Japan can subscribe to the print edition, which includes free access to all articles on the Japan News website.

For overseas readers, full access to articles on the Japan News website is available for a nominal fee.



Click here for the Japan News website



読売KODOMO新聞

The Yomiuri KODOMO Shimbun

## Fun to read and helps students learn

This is a 20-page, fully-colored tabloid-style newspaper, published every Thursday for elementary school students. It contains illustrations and photos to convey news in a fun, easy-to-understand manner by showcasing the primary articles published during the preceding week regarding politics, economy, international topics, and sports.



読売中高生新聞

The Yomiuri Chukosei Shimbun

## Easy-to-understand for teens

This is a 24-page tabloid-style full color newspaper initially issued in 2014 showcasing more than 30 different sections pertaining to news, sports, learning English, book reviews, and entertainment.

With an abundance of illustrations and charts, it is also fun to read for families and useful in school classrooms.





# Digital / Events

In addition to taking initiatives that enliven the hearts of people such as art exhibits and sports competitions, The Yomiuri Shimbun focuses on providing a digital service that is accessible from overseas.



## Yomiuri Shimbun Online

### News website of The Yomiuri Shimbun

We provide a digital service that Yomiuri Shimbun subscribers can use without any additional cost. The service can be freely customized via our app. Subscribers can not only browse the daily news, but also access the “newspaper viewer” comprised of the exact same newspaper layout and search for articles from the past year.



## Yomidas

### The Yomiuri Shimbun's article library

This is a paid service that allows users to search and view online articles of The Yomiuri Shimbun, which increase at a pace of 300,000 articles per year. It is perfect for researchers and businesses.

#### ● Yomidas Rekishikan (Yomidas history museum)

Showcases more than 14 million articles that were published since the first issue in 1874.

#### ● Yomidas Personal

This is a personal service that allows you to easily search for articles from the Meiji Era onward using your device. The usage fee is calculated based on the number of headlines and body text of articles viewed.



#### ● Yomidas for School

Users can read text of articles of The Yomiuri Shimbun that were published since 1986 and of The Japan News that were published since 1989. It is offered at a special price for school-related use.

#### ● Yomiuri Hoshi Shashinkan (Yomiuri Hoshi photo archive)

Here, you can borrow photos taken by photographers of The Yomiuri Shimbun and The Hoshi Shimbun.

#### Articles for streaming (for businesses)

Quickly delivers important news to various displays such as signage. It also allows the streaming of news in English only.

## Exhibits

### Introduction to domestic and international cultures

The Yomiuri Shimbun has held numerous high quality exhibitions and widely showcased domestic and overseas cultures. The Barnes Collection exhibit, which was held at the National Museum of Western Art in Ueno, Tokyo, exhibited modern Western paintings and was attended by 1.07 million people.

In recent years, we have also produced popular exhibits such as “Masterpieces from the National Gallery, London” (2020 to 2021), where all 61 masterpieces by Vermeer, Van Gogh, Monet, Renoir, and others were exhibited for the first time in Japan.

We have also launched other events such as the Japan Grand Prix International Orchid and Flower Show, one of the world's largest orchid festival, as well as the Yomiuri Shoho Exhibition, one of Japan's largest public exhibition of traditional calligraphy based on the classics.



Venue of the Japan Grand Prix International Orchid and Flower Show 2020 (in Bunkyo Ward, Tokyo, in February 2020)

## Music/Performances

### Wide variety of entertainment

The Yomiuri Nippon Symphony Orchestra was established in 1962 as the world's only orchestra owned by a newspaper company. The Yomiuri Shimbun participates in a wide range of entertainment fields such as by organizing the 1966 Beatles concert in Japan.



The Yomiuri Nippon Symphony Orchestra

## Sports

### Communicating the wonders of sports

The Yomiuri Shimbun conveys the wonders of sports by organizing the professional baseball games of the Giants, the Hakone Ekiden race (round-trip university relay race between Tokyo and Hakone), and the All Japan University Women's Ekiden race. We are also actively involved in student sports such as by sponsoring the JFA U-12 Japan Football Championship and cosponsoring the Inter-High School Championships.



(Top) Athletes begin the race in unison for the Hakone Ekiden race in front of the Yomiuri Shimbun Building (in Chiyoda Ward, Tokyo, January 2021)



(Left) The general opening ceremony of the inter-high school championship (in Kagoshima, July 2019)



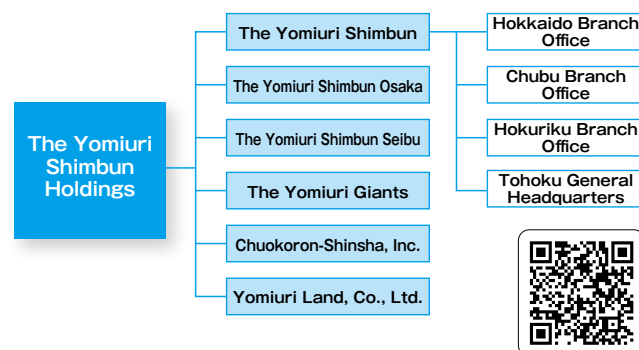
Image of Tokyo Dome - Tokyo Dome bathing in orange at a 2017 ceremony



# The Yomiuri Shimbun Group / Network

The Yomiuri Shimbun Group network spans across the country and the entire globe.

With The Yomiuri Shimbun with nearly 150 years of history, the Yomiuri Shimbun Group is a comprehensive media group consisting of leading companies in various fields such as culture, sports, and leisure. Under Yomiuri Shimbun Holdings, the group is comprised of about 150 diverse companies and organizations. There are six head companies directly under the holdings: the Tokyo headquarters (The Yomiuri Shimbun), the Osaka headquarters (The Yomiuri Shimbun Osaka), the Fukuoka headquarters (The Yomiuri Shimbun Seibu), Chuokoron-Shinsha, Inc., the Yomiuri Giants, and Yomiuri Land, Co., Ltd.



## Bases

Yomiuri Shimbun has about 300 bases domestically spanning all 47 prefectures, and 27 bases in 21 countries/regions overseas.



Scan here for the coverage network

## Overseas news network (as of March 2022) General Bureau / Branch

Europe	London (General Bureau of Europe), Paris, Brussels, Geneva, Berlin, Rome, Moscow
Americas	Washington (General Bureau of the Americas), New York, Los Angeles, Havana, Rio de Janeiro
East Asia	Beijing (General Bureau of China), Shanghai, Shenyang, Guangzhou, Hong Kong, Taipei, Seoul
Southeast Asia	Bangkok (General Bureau of Asia), Jakarta, Hanoi
Southwest Asia	New Delhi
The Middle East	Cairo, Jerusalem, Tehran
Africa	Johannesburg

## The Yomiuri Shimbun Group's Main Facilities

### Yomiuri Otemachi Hall (4F, 5F of the Yomiuri Shimbun Building)

A 501-seat theater hall used for various purpose such as concerts and symposiums.



### Marronnier Gate Ginza 1, 2, 3

A three-building commercial facility located at the entrance to Ginza Maronie-dori St. in Tokyo.



### Yomiuri Land

A general leisure facility spanning Inagi, Tokyo, and Kawasaki.



### Yomiuri-Kaikan Building

A commercial building located in Yurakucho, Tokyo. Floors B2 through 6: commercial zone. Floors 7 through 9: movie theater and Yurakucho Yomiuri Hall.



### SENrito

A block built in front of the Senri-Chuo Station in Toyonaka, Osaka Prefecture, by our Osaka headquarters and Yomiuri Telecasting Corporation in conjunction with the Kansai Electric Power group.



### Yomiuri Shimbun Nagoya Building (Courtyard by Marriott Nagoya hotel)

The hotel opened in March 2022 at the site of the former office building of the Chubu branch (Naka Ward, Nagoya). It consists of 12 floors above ground, a floor below ground, and 360 guest rooms.



## Network

### Nationwide printing plants and transportation/sales network

The Yomiuri Shimbun prints its newspapers at 30 printing plants nationwide where newspapers are printed via a high-speed rotary press. Printed newspapers are rapidly delivered to the Yomiuri Shimbun sales outlets (Yomiuri Centers [YC]) through our proprietary transportation network.

Including the YCs that handle other newspapers, we have roughly 7,000 YCs nationwide that employ about 60,000 staff members.



## SDGs

### Environmental considerations and decarbonization

Since June 2020, The Yomiuri Shimbun has been participating in the SDG Media Compact, a U.N. initiative for calling the world's leading media organizations to work together to achieve the sustainable development goals (SDGs). We have also been trying to solve various issues related to newspaper sales such as by devising newspaper production, publication, and transportation methods that consider the environment and decarbonization.

#### Solar panels at the printing plants

In the field of newspaper production and publication, The Yomiuri Shimbun started using in August 2021 a solar power generation system via a power supply service called the PPA (power purchase agreement) model at our Gunma Plant (Fujioka, Gunma Prefecture). About 500 kilowatt of green energy produced by the power-generating equipment installed on the plant's roof is used to print newspapers, etc.

Gunma Plant, which implemented a solar power generation system



#### The Yomiuri No Mori (Yomiuri forest) and old newspaper collection

Since 2013, the Yomiuri Recycle Network (YRN), a newspaper recycling organization run by The Yomiuri Shimbun, Yomiuri Centers (YC), and newspaper recyclers, has been

implementing the Yomiuri No Mori (Yomiuri forest) project to regenerate and nurture forests. In parallel, this project is also being launched by the Tokyo Rengo Yomiurikai in Higashi-Chichibu, Saitama Prefecture; Sammu City, Chiba Prefecture; and Odawara City, Kanagawa Prefecture.

In April 2020, we also launched a closed loop system (Yomiuri eco-sharing) that recycles 100% of the resources domestically by directly selling newspapers collected from the residences of our readers to domestic paper-making companies.

#### Environmentally-friendlier deliveries

In June 2019, Yomiuri Shimbun Holdings launched a co-transportation partnership with McDonald's Japan by loading ingredients of McDonald's into trucks that deliver the newspapers. This is to optimize the transportation of both companies and reduce environmental load by decreasing the number of active trucks.

In September 2020, our Osaka headquarters established a council with Kansai Electric Power Company, Iwatani Corporation, McDonald's Japan and Kyoto City to use electric bikes for conducting business such as newspaper deliveries and share batteries with each other. This is to eliminate gas exhaustion and promote the usage of electric bikes which are environmentally friendly.



THE YOMIURI SHIMBUN