

The first internet-based
Japanese radio station
in the U.S.

RECORDING



Media Kit North America



c/o Interesse International
100 Park Avenue, 16th Floor New York, NY 10017





Characteristics of radio commercials and why radio commercials are chosen

Characteristics of Internet Radio Commercials

Radio advertisements are a type of media that distributes audio using wireless communication, and are played during radio broadcasts. Radio is compatible for "listening while listening," a situation in which people are exposed to content and advertisements while simultaneously doing something else. Because radio, unlike other media, listeners are less likely to change channels and skip over commercials, which is a feature that advertisers appreciate.

Increasing demand for digital voice media advertising

With the advent of "internet radio" like Sakura Radio, with internet connection, it has made it possible to receive stable sound quality regardless of location or time. In addition, you can listen to the radio stations anytime, anywhere from your smartphone, tablet, PC or other devices. Audio is considered memorable, and the advertiser's philosophy and brand can be conveyed through audio, thus a high branding effect is expected. Channels cannot easily be skipped, and company banner ads can be easily accessed from a smartphone device. Unlike conventional radio commercial broadcasts that use wireless communications, Sakura Radio is developing a next-generation digital voice advertising media service, making full use of the latest technology.

Six Advantages of Internet Radio Commercials

Cost Effectiveness

Compared to other media, the relatively inexpensive cost of this service makes it more cost-effective and affordable.

The effect of repetition

The repeatability effect is created by running radio commercials on the same programs and during the same time periods for a certain period of time. By listening to the same information repeatedly, such as services and products, it becomes more memorable.

Familiarity and intimacy

Because of the proximity of the media to the hosts, the ads begin with a natural flow and are listened to as part of the program, thus making them feel less like commercials.

Less likely to change channels during commercials

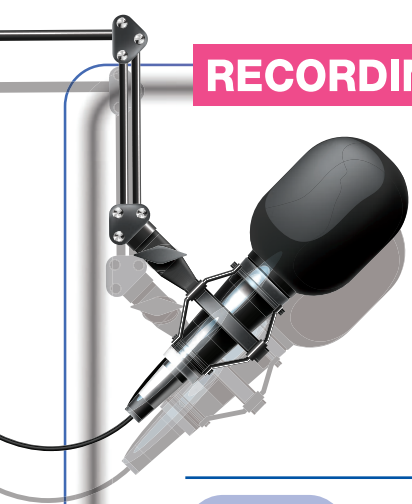
In many cases, listeners of radio programs listen to the broadcast while performing other tasks. They tend not to change the channel even when commercials are playing, so there is a high probability that the advertisement will reach the audience.

Reduction in production time

Radio advertisements are an audio medium and require less production work than magazine ads and TV commercials.

Selecting the target audience

Since listeners have different attributes depending on the content of the program and the time of day it is broadcast, it is possible to select the target audience to whom information is to be delivered and to broadcast commercials. Therefore, it is possible to select the target audience to which information should be delivered and broadcast.



Why Sakura Radio CM (commercial messages) are chosen

1

Sakura Radio is the **only Japanese-language Internet radio station** in the U.S., and its listeners are located **all over the U.S.**, making it possible to reach more Japanese people in the U.S., the **Japanese language community**, and **Japanophiles**.

2

Commercials can also be included in **podcasts**. Podcasts can be listened to **from anywhere in the world**, allowing advertisers to deliver information to other parts of the world, **not limited to the U.S.** (See page 5 for more information.)

3

NHK and **TBS experienced hosts** run the programs, creating **quality radio that is easy and enjoyable to listen to**, and thus the feeling of stiff commercials is lessened, and there is **a sense of familiarity and intimacy** with the advertisements. (Some programs)

4

Because of our strong ties to **corporations** active in the U.S., **the Consulate General of Japan, Japanese and Japanese American associations in more than 100 locations throughout the U.S., chambers of commerce and industry, Japanese schools, supplementary schools, Japan-America Society, and government-related organizations**, we have access to and are able to spread information separately from radio commercials.

5

Since we take action **according to the customer's requests**, there is a **high degree of freedom** in the production process.

6

Broadcasting and production costs are relatively low compared to radio stations in the U.S. and Japan.

7

In addition to CM, information can be **distributed through other media**. (E-mail magazine "Sakura News" & various social networking sites)

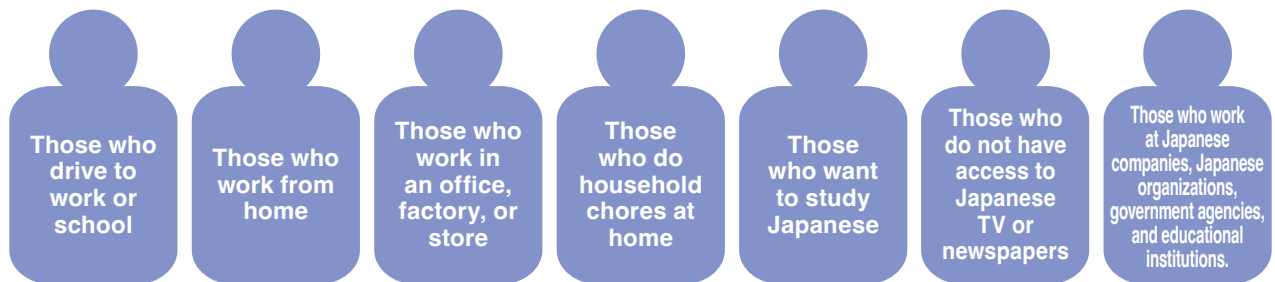


The Japanese population in the U.S. is approximately 450,000.

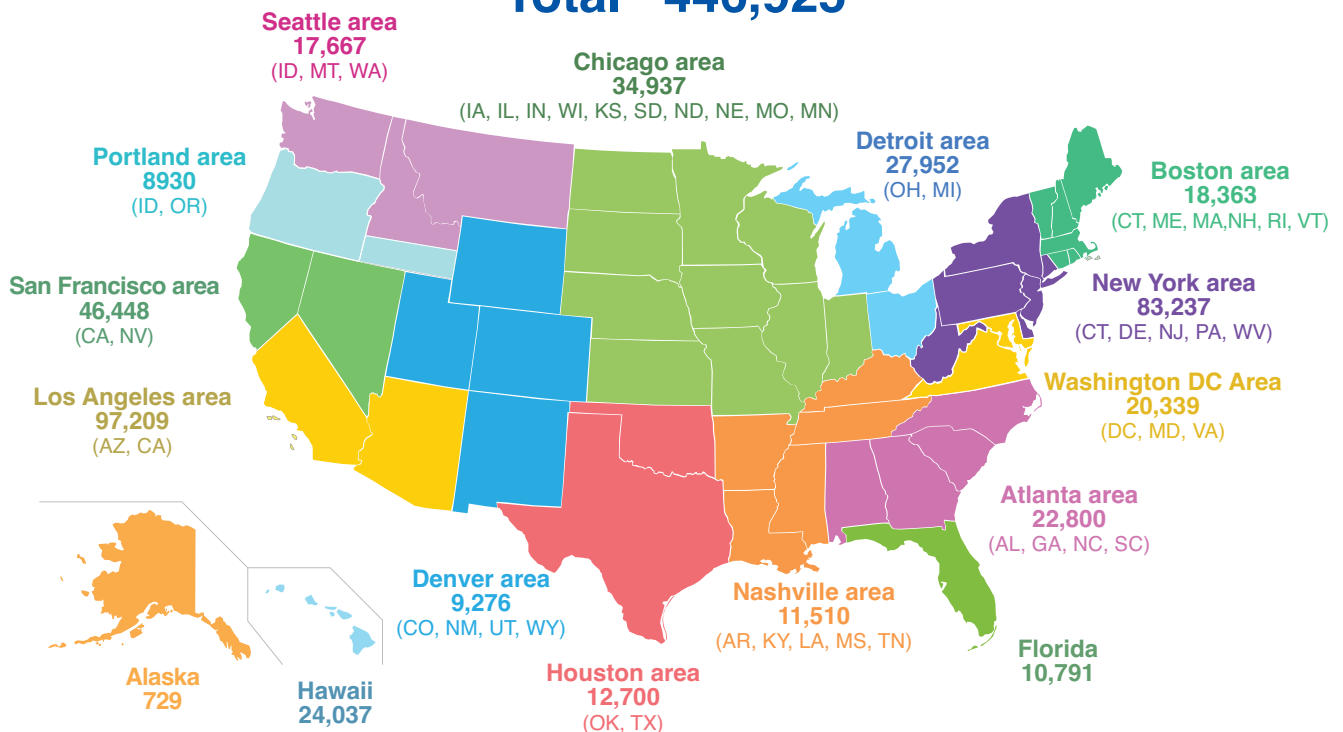
Areas of Broadcast

You can listen to Sakura Radio from anywhere in the U.S. via the app or the internet. Podcasts (archives) are available for those outside of the U.S. as well.

Target Audience



Total 446,925



*The data for the Japanese population in the U.S. is based on the Ministry of Foreign Affairs of Japan's, "Statistics on the Number of Japanese Residents Abroad", 2018.





Data provided by Sakura Radio

Live broadcast

Total number of listeners and visitors across the board
 ☑(Web + App, according to Radio.com)

800K

Average Viewing Time
 (Radio.co survey)

About 18min

Website Visitors
 (monthly average total)

4Kppl

Website audience statistics

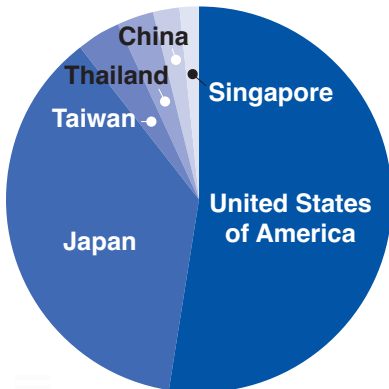
Age	Index	Composition
18-20		117
21-24		80
25-29		94
30-34		112
35-39		51
40-44		226
45-49		99
50-54		121
55-59		48
60-64		86
65+		11
Gender		
Male		103
Female		97
Ethnicity		
Caucasian		8
African American		5
Asian		2046
Hispanic		58
Other		22

Podcast

Total number of downloads

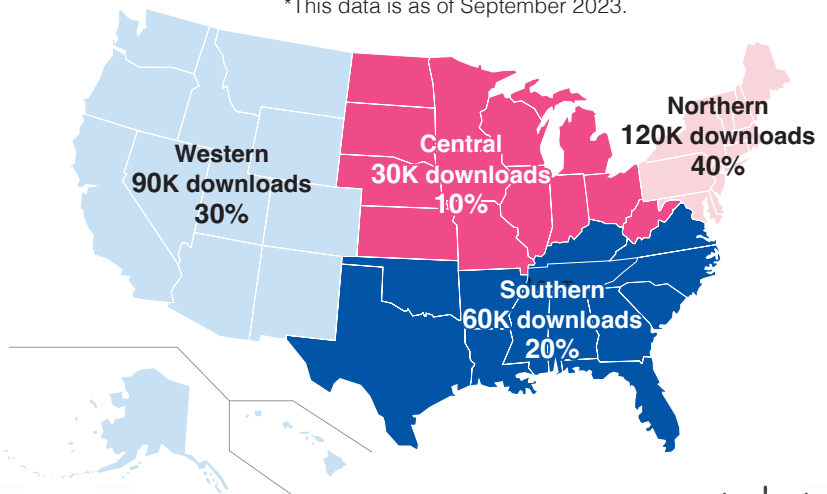
About 827K

Ranking by Region (World)



Total number of downloads by region in US (%)

*This data is as of September 2023.





Sakura Radio Advertisement Types and Descriptions

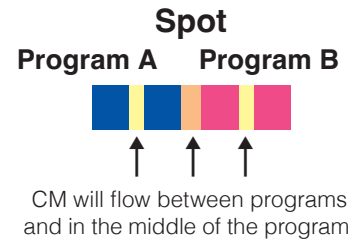
Type of Advertisements

Internet Radio Commercials

- **Spot commercials** (30~40 seconds, or 60 seconds)
- **Spot commercials + Program Interviews**
- **Spot commercials + Infomercials** Infomercial (4min~)

*Prices vary depending on the number of seconds.

*For program interviews, we may not be able to meet desired timing or production due to various reasons (coordination with other guests, etc.), but if you have certain requests, please let us know first.



Other Services

- **Listener gift campaign**
- **Information distribution**
(Email newsletters & SNS) *Consultation required
- **Podcasting commercials**
- **Banner ads**
(on our Sakura Radio website)

Advertisement Description

Spot commercial

Commercials between programs or commercials that run during a program. Pre-recorded commercials are broadcast on specified dates and times. As the commercials are created in advance, it is possible to create the content according to the request of the advertiser.

Program Interviews

A program interview involves inviting a company or an advertiser, to an existing program with a large audience. You will be asked to announce the company's products and services in dialogue format with the radio personality/announcer. As the advertisement is integrated into the program, there is an advantage to making the ad feel more familiar, and less like a commercial.

*For program interviews, we may not be able to meet desired timing or production due to various reasons (coordination with other guests, etc.), but if you have certain requests, please let us know first.

Information Commercial

Infomercial is a combination of the words "information" and "commercial". All program slots are used for advertisers to announce their corporate information, products, and services.

Listener gift campaign

A plan to offer the advertiser's products, goods, or services free of charge as a gift to viewers in order to improve the company's image and promote sales.

Podcasting commercials

While live radio broadcasts (*streaming) are limited to the U.S., podcasts can be heard from anywhere in the world.

*Streaming broadcasting is when data is received and played at the simultaneously, and not downloaded and listened to later, like a podcast.

Information distribution

We will distribute the advertisers' information via our regular newsletters and social networking services to corporations, Japanese-American organizations, and supplementary schools (weekend or after school programs) throughout the United States. If you would like to receive further information, please do not hesitate to contact us for a consultation.

Banner ads

We will post the advertiser's banner image on our website.

***Please inquire for our rates.**





Flow until commercial broadcasts

Inquiries

Please feel free to send us an E-mail at [sales@sakuradio.com] and contact us for inquiries and quotes. We will be happy to answer any questions or concerns you may have about starting a radio advertising campaign, or about the types and costs of radio commercials.

Hearing

Our sales representative will go over information about the types of advertisement and plan options, followed by a time to discuss and confirm the client's goals.

Proposed Plan

Based on the content of the hearing (online meeting), we will present what we believe to be the best plan and option for you. If you already have a preferred advertising plan, we will proceed accordingly.

Meeting in preparation for the commercial broadcast

We will schedule a meeting date in preparation for the start of the commercial broadcast.

- Consultations via E-mail (only for spot commercials).
- Confirmation of commercial content (creation and editing of original manuscripts and confirmation after audio file creation).
- Broadcast start date and contract.
- Confirm the time period (days of the week/number of broadcasts/time of day to be aired).

Zoom meeting (for interview programs) : In addition to the above, recording schedule and other details will be notified by E-mail.

*Banner ads to be posted on Sakura Radio website: Banners will be free of charge during the term of the commercial contract. Details of banner size regulations will also be provided.

*For program interviews, we may not be able to meet desired timing or production due to various reasons (coordination with other guests, etc.), but if you have certain requests, please let us know first.

Follow-up from the start of the broadcast to the end of the broadcast

We will contact you one week before the end of the commercial period.



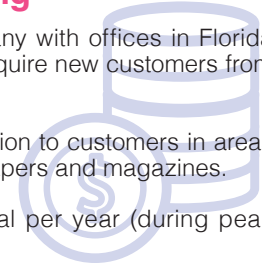
Past examples (by industry)

Industry: Finance/Accounting

Case Example: This is an advertising case study of a company with offices in Florida and Seattle that conducted a radio commercial in order to acquire new customers from other states.

Goal: Internet radio commercials were used to deliver information to customers in areas that could not be approached through traditional print newspapers and magazines.

Content of Radio Ad: Spot commercials and one infomercial per year (during peak season).

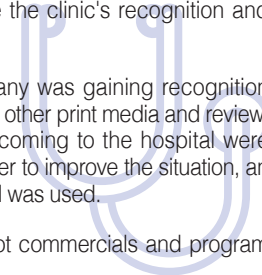


Industry: Medical Clinic

Case Example: This is an example of an advertisement that was used in a radio commercial to further publicize and announce the clinic's recognition and treatment details.

Goal: Although the company was gaining recognition through newspapers and other print media and review, the number of patients coming to the hospital were not increasing, and in order to improve the situation, an Internet radio commercial was used.

Content of Radio Ad: Spot commercials and program interviews.

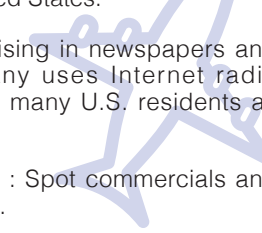


Industry: Airline/Travel Agency

Case Example: This is an example of a radio commercial advertising campaign to announce a temporary return flight to Japan and airline ticket campaigns within the United States.

Goal: In addition to advertising in newspapers and magazines, the company uses Internet radio commercials to reach as many U.S. residents as possible.

Content of Radio Ad: Ad : Spot commercials and banner ads (on our website).

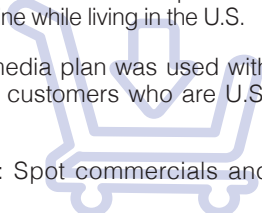


Industry: E commerce/Online shopping

Case Example: This is an example of a radio commercial advertising campaign to inform U.S. residents of a service that allows them to purchase Japanese products online while living in the U.S.

Goal: Sakura Radio's media plan was used with the goal of attracting customers who are U.S. residents.

Content of Radio Ad: Spot commercials and Infomercials.



Industry: Manufacturer of household goods

Case Example: This is an example of a company headquartered in Japan that has implemented radio commercials in order to acquire new customers in the U.S. market.

Goal: An advertising campaign that used Sakura Radio's network, the only Japanese-language Internet radio station in the U.S., to promote the company name to U.S. residents and to announce a listener campaign aimed at attracting new customers.

Content of Radio Ad: Spot commercials, Program Interviews, Listener gift campaigns.



Industry: University/ International school

Case Example: This is an example of approaching returnee students in the U.S. as well as prospective students at Japanese Universities and international schools.

Goal: To inform target listeners of the website and online seminars at educational institutions in Japan by using Internet radio commercials.

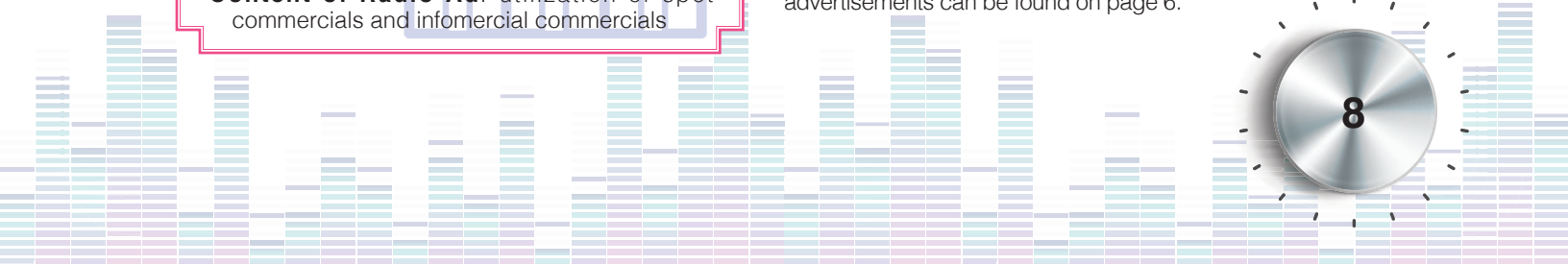
Content of Radio Ad: utilization of spot commercials and infomercial commercials




*Designated media by the U.S. government/Japanese Ministry of Foreign Affairs

Sakura Radio has worked with the United States Department of Health and Human Services/United States Census Bureau, US census (population survey) for US residents as designated media for the Ministry of Foreign Affairs, and has been developing additional notices for COVID vaccinations and publicity for overseas elections.

A detailed description of detailed radio commercial advertisements can be found on page 6.



About Sakura Radio



Sakura Radio is the only Japanese-language Internet radio station that covers the entirety of the United States, and its archives can be heard from anywhere in the world.

Established in October 2017, Sakura Radio is approaching its five year anniversary.

In order to fulfill our valuable role as a bridge between the U.S. and Japanese communities, we strive to be a "community connected by the ears" and to produce programs that are loved by everyone.

The number of podcast downloads for Sakura Radio has now exceeded 650,000, and the number of listeners from all over the world is increasing each year. Therefore, Sakura Radio is able to distribute information about your company, products, events, etc. to Japanese people living all over the world.

In many cases, listeners take in the radio at regular times as part of their daily routines. Radio is a medium that can be listened to while driving, doing housework, working, sleeping, etc., and is said to be "a medium closely related to daily life".

Compared to other distribution media, radio has the potential to generate higher advertising effectiveness, and demand is expected to continue to grow in the future. The advertising effect is expected to be far greater than that of conventional advertisements, due to the superior convenience of being able to watch through applications and websites.

Sakura Radio now covers a wide range of topics including world-wide, Japanese, and U.S. local news, as well as practical lifestyle information, emergency information, and business discussions. On the entertainment side, Sakura Radio offers a wide range of cultural, entertainment, and celebrity interviews, as well as Japanese and American music and a variety of other music.

Sakura Radio is available 24 hours a day, 7 days a week, 365 days a year, with a wide variety of content. We would like to help you promote your products and services on Sakura Radio to increase brand and product awareness through repeat business. We hope that you will consider using Sakura Radio to distribute information about your products and services to increase brand and product recognition through repeat effects.

If you have any questions or concerns about "Sakura Radio", please do not hesitate to contact us. Thank you for your support.

From the staff at Sakura Radio



Sakura Radio Program Information



Information Program



Local information programs by community personalities from all over the United States, exclusive to Sakura Radio. The program features local events and happenings, information on daily life, popular restaurants, city introductions, and interviews with Japanese-Americans who are active in their communities.



Delivering topics from all over the country in addition to local information. News, local reports, interviews with Japanese people living and working in the U.S., and information on events around the country; broadcast from different regions by different anchors each week.



Newbie to NY and new mom, singer Didi, who lives with a Hokkai-dojin spirit, brings you her real voice with topics on international marriage/NY food, life, childcare, and American culture.

Education



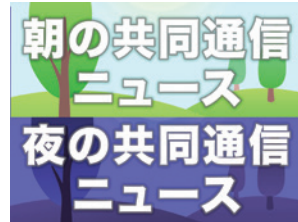
Calligrapher Tanaka Taizan visits Japanese language schools across the U.S. to interview teachers and find out what the children really think.

Medical care



Each program features a doctor from across the U.S. who provides a specialized talk on a specific topic.

News



We broadcast world, U.S., Japan, stock, and weather news in the morning and evening on the hour, in order to support your busy lives.



Excerpts from a local Japanese newspaper in New York, "Weekly NY Life," read by AI announcers.



U.S.-based journalist, Yukishige Takesue thoroughly explores the flip side of the news.



We bring you the latest news from Hawaii, from politics and economy to tourism and sports.

Businesses



"Pioneers" will be a program in which we talk to Japanese people who are active in the United States as "pioneers".



This program is brought to you by Interesse International, a full-service human resources company. With branches throughout the U.S., the company's network sourcing brings you weekly job postings from across the U.S.

Tidings of hometown



From behind-the-scenes of a geiko to life advice and talks with Aoi in her everyday clothes, we bring you a relaxed atmosphere. First-time visitors are welcome.



Here comes the popular corner of "Kagoshima Oosumi FM Network" with random questions from various hosts.



Talk show



The program interviews Japanese people who are active and working hard in New York.



Keiko Aoki, a leading Japanese businessperson in New York City, and Masami Lieberman, a specialist in beauty and fashion discuss the latest topics from a variety of genres brought to you from Fifth Avenue in New York City.



Yosemic, whose goal is "to create a place where anyone can be an expressionist," provides information on the streets of New York City as seen from the perspective of a street performer.



Maron and Taro introduce "International Marriage Surprises" based on interviews they conduct with international married couples living in the United States.



A talk show with gifts presented by Hiro-kun, CFO of a food company, and Maron, healer and editor.

Life



Every morning from Monday ~ Friday, Shionuma Ryojun, the abbot of Jigenji Temple in Akiu, Japan, will provide a minute of inspirational tips to help you feel better.



Atsuko Sakamoto of Prime Time will introduce the essence of timing to enrich your life and work.



This program provides hints on how to energize your "mind, heart, and body" through themes close to home.

Entertainment



ZABU-chan, a.k.a. Yanagiya Tozaburo, who has been traveling to spread rakugo in the U.S., discusses his daily thoughts and interesting experiences in various regions.



A music talk show that uses a theme of an event held in the U.S. each month and introduces Western music related to that event.



Weekly J-POP rankings and songs are presented.



R-NABY, a very popular rapper in the U.S.A., who is doing very well in his business and live performances, and his manager, enjoy a very funny talk show.



"I can't sing in tune", "I am told I have trouble understanding the words," and many other voice-related problems are discussed and resolved.



A reading corner of the world's masterpieces. Reading: Yuko Fujiki reads various stories in Japanese.

This program is full of new and eye-opening insights into the voice. A fun and practical program that helps you improve your voice by simply imitating the voice on the radio.



A monthly program in which Yuko Fujiki and Kay recommend a children's book or a children's book that can also be enjoyed by adults.

Other



Everyone knows "Radio Exercise No. 1". It has been popular with our listeners for a long time. Regardless of age or job, young or old, man or woman, we recommend that you incorporate this into your daily life.



RECORDING



Contact Information

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 @SakuraRadioUSA

 Sakura Radio USA

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