

Dec. 2023

*Monthly Magazine*

**B**Broadband \* Broadcasting \* Business**-maga**

<https://satemaga.co.jp/>

— *Media Data* —

## Media Overview

B-maga, monthly magazine, provides critical information on the cable TV, satellite multi-channel broadcasting, IPTV, OTT industry's issues, market trends and technologies. In addition, it sends subscribers the latest news through email, internet media and SNS. Moreover, B-Maga digital version was also released in 2016.

These efficient information dissemination and the mobility for business activities promote further development of the industry.

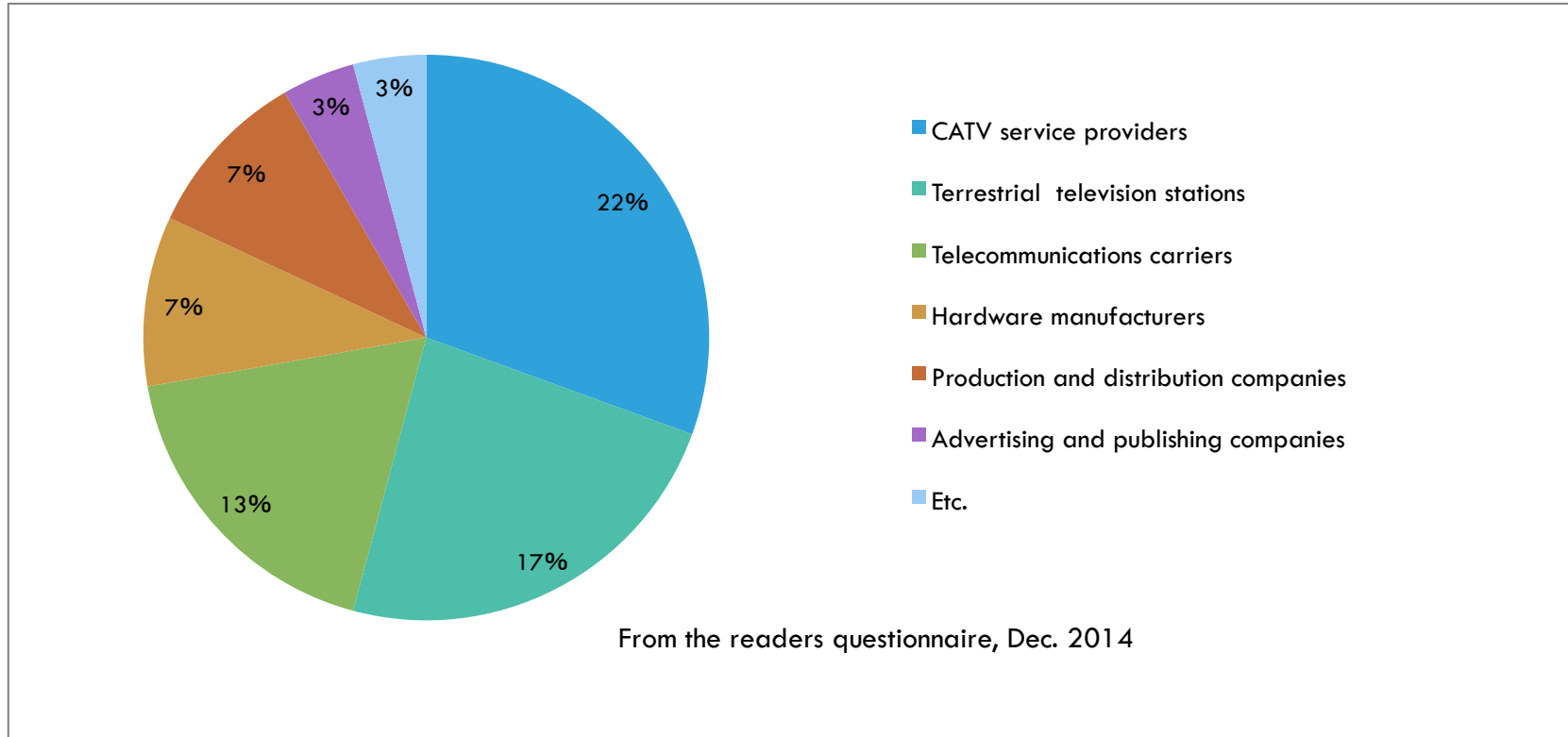
## Basic Data

Publisher:	SATEMAGA B.I.
First Issued:	Inc. June 2002
Format:	A4 size
Price:	2,750yen (tax included)
Circulation:	5,000 copies
Date of Publication	Monthly (Every 10th day)
Purchase:	Delivered to Subscribers



## Readers' View of B-maga

80% or more of readers are professionals in media and contents business.



● Main reasons readers choose B-maga (Multiple response results.)

To understand research findings and industry trends. 95%

For business development and managerial decision-making. 85%

## Company Profile

Company Name: SATEMAGA B.I. Inc.

Location: Domino-bldg 5F, 2-13-2 Hatchobori, Chuo-ku, Tokyo 104-0032 Japan

TEL / FAX: 81-3-6280-3423 / 81-3-6280-3424

Established: February 2, 2002

Representative: Etsuko Ichinose, President

Capital Stock: 10,000,000 (JPY)

Main Business Activities: Magazine & book publication  
Planning and organizing seminars  
Planning and producing  
advertisements Event  
management, etc.