As a Company That Creates the Future

Transforming People's Daily Lives with Cutting-Edge Information Technologies

Since its founding in 1996 at the dawn of the Internet, the Yahoo Japan Group has been the industry pioneer and the key driving force behind the proliferation of the Internet in Japan. Through unceasing provision of innovative services, the Group has made significant impacts on the quality of people's daily lives.

OUR HISTORY

1996

Exploring Information via the Internet

Launched Yahoo! JAPAN

Launched Yahoo! JAPAN as the first commercial Japanese-language search engine, providing a database of Japanese-language websites and a directory tree data search feature as well as keyword search services.

1996

Accessing the Latest Information on the Internet

Launched Yahoo! News, Yahoo! Weather Information (Now Yahoo! Weather)

Started the Group's first information services in collaboration with media companies and other content partners. Users were provided free access to the latest news and daily weather information via Yahoo! JAPAN.

1999

Easy, Convenient, and Varied Online Shopping Experiences

Launched Yahoo! Shopping

Started Yahoo! Shopping as a virtual shopping mall featuring stores of prominent Japanese retailers providing easy, convenient, and varied online shopping experiences.

1999

Opportunity for Everyone to Engage in Online Transactions

Launched Yahoo! Auctions (Now YAHUOKU!) Service

Began offering Yahoo! Auctions (currently YAHUOKU!), an online auction service. Provided an opportunity for everyone, including both individuals and companies, to make a listing or bid on various items.

2001

Catalyst for Internet Use Proliferation in Japan

Launched Yahoo! BB Service

Launched Yahoo! BB commercial high-speed Internet connection service, from ¥2,280 per month. Fueled the proliferation of Internet connectivity throughout Japan, changing ways of Internet use.

2008

Optimization of User Interface for iPhone

Optimized Yahoo! JAPAN Services for Newly Launched iPhone 3G

After SoftBank began exclusive sales of the iPhone 3G model in Japan, optimized all Yahoo! JAPAN services for easy iPhone 3G access. Optimized UI of 65 service top pages and created icons for iPhone 3G start-up screen.

2013

E-Commerce Made More Accessible through Elimination of Fees

Announced New E-Commerce Strategy

In our Yahoo! Shopping service, completely eliminated store tenant fees and system-use fees and made the transition from a fee-based revenue model to one based on advertising. Similarly, decided to eliminate store tenant fees in YAHUOKU!.

2018

Promotion of Convenient and Stress-Free Cashless Society

PayPay

Launched PayPay Service

Entered the mobile payment business and jointly established PayPay Corporation with SoftBank Corp. Rapidly increased users and merchants through large-scale campaigns, etc. PayPay grew to become a central proponent to spread of cashless payments in Japan.

2018

New Solutions Created by Unlocking the Potential of Data

Announced DATA FOREST Initiative

By combining the data possessed by corporations, local governments, and research institutions with our big data and AI technologies, the DATA FOREST Initiative aims to create new businesses that support the problem-solving efforts of our clients. Full-scale proof-of-concept trials began for this purpose.

Online Options for More Convenient and Stress-Free Lifestyles

Through its 100+ services, the Yahoo Japan Group supports the various actions undertaken as part of our everyday lives—including encountering, exploring, purchasing, paying, and enjoying—and thereby contribute to more convenient and stress-free lifestyles for our users.

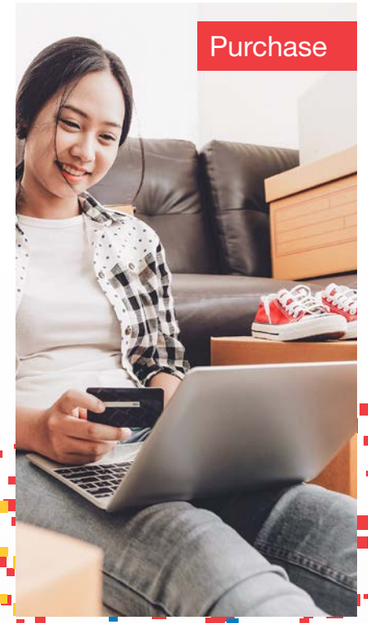
Average monthly users*

67.43 million

* Source: *TOPS OF 2018: DIGITAL IN JAPAN*, The Nielsen Company

E-commerce transaction value

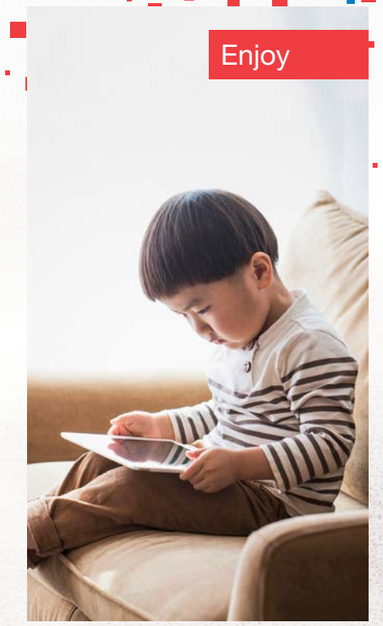
¥2.3 trillion



OUR PRESENT

Number of services provided

Over 100



Monthly logged-in user IDs

48.39 million

Media Business

Through its media and search-related services, the Media Business provides users with the opportunity to “encounter” and “explore” in their daily lives.

Commerce Business

Through its e-commerce-related services, membership services, and financial and payment-related services, the Commerce Business provides users with the ability to “explore,” “purchase,” and “pay” in their daily lives.

As a Company That Creates the Future

Creating the Future by Capitalizing on the Possibilities of the Internet

Astonishing Levels of Convenience in Online and Offline Domains

The evolution of technology is expected to drive the seamless integration of online and offline domains in our daily lives, increasingly blurring the lines between the two. By decisively advancing into offline domains through the Yahoo Japan Group's services, we will endeavor to create astonishing levels of convenience in the various online and offline domains of users' daily lives.

Driving the Shift toward a Cashless Society

Japan is currently in the midst of a nationwide push to promote cashless payments. This push is motivated by the potential to realize a society offering high levels of value to both consumers and businesses alike by utilizing the data gained through digital payments, which improves productivity in various industries.
In light of this movement, the Group will contribute to the realization of a convenient and stress-free cashless society through its mobile payment business.

AND OUR FUTURE

Unlocking the Potential of Data

The Yahoo Japan Group is amassing a diverse range of multi-big data through its 100+ services.
By promoting the use of technologies to utilize both online and offline data, we aspire to offer services that provide users with the best possible proposal based on their individual needs.

Realization of an Inclusive Society

No matter how society may change as a result of the development of information technologies, we will continue to work toward the realization of an inclusive society. In this society, everyone will be able to benefit from information technologies; be included, respected, and treated with dignity; and be able to deliver their best performance.

Information technology is evolving at breakneck speed, broadening the range of social issues that the Yahoo Japan Group must resolve. As we advance forward, we will continue to help resolve the issues faced by people and society by leveraging our cutting-edge information technologies to deliver distinctive, high-quality services. We are keenly focused on realizing UPDATE JAPAN, our guiding vision for a future brimming with hope.

Yahoo! JAPAN will create a future that can only be shaped by us