

# EMURGO Japan PR Coverage Recap

 emurgo.io



## 日本経済新聞






2019年4月26日 (金)

トップ 経済・政治 ビジネス マーケット テクノロジー 国際・アジア スポーツ 社会 地域 オピニオン 文化 マネー

有料会員限定 記事 今月の閲覧本数: 0 本 登録会員の方は月 10 本まで閲覧できます。

### 東京理科大でブロックチェーン講座 エマーゴ

2018/6/4 19:30 | 日本経済新聞 電子版

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分散型台帳（ブロックチェーン）技術の提供や投資を手がけるエマーゴ（東京・渋谷）は、東京理科大学のグループ会社と組み、ブロックチェーンの実用化をテーマにした講座を今夏から開く。ブロックチェーン技術を一般の人に理解してもらおうほか、優秀な技術者を育成す

COMEMO - 注目の投稿 -



神山 直樹

予想を上回った中国の第1四半P、どうみます？

中国の2019年第1四半期の国内総生産(GDP)が発表された。実質GDP成長率は

## EMURGO Japan PR Coverage Recap

EMURGO.IO

EMURGO is the official commercial arm of Cardano - the first third generation blockchain to evolve out of a research-first driven approach. As Japan is the birthplace of Cardano and EMURGO has a Japanese heritage, EMURGO is constantly covered by many prestigious Japanese media outlets. Since the interviews are mainly conducted and available in Japanese, we would like to take this opportunity to share some highlights of our media relations activities with our global audience!

Why do we focus on media? As we all know, cryptocurrency and blockchain are some of the key topics regarding future societal and economic development. But still, the general public lacks an awareness of what blockchain is and the benefits it can have on society. Media plays an important role to educate and introduce the concepts of cryptocurrency & blockchain, as well as their benefits to the general public thereby helping to accelerate our industry.

Thus, it certainly follows that increased media coverage of EMURGO leads to increased awareness & promotion about Cardano blockchain, which inevitably adds more value to ADA.

In Japan, EMURGO has been fortunate enough to have been covered by top tier media publications - NIKKEI [1] and NHK[2]. Here are some of our previous interviews:

**NIKKEI: EMURGO will start Blockchain Open College at Tokyo University of Science**

In [Nikkei article](#), it marked EMURGO partnership with Tokyo University of Science, and EMURGO committed to hold a series of lectures on Cardano blockchain technology at the university.

The screenshot shows the Nikkei website interface. At the top is the main header with the title "日本経済新聞" (Nikkei) and the date "2019年4月26日 (金)". Below this is a navigation bar with various categories like "トップ", "経済・政治", "ビジネス", etc. The main content area displays a news article titled "東京理科大でブロックチェーン講座 エマーゴ" (Blockchain Lecture at Tokyo University of Science, Emurgo). The article text discusses the collaboration between Emurgo and Tokyo University of Science to hold a blockchain lecture. On the right side, there are sidebars for "閲覧履歴" (View History), "Dガレッジ" (D-Store), and "COMEMO" (注目投稿 - Featured Post).

日本経済新聞  
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ストーリー 速報 朝刊・夕刊 日経会社情報 人事ウオッチ

マーケット > 為替・金利 > 主要金融ニュース > 記事

<お知らせ> 市場の先を読むニュースレター「Beyond Markets」を創刊しました。登録は [こちら](#)

主要金融ニュース [フォローする](#)

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8月下旬からブロックチェーン技術を用いた製品のアイデアを競う「ハッカソン」を開く。10月からは理科大の公開講座で、ブロックチェーン技術の実践をテーマに講座を開講する。

**COMEMO** - 注目の投稿 -

**神山 直樹**

予想を上回った中国の第1四半期GDP、どうみます？

中国の2019年第1四半期の国内総生産（GDP）が発表され、実質GDP成長率は6.8%と、前年同期比で1.1ポイント上昇した。中国について...

[「見えてきた？」特設サイト公開](#)

新生活は電子版で！春割で5月末まで

[Nikkei](#) is a traditional large domestic media organization with newspaper publishing at its business core. The flagship daily newspaper, The Nikkei, has approximately three million subscribers. Nikkei's multi-platform media distribution also includes online, broadcast and print magazines. NIKKEI is known as the company which acquired Financial Times.

#### ***Cryptocurrency NEWS on NHK: [Ask Media Coinotaku about ICO](#)***

In NHK's program, "Cryptocurrency News", one of the hosts introduced Cardano (ADA) as one of the most reliable and promising ICO projects. You can watch the clip here on [YouTube](#).







NHK, Nippon Hoso Kyokai (Japan Broadcasting Corporation) is Japan's only public broadcaster. As a public broadcaster funded by taxpayer revenue received from the TV-viewing public, NHK delivers a wide range of objective, high-quality programs, both at home and abroad.

- [://www.nhk.or.jp/corporateinfo/](http://www.nhk.or.jp/corporateinfo/)

#### **TV Asahi: Hodo Station**

Additionally, TV Asahi interviewed EMURGO on their famous news program "Hodo Station" earlier this year in January 2019.

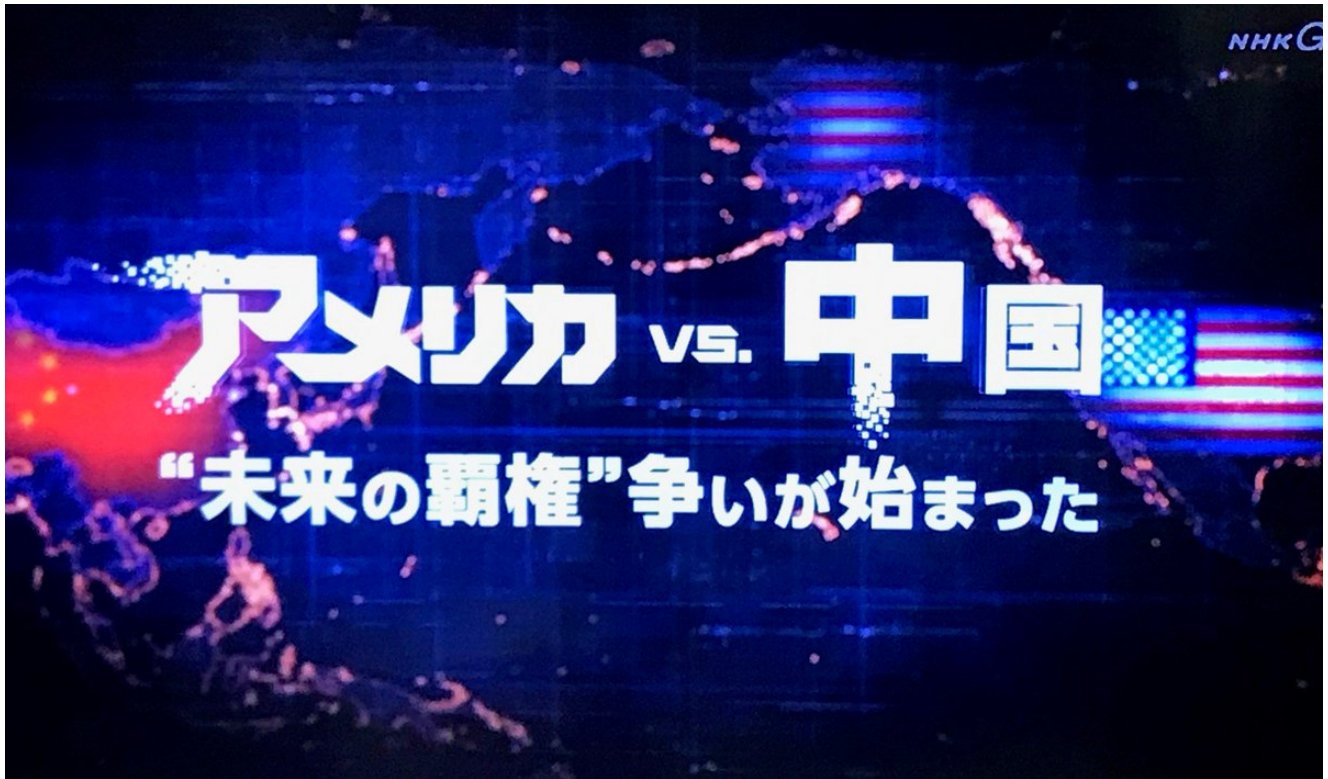


Yosuke Yoshida, EMURGO's Chief Business Officer & Executive Vice President appeared on TV Asahi - Hodo Station and remarked that, *"EMURGO being a startup allows us greater flexibility and the ability to be leaner and more mobile in this fast-paced industry compared to larger enterprises."*

#### **NHK: NHK Special**

In NHK's Special TV Program, "America Vs. China: The Battle for Future Supremacy Has Begun" (Unofficial Program Title Translation), EMURGO provided expert commentary to the TV program's host during the blockchain segment. EMURGO was proudly featured and credited at the end roll of the said program.



















Meanwhile, you can also find some of our additional media coverage at our site here.

<https://emurgo.io/#/en/company>

	<p>1 Feb 2019</p> <p><b>Cardano ADA Partner, EMURGO, Announces Upcoming Release Of Cardano Blockchain Explorer Seiza At IOHK Summit</b></p>		<p>28 Dec 2018</p> <p><b>Unraveling the Myths of Cardano's Nomenclature</b></p>
	<p>5 Dec 2018</p> <p><b>Blockchain for Europe</b></p>		<p>5 Dec 2018</p> <p><b>Four Blockchain Industry Majors Team Up to Launch European Association</b></p>
	<p>10 Nov 2018</p> <p><b>Cryptocurrency panel: How blockchain startups are disrupting big industries</b></p>		<p>31 Jul 2018</p> <p><b>Hara token</b></p>
	<p>19 Jan 2019</p> <p><b>アメリカVS.中国 “未来の覇権”争いが始まった Credit</b></p>		<p>2 Jan 2019</p> <p><b>ITOにKIKO ! ICO</b></p>
	<p>12 Dec 2018</p> <p><b>メタマッププラスとEMURGO、韓国で仮想通貨ADAカードを共同ローンチ</b></p>		<p>10 Nov 2018</p> <p><b>ベンチャーが見る平成のその先</b></p>
	<p>1 Sep 2018</p> <p><b>スマートコントラクトの実現、開発環境にビジネス判断が引きずられてはならない。</b></p>		<p>4 Jun 2018</p> <p><b>東京理科大でブロックチェーン講座エマーゴ</b></p>



## **Conclusion**

The media outlets which cover EMURGO throughout 2018 and 2019 are very prestigious and also the largest Japanese outlets, such as NHK, TV Asahi, and BS11.

In the first quarter for this year alone, EMURGO has already had 3 TV interviews and 10 media interview articles which is a considerably larger increase compared to last year. We are gaining more and more recognition as each day passes, across all social platforms, with more than 32,000+ followers worldwide. We have more media coverage opportunities in the pipeline, both domestically here in Japan and worldwide, so please stay tuned and subscribe to our social media channels and newsletter for our upcoming updates!

## **About EMURGO**

EMURGO drives the adoption of Cardano and adds value to ADA holders by building, investing in, and advising projects or organizations that adopt Cardano's decentralized blockchain ecosystem. EMURGO leverages its expertise in blockchain R&D as well as its global network of related blockchain and industry partners to support ventures globally.

EMURGO is the official commercial and venture arm of the Cardano project, registered in Tokyo, Japan since June 2017 and in Singapore since May 2018. EMURGO is uniquely affiliated and works closely with IOHK to grow Cardano's ecosystem globally and promote the adoption of the Cardano blockchain. To learn more about the project, visit the [EMURGO website](#).

|| [Click here to subscribe to the EMURGO Newsletter](#) ||

## **Follow EMURGO on Social Media**

- Official Homepage: [emurgo.io](https://emurgo.io)
- Twitter (English): [@emurgo\\_io](https://twitter.com/emurgo_io)
- Twitter (Japanese): [@Emurgo\\_Japan](https://twitter.com/Emurgo_Japan)
- Youtube: [EMURGO](https://www.youtube.com/EMURGO)
- Telegram: [EMURGO Announcements](https://t.me/EMURGO_Announcements)
- Facebook: [@emurgo.io](https://www.facebook.com/emurgo.io)
- Instagram: [@emurgo\\_io](https://www.instagram.com/emurgo_io)
- LinkedIn: [@emurgo\\_io](https://www.linkedin.com/company/emurgo_io)

## **About Yoroi Wallet**

- Yoroi Twitter: [@YoroiWallet](https://twitter.com/YoroiWallet)
- Yoroi Homepage: <https://yoroi-wallet.com/>

## **About Cardano**

- Cardano Forum: <https://forum.cardano.org/>
- Cardano Telegram: <https://t.me/CardanoGeneral>
- Cardano Reddit: