



## CASE STUDY

# Nikkei: Taking business news global with DeepL



Nikkei's publications reach the world's most influential people in economics and finance.

### Industry

Media

### Key Markets

Japan

### Key Languages

English, Chinese, Japanese

### DeepL Products

Advanced employee subscriptions and DeepL API Pro

## Key takeaways

- Nikkei is the premier news media company in Japan. With a storied 146-year history, it is the world's largest class provider of business news—and is read by many preeminent business leaders across multiple fields. In other words, Nikkei's publications reach the world's influential people in economics and finance.
- Along with their flagship Japanese publication *The Nikkei*, they reach global heights with English publications such as *Nikkei Asia*, which explores business, economics, and politics in Asia. The UK publication *Financial Times* is also a part of The Nikkei Group.
- Nikkei needed a world-class translation system to accommodate its vast readership. After testing various tools, including an internal build, the team found DeepL.

## Searching for a translation tool

Thanks to Nikkei's many years of coverage on the economy, culture, and world events, reader trust runs deep. Disseminating high-caliber journalism in multiple languages requires a translation system that detects nuances and contextualizes the writing around major business and cultural topics.

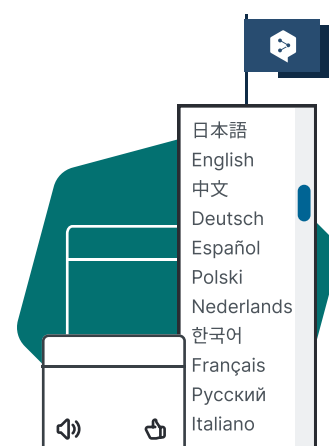
Non-Japanese employees of global companies or Japanese subsidiaries need to read important business news reported in Japanese. While those readers can access Nikkei's English publication, *Nikkei Asia*, there was no system in place to translate Japanese articles until quite recently.

Web production team member **Naotake Kakehi** said they tried to implement a pilot several years ago: "At that time, we used a different translation engine from DeepL. There were accuracy issues—we even implemented a function that allows users to modify the translation results themselves."

Over time, the team researched ways to process articles for translation engines. In one of their research projects, they came across DeepL and conducted accuracy checks with other AI translators. The verdict:

We decided that DeepL was a more natural translation and decided to switch.

— Naotake Kakehi  
Part of Nikkei's web production team




## The best of both worlds: the API and Advanced subscriptions

Nikkei uses two DeepL products: the DeepL API and Advanced employee subscriptions. By implementing both, they can tackle a myriad of problems that arise due to language barriers. **The DeepL API is integrated directly into Nikkei's content management system to translate articles instantaneously.**

A custom Nikkei tool is also part of the automated publishing workflow, preprocessing articles to ensure the best possible translation quality. Nikkei is currently translating up to 1,000 articles from Japanese into English and Chinese every single day.

Reader feedback has been positive, particularly in the form of user comments on *The Nikkei* online edition. **The developers at Nikkei had no trouble integrating the API into their existing system.**



It did not take much time to build, and it could be implemented by simply reading through the API documentation. We didn't require any troubleshooting from engineers on the DeepL side.

— Naotake Kakehi  
Part of Nikkei's web production team

Outside of instant article translation, Nikkei employees—particularly journalists—use their **Advanced subscriptions** to ensure quality reporting. Advanced users translate important documents and manuscripts to aid in their research when writing articles. The editorial staff also use subscriptions to translate **English or Spanish documents**, particularly those from international conferences, **into Japanese** to save time in gathering information.

## DeepL's impact

For Nikkei, the major impact of DeepL is in the dissemination of pertinent business information to a global audience. As Nikkei is the representative news media on Japanese business and economic news, **it's important for people outside of Japan, who often work with Japanese colleagues, to stay informed on the latest developments.**

Outside of increasing global readership, the implementation of DeepL brought significant cost savings to Nikkei. Compared to their previous translation system, **DeepL is a fifth of the cost and its accuracy means fewer manual edits—a huge win for any company looking to increase efficiency.**

### Get in touch

If your business is looking to reach a global audience, our subscription and API plans can help! Have a team of 6 or more? Contact our Sales team.