

Press release

November 20, 2024
MINKABU THE INFONOID, Inc.

Announcement Regarding Collaboration with "Perplexity AI," Provider of an Innovative AI-Powered Search Engine

MINKABU THE INFONOID, Inc.(hereinafter "the Company," headquartered in Minato-ku, Tokyo, Representative Director, Chairman and President: Ken Uryu) is pleased to announce its participation as one of the first domestic web media partners in the "Perplexity Publisher Program" launched by Perplexity AI, Inc. (hereinafter "Perplexity") to promote collaboration between the tech company and media publishers.



Perplexity is an innovative AI-powered search engine that utilizes cutting-edge generative AI models alongside real-time information from the web. It supports large language models from different foundation model companies, delivering highly accurate answers based on the latest information available on the internet. Additionally, it displays the sources of information, ensuring reliable answers. As a result, it is rapidly gaining attention as an interactive AI search platform.

The "Perplexity Publisher Program" is an initiative aimed at fostering collaborative relationships with content providers (Publishers), such as web media, to promote the delivery of more reliable, accurate, and precise information. Through Perplexity's advertising distribution features, the program shares a portion of advertising revenue with its partners, while also offering API access and "Perplexity Enterprise Pro" to publisher employees for free for a limited time.

In this context, the Company is pleased to announce our participation as one of the first domestic partners in the "Perplexity Publisher Program." By leveraging Perplexity's API across our group media businesses, including livedoor, we aim to further enhance the quality and quantity of content provided, improve article comprehension, and boost user satisfaction. Going forward, through collaboration between our group media businesses and Perplexity, we aim to build a next-generation revenue model in the rapidly changing online media industry.

【Comment from Ken Uryu, Representative Director, Chairman and President of MINKABU THE INFONOID, Inc.】

The online media industry is currently facing various challenges, including intensified competition in the advertising market, changes in user behavior, and ensuring the quality of content amid its increasing diversification. With this awareness, we are actively driving a transformation of our business model, with a particular focus on improving the quality and quantity of content through the use of AI, as well as efforts to enhance personalization. Through our collaboration with Perplexity and the expansion of this partnership in the future, we aim to contribute to the further development of Perplexity AI services within the domestic media landscape, while advancing our transformation into a next-generation web media model.

【Comment from Dmitry Shevelenko, Chief Business Officer of Perplexity AI, Inc.】

"We started our publisher program to develop strategic partnerships with news organizations whose content informs the questions people ask. As our second-largest market globally, it is fitting that we now welcome Japanese publishers into the program, and we appreciate the enthusiasm and optimism of MINKABU THE INFONOID Group. We look forward to working with them to leverage our technology to power new reader-first experiences and to ensure a healthy and active information ecosystem."

■ MINKABU THE INFONOID, Inc. (<https://minkabu.co.jp/en>)

Our company drives business growth through the twin pillars of the Media Business and the Solutions Business. In the Media Business, we serve a monthly user base of approximately 100 million, while in the Solutions Business, we cater to a client base of over 400 domestic and international financial institutions. Under a holding company structure, Livedoor Co., Ltd. oversees the Media Business, and MINKABU Solution Services Co., Ltd. oversees the Solutions Business. Leveraging cutting-edge Web3 technologies, including AI, blockchain, and NFTs, we provide high-value services such as media offerings that create new user experiences and solution services designed to address customer challenges.

Company name : MINKABU THE INFONOID, Inc.

Address : 1-9-1 HigashiShinbashi, Minato-ku, Tokyo

Foundation : July 7, 2006.

Representative Director, Chairman and President : Ken Uryu

Description of business : Media Business,Solution Business

Subsidiaries : Livedoor Co., Ltd.

MINKABU SOLUTION SERVICES, Inc.

MINKABU ASSET PARTNERS, Inc.

MINKABU Web3 Wallet, Inc.

Contents Monster, Inc.

■ Information media operated by MINKABU Group

livedoor : <https://www.livedoor.com/>

livedoor News : <https://news.livedoor.com/>

Peachy : <https://news.livedoor.com/article/category/55/>

MINKABU : <https://minkabu.jp/>

Kabutan US Equities : <https://us.kabutan.jp/>

ALIS : <https://alis.to/>

livedoor gourmet : <https://gourmet.livedoor.com/>

BASEBALLKING : <https://baseballking.jp/>

VOLLEYBALLKING : <https://volleyballking.jp/>

ath-michi : <https://ath-michi.jp/>

livedoor Blog : <https://blog.livedoor.com/>

Kstyle : <https://www.kstyle.com/>

livedoor Choice : <https://www.livedoor.com/choice/>

Kabutan : <https://kabutan.jp/>

MINKABU Choice : <https://minkabu.co.jp/choice/>

Ultra World Soccer : <https://web.ultra-soccer.jp/>

SOCCERKING : <https://www.soccer-king.jp/>

BASKETBALLKING : <https://basketballking.jp/>

totoONE : <https://www.totoone.jp/>

URTREX : <https://ultrex.livedoor.com>

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