

# Nikkei to launch “Nikkei Japan Entertainment Content Stock Index”

May 13, 2026 – Nikkei Inc. will commence the calculation and publication of the Nikkei Japan Entertainment Content Stock Index on May 18, 2026. The index is composed of major entertainment content-related stocks listed on the Tokyo Stock Exchange.

Japan’s entertainment content industry—particularly in areas such as games and animation—has produced a wide range of characters and works based on intellectual property (IP) that enjoy strong global popularity. The Japanese government has positioned the content industry as one of its key policy areas and has introduced measures aimed at promoting its growth. In 2025, amid heightened investor interest in entertainment content-related stocks in Japan, there were periods in which the combined market capitalization of nine major entertainment-related companies exceeded that of nine major automotive companies in the Japanese equity market.

In response to these developments and growing demand for a benchmark that captures trends in Japan’s entertainment content industry, Nikkei has developed a new index.

## § Overview of the Nikkei Japan Entertainment Content Stock Index

- Stocks eligible for the index are those listed on the Tokyo Stock Exchange and classified as belonging to entertainment content industries under the Nikkei NEEDS Industrial Classification
- The index consists of 20 stocks with large market capitalizations
- A regular review of the constituents is conducted annually, at the end of November

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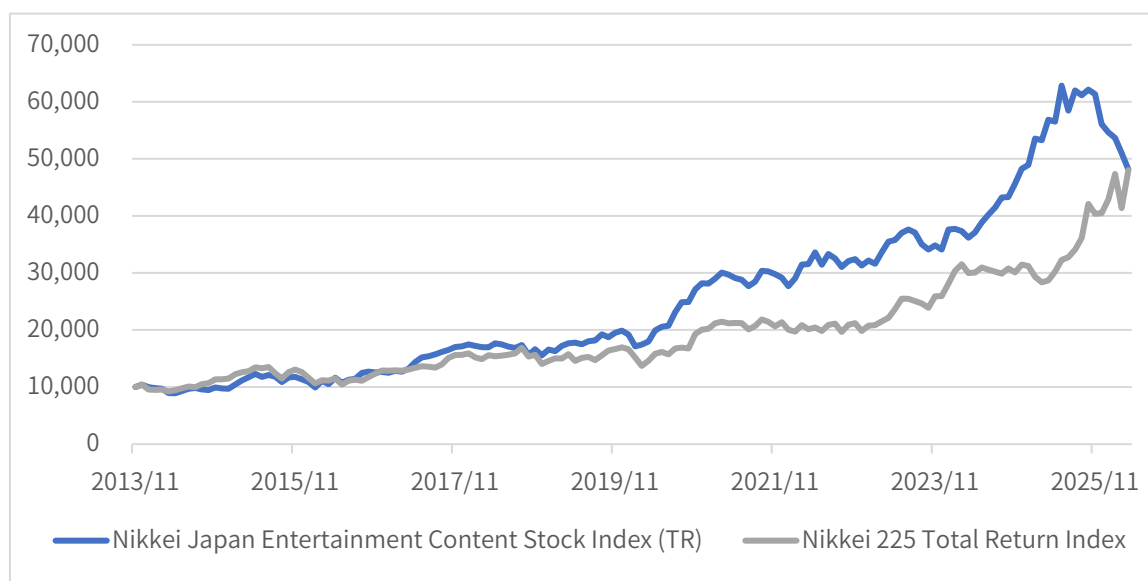
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- The index is calculated on an end-of-day basis using a market capitalization weighted method, with a maximum weight of 10% for each constituent
- The index is calculated retroactively, with the end of November 2013 as the base date and a base value of 10,000

## § Historical Nikkei Japan Entertainment Content Stock Index (estimation)



\* The Nikkei 25 Total Return Index is adjusted to a base value of 10,000 at the end of November 2013.

## § Constituents of the Nikkei Japan Entertainment Content Stock Index

Securities Code	Issue Name	NEEDS Industrial Classification
2432	DeNA Co., Ltd.	Online / Mobile games
3632	GREE Holdings, Inc.	Online / Mobile games
3635	KOEI TECMO HOLDINGS CO., LTD.	Game software production
3659	NEXON Co., Ltd.	Online / Mobile games
3668	COLOPL, Inc.	Online / Mobile games
3765	Gungho Online Entertainment, Inc.	Online / Mobile games

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4816	TOEI ANIMATION CO.,LTD.	Video production
6460	SEGA SAMMY HOLDINGS INC.	Game software production
6758	SONY GROUP CORPORATION	Game software production
7832	Bandai Namco Holdings Inc.	Online / Mobile games
7867	TOMY COMPANY,LTD.	Toys
7974	Nintendo Co., Ltd.	Gaming console
8136	Sanrio Company,Ltd.	Toys
9468	KADOKAWA CORPORATION	Publishing (General)
9601	Shochiku Co., Ltd.	Film production
9602	TOHO CO.,LTD	Film production
9605	TOEI COMPANY,LTD.	Film production
9684	SQUARE ENIX HOLDINGS CO.,LTD.	Game software production
9697	CAPCOM CO.,LTD.	Game software production
9766	KONAMI GROUP CORPORATION	Game software production

\* Preliminary list of constituent stocks at the commencement date of calculation and publication sorted in order of security code

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