

BBC launches Japanese language website

The BBC has launched its first fully commercially funded non-English language website in Japanese. BBC.jp offers a mixture of business, entertainment and technology stories alongside news, analysis and features from the BBC's network of journalists in almost 100 countries around the globe. The new site will complement the existing international commercial news products, such as the 24-hour TV channel - BBC World News, the BBC international BBC News app and BBC.com. In addition, advertising is increasingly being carried on the BBC World Service's websites in 28 languages. Once the commercial roll out is complete, advertisers will have the potential to reach 132 million browsers across the BBC's digital international news offering.

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