

Launch of New Website “Crank In! Trend”

A website designed for women, featuring the latest trends and lifestyle information, with a range of information, from places to visit to things to purchase.

HOLLYWOOD CHANNEL INC. (head office: Minato-ku, Tokyo, CEO: Taro Hashimoto), a subsidiary of Broadmedia Corporation, announces today the launch of a new website, “Crank In! Trend”, as part of its entertainment news website, “Crank In!”. This new website is designed for women as a source for the latest trends with a wide range of lifestyle information, from places to visit to things to purchase.

行きたい＆欲しいが
きっとみつける
クランクイン!

trend



A source for the latest trends, designed for women who wish to lead active, joyful lives



Find places to visit

This website contains information with a focus on events held in and around Tokyo, attractive new destinations that will pop up ahead of the 2020 Summer Olympics and the latest gourmet/sweets related news.

Find things to purchase

This website features lifestyle information for everyday life, such as fashion, the latest beauty trends, homeware and other useful items.

<https://www.crank-in.net/trend/>

“Crank In! Trend” is the sister website of “Crank In!”, which distributes cover stories and entertainment news about movies, TV dramas, show business, animation and overseas celebrities. “Crank In! Trend” targets women, who account for 60 percent of the audience of “Crank In!” It is a

source for the latest trends and contains information that will allow women to lead active, joyful lives, such as on current events, gourmet/sweets related news and lifestyle. After the launch it will feature news centered in and around Tokyo, and then it will start to include news about other major cities, such as Osaka and Nagoya, by the end of this year to reach a wider audience.

【 Crank In! Trend service outline】

Name: A website designed for women, featuring the latest trends and lifestyle information

URL(Japanese only): <https://www.crank-in.net/trend/>

Start date: July 1, 2019

Logo :



【 Corporate Profile 】

Company Name: HOLLYWOOD CHANNEL INC.

URL : <https://www.hollywood-ch.com/>

Name of representative: CEO Taro Hashimoto

Location: Chuo-ku, Tokyo

Established: April 2003

Description of business:

(1) Planning, creation and management of an entertainment news website, Crank In!

Crank In! distributes approximately 30 programs a day on cover stories and entertainment news about movies, TV dramas, show business, animation and overseas celebrities. It boasts 66 million page views and 9.8 million unique users per month. (*Data collected by HOLLYWOOD CHANNEL INC. in May 2019)

(2) Planning, creation and management of a video streaming platform, Crank In! Video
Management of a digital comic platform, Crank In! Comic

(3) Promotion of movies and TV dramas requested by Hollywood studios and Japanese distribution companies.

Creation and management of official movie websites.

(Japanese only)

★Crank In!★ <https://www.crank-in.net/>

★Crank In! Video★ <https://video.crank-in.net/>

★Crank In! Comic★ <https://comic.crank-in.net/>

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