

## 04. Who was Hiroyuki Nishimura? Beyond 2channel and NicoNico Douga

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This paper analyzes the significance and impact of Nishimura Hiroyuki, the founder of 2channel (2ちゃんねる) and a main engineer of NicoNico Douga (ニコニコ動画), as a person in modern society. Nishimura adopted a pirate way of thinking based on his pirate-like motives.

Nishimura was born in Tokyo in 1976. After graduating high school he went to Chuo University in Tokyo. When studying abroad in the US during his third year in 1999, he created 2channel “to kill time.” He was its moderator, and in several months, it became the largest internet *keijiban* (a type of bulletin board), and came to include numerous illegal extracts from newspapers, magazines, and books. In 2006 Mr. Nishimura also created NicoNico Douga, the so-called Japanese version of YouTube. He created it so he could “kill time by watching video clips.”

These two sites are not only original Japanese web services but also breeding grounds for internet piracy. Much of content of 2channel and NicoNico Douga are uploaded without any official authorization from their copyright holders. Thus, Nishimura is the person who created the two largest Japanese hotbeds of internet piracy. In other words, he is the originator of Japanese piracy on the web.

His also created 2channel and NicoNico Douga “to think logically.” This, according to him, means correcting and developing others’ ideas. He created these websites by improving engineers’ products. This also refers to his piratical way of thinking which allowed users to upload much content without official permission.

In this way, killing time and thinking logically were the main two reasons that he created these websites. His piratical way of thinking and piratical motives have been supported by many Japanese online users, and 2channel and NicoNico Douga became two of the largest and the most famous sites in Japan.

However, despite his piratical way of thinking, he was driven out of 2channel and NicoNico Douga because of a series of troubles. He was also a victim of piratical acts, in a sense.

In addition, people on the web have no sense of what it means “to think logically” or “to kill time,” and they voluntarily upload their ordinary life. It is as if they had no sense to become the pirates. The fact that Mr. Nishimura has been exiled from 2channel and NicoNico Douga signifies in the concept of the person in modern society.