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Nippon Television Network Corporation
(Tokyo Stock Exchange 9404)

Overview of Management Policy 2012 for NTV Group

On the 29th of March this year, Nippon Television Network Corporation (“NTV”), BS Nippon Corporation and CS Nippon Corporation reached a basic agreement for management integration using a certified broadcasting holding company structure. Upon approvals at shareholders meetings of each company and a certification by the Minister of Internal Affairs and Communications, we will commence our business under the new management structure on October 1 this year. Currently, preparations for a Medium-Term Plan are progressing under the initiative of an integration preparation committee which consists of representatives from each company. In the meantime, we have created “Management Policy 2012” for the current NTV Group. We will inform you of the “Medium-Term Plan” as soon as the new management finalizes the Plan.

1. Basic Concepts of “Management Policy 2012”

We successfully regained the “triple crown title” (No.1 across all three time slots of All Day, Prime Time and Golden Time) for the FY2011 annual household viewer ratings for the first time in nine years. We think our philosophy of valuing improvement of our planning ability to produce and broadcast TV programs to satisfy viewers while still adhering to stringent production cost controls is highly regarded. We will carry out our plans for the enhancement of contents value to adapt to a full digital environment through producing contents that correspond to viewers’ needs. At the same time, we will accelerate diversification of our business portfolio and our overseas business development.

2. Outcomes of FY2011

(1) As mentioned above, we regained the “triple crown title” for the FY2011 annual household viewer ratings. Overall increase of viewer ratings of our regular TV programs, in particular, a popular drama, “I’m Mita, Your Housekeeper.”, which recorded viewer ratings as high as 40% for its last episode, greatly contributed to recapturing the crown.

(2) NTV’s media commerce business saw a steady increase in revenue, although it was adversely affected by the Great East Japan Earthquake at the beginning of FY2011.

Although the earthquake caused a downturn in the movie market in Japan last year, we had box-office hits such as Studio Ghibli's "From Poppy Hill," released last July, "Kaibutsu-kun," released last November and "ALWAYS -Sunset on Third Street- 3," released this January.

(3) In order to respond dynamically to an ever-changing business environment and to increase NTV Group's enterprise value, we have agreed to shift to a certified broadcasting holding company structure, where BS Nippon Corporation and CS Nippon Corporation will be 100% subsidiaries of the holding company.

3. Major Points of New Policy

In FY2012, we will develop our businesses proactively under the New Policy, whose major points are as follows.

(1) To maintain and enhance reliability as a news medium

In the Great East Japan Earthquake, mass media, including TV broadcasting stations, were revalued as an indispensable information infrastructure while, at the same time, its reliability was subject to severe scrutiny. NTV Group will cover necessary themes, and provide accurate, impartial information expeditiously. We will enhance our reliability as a news medium through our efforts to produce viewer-friendly and high-quality TV programs.

(2) To produce contents which enrich people's lives

NTV Group will continue to produce the most viewed and most relatable contents under the programming motto, "Communicate with our hearts. Connect with people." Positioning both the 23:00 and the 24:00 time slots, which we named "Platinight," as important zones for viewer targeting and business strategy implementation, we will strengthen programs in those time slots by producing three new TV programs. To increase total revenue to be generated by a specific content, we will exploit devices such as Internet TVs and smartphones, and will further strengthen cooperation among terrestrial, broadcasting satellite (BS) and communications satellite (CS) broadcasting channels. We have already set up a Media Design Center in our Programming Division to begin addressing those tasks.

(3) To adjust to environments for our sustainable growth

Considering an appropriate allocation of our management resources, efficient utilization of NTV Group assets and adherence to stringent cost controls, we will

further develop our current businesses and initiate new businesses. We will aim at building a balanced business portfolio by increasing our non-broadcasting revenue.

(4) To gain a strong position in foreign markets

From the planning stage, we will consider the possibility of assertively distributing our contents and formats to foreign markets. While we have a foothold in Taiwan by having established a joint venture company there to produce TV programs, we will focus on rapidly-growing Asian markets.

(5) To make social contributions as a media company

We will work on making social contributions unique to NTV Group as both a media company and a contents production company, including contributions related to support for reconstruction after the Great East Japan Earthquake.

(6) To establish working environments allowing all persons in NTV Group to demonstrate their abilities

We will try to improve our skills and abilities as independent professionals. We will try to establish working environments which stimulate, support and value our attitudes toward “Change and Challenge.”

4. “The 60th Anniversary Committee”

We will mark our 60th anniversary in August next year. To keep us viable into the next 60 years, we have set up “The 60th Anniversary Committee,” which consists of board directors and executive officers, with its chairman being the NTV president. The committee took a new look at our current businesses and operations, and listed up important issues and tasks in accordance with the New Policy. To address these topics, various project teams have been established, such as an operational innovation project team, which aims at more effective operations, a brand-image project team and a new business development project team -- all now engaged in their respective missions.