

November 8, 2012
Nippon Television Holdings, Inc.
(Tokyo Stock Exchange 9404)

Overview of “The NTV Group Medium-Term Management Plan 2012-2015 Next60”

Following the transition to a certified broadcasting holding company structure that took effect on October 1, 2012, Nippon Television Holdings, Inc. (“NTV Group”) would like to take this opportunity to announce its Medium-Term Management Plan covering fiscal years 2012 to 2015.

As technological innovations spur huge advancements in transmission platforms and devices, and with structural changes taking place in society at large, the media and content industry faces an era of significant transformation. It is in this environment that NTV Group will mark its 60th anniversary in August 2013. We view this as an appropriate occasion to set a “Second Foundation” mind-frame and look forward to the next 60 years (Next60) as an opportunity to re-invent ourselves and further solidify our position as the top company in the media and content industry. NTV Group formulated Medium-Term Management Goals, set forth herein, to serve as specific guidelines in our pursuit of continued growth and progress.

1. NTV Group’s Long-Term Management Goals

NTV Group, while fulfilling its social responsibilities as a media organization, is committed to becoming the media and content company which "provides enriching experiences", and as a result, continues to be loved by the public.

First, NTV Group will strive to become Asia’s number one media and content company in ten years time. By providing high-quality content within Japan and to the rest of the world, with Asia as a core focus, we hope to further widen and solidify the presence of our media and content business. At the same time, with “providing enriching experiences” as our core concept, we will work to expand our business domain and diversify our business portfolio. We believe these initiatives will directly contribute to the further increase of NTV Group’s enterprise value.

Furthermore, we will work to establish ourselves as “First Choice NTV” – an indispensable company that is always in public demand, regardless of how society may evolve, and an entity that continues to be appreciated by all of its stakeholders.

2. Medium-Term Management Goals for 2012-2015

To help achieve the following goals before the end of fiscal year 2015, NTV Group companies will increase business collaborations with each other to create value-adding synergies and maximize profits.

(1) Maintain and Enhance Our Reliability as a News Medium

We will strengthen our ability to deliver news accurately and expediently.

(2) Produce Content that Enriches People's Lives

1. We will achieve the top viewer ratings in both our core target ratings*¹ zone and household viewer ratings zone for terrestrial broadcasts in all time slots.
2. We will create new opportunities to implement the use of digital devices that will enhance the value of our program content and entice viewers to watch in actual broadcast time.
3. We will attain the largest share of advertising revenue in the terrestrial television broadcasting space.
4. We will become the company that reaches the most viewers and achieves the highest revenues in the Broadcasting Satellite (BS) platform.
5. We will drive the companies in the group to come together and design strategies that will diversify and enhance each content's ability to generate income.

*¹ Core target ratings: An indicator that NTV Group formulated to isolate the demographic of men and women between ages 13 and 49 and to track their viewer ratings.

(3) Respond to Changes in Order to Achieve Sustainable Growth

We will initiate new businesses and reinvest the earnings derived from such undertakings to further strengthen the power of our media and content, in order to achieve a virtuous cycle of growth.

(4) Gain a Solid Presence in Overseas Markets

By fiscal year 2015, we will earn the largest amount of overseas-related (international) revenue among Japanese commercial broadcasters.

(5) Step up our responsibility for contributing to society as a media company.

(6) Foster a working environment that enables all employees of NTV Group to thrive and exercise their talent.

3. Medium-Term Financial Targets for 2012-2015

In fiscal year 2015, we aim to generate consolidated net sales of at least ¥400 billion and consolidated recurring profit of at least ¥50 billion (12.5% recurring profit margin).

(Unit: Millions of Yen)

	Actual	Target	Increase
	FY 2011	FY 2015	2011→2015
Consolidated Net Sales	305,460	400,000	94,540
Television Advertising Sales	213,389	255,000	41,611
Content Sales and Other	92,071	145,000	52,929
Consolidated Recurring Profit	37,902	50,000	12,098
(Recurring Profit Margin)	12.4%	12.5%	0.1%

※Fiscal year 2015 television advertising sales target includes advertising sales from terrestrial, broadcasting satellite (BS), and communications satellite (CS) platforms.

4. Key Initiatives to Achieve Medium-Term Management Goals

- (1) Integrated management of the three broadcasting platforms (terrestrial, BS, and CS) that leads to the development of new content.
- (2) Continue to develop next-generation content using the company's 60th anniversary as a fresh starting point.
- (3) Further enhance and develop social interactive tools "JoinTV"*² and "wiz tv"*², which were pioneered by NTV Group, in order to aggressively expand their usage and increase their profitability.
- (4) Increase the quality of content, strengthen the program lineup, and implement new sales tactics – Sales Innovation 60 (SI60) – in order to secure the largest share of advertising revenue.
- (5) Promote strategies that enable the roll-out of a wide range of content through diverse and multi-faceted media channels and devices, in order to broaden and maximize the brand value of such content.
- (6) Actively pursue overseas business opportunities, with an emphasis on forming joint ventures and business partnerships in other Asian countries.
- (7) Aggressively implement and invest in new business strategies and opportunities (a total of ¥50 billion has been allocated for such investment purposes until fiscal year 2015).

**² “JoinTV” is a pioneering NTV-developed service that enables Facebook® friends to watch and enjoy the same NTV programs and share their viewing experiences through the television screen. “wiz tv” is an NTV mobile application that enables viewers to see which TV programs are generating the most excitement at that particular moment and why.*

5. Financial and Dividend Policies

(1) Key Management Indicator

Recurring profit margin

(2) Dividends

NTV Group understands the importance of paying out continuous and stable dividends.

We will use the company’s consolidated financial results as a base to determine dividend payouts, while also taking into account other factors.

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