

# IR INFORMATION

FY2007 Vol.6

Thank you for your interest in our businesses. We are pleased to deliver the latest NTV business information to you.

## [Spot sales]

NTV's spot sales in September decreased 2.6% yoy. In terms of spot sales by industry sector, "Automobile," "Camera," "Non-alcoholic Beverages" and "Foods (bread and sweets)" increased while "Cosmetics and Toiletries," "Electrical Equipment" and "Alcohol" decreased.

### < Spot sales >

FY2007	yoy
April	1.0%
May	△7.0%
June	△5.8%
July	△2.1%
August	3.4%
September	△2.6%

## [Time sales]

Time sales in September increased 2.8% yoy due to new special programs such as "Rugby World Cup."

### < Time sales >

FY2007	yoy
April	△0.5%
May	△5.7%
June	△2.4%
July	△8.2%
August	△1.0%
September	2.8%

## **[Movie]**

“ALWAYS--Sunset on Third Street 2” will open in theaters from November 3.

Prior to the release of this sequel, the first movie “ALWAYS--Sunset on Third Street” which attracted more than 2.8 million moviegoers, will air in our Friday movie time slot on November 2.

## **[Anpanman Children’s Museum]**

Yokohama Anpanman Children’s Museum, which opened on April 20, 2007, has exceeded expectations. As of September 30, more than 2 million visitors came to the mall and total sales revenue from the mall amounted to 1.5 billion yen. The museum recorded over half a million visitors and more than half a billion yen in sales revenue.

Yokohama Anpanman Children’s Museum is operated as a limited liability partnership (LLP) into which Nippon Television Music Corporation and VAP have invested 26.2% and 5.2% respectively.

Investor Relations  
Nippon Television Network Corporation