

IR INFORMATION

FY2011 Vol.7

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 October increased 8.6% yoy. In terms of spot sales by industry sector, "Toiletries," "Automobiles," "Box-office," "Alcohol" and "Non-alcohol" increased while "Transportation/Telecommunications," "Electronic equipment," "Pharmaceutical" and "Finance" decreased.

< Spot sales >

FY2011	yoy
October	8.6%

[Time sales]

Time sales in October increased 1.0% yoy.

< Time sales >

FY2011	yoy
October	1.0%

[TV Programs]

"I'm Mita, Your Housekeeper" gained 29.6% of viewer ratings on November 30th and made the highest viewer rating record of all NTV's Wednesday dramas.

NTV is planning broadcasts of eight games of "FIFA Club World Cup Japan 2011 presented by TOYOTA" (soccer) from December 8th to 18th. (<http://www.ntv.co.jp/fcwc>)

NTV plans to air the following movies in the Friday night movie slot in December.

- December 2nd: "Lupin the 3rd – Chi no Kokuin " (First time on terrestrial TV)
- December 9th: "Castle in the Sky (Laputa)"
- December 16th: "Kari-gurashi no Arrietty" (First time on terrestrial TV)

[Movies]

“Wild 7,” starring Eita, Kippeï Shiina, Ryuhei Maruyama, Kyoko Fukada and Kiichi Nakai will open in theaters from December 21st.

For more details about movies, please see (<http://www.ntv.co.jp/movie/>).

Investor Relations
Nippon Television Network Corporation