

# IR INFORMATION

FY2011 Vol.8

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 November increased 2.3% yoy. In terms of spot sales by industry sector, "Automobiles," "Pharmaceutical," "Transportation/Telecommunications," "Wholesale/ Department stores" and "Non-alcohol" increased while "Electronic equipment" and "Toiletries" decreased.

### < Spot sales >

FY2011	yoy
October	8.6%
November	2.3%

## [Time sales]

Time sales in November increased 2.5% yoy.

### < Time sales >

FY2011	yoy
October	1.0%
November	2.5%

## [TV Programs]

Popular drama "I'm Mita, Your Housekeeper." gained 40.0% of viewer ratings on December 21<sup>st</sup> and marked the highest viewer rating record ever of NTV dramas.

A variety of special programs have started airing for the year-end and New Year's. Please see details in the Japanese IR Information: <http://www.ntv.co.jp/ir/data/irinfo.html>

New dramas starting from January are indicated in the chart below:

	Japanese Title	Starring
Wed. 22:00-	Dirty Mama!	Hiromi Nagasaku, Karina, Yusuke Kamiji
Sat. 21:00-	Perfect Son	Ryosuke Yamada, Kyoka Suzuki, Ikki Sawamura

**[Movies]**

“ALWAYS – Sunset on Third Street – 3,” starring Hidetaka Yoshioka, Hiroko Yakushimaru, Shinichi Tsutsumi, Koyuki and Maki Horikita, will open in theaters from January 21<sup>st</sup>, both in 3D and 2D.

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

**We wish you a joyous holiday season and a happy New Year.**

Investor Relations  
Nippon Television Network Corporation