

IR INFORMATION

FY2011 Vol.9

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 December increased 7.4% yoy. In terms of spot sales by industry sector, "Pharmaceutical," "Wholesale/ Department stores," "Sports equipment," "Movie/Box-office," "Automobiles" and "Non-alcoholic beverages" increased while "Toiletries," "Electronic equipment," "Transportation/Telecommunications" and "Cameras" decreased.

< Spot sales >

FY2011	yoy
October	8.6%
November	2.3%
December	7.4%

[Time sales]

Time sales in December increased 13.5% yoy due to favorable sales of FIFA Club World Cup Japan 2011 presented by TOYOTA.

< Time sales >

FY2011	yoy
October	1.0%
November	2.5%
December	13.5%

[TV Programs]

NTV has won the 2011 Triple Crown title for annual viewer ratings.

NTV plans to air "AVATAR" in an extended Friday night movie slot on February 17th from 20:00 to 23:19, marking the first time this movie will be broadcast in its full-length version on terrestrial television.

For more details, please see (<http://www.ntv.co.jp/kinro/>) in Japanese.

TOKYO MARATHON 2012, the largest marathon race in Japan, will be held on February 26th. NTV will broadcast the first portion, featuring professional runners, from

9:00 to 11:50, and the second portion, featuring non-professional runners, from 12:00 to 16:25. [Please see \(http://www.ntv.co.jp/tokyomarathon/index.html\)](http://www.ntv.co.jp/tokyomarathon/index.html).

[Movies]

Based on a wildly popular video game, this live-action movie “Gyakuten Saiban,” directed by Takashi Miike, will open in theaters from February 11th.

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

Investor Relations
Nippon Television Network Corporation