

# IR INFORMATION

FY2011 Vol.10

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 January increased 4.3% yoy. In terms of spot sales by industry sector, "Automobiles," "Housing," "Publications," "Toiletries," "Finance" and "Movie/Box-office" increased while "Transportation/Telecommunications," "Pharmaceutical" and "Education" decreased.

### < Spot sales >

| FY2011   | yoy  |
|----------|------|
| October  | 8.6% |
| November | 2.3% |
| December | 7.4% |
| January  | 4.3% |

## [Time sales]

Time sales in January increased 0.5% yoy.

### < Time sales >

| FY2011   | yoy   |
|----------|-------|
| October  | 1.0%  |
| November | 2.5%  |
| December | 13.5% |
| January  | 0.5%  |

## [TV Programs]

NTV plans to air special programs in March as shown in the chart below.

| Category           | Date     | Time                         | Title   | URL(Japanese)   |
|--------------------|----------|------------------------------|---|---|
| News               | 3.11 Sun | ①12:45-17:45<br>②18:00-18:55 | Fukkou TV Minna no<br>Chikara 3-11              | <a href="http://www.ntv.co.jp/2012311/">http://www.ntv.co.jp/2012311/</a>                 |
| Sports<br>(Soccer) | 3.3 Sat. | 13:30-15:35                  | FUJI XEROX SUPER<br>CUP2012                     | <a href="http://www.ntv.co.jp/xeroxsc">http://www.ntv.co.jp/xeroxsc</a>                   |
| Drama              | 3.6 Tue. | 21:00-22:48                  | 3-11 Sono Hi Ishinomaki<br>de Naniga Okottanoka | <a href="http://www.ntv.co.jp/6mai/">http://www.ntv.co.jp/6mai/</a>                       |
| Music              | 3.7 Wed. | 19:00-21:54                  | Power of Music 2012                             | <a href="http://www.ntv.co.jp/ongaku-no-chikar">http://www.ntv.co.jp/ongaku-no-chikar</a> |
| Variety            | 3.20 Tue | 21:00-23:18                  | Takeshi's Laboratory<br>for Ultra-new Theory    | <a href="http://www.ntv.co.jp/shinsetsu/">http://www.ntv.co.jp/shinsetsu/</a>             |

Investor Relations  
Nippon Television Network Corporation