

IR INFORMATION

FY2011 Vol.11

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 February decreased 5.0% yoy. In terms of spot sales by industry sector, "Automobiles," "Toiletries," "Finance" and "Wholesale/Department store" increased while "Transportation/Telecommunications," "Pharmaceutical," "Service" and "Electrical equipment" decreased.

< Spot sales >

FY2011	yoy
October	8.6%
November	2.3%
December	7.4%
January	4.3%
February	△5.0%

[Time sales]

Time sales in February increased 7.5% yoy.

< Time sales >

FY2011	yoy
October	1.0%
November	2.5%
December	13.5%
January	0.5%
February	7.5%

[TV Programs]

New programs starting from April are indicated in the chart below:

	Japanese title	Starring	Category
Tue. 21:00-	Chou saigen! Mystery	Yoshimi Tokui, Yuji Ayabe	Variety
Wed. 22:00-	Cleopatra na Onnatachi	Ryuta Sato, Izumi Inamori, Kii Kitano	Drama
Thu. 19:00-	Minna no Amecan	Ameagarikesshitai, Nozomi Sasaki	Variety
Sat. 21:00-	Mikeneko Holmes no Suiri	Masaki Aiba, Naoto Fujiki	Drama

[Movies]

“DETECTIVE CONAN 16 –the Eleventh Striker,” which will open in theaters on April 14th, features Mirei Kiritani as a guest voice actress.

[Transition to a certified broadcasting holding company structure]

Nippon Television Network Corporation, BS Nippon Corporation, and CS Nippon Corporation have reached a basic agreement about carrying out a management integration in which NTV becomes a certified broadcasting holding company through an absorption-type company split and share exchanges with an effective date of October 1, 2012.

Also, NTV implemented a stock split, changed its trading unit of stock, and partially amended its articles of incorporation.

Please see details at: <http://www.ntv.co.jp/english/>

Investor Relations
Nippon Television Network Corporation