

# NIPPON TV HOLDINGS

**FY2024 3<sup>rd</sup> Qtr  
(Nine months  
ended December 31 2024)**

**Financial Results**

This presentation may include forward-looking statements. Actual results, however, could differ significantly as a result of various factors and circumstances. Forward-looking statements contained herein are not guarantees or commitments. Reproduction of this presentation is prohibited.

## **Stock Repurchase and Cross-shareholding Reduction**

Overview of Financial  
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# Stock Repurchase and Cross-shareholding Reduction

## Stock repurchase

April 2024 – May 2024: 1,576,200 shares repurchased at the total price of JPY 3,514,868,532  
Total for February 2, 2024 – May 17, 2024: 3,201,900 shares at JPY 6,999,947,265

## Dividend distribution starts for foreign shareholders not listed on the shareholder registry

- ☐ It was resolved at the Ordinary General Meeting of Shareholders to pass the proposal to amend the Articles of Incorporation to enable foreign shareholders without voting rights (foreign shareholders above 20%) to receive dividends.
- ☐ Dividend distribution will start with the record date of March 31, 2024.

## Reduction of cross-shareholdings

- ☐ Recorded **JPY 5.75 billion** from Gain on sale of investment securities in 3<sup>rd</sup> Qtr FY2024
- ☐ We will continue to reduce cross-shareholdings as we consider quantitative factors such as the financial performance, dividend, and share price of relevant companies to determine whether it is reasonable to own their shares.

Stock Repurchase and  
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Reduction

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# FY2024 Apr.– Dec. Financial Performance

## 【Higher Sales and Operating Profit】

- Nippon TV ad sales increased. Spot ad sales trended higher YoY.
- International content sales, movies, and IP business also contributed to Nippon TV's sales and profit growth.
- Studio Ghibli, BS Nippon Corporation, Nippon Television Service, and ACM contributed to the sales and profit increase of the consolidated entity.
- Although we recorded cross-shareholdings stock sales of JPY 5.75 billion this fiscal year, net income for the period decreased due to last fiscal year's cross-shareholdings stock sales and extraordinary income from the Studio Ghibli acquisition.

HD: Consolidated  
Results

Group Comp

Nippon TV

Content Stra

MTBP, New Bi  
others

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# Nippon TV HD: Consolidated Financial Results

(Millions of yen)

	FY2023 Apr. - Dec.	FY2024 Apr. - Dec.	YoY	Change
Net Sales	306,219	333,613	27,393	8.9%
Operating Profit	31,062	37,424	6,362	20.5%
Recurring Profit	37,060	42,935	5,874	15.9%
Net Income attributable to owners of the parent	33,174	29,521	△3,652	△11.0%

HD: Consolidated  
Results

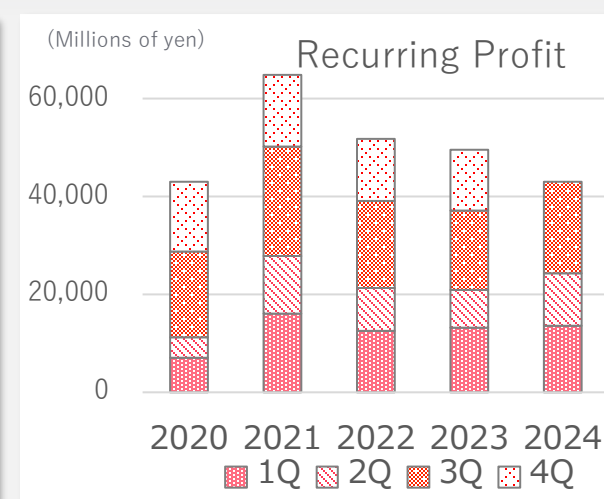
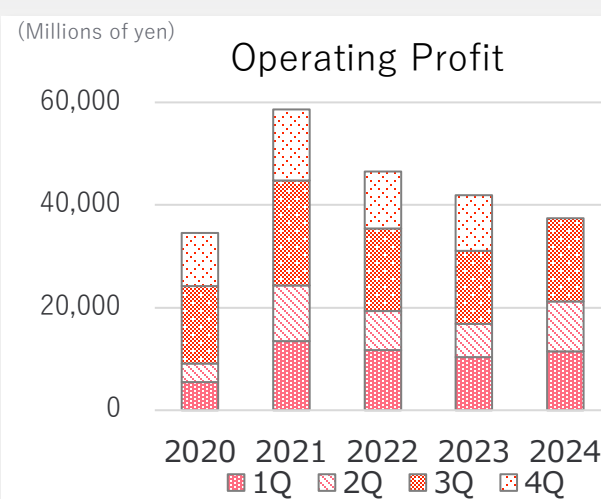
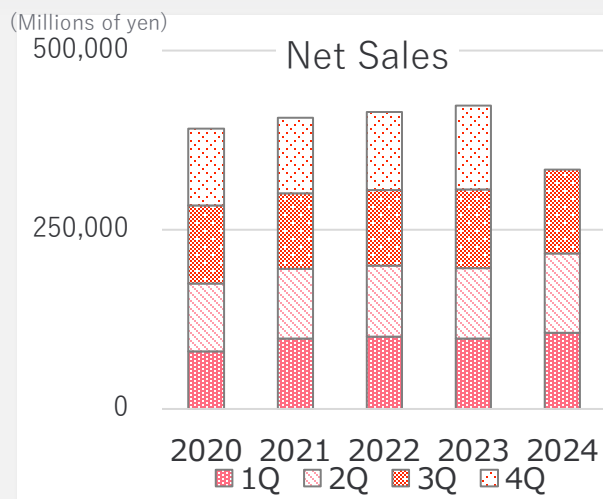
Group Comp

Nippon TV

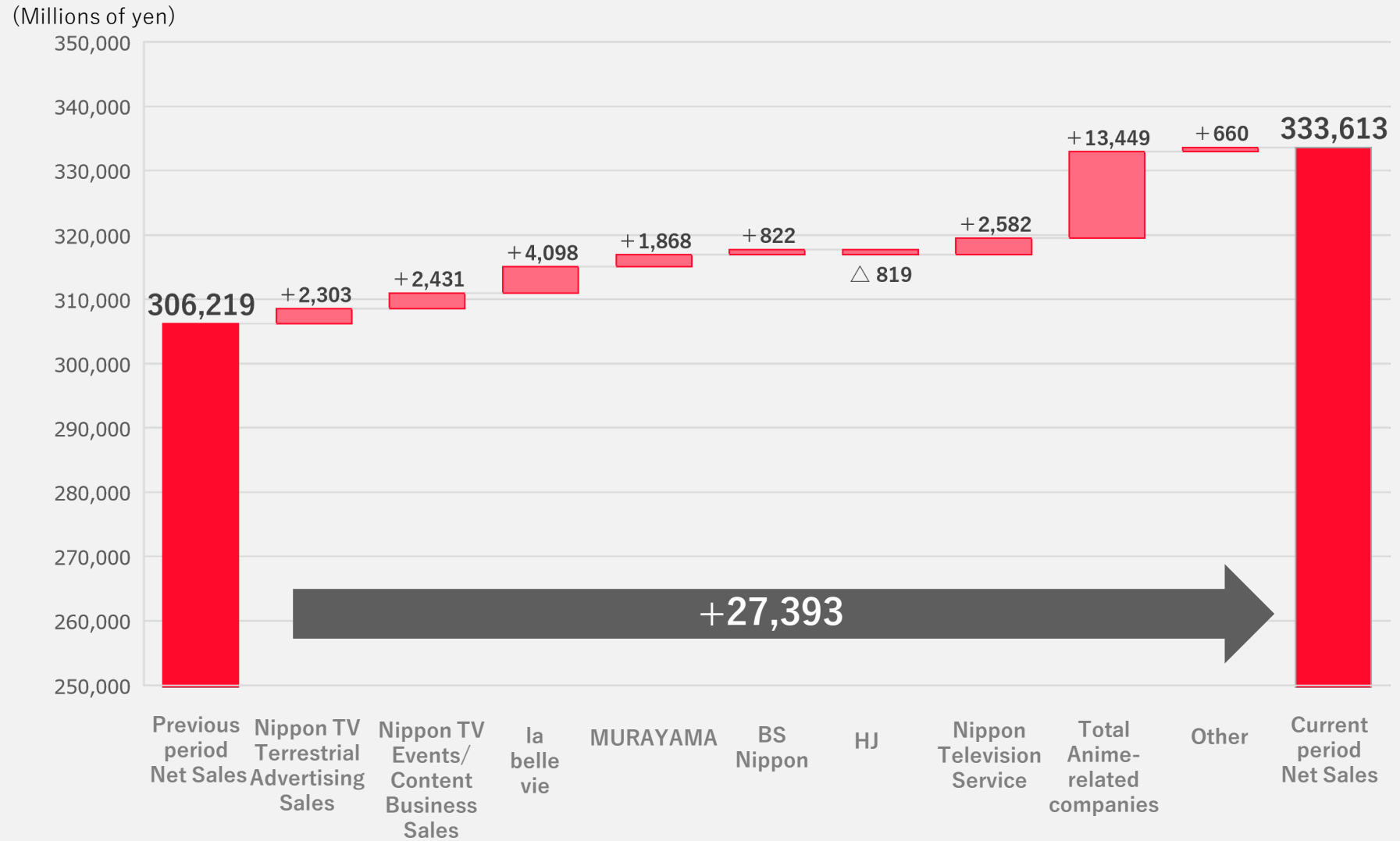
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# Net Sales YoY Change Components



HD: Consolidated Results

Group Companies

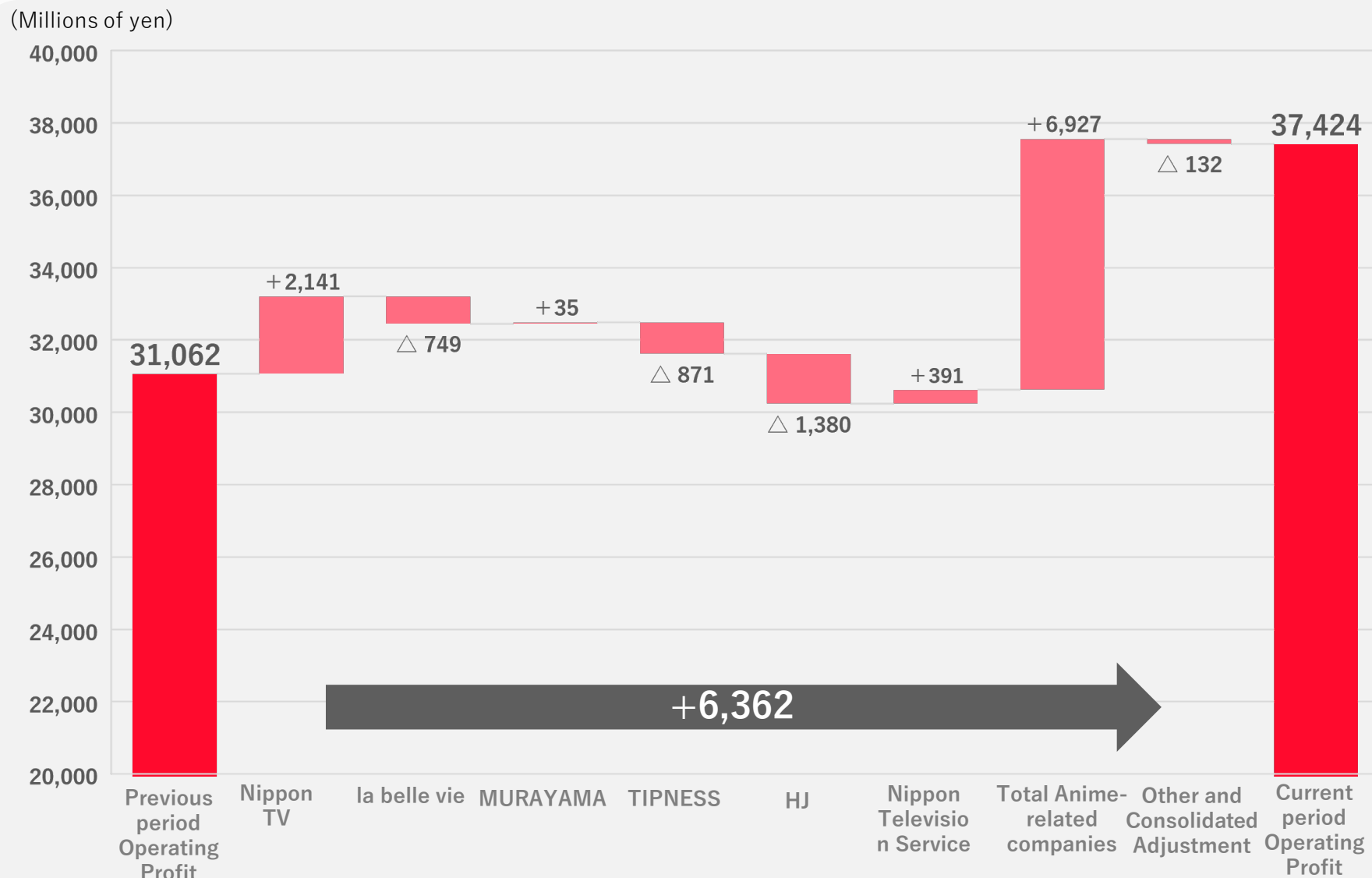
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# Operating Profit YoY Change Components



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others

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Materials



# Nippon TV: Financial Results

(Millions of yen)

	FY2023 Apr. - Dec.	FY2024 Apr. – Dec.	YoY	Change
Net Sales	210,802	215,393	4,590	2.2%
Operating Profit	21,336	23,477	2,141	10.0%
Recurring Profit	25,008	27,501	2,493	10.0%
Net Income	22,048	23,215	1,166	5.3%

Advertising Revenue	FY2023 Apr. - Dec.	FY2024 Apr. – Dec.	YoY	Change
Total Ad. Revenue	165,307	167,610	2,302	1.4%
Time	78,269	76,599	△ 1,669	△ 2.1%
Spot	82,451	84,598	2,146	2.6%
Digital Ad.	4,587	6,411	1,824	39.8%

\* Digital Ads row added in FY2022, comprised of TVer and the like.

# Nippon TV: Advertising Revenue

## FY2024 Advertising Revenue YoY

Time	Change	Spot	Change	Digital Ad.	Change
April	△5.6%	April	△2.4%	April	56.2%
May	△4.5%	May	△2.4%	May	60.5%
June	6.3%	June	6.2%	June	38.7%
July	△2.4%	July	3.7%	July	13.9%
August	△2.5%	August	5.0%	August	44.1%
September	△4.0%	September	8.8%	September	21.9%
October	△10.6%	October	2.5%	October	56.0%
November	1.3%	November	5.0%	November	45.9%
December	3.4%	December	0.0%	December	33.3%

HD: Consolidated  
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# Nippon TV: Net Sales and Cost of Sales

(Millions of yen)

Net Sales	FY2023 Apr. - Dec.	FY2024 Apr. – Dec.	YoY	Change
Advertising Revenue	165,307	167,610	2,302	1.4%
Program Sales	8,253	7,993	△ 260	△ 3.2%
Events/Content Business Sales	34,997	37,428	2,431	6.9%
Real Estate Business	2,244	2,362	117	5.2%
Total	210,802	215,393	4,590	2.2%

Cost of Sales	FY2023 Apr. - Dec.	FY2024 Apr. – Dec.	YoY	Change
Production Costs	65,296	64,762	△ 534	△ 0.8%
Personnel	16,639	16,196	△ 443	△ 2.7%
Depreciation and Amortization	7,058	6,721	△ 336	△ 4.8%
Events/Content Business Costs	31,356	34,617	3,261	10.4%
Others	69,117	69,620	503	0.7%
Total	189,466	191,916	2,449	1.3%

HD: Consolidated Results

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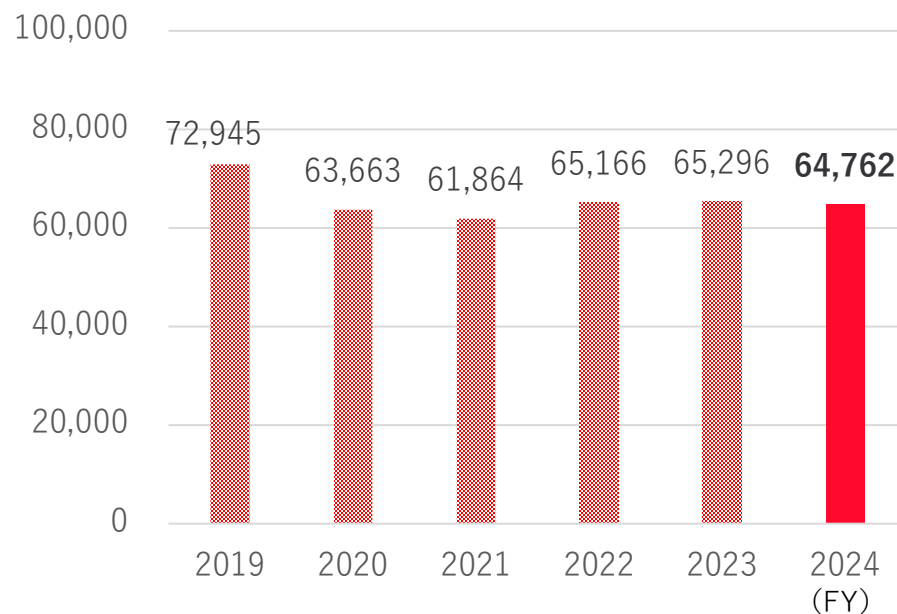
# Nippon TV: Production Costs

(Millions of yen)

FY2023 Apr. - Dec.	FY2024 Apr. – Dec.	YoY	Change
65,296	64,762	△ 534	△ 0.8

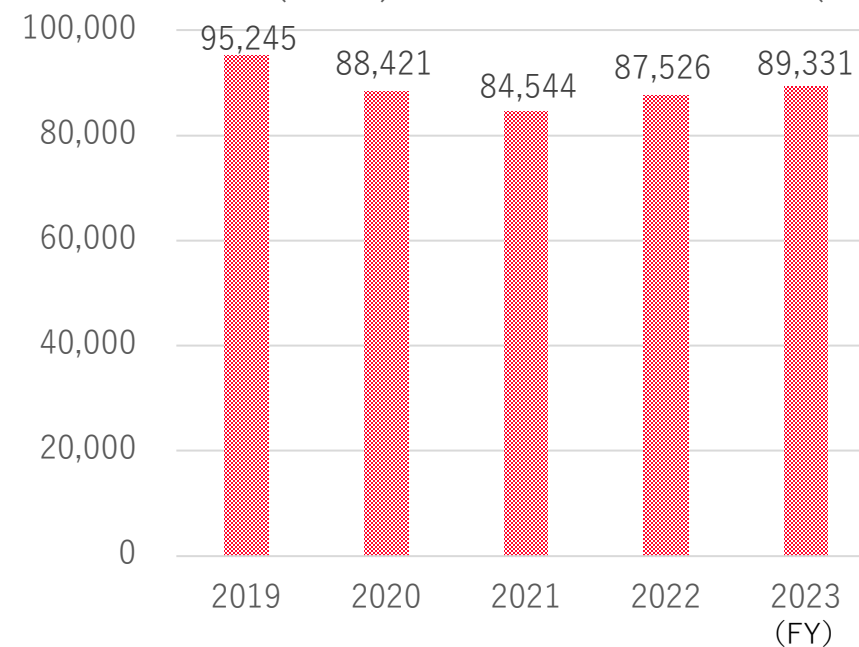
## Apr.-Dec. Production Costs

(Millions of yen)



## (Ref.) Production Costs(FY)

(Millions of yen)



HD: Consolidated Results

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# Nippon TV: Events/Content Business Sales and Balance

(Millions of yen)

	Sales		Balance	
	FY2024 Apr. - Dec.	Change	FY2024 Apr. - Dec.	Change
Movies	3,920	39.4%	1,809	50.1%
Events	3,076	△18.8%	303	△20.6%
Retail Business	6,725	5.8%	329	△12.1%
Anime	4,303	△14.7%	1,601	△26.8%
International Business (excl. Anime)	3,879	162.1%	3,271	204.8%
IP Business	3,597	△2.1%	381	△59.6%
Content Business	1,168	6.1%	△193	—

\*From FY2021, the international sales of anime have been booked in Anime instead of International Business

\* In the case of loss in the current fiscal year, the percentage change is shown as "-."

# Group Companies : Net Sales and Operating Profit

FY2024 Apr. – Dec.

(Millions of yen)

	BS Nippon Corp.		CS Nippon Corp.		Nippon Television Music Corp.		VAP Inc.		TIPNESS Limited		MURAYAMA INC.	
Net Sales	13,240	6.6%	6,640	△2.0%	6,867	0.3%	4,860	2.8%	19,858	0.2%	13,131	16.6%
Operating Profit	2,112	73.5%	209	△18.9%	1,726	△8.2%	752	△16.7%	△78	—	370	10.4%

	Nippon Television Service Inc.		TATSUNOKO PRODUCTION Co., Ltd.		HJ Holdings, Inc.		ACM CO., Ltd.		PLAY,inc.	
Net Sales	6,305	69.4%	836	86.5%	24,461	△3.2%	4,031	8.1%	6,369	3.5%
Operating Profit	945	70.6%	1	—	△394	—	1,087	15.4%	933	△26.7%

N.B.: In the case of loss in the previous fiscal year or in the current fiscal year, the percentage change is shown as "-".  
BS Nippon, ACM and NTV Service sales reached the highest record.

HD: Consolidated Results

Group Companies

Nippon TV

Content Stra

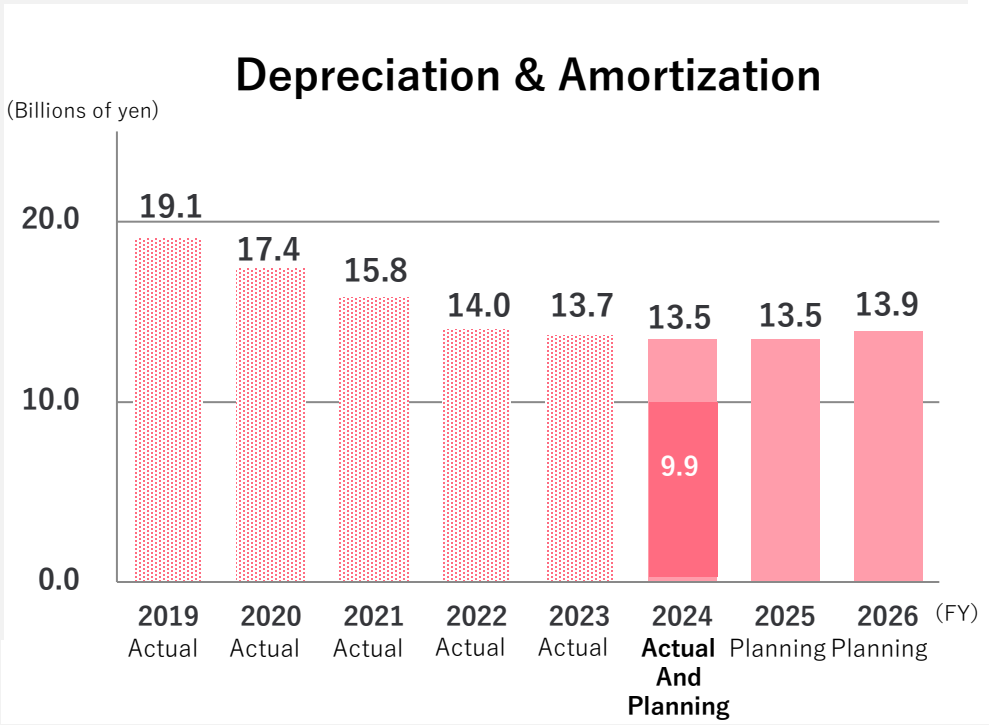
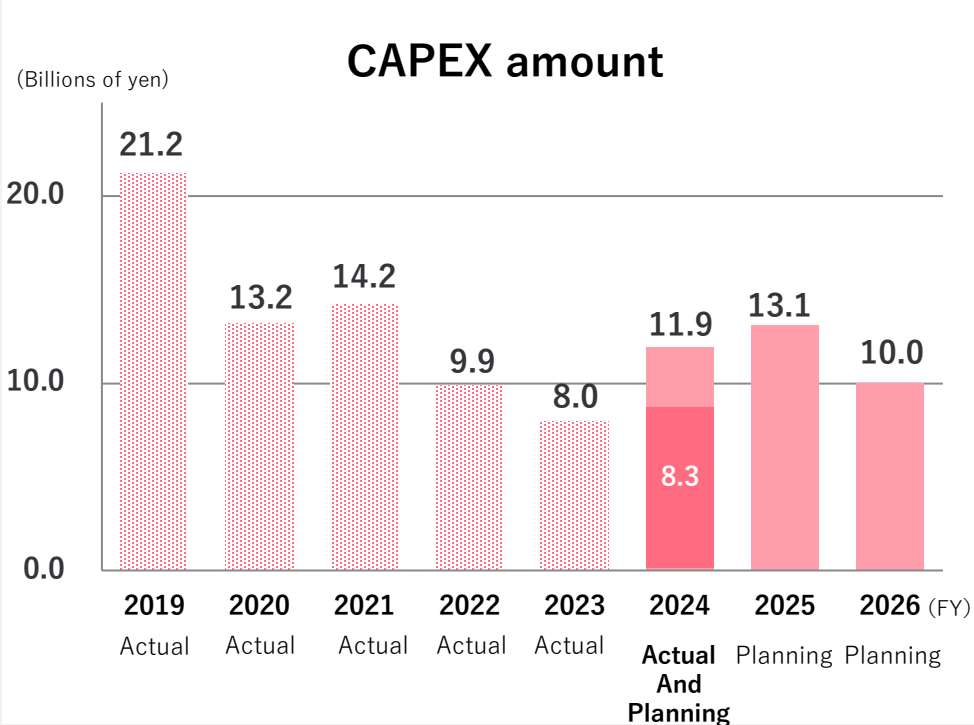
MTBP, New Bi  
others

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# CAPEX and Depreciation & amortization

(Billions of yen)

	CAPEX amount	Depreciation & Amortization
FY2024 Apr.-Dec.	8.3	9.9



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# Consolidated Forecast and Dividend Forecast

(as of May 9)

## Unchanged from previous forecast

(Millions of yen)

	FY2023 Result	Forecast for FY2024	Change	Change(%)
Net Sales	423,523	442,000	18,477	4.4%
Operating Profit	41,877	42,000	123	0.3%
Recurring Profit	49,503	48,000	△1,503	△3.0%
Profit attributable to owners of parent Net income	34,660	35,000	340	1.0%

## Dividend Forecast

(Unit:yen)

	2Q	Year-End	Annual
FY2024 Forecast	10	30	40

\*For FY2023, the Year-end dividends of 30 yen included ordinary dividends of 27 yen and commemorative dividends of 3 yen. (For 70th anniversary of broadcasting)

\*For FY2024, the Year-end dividends of 30 yen are all ordinary dividends.

## Growth assumptions for terrestrial TV advertising revenue (YoY)

	YoY
Time	△3%
Spot	1%

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# Studio Ghibli

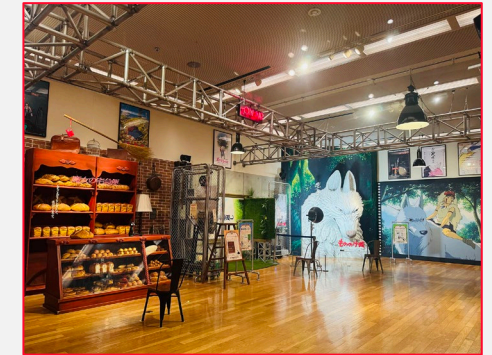
## ■ Friday Road Show Ghibli Exhibition Total Visitors Exceed 1 Mil!

An experiential exhibition of the charms of Studio Ghibli works through recollections and records of the times.

Tokyo, Toyama, Kyoto, Hiroshima, and Akita venues have ended.

Mie venue: open until Apr 11

Nagasaki venue: Apr 24 – Jul 6



Friday Road Show Ghibli Exhibition

## ■ Ghibli Park and Ghibli Exhibition

Behind-the-scenes explanation through numerous production documents of the works of Director Goro Miyazaki and how Ghibli Park was born.

Nagano, Aichi, Kumamoto, Hyogo, Yamaguchi, Kochi, Niigata, and Tokyo venues have ended.

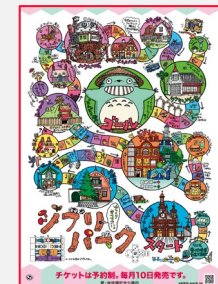
Aomori venue: open until Feb 9 film screenings of Ghibli works.



Ghibli Park and Ghibli Exhibition

## ■ Ghibli Park: 2 years since opening

Two years since Ghibli Park opened on November 1, 2022, an Autumn Dondoko Festival was held for the entire month of November 2024. It offered various events that allowed visitors to come into contact with and feel closer to Ghibli Park and Studio Ghibli works. There was also a painting class taught by an art director and outdoor film screenings of Ghibli works.



# Studio Ghibli

## ■ Ghibli Museum, Mitaka holds “The Boy and the Heron” exhibition, part 3: background art

Starting November 23, hand drawn pictures of the longform animation film “The Boy and the Heron” will be exhibited. Learn how background art contributed to the film.

## ■ The World of Studio Ghibli Total Visitors Exceed 200k!

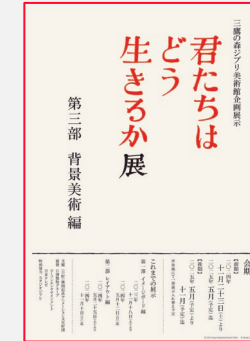
The first Studio Ghibli exhibition in Singapore. Open since Oct 2024 at the ArtScience Museum.

## ■ My Neighbour Totoro

Won 6 Laurence Olivier Awards, including Best Entertainment or Comedy Play. Gillian Lynne Theatre, West End, London starting March 8, runs indefinitely.

## ■ Maysaysay Award

Known as Asia’s Nobel Prize, the Ramon Maysaysay Award is bestowed upon an individual or group that has been devoted to peace and development in Asia. Director Hayao Miyazaki sent a comment for the award ceremony, which was held in the Philippines on November 16.



© 2023 Hayao Miyazaki/Studio Ghibli  
© Museo d'Arte Ghibli



The World of Studio Ghibli



Photo by Manuel Harlan  
© RSC with NTV  
© Studio Ghibli



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# Movie Business

In winter 2025, the latest work by Director Mamoru Hosoda, “Belle,” debuts!

Winter 2025 has the international debut of “Hateshinaki Scarlett,” the latest work by Director Mamoru Hosoda of Studio Chizu.



©2025 Studio Chizu

Wildly popular series “Kingdom” newest installation records box office earnings of JPY 8 billion!

- In July, the latest installation from the wildly popular series “Kingdom” hit the box office and broke its own opening day record, ultimately earning a total of JPY 8.03 billion.
- In August, “My Hero Academia: You’re Next” opened and earned a total of JPY 3.55 billion, also breaking its own historical record.
- In January, we had a diverse lineup from various genres. On January 17, “Kido Senshi Gundam GQuuuuuuX-Beginning-” the theater stage version of the Gundam series that Nippon TV was the first to broadcast. On January 24, “GIANTS THE MOVIE,” a documentary on the Yomiuri Giants professional baseball players, debuted. On March 20, the first part of the movie adaptation of hit Korean web manga “True Beauty” that boasts over 6.4 billion worldwide total views hits the big screens, followed by the second part of May 1.



©Yasuhisa Hara/Shueisha  
©2024Movie “Kingdom”  
production committee



©Movie “True Beauty” 20  
production committee

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# Anime Business

## Off to a great winter start with 2 titles!

### The Apothecary Diaries

A global smash hit that debuted in October 2023. Moved to the Friday Anime slot to a great start. The Jan 10 debut broadcast was No. 1 in the core target and individual viewer ratings for the same time slot. Also No. 1 across the board for the major streamers. Trended #5 on X.

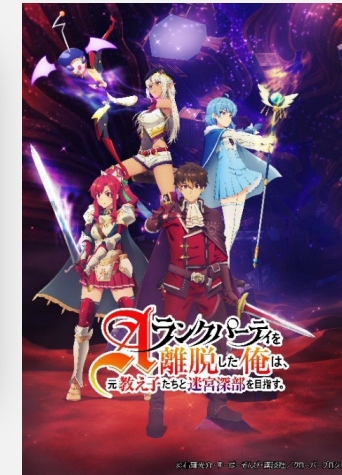
Exhibition TV anime “The Apothecary Diaries” @Matsuya Ginza  
From March 26 to April 14



©Natsu Hyuuga/Imagica Infos/  
The Apothecary Diaries Production Committee

### I Left My A-Rank Party to Help My Former Students Reach the Dungeon Depths!

Debuted on the air on Jan 11 to a successful start, topping the core target and individual viewer ratings for the same time slot. Streaming across various platforms, it was #1 on the daily ranking for d anime store, which is popular among anime fans. Even the creator Bandai Namco Pictures got praise on social media for its high-quality images.



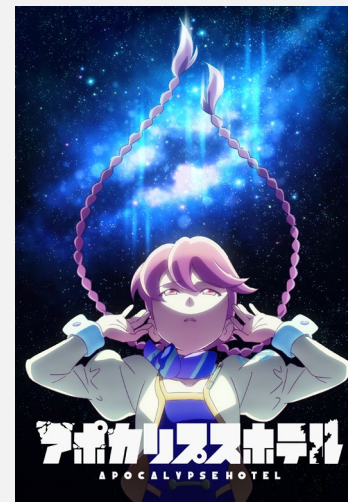
©Kosuke Unagi/Super  
Zombie/Kodansha/Clover Project



## New Starting April 2025!

### Apocalypse Hotel

An original work by CyberAgent’s Cygames Pictures. A strange virus makes the Earth uninhabitable to humans. This is the story of a hotelier robot’s centuries-long wait for the human being to return to the planet.



©Apocalypse Hotel Production  
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# Global Content Rollout

## Nippon TV formats are making leaps the world over!

**“Dragons’ Den” continues to break its “World Number 1” record, now with localized adaptations in 52 countries!**

- Pakistan and Lithuania recently started broadcasting their local versions.
- US version “Shark Tank” is now airing its 16<sup>th</sup> season and won its 5<sup>th</sup> Emmy Award last year, a testament to its lasting and deep-seated popularity.
- In the business reality category, this global blockbuster format boasts the biggest number of localized remakes.



『Rykliai Lietuva』 Lithuanian Version (Started broadcasting Jan. 2025)

©Sony Pictures Television/D. Kudriavcev/Fotodiena

**“Red Carpet Survival” the Italian version is streaming on Prime Video after COVID-19 delay.**

- “Red Carpet Survival” is a one-off game show that we aired 3 times since 2018. VIPs walking on the red carpet are protected by comedians dressed as bodyguards from all sorts of obstacles, putting themselves in physical danger if need be. It is a bodyguard game show that offers new experiences. The Italy version was created in 2024 and all 4 episodes started streaming on Prime Video in January 2025 (Worldwide ex-Japan).

**“Woman” local adaptations making leaps and bounds!**

- Turkey version that was created in 2017 has been distributed to 56 countries.
- The Middle East version that entered production in 2024 is slated to become a massive 90-episode series set for broadcast in 2025 on leading media company MBC.

# Events Business

## Le dernier Monet Paysages d'eau

Oct 5, 2024 (Sat) – Feb 11, 2025 (Tue) The National Museum of Western Art, Ueno, Tokyo

Around 50 masterpieces from Monet's later years have arrived from the Musée Marmottan Monet to join works from all over Japan to deliver the largest "water lilies" exhibition in the country. Over 700k visitors so far, including the Emperor and Empress of Japan on Jan 27.



## Unraveling the Mysteries of Ancient Egypt

Jan 25, 2025 (Sat) - Apr 6, 2025 (Sun) Mori Arts Center Gallery (Roppongi Hills Mori Tower 52nd Floor)

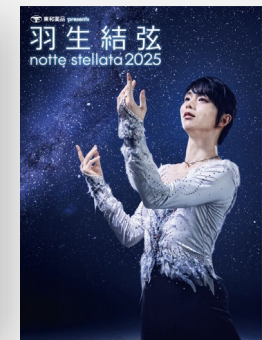
A fine selection from the ancient Egypt collection of the Brooklyn Museum arrives in Tokyo. Featuring the latest results of pyramid research, reenactments of the ancient Egyptian language, mummies of people and cats, and more, this is a must-see for Egypt fans. The Tokyo exhibition's ambassador is Fuma Kikuchi. Up-and-coming archaeologist, Yukinori Kawae, monitored the exhibition. The opening day saw 3,018 visitors. A shoulder bag styled after an urn to store a person's organ during mummification is a huge hit among the merch being sold.



## Towa Pharmaceutical Presents Yuzuru Hanyu: notte stellata 2025

Mar 7 (Fri) – 9 (Sun), 2025 Sekisui Heim Super Arena, Miyagi Prefecture

Hosted by Yuzuru Hanyu, the 3<sup>rd</sup> installation of the show welcomes Hanyu's friends from the professional figure skating world, with Mansai Nomura as his special guest, to bring "hope" from Miyagi, one of the sites of the Great East Japan Earthquake.



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# IP Business

## ●No No Girls

“No No Girls” is an unprecedented girls group audition started Oct.2024.

“Who cares about your age and experience? Just show us your voice and life” show brought to you by BMSG and Chanmina, after broadcasts and streamings that resonated with many women.

Jan.11 2025, the final judging of the project was held at K-Arena in front of 20k spectators to select the 7 members of HANA, a never-before-seen girls group. The next day, the event was streamed on YouTube to a 560k strong audience—already the talk of the town.



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# IP Business

Creating new events linked to the show

## ● VS Bullet Train

A dance and background singing group whose star is quickly rising. With them as the headliner, 2 young dance and vocal groups will be welcomed for a VS Project featuring the 3 members versus the bands at the Yokohama Arena. This event inspired the linked show and event in April.



## ● Cho Nogizaka Star Tanjo Live

A music entertainment show featuring the 5<sup>th</sup> generation of Nogizaka 46 that was linked to a TV show was held at the Yokohama Arena to a sold-out house. In addition to the greats from the Showa and Heisei eras, some members debuted self-produced solos. It was a culmination of 2.5 years of performances by the 5<sup>th</sup> generation.



## ● INITIME MUSIC

Hit global boys group INI boasts members with individual talents like singing, dancing, and rapping. They welcome various artists as guests and collaborate to compose and sing covers. INITIME MUSIC, a portmanteau of INI and anytime, delivers what it promises—a fun music show, anytime you want. A live concert linked to the show is slated for March at K-Arena.



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# 2025 Major League Baseball Season Opens in Japan

Full live broadcasts of Cubs vs Dodgers opening games, the first time in 6 years that the MLB is back in Japan.

The Los Angeles Dodgers won the 2024 World Series with Shohei Ohtani and Yoshinobu Yamamoto in its roster, and welcomed Roki Sasaki in January.

The Chicago Cubs boasts a history and tradition that are among the greatest in the MLB and is home to Shota Imanaga and Seiya Suzuki.

Don't miss the full live broadcasts of their 2 games! What's more, live broadcasts of all 4 pre-season games with the Yomiuri Giants and Hanshin Tigers.



## Pre-Season Games

3/15 (Sat) 11:55 - 15:00	Hanshin Tigers vs Chicago Cubs
3/15 (Sat) 19:00 - 20:54	Yomiuri Giants vs Los Angeles Dodgers
3/16 (Sun) 11:45 - 15:00	Hanshin Tigers vs Los Angeles Dodgers
3/16 (Sun) 19:00 - 20:54	Yomiuri Giants vs Chicago Cubs

## MLB Opening Games

3/18 (Tue) 18:15 - 21:00	Chicago Cubs vs Los Angeles Dodgers
3/19 (Wed) 18:15 - 21:00	Chicago Cubs vs Los Angeles Dodgers

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# April 2025 Cour Programming Improvements

Aggressive programming improvements to create an exciting Nippon TV timetable.

We aim to be a television broadcaster that is trusted, loved, and more than anything, “entertaining” for our viewers even 10 years into the future. To this end, we are implementing April 2025 programming improvements. By greatly renewing our timetable, we will strive to win the overwhelming support of all generations for the content we broadcast and stream.

News, sports, entertainment, trends, and what have you! **A 3.5-hour live show!**

Enjoying overwhelming support on Sunday mornings, “**Shuichi**” is now on

**Saturday mornings! An even happier start to your weekend!**



In addition to “Shuichi,” we are also making improvements across our prime time and weekend shows that will surely excite our viewers!

# 2025 One-Off and Sports Broadcasts

Festive content for 2025, in ways that only Nippon TV can deliver!

After the MLB games in March, Nippon TV has festive one-offs and weekly events every month that viewers will find irresistible!

## One-Off Shows

March: Major League Baseball Japan Opening Games

April: Start of new shows

June: Good for the Planet Week

July and beyond: “Music Day,” a large comedy competition, “24-Hour Television,” Basketball Asia Cup, “High School Quiz”

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# 2024 Individual Viewer Ratings

Single Crown for golden time!

2024/1/1~2024/12/29

	NTV		EX		TBS		TX		CX	
All Day 6:00 to 24:00	②	3.4	①	3.5	③	2.7	⑤	1.2	④	2.2
Prime Time 19:00 to 23:00	②	5.0	①	5.3	③	4.2	⑤	2.7	④	3.4
Golden Time 19:00 to 22:00	①	5.3	①	5.3	③	4.3	⑤	3.1	④	3.5
Non-Prime Time All Day – Prime Time	①	3.0	①	3.0	③	2.3	⑤	0.7	④	1.9
Platinum Time 23:00 to 25:00	①	2.4	②	1.8	③	1.7	⑤	0.7	④	1.4

In order of digital channel, from left.  
Source for Core Target viewership (Kanto region, viewers aged 13 – 49): Video Research.

# 2024 Core Target Viewer Ratings

Quintuple Crown for 2024 !

2024/1/1~2024/12/29

	NTV		EX		TBS		TX		CX	
All Day 6:00 to 24:00	①	2.5	④	1.2	③	1.5	⑤	0.5	②	1.6
Prime Time 19:00 to 23:00	①	4.0	④	2.3	②	2.9	⑤	1.2	③	2.6
Golden Time 19:00 to 22:00	①	4.2	④	2.3	②	3.0	⑤	1.3	③	2.7
Non-Prime Time All Day – Prime Time	①	2.0	④	0.9	③	1.1	⑤	0.2	②	1.3
Platinum Time 23:00 to 25:00	①	2.0	②	1.3	④	1.1	⑤	0.5	③	1.2

In order of digital channel, from left.  
Source for Core Target viewership (Kanto region, viewers aged 13 – 49): Video Research.



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# Streaming Business: HJ Holdings (Hulu Japan)

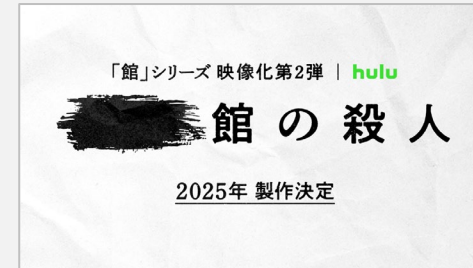
(Millions of yen)	Net Sales	Operating loss
FY2024 Apr. – Dec.	24,461	△394

3Q saw a substantial increase in subscribers during year end

## Hulu Japan Original Dramas

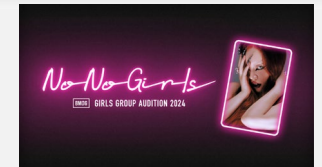
■“House” series part 2 set for production

“The Decagon House Murders,” originally written by Japan’s master of mysteries Yukito Ayatsuji, was No. 1 in the 2024 Annual View Ranking for the Hulu originals category. It won the Encouragement Award for the drama category at the 40<sup>th</sup> ATP Awards. It was also nominated for the drama series category at the 29<sup>th</sup> Asian Television Awards, one of the largest awards ceremonies in Asia, a testament to the attention it is receiving the world over. Production for part 2 of the visual adaptation of the “House” series is slated for 2025.



## Audition Shows

Produced by Chanmina, “No No Girls” is an audition show that became the talk of the town. Catch the full auditions on Hulu Japan.



## Hulu Japan Original Foreign Dramas

Kento Nakajima’s foreign drama debut work “Concordia” launched on Hulu Japan. “Drops of God” starring Tomohisa Yamashita (streamed 2023) won the International Emmy Award for Best Drama Series.



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# Streaming Business: TVer (AVOD)

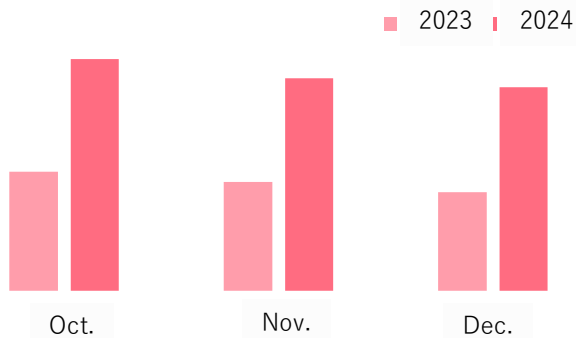
## TVer Highlights

- Over 800 programs from all broadcasters streamed
- Unique browsers: Oct: 33.56 mil Nov: 30.64 mil Dec: 35.24 mil  
Catch up views: Oct: 440 mil Nov: 430 mil Dec: 500 mil
- Total app downloads: over 80 mil
- Subscriber increase from Paris Olympics is being leveraged to yield continuous growth※Video research calculation mainly for entertainment shows.



## Nippon TV Initiatives

Entertainment Shows Catch Up Views



98% growth YoY

■ Entertainment show views (Oct cour) was No. 1 for commercial broadcasters! 98% higher YoY.

### ■ “The Quest”

The 10/13 episode got a record 4.22 mil views in 8 days. A new record for TVer and new Nippon TV No. 1 record.



### ■ High views for live sports streaming

Hakone Ekiden marathon relay outbound run got 2.7 mil views, return run got 3.28 mil views, significantly more than previous year. High school soccer got 8.58 mil views (+20% YoY).

## Nippon TV News 24 Launches 24-Hour Streaming

■ Views are increasing, spurred by the 10/27 House of Representatives Election and 11/6 US Presidential Election.

⇒ This “News Genre” is new at TVer and is expected to create new ways to enjoy the platform.



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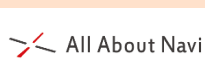
















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# Strategic Investment Trend

	2012-2015 Next60	2016-2018 Change65	2019-2021 Nippon TV eVOLUTION	2022 - 2024 Medium-Term Management Plan
Media & Content Business	  	   	  	     
Life & Health Related Business, others	 			  
Total Investment Amount (including others)	¥38 bil	¥22 bil	¥29 bil	¥36.5 bil

※As of 3Q financial performance disclosure

# Investment in Sports & Entertainment Fund

- We invested in Scrum Sports & Entertainment Fund I, LP, a fund specializing in sports and entertainment created by Scrum Ventures LLC, a venture capital firm that invests in startups mainly in Japan and the US.
- As we aspire to create a wellness economic zone and optimize the value of our content, it is even more important to develop, construct, and strengthen co-creating opportunities with high-potential partner firms, in light of the globalization and technology evolution in the sports and entertainment market and the rapidly changing demands.
- Scrum Ventures boasts an unparalleled knowledge and information network in the sports and entertainment field in Japan and the US. By leveraging these, we are able to stay in tune with the latest technologies and trends from around the world and co-create with promising partner firms to develop wellness services and content.

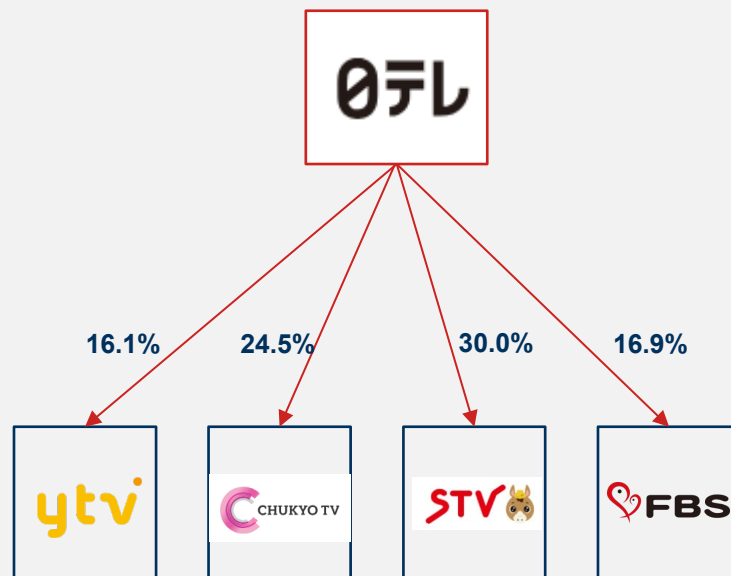


**SCRUM**  
Sports & Entertainment Fund I

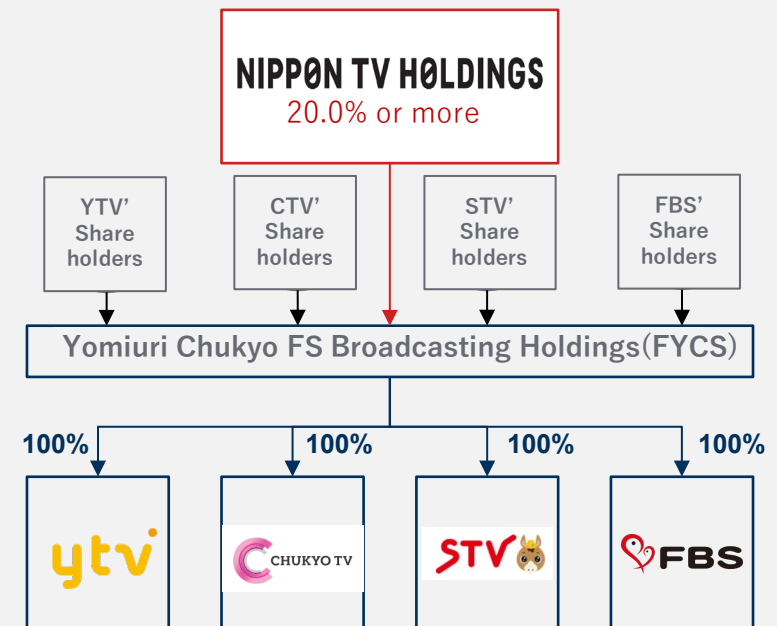
# Establishment of Yomiuri Chukyo FS Broadcasting Holdings Corporation

- Yomiuri Chukyo FS Broadcasting Holdings Corporation (FYCS) was established for the purpose of further developing and strengthening the Nippon TV-affiliated network.
- Nippon TV Holdings will work closely with each company in the network including FYCS and the four companies to deliver safe and secure information to viewers and the public and to jointly create attractive content.

Current organizational chart and shareholding structure



Organizational chart and shareholding structure after Joint Stock Transfer



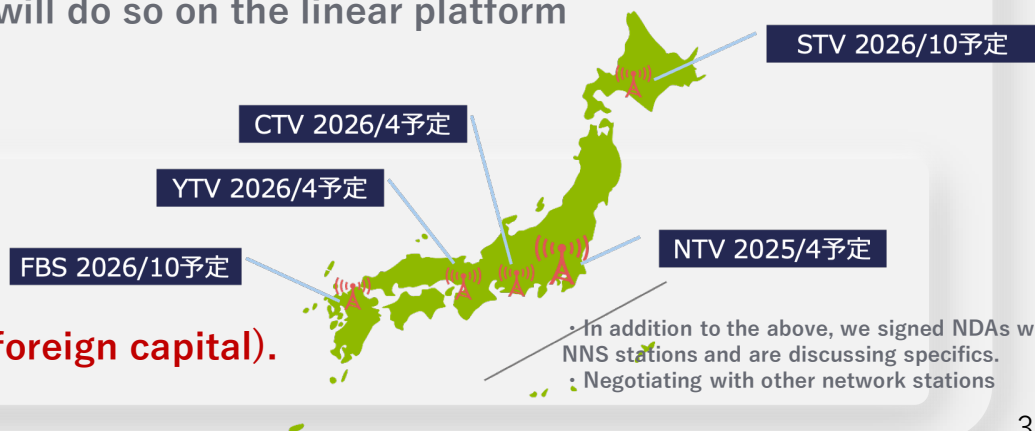
# Ad Reach Max Debuts in April

Ad Reach Max (AdRM) is Nippon TV's advertising platform that makes it possible to manage ads flexibly like digital ads. AdRM's target is the total size of the television advertising market and the programmatic advertising market, valued at JPY 2.1884 trillion. We call this target the Serviceable Available Market (SAM) and our aim is to grow ad sales.



## Market size that AdRM can access

**Enter the programmatic ad market, which is growing.**  
**Goal is to capture a significant share of this market (foreign capital).**





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# Segment Results

(Millions of yen)

	Net Sales			Segment Profit (△ Loss)		
	FY2023 Apr. - Dec.	FY2024 Apr. - Dec.	Change	FY2023 Apr. - Dec.	FY2024 Apr. - Dec.	Change
Media Content Business	283,207	310,605	27,397	28,121	35,439	7,309
Life and Health Related Business	19,824	19,858	33	879	0	△879
Real Estate-Related Businesses	8,381	8,487	106	3,231	3,281	50

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# Nippon TV: Advertising Revenue

## Spot Sales : Industry- classified

	FY2023 Apr.-Dec.	Share	Change
1	Service	15.4%	△ 10.5%
2	Cosmetics/ Toiletries	10.6%	30.8%
3	Telecom/Game	10.0%	△ 28.1%
4	Finance	5.8%	△ 8.5%
5	Box-office/ Entertainment	5.1%	4.1%
6	Alcoholic beverages	4.7%	22.5%
7	Pharmaceuticals	4.5%	△ 26.2%
8	Non-Alcohol	4.4%	0.7%
9	Electrical equipment	4.3%	△ 30.2%
10	Distribution and Retailing	4.2%	41.2%

	Apr.-Dec.FY2024	Share	Change
1	Service	16.5%	9.8%
2	Cosmetics/ Toiletries	12.1%	16.8%
3	Telecom/Game	8.4%	△ 13.8%
4	Finance	5.5%	△ 3.1%
5	Electrical equipment	5.4%	29.1%
6	Alcoholic beverages	4.8%	5.5%
7	Pharmaceuticals	4.7%	6.3%
8	Transportation equipment	4.5%	36.5%
9	Box-office/ Entertainment	4.4%	△ 12.3%
10	Food <Dairy Products Seasoning>	4.2%	10.1%

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# Movie Lineup For FY2024 ①

★ = Co-organized with Nippon TV      ○ = Nippon TV is an investor in the film      ■ = Nippon TV is lead organizer

Date	Title	Distributor	
January 17 <sup>th</sup>	● Mobile Suit Gundam GQuuuuuuX -Beginning-	TOHO	
January 24 <sup>th</sup>	● GIANTS THE MOVIE (Working Title)	ASMIK ACE	
January 31 <sup>st</sup>	○ Suicide Notes Laid on the Table	Shochiku	

HD: Consolidat  
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# Movie Lineup FY2024 ②

★ = Co-organized with Nippon TV      ○ = Nippon TV is an investor in the film      ■ = Nippon TV is lead organizer

Date	Title	Distributor	
March 20 <sup>th</sup>  May 1 <sup>st</sup>	★ True Beauty: The Movie Part 1  ★ True Beauty: The Movie Part 2	SONY	
April 18 <sup>th</sup>	■ Detective Conan: One eyed Flashback	TOHO	
May 23 <sup>rd</sup>	■ Unforgettable(Working Title)	SONY Nikkatsu	

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