

FY2025 2Q(Apr.-Sep.) Financial Results

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Stock Repurchase and Cross-shareholding Reduction

Overview of Forecast and Financial Results

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Stock Repurchase and Cross-shareholding Reduction

Stock repurchase

- Total number of shares to be acquired : 3,300,000 shares (upper limit)
Total acquired amount : 10,000,000,000 yen (upper limit)
Acquisition period : From November 7, 2025, to December 30, 2025
All acquired treasury shares will be cancelled.
- Acquisition through ToSTNeT-3
Total number of shares to be acquired: 2,300,000 shares (upper limit)
Acquisition day : At 8:45 a.m. on November 7(Purchase at the closing price on November 6)

Reduction of cross-shareholdings

- A portion of one listed security were sold in October 2025
Amount of gain on sales of investment securities : 5.8 billion yen
- 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.

Dividend distribution started from FY2024 for foreign shareholders not listed on the shareholder registry

Cash Allocation Policy under the Medium-Term Management Plan

Capital Management and Shareholder Return Policy

Improve Capital Efficiency and Appropriate Shareholder Returns

We will use cash flow generated between fiscal 2025 and fiscal 2027 to fund growth investments as we aim to expand our revenue base.

We will reduce cross-shareholdings and push for shareholder returns, with a new target total return ratio of 35% or more.

We will advance our growth strategy through bold investments and strive to enhance our corporate value.



Sales of Cross-Shareholdings

We will proceed with sales, aiming to reduce the net asset balance to under 20%.

Growth Investments

Invest according to our plan of accelerating growth support by establishing a ¥100 billion investment budget.

CAPEX & Human Capital Investments

We will implement capital investments focused on updating existing facilities, while encouraging the effective utilization of existing assets, such as the redevelopment of Bancho.

From 2028 onwards, we anticipate asset investments totaling ¥100 billion, which will serve as a catalyst for our growth strategy.

We will also drive investments related to human capital, recognizing that the Nippon TV Group's human resources are vital assets.

Shareholder Return

We will continue to pursue a policy of stable and consistent shareholder returns, with a target total return ratio of 35% or higher.

We will also consider stock repurchases, taking into account stock price trends and other factors. Moreover, we will strive to improve ROE and strengthen balance sheet management.

*Cash on Hand Considerations

We will maintain ¥200 billion in emergency funds as cash reserves to ensure broadcasting continuity in any emergency.

Consolidated Forecast and Dividend Forecast

Forecast for FY2025

(Millions of yen)

	As of May 8 th	Revised forecast	Change	Change(%)
Net Sales	466,000	473,000	7,000	1.5%
Operating Profit	55,000	59,000	4,000	7.3%
Recurring Profit	64,000	70,000	6,000	9.4%
Profit attributable to owners of parent Net income	47,000	50,000	3,000	6.4%

Dividend Forecast

(Unchanged from previous forecast)

Yen	2Q	Year-End	Annual
FY2025 Forecast	10	30	40

Growth assumptions for terrestrial TV advertising revenue (YoY)

	As of May 8 th	YoY
Time	△1.5%	△1.5%
Spot	2.3%	6.6%

Higher Sales and Profit

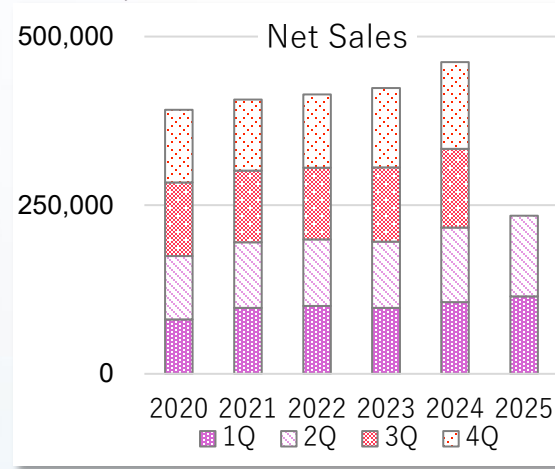
- Record-high midterm sales for the second consecutive period.
- Advertising revenue was generally strong, with a significant increase in spot ad sales.
- Event revenue from Ghibli-related activities and others increased significantly, driving strong business income.
- Driven by strong event orders, sales at Murayama Inc. increased significantly.

Nippon TV HD: Consolidated Financial Results

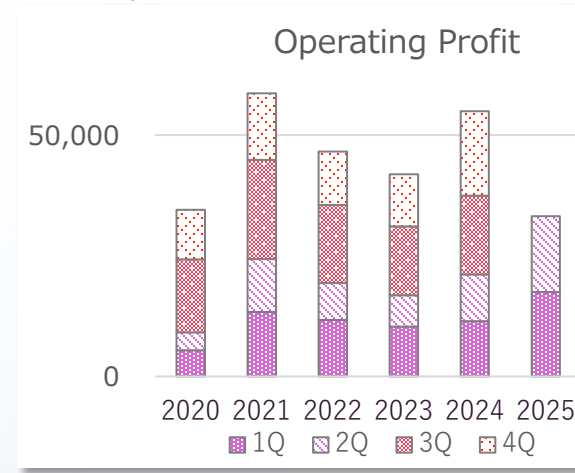
(Millions of yen)

	FY2024 Apr.-Sep.	FY2025 Apr.-Sep.	YoY	Change
Net Sales	216,873	234,481	17,608	8.1%
Operating Profit	21,141	33,210	12,069	57.1%
Recurring Profit	24,255	39,801	15,545	64.1%
Net Income attributable to owners of the parent	15,968	26,398	10,430	65.3%

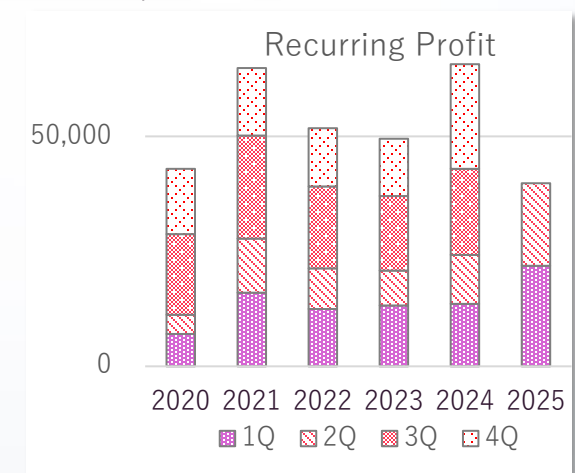
(Millions of yen)



(Millions of yen)

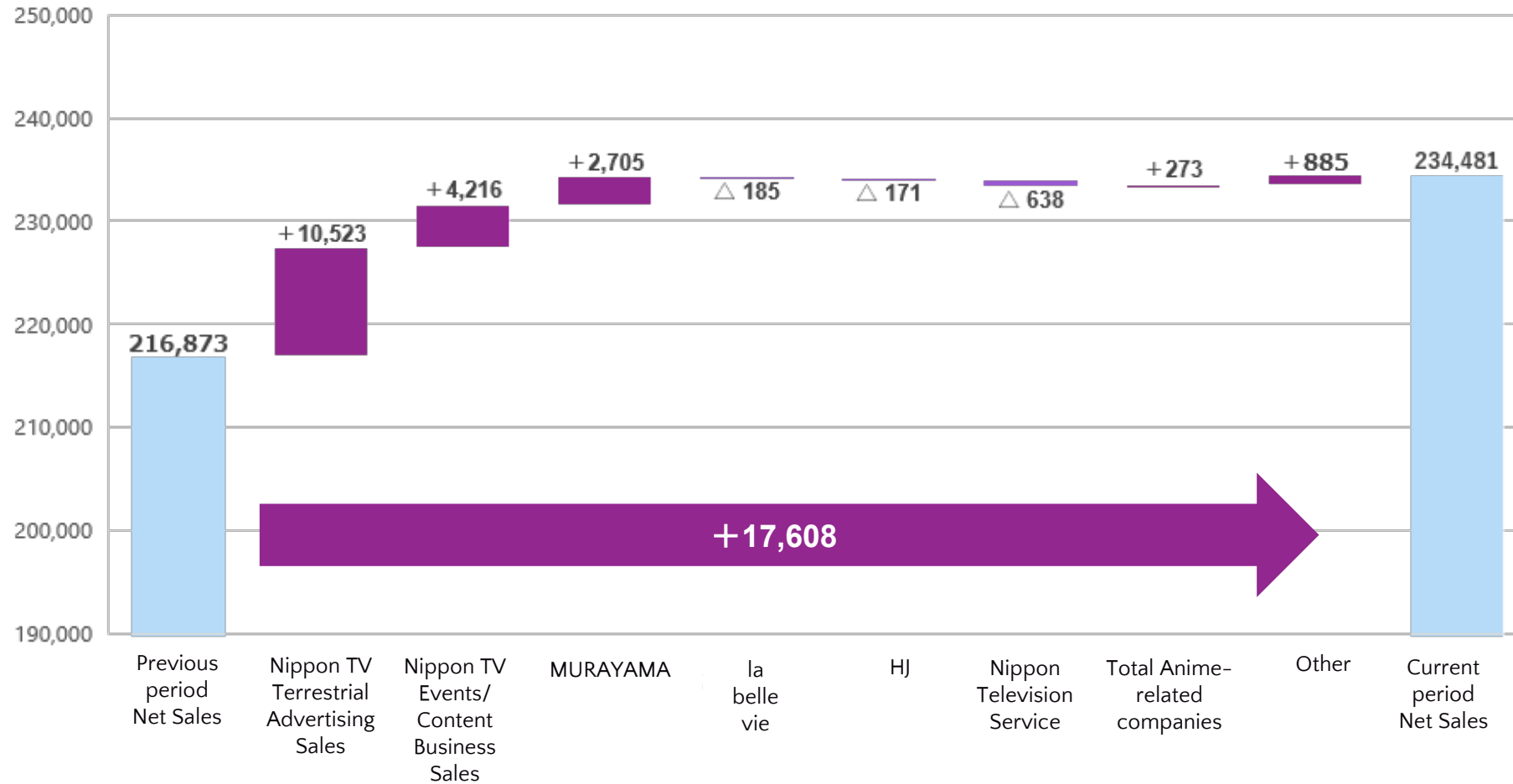


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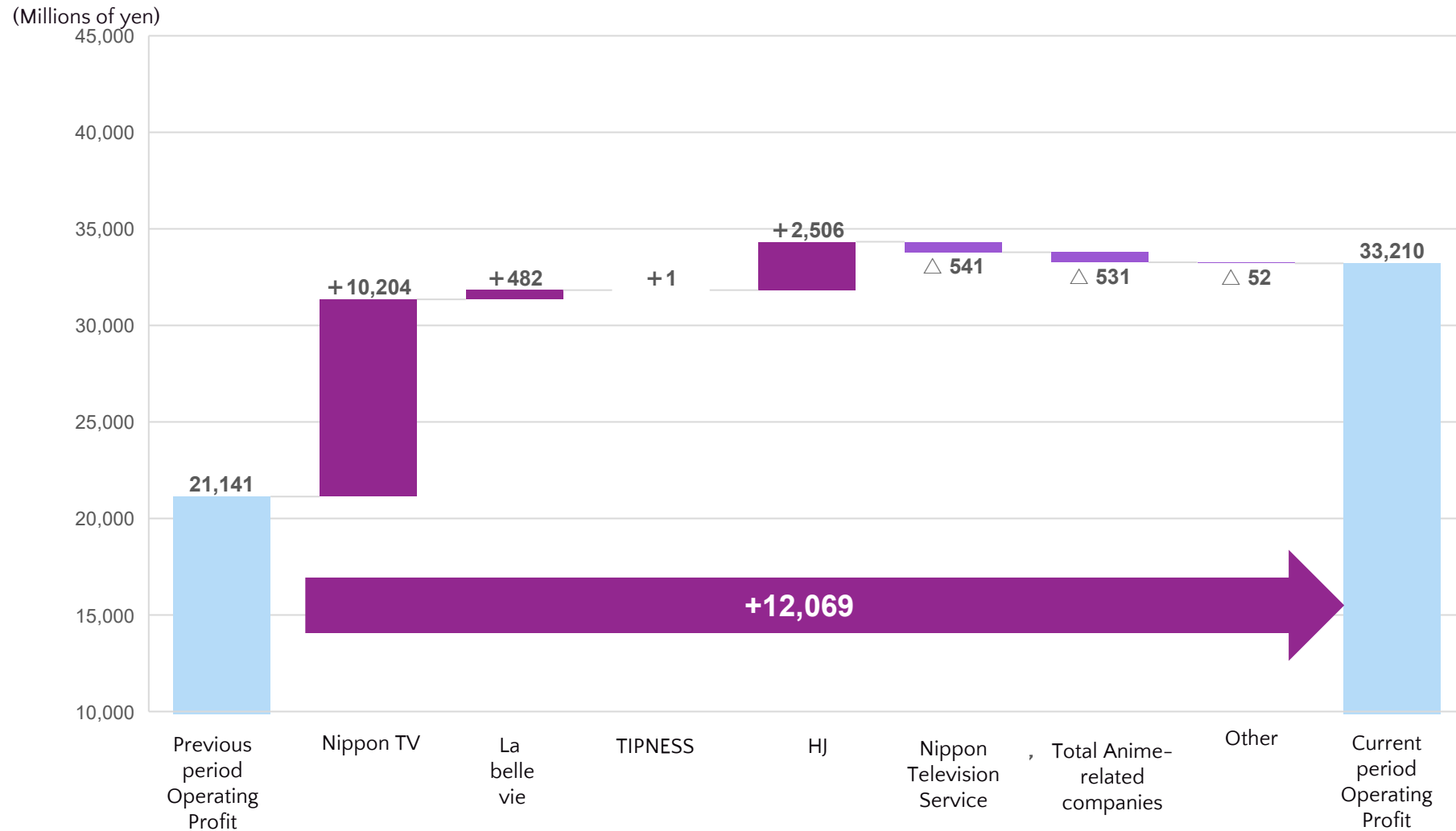


Net Sales YoY Change Components

(Millions of yen)



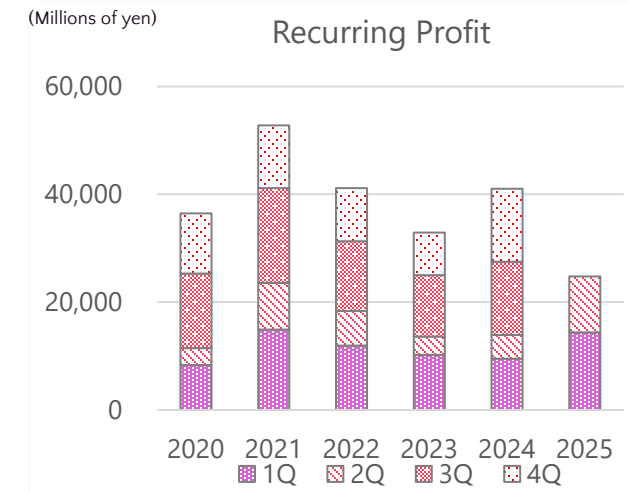
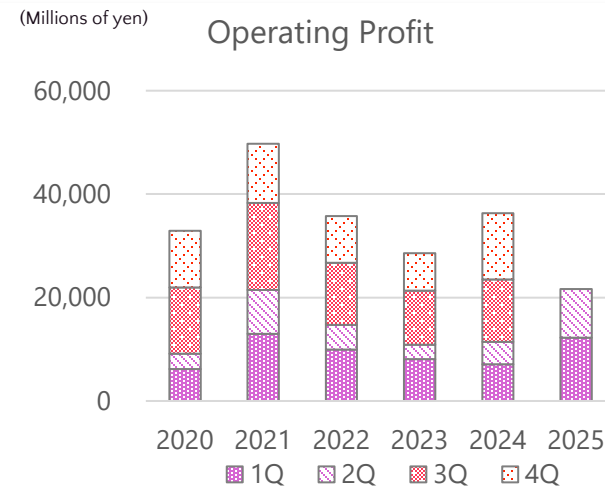
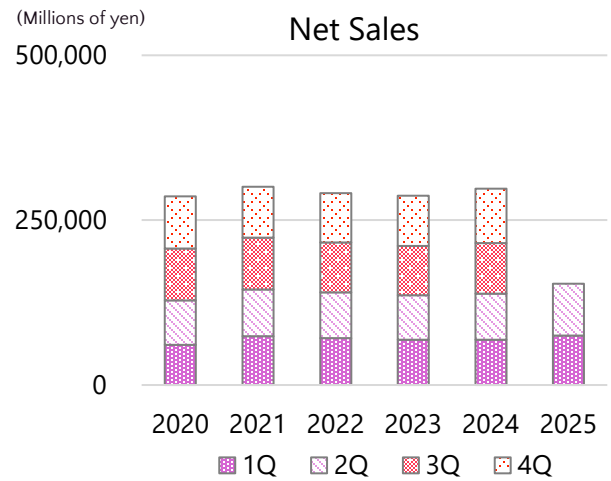
Operating Profit YoY Change Components



Nippon TV : Financial Results

(Millions of yen)

	FY2024 Apr.-Sep.	FY2025 Apr.-Sep.	YoY	Change
Net Sales	138,680	153,552	14,872	10.7%
Operating Profit	11,454	21,658	10,204	89.1%
Recurring Profit	13,914	24,791	10,876	78.2%
Net Income	12,048	17,220	5,171	42.9%



Nippon TV's Advertising Revenue

(Millions of Yen)

	FY2024 Apr.-Sep.	FY2025 Apr.-Sep.	YoY	Change
Advertising Revenue	106,879	117,403	10,523	9.8%
Time	50,375	49,767	△608	△1.2%
Spot	52,971	62,284	9,313	17.6%
Digital Ad.	3,532	5,350	1,818	51.5%

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

Time	Change
April	△1.4%
May	1.7%
June	0.5%
July	△6.0%
August	2.7%
September	△4.7%

Spot	Change
April	4.8%
May	16.6%
June	15.5%
July	26.4%
August	29.0%
September	17.0%

Digital Ad.	Change
April	35.7%
May	23.9%
June	72.6%
July	76.7%
August	41.0%
September	63.9%

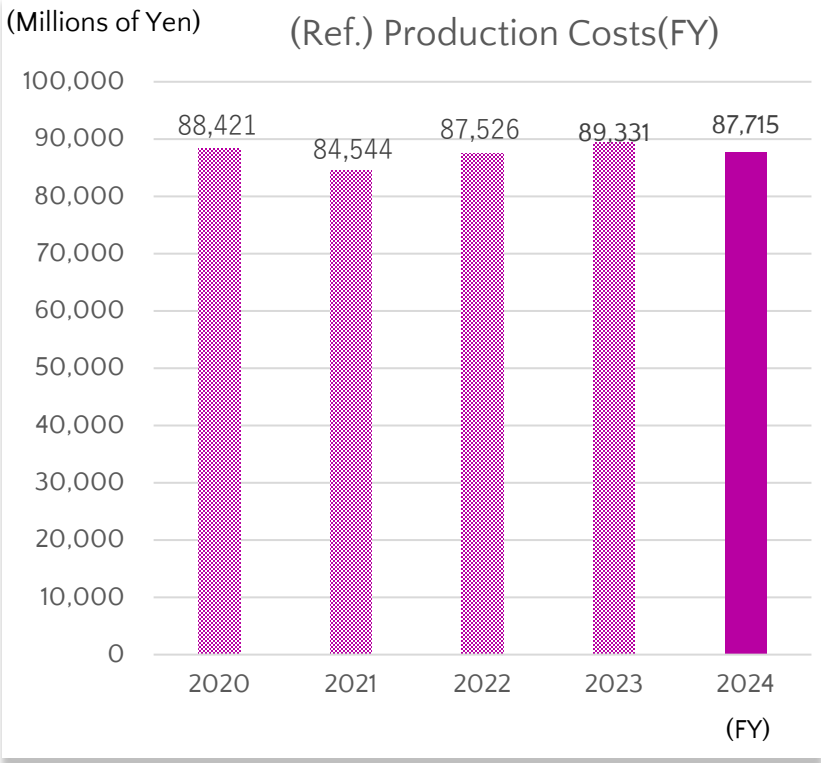
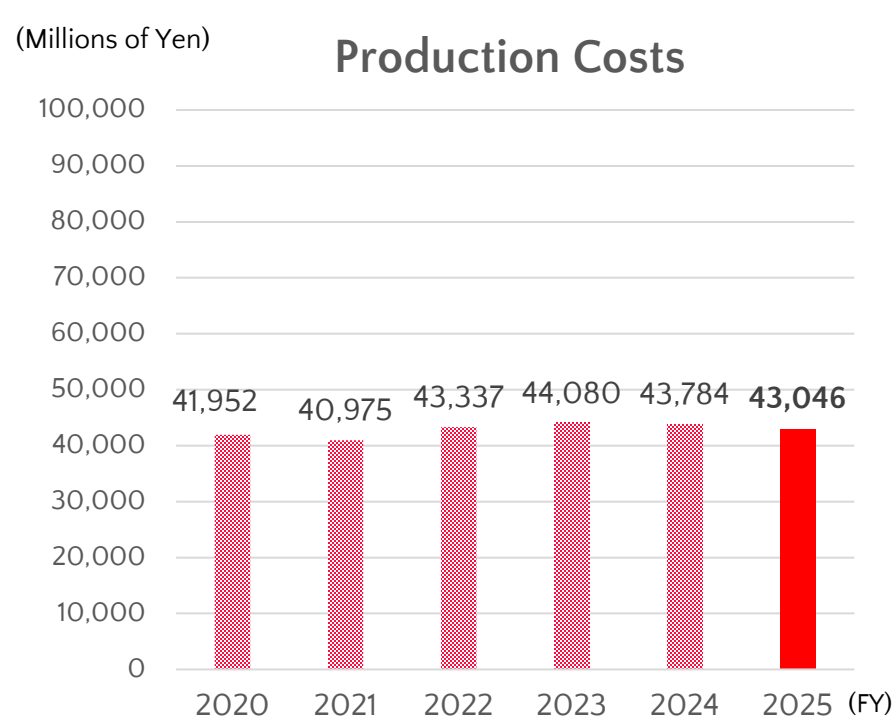
Nippon TV: Net Sales and Cost of Sales

Net Sales	FY2024 Apr.-Sep.	FY2025 Apr.-Sep.	YoY	Change
Advertising Revenue	106,879	117,403	10,523	9.8%
Program Sales	5,313	5,430	117	2.2%
Events/Content Business Sales	24,917	29,133	4,216	16.9%
Real Estate Business	1,569	1,584	15	1.0%
Total	138,680	153,552	14,872	10.7%
Cost of Sales	FY2024 Apr.-Sep.	FY2025 Apr.-Sep.	YoY	Change
Production Costs	43,784	43,046	△738	△1.7%
Personnel	10,906	10,797	△108	△1.0%
Depreciation and Amortization	4,456	3,901	△555	△12.5%
Events/Content Business Costs	22,196	26,531	4,335	19.5%
Others	45,884	47,619	1,735	3.8%
Total	127,226	131,894	4,667	3.7%

(Millions of Yen)

Nippon TV: Production Costs

(Millions of Yen)			
FY2024 Apr.-Sep.	FY2025 Apr.-Sep.	YoY	Change
43,784	43,046	Δ738	Δ1.7%



Nippon TV: Events/Content Business Sales and Balance

(Millions of yen)	Sales		Balance	
	FY2025 Apr.-Sep.	Change	FY2025 Apr.-Sep.	Change
Anime	3,352	15.0%	1,522	28.1%
Movie	2,065	△32.1%	1,197	△28.1%
Music & Artist Center	1,998	18.1%	277	4,471.0%
Events	5,119	165.5%	816	572.1%
Retail Business	4,434	21.6%	315	109.9%
Overseas Business & Streaming Business	1,626	△23.7%	1,319	△27.8%
Content Business	1,581	153.8%	326	-

* The former IP Business has been renamed to Music & Artist Center to better align with the internal organizational structure.

* The former category International Business (excluding Anime) has been renamed to Overseas Business & Streaming Business. A portion of last year's revenue has been reclassified under Content Business and Others.

Revenue from drama sales to streaming platforms is now recorded under Content Business and Others.

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

Group Companies : Net Sales and Operating Profit

FY2025 Apr.-Sep.

(Millions of yen)

	BS Nippon Corp.		CS Nippon Corp.		Nippon Television Music Corp.		VAP Inc.		TIPNESS Limited		MURAYAMA INC.	
Net Sales	8,977	1.9%	4,560	△0.3%	5,013	16.6%	3,492	5.1%	13,646	3.8%	10,307	35.6%
Operating Profit	1,104	△12.4%	△49	-	1,222	17.3%	658	40.9%	△239	-	179	270.1%

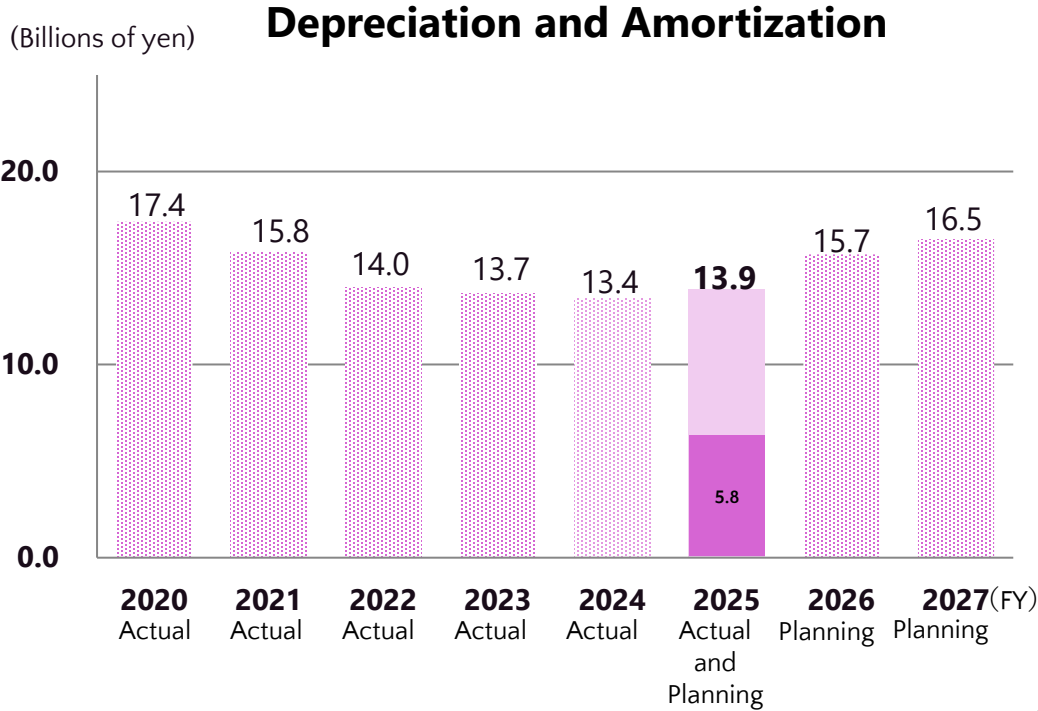
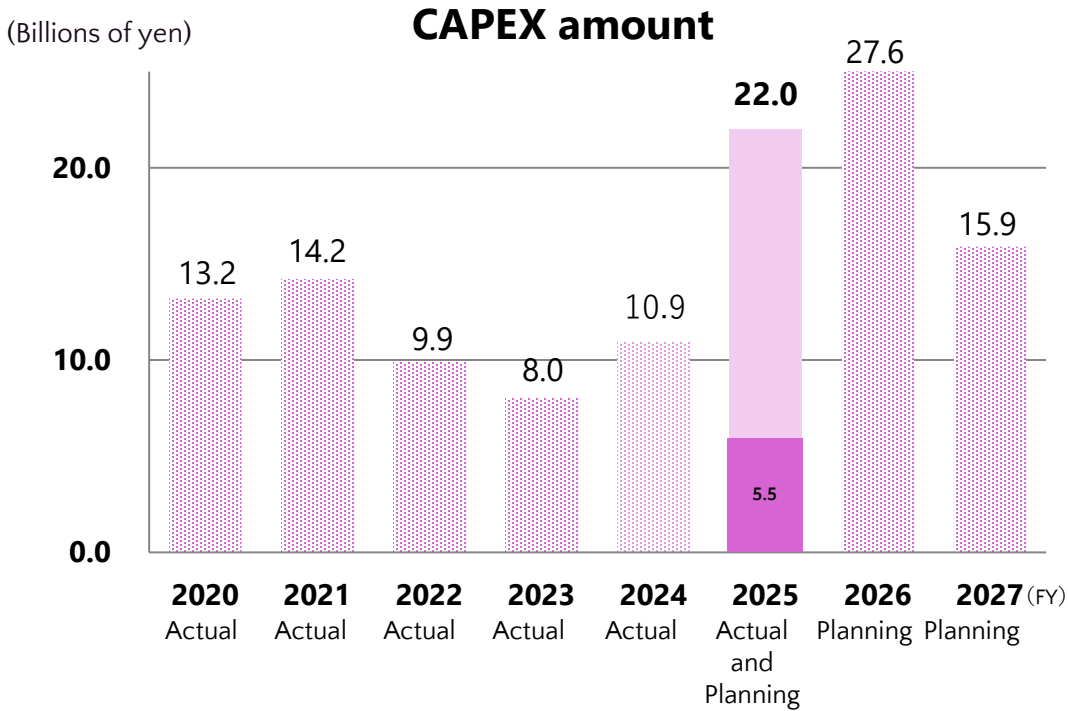
	Nippon Television Service Inc.		TATSUNOKO PRODUCTION Co., Ltd.		HJ Holdings, Inc.		ACM CO., Ltd.		PLAY,inc.	
Net Sales	3,522	△15.3%	1,012	151.0%	15,900	△1.1%	2,782	4.0%	4,870	15.9%
Operating Profit	220	△71.1%	△71	-	2,206	△836.8%	667	△5.2%	921	40.3%

N.B.: In the case of loss in the previous fiscal year or in the current fiscal year, the percentage change is shown as "-."

CAPEX and Depreciation (consolidated)

(Billions of yen)

	CAPEX amount	Depreciation and Amortization
FY2025 Apr. – Sep.	5.5	5.8



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Studio Ghibli ①

■ **Princess Mononoke 4K Digital Remaster officially set for IMAX release**

Princess Mononoke, a film directed by Hayao Miyazaki and released in 1997, has now been revived, supervised by Studio Ghibli, in stunning 4K digital remaster quality for IMAX screens.

This work depicts the clash between humanity and nature on an epic scale, and it became a massive hit, breaking box office records for Japanese cinema at the time.

It is now showing for a limited time in IMAX theaters nationwide, starting Friday, October 24, 2025.

■ **Isao Takahata. Pioneer of contemporary animation, from the post-war period to Studio Ghibli**

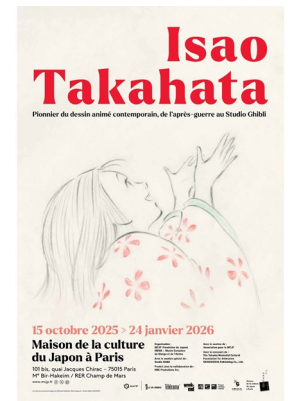
The exhibition, which has been touring Japan since 2019, has been restructured with new displays and will be held for the first time in France—the country most deeply connected and beloved by Isao Takahata.

From his directorial debut to Studio Ghibli works, his creative journey reflects the very history of Japanese animation.

The first Isao Takahata exhibition in Europe runs from Wednesday, October 15, 2025, through Saturday, January 24, 2026, at the Japan Cultural Center in Paris, France.



©1997 Hayao Miyazaki/Studio Ghibli, ND
IMAX® is a registered trademark of IMAX Corporation



© 2013 Isao Takahata, Riko Sakaguchi/Studio Ghibli, NDHDMTK

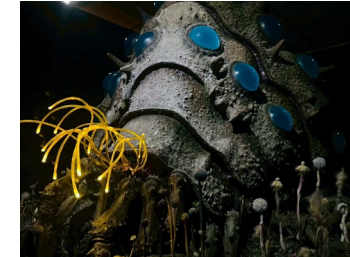
Studio Ghibli ②

■ Friday Road Show Ghibli Exhibition

An exhibition tracing the allure of Studio Ghibli films alongside the history of *Friday Road Show*.

Exhibitions in Tokyo, Toyama, Kyoto, Hiroshima, Akita, Mie, Nagasaki, and Fukushima have concluded. In Akita, Mie, Nagasaki, and Fukushima, the event set new attendance records for local museums and art institutions.

The exhibition is currently being held in Shizuoka through January 4, 2026, and will continue to Oita.



© Studio Ghibli



© 2022 Hayao Miyazaki
/Toshio Suzuki

■ Toshio Suzuki and Ghibli Exhibition

The exhibition highlights films and books that Studio Ghibli Producer Toshio Suzuki has encountered over the years, offering insights into the secrets behind Ghibli's works.

The exhibition concluded in Aichi Prefecture on September 25.

■ Studio Ghibli 3D Architecture Exhibition

An exhibition exploring why Studio Ghibli works are loved around the world, featuring models of famous scenes from its films. The exhibition also features the iconic seaplane Savoia S-21 from *Porco Rosso*. The exhibition concluded on September 23.

The Savoia S-21, featured for the first time at this exhibition, will be on display starting November 1 at Rotunda Kazegaoka (Café), located in the North Entrance Plaza on Expo 2005 Aichi Commemorative Park, home to Ghibli Park.



© 1992 Hayao Miyazaki
/Studio Ghibli, NN

Events Business

Chushingura (The Treasury of Loyal Retainers)

Dates & Venue: December 12 (Fri) – 28 (Sun), at MEIJIZA

Directed by Yukihiro Tsutsumi, *Chushingura*—one of the most celebrated period dramas—is now being reimagined as a Reiwa-era adaptation. Takaya Kamikawa will portray Oishi Kuranosuke, Katsunori Takahashi will play Kira Kozuke-no-suke, and Norika Fujiwara will take on the role of Oishi Riku. The story explores the human drama of the Ako ronin as they advance toward their historic vendetta, presenting a bold new style of action period drama enhanced by cutting-edge LED visual technology. This meaningful production is scheduled to be performed on December 14—the actual date of the historical vendetta. Additional performances will be held in Nagoya, Kochi, Toyama, Osaka, and Niigata in January 2026.



Official Project Marking the 100th Anniversary of Gaudi's Death—NAKED meets Gaudi

Dates & Venues: Tokyo—January 10 (Sat) – March 15 (Sun), at Warehouse TERRADA G1-5F (Tennoz)

Osaka—Mid April – Mid June 2026 (scheduled), at VS. (within GRAND GREEN OSAKA)

This exhibition marks the 100th anniversary of the death of Antoni Gaudi, one of Spain's most iconic architects, and the historic completion of the main tower of the Sagrada Familia, the "Tower of Jesus Christ." It is Asia's first large-scale official exhibition planned under the supervision and cooperation of the Gaudi Foundation. The venue will feature approximately 20 original works—being shown outside Spain for the first time—and 25 certified replicas. Additionally, a new immersive space will be created using art technology by the creative company NAKED, INC., allowing visitors to "experience" Gaudi's philosophy, creativity, and the structural beauty of his architecture.



Non-rem no Mado (The Non-REM Window)

Dates & Venue: December 7 (Sun) – 21 (Sun), IMM THEATER

Non-rem no Mado is a stage adaptation of the short drama series irregularly broadcast on Nippon TV. Featuring scripts by Bakarhythm, known for acclaimed works like *Rebooting* and *The Hot Spot*, the play brings his unique storytelling to the theater.



IP Business/Music Business ①

Artists Born from Nippon TV Shows Are Soaring!

- **HANA has emerged as this year's standout artist!**

Their first major-label single, "ROSE," has surpassed 200 million total number of streams! It is the fastest song by a female artist released this year to reach this milestone. Continuing its impressive winning streak, HANA dominated the Oricon Weekly Streaming Ranking in September—topping the chart for 9 consecutive weeks (V9) and claiming both the No.1 and No. 2 spots. This achievement makes HANA the first female group ever to accomplish such a feat.

The audition that created HANA, *No No Girls*, received double top honors at the 2025 65th ACC TOKYO CREATIVITY AWARDS, one of Japan's largest creative award events: the "Minister of Internal Affairs and Communications Award / ACC Grand Prix" in the PR category, and the same highest award in the Branded Communication B category (Social Influence).



- **&TEAM debuts in Korea—a bold challenge from Japan to the world!**

&TEAM, who launched their career through the audition show *&AUDITION – The Howling*, made their debut in Korea with their first mini-album, *Back to Life*, on October 28. They will embark on a new journey to fulfill their dream, "Japan to Global."

A program closely following their 100 days leading up to their debut, *&TEAM 100 Days Journey ~Howling out to the World~*, is now airing.



IP Business/Music Business ②

The *Girls Battle Audition* is heating up, and a music event tied to another show is coming soon!

●GIRLS BATTLE AUDITION

The goal: To create a girls' version of Exile Tribe. Harumi Sato, former second leader of E-girls, is producing a brand-new girl group set to debut under LDH.

Their mission: To deliver Japanese music and girl power to the world, and to the next generation.

A fierce competition among exceptionally talented contestants is reaching its climax. The debut members will be revealed soon.



●Balli Balli! Let's Go Jam!

BALLISTIK BOYZ, a group whose seven members all hold microphones and showcase their dance, vocal, and rap skills, is a rare act, even among the EXILE TRIBE artists. This unique group now takes on the challenge of playing instruments in a band. We followed each member's journey as they worked hard to learn the guitar, bass, keyboard and drums—all with the goal of performing live in front of an audience. The integrated live show, *Balli Balli! Let's Go Jam!* will be held from Thursday, December 18 to Wednesday, December 24 at the Nihon Seinenkan Hall.



Movie Business ①

Mamoru Hosoda's latest film, *Scarlet*, earning accolades at international film festivals!

The highly anticipated epic—the latest film from director Mamoru Hosoda and Studio Chizu, set for release on November 21—had its world premiere on September 4 at the Venice International Film Festival, one of the world's three major film festivals.

On September 10, it had its North American premiere at the Toronto International Film Festival, the largest film festival in North America. On October 7, it achieved its U.S. premiere at the New York Film Festival, continuing to dominate major international festivals. In North America, advance screenings will begin on December 12, and global release is expected to ramp up after the New Year.

Co-distributed globally by Sony Pictures Entertainment and Toho, the film will be released in Asia starting in December and is scheduled for release in over 106 countries and regions.



Following the screening at the Venice International Film Festival

Friday Road Show featuring 4 Hosoda films in a row!

Friday Road Show will feature four Mamoru Hosoda films in a row to celebrate the release of his latest work. Packed with exclusive footage from the new film, our biggest collaboration to date is now underway.

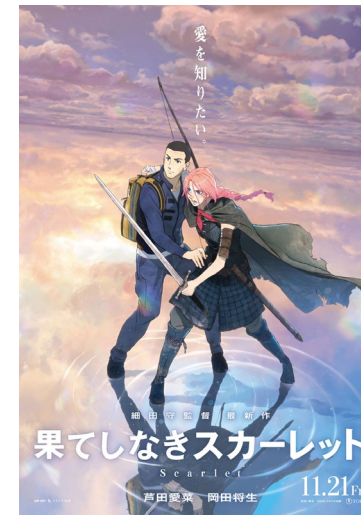
November 7 (Fri): *Wolf Children*

November 14 (Fri): *The Boy and the Beast*

November 21 (Fri): *Belle: The Dragon and the Freckled Princess*

November 28 (Fri): *The Girl Who Leapt Through Time*

Experience an epic animated masterpiece that tells an emotional story through a style of animation unlike anything ever seen before from Director Hosoda!



© 2025 Studio Chizu



Director Mamoru Hosoda speaking to the press at the Toronto International Film Festival

Movie Business ②

***About a Place in the Kinki Region* surpasses 1.55 billion yen at the box office!**

This winter, Director Yuichi Fukuda's latest film, *Shinkaishaku Bakumatsuden* (*The Untold Tale of Bakumatsu*) is set for release!

About a Place in the Kinki Region—Nippon TV's first live-action horror adaptation—has surpassed 1.55 billion yen at the box office (as of October 14). Following its August 13 release in South Korea, it became the highest-grossing Japanese live-action film there in 2025. It is now scheduled for release across Asia, starting with Taiwan, Thailand, and Vietnam.

In December, *Shinkaishaku Bakumatsuden* will hit theaters as the latest installment in the “Untold Tale” series, following *The Untold Tale of the Three Kingdoms*, which grossed over 4 billion yen.

Comedy hitmaker Yuichi Fukuda reimagines the turbulent Bakumatsu era with a fresh twist. Muro Tsuyoshi stars as Sakamoto Ryoma and Jiro Sato as Saigo Takamori, alongside an all-star cast—including Takayuki Yamada, Alice Hirose, Takanori Iwata, Kento Kaku, Kenichi Matsuyama, Shota Sometani, Shinya Kote, Mizuki Yamashita, Masachika Ichimura, and Atsushi Watabe—for a bold new period comedy.



© 2025 “KINKI” Film Partners



© 2025 Movie “Shinkaishaku Bakumatsuden” Production Committee

Expansion of Anime Business ①

Title Scheduled for January 2026

Frieren: Beyond Journey's End

The second season of the anime *Frieren: Beyond Journey's End*, which captivated audiences around the world ever since its premiere in 2023, finally returns. The original manga serialized in *Weekly Shonen Sunday* (Shogakukan) has surpassed 30 million copies in circulation. Frieren's "journey to understand people" resumes—

Story

Set in a world where the Demon King has been defeated by Hero Himmel and his party, the story follows Frieren, an elven mage who has lived for over 1,000 years. Deeply moved by the emotion and tears surrounding Himmel's death from old age, she embarks on a "journey to understand people." Frieren continues her journey toward Aureole, the resting place of souls, accompanied by Fern, an apprentice mage raised by her former companion Heiter, and Stark, a warrior trained by her former companion Eisen. Along the way, they encounter people, battle cunning demons and monsters. At times peaceful, at times trivial, at times fierce, and at times deeply moving... Every moment becomes an irreplaceable memory for the three. What awaits them at the end of this journey—who can say?



© Kanehito Yamada, Tsukasa Abe / Shogakukan / "Frieren: Beyond Journey's End" Production Committee

Expansion of Anime Business ②

Titles Starting October 2025

Tougen Anki

This will be the second season of the anime *Tougen Anki*, based on the manga that has surpassed 4.5 million copies in circulation and enjoys great popularity among Generation Z. The classic battle story between the descendants of “Oni” and “Momotaro” is currently airing on 30 Nippon TV network affiliates.



©Yura Urushibara (Akita Publishing Co., Ltd.) /
Tougen Anki Production Committee

Ranma 1/2

Based on Rumiko Takahashi’s manga *Ranma 1/2*—the creator also known for major works such as *Inuyasha*, *Urusei Yatsura*, and *Maison Ikkoku*—this marks the second season of the entirely new installment of the anime.



©Rumiko Takahashi, Shogakukan /
Ranma1/2 Production Committee

Yano-kun’s Ordinary Days

The original manga is currently being serialized in *Comic Days* (Kodansha), with 11 volumes published to date. A popular title that was also adapted into a live-action film, the anime features a theme song by the group FANTASTICS, continuing their involvement from the movie.



©Yui Tamura, Kodansha Ltd. /
Yano-kun’s Ordinary Days
Production Committee

Ninja vs. Gokudo

With over 700,000 copies in circulation, the original manga was ranked 10th in the 6th “Manga Ranking That Should be Animated” in 2023. Serialized in *Comic Days*, this popular title—long considered difficult to adapt into visual media—has finally been made into a TV anime after much anticipation.



©Shinsuke Kondo, Kodansha Ltd. /
Ninja vs. Gokudo Production
Committee

Global Business Expansion

●GYOKURO STUDIO, dedicated to global production, has officially launched

- Established in June to expand unscripted content globally, Gyokuro Studio has developed two formats for international audiences: *Secret Little Assistant* and *Mega Catch*. Pilot episodes have aired in Japan, and global sales have begun via Nippon TV LA Office, our business hub in Los Angeles.
- To promote Gyokuro Studio globally, we participated in MIPCOM—the world's largest content market—held annually in October in Cannes, France. There, we met with several international studios and began discussions on potential collaborations.

●AiDi, our in-house technology, is gaining strong international recognition

- viztrick AiDi, our proprietary AI technology, is a system which provides real-time video and audio analysis. Initially developed for broadcasting, it is now being commercialized for broader application such as pedestrian flow and facial expression analysis, with cross-industry potential. AiDi was showcased at IBC2025 in the Netherlands in September, earning global recognition and praise from broadcasters. Business discussions for implementation are underway.
- Proof-of-concept trials are underway in Japan in collaboration with leading manufacturers.



Mega Catch



Secret Little Assistant



October – MIPCOM TBJ, Cannes, France
Presentation of GYOKURO STUDIO



September – IBC, Amsterdam, Netherlands
AiDi Exhibition Booth

Global Content Rollout

The Arabic adaptation of *Woman* now airing

The drama, *Woman* has been remade into an Arabic-language version. It premiered on August 17, 2025 on MBC, the largest television network in the Middle East. The drama is airing widely across the Middle East and North Africa.

“Woman”(Japanese version)



“Woman”(Arabic-language version)



(c) MBC/Medyapim

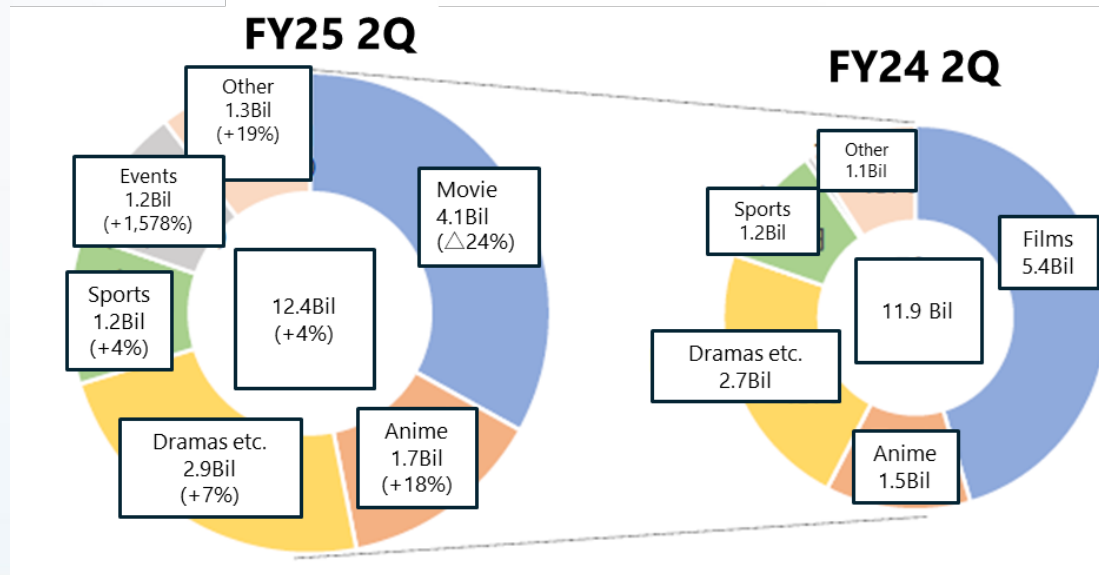
Nippon TV drama and entertainment show wins top prize at international awards

Nippon TV's *The Hot Spot* and *ANTS* won the Gold Award—the highest honor—at the Content Asia Awards 2025, organized by a leading Asian media industry publication.

“HOT SPOT”



“ANTS”





Stock Repurchase and Cross-shareholding Reduction

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July 2025 Cour Individual Viewer Ratings

June 30, 2025 – September 28, 2025

	Individual		Core Target	
All Day (6:00 – 24:00)		3.3		2.2
Prime Time (19:00 – 23:00)		4.7		3.7
Golden Time (19:00 – 22:00)		5.0		3.9
Morning Time (7:00 – 10:00)		3.5		2.4
Platinum Time (23:00 – 25:00)		2.2		1.6



1st



2nd

What is “Morning Time”?

To highlight the importance of the morning time slot—second only to prime time in PUT (People Using Television) for both individual and core target ratings—we have introduced a new category: “Morning Time.” This aims to renew focus on the long-term value of live morning information programs, which are central to real-time viewership. Accordingly, the non-prime time slot (referring to all-day programming excluding prime time) has been eliminated.

October 2025 Programming Improvements

1. Boost the 10 PM prime time slot with programs that promote “Active Viewing.”

The new program, *The New World After X Seconds* will be scheduled at 10 PM on Tuesdays. This content has the potential to build a strong and devoted fanbase, much like *Monday Late Night Show*, which airs at 10 PM on Mondays. It aims to increase both individual and core viewer ratings by encouraging audiences to tune in live every week.

2. Promote “Active Viewing” with content and cast with explosive energy.

In the Monday platinum night time slot, we are scheduling the program *timelesz Familia*, featuring the hugely popular group timelesz. This is a show designed to captivate audiences both live and on-demand. With three unique creators bringing three distinct concepts, the program sparks a one-of-a-kind chemistry with timelesz.



FY2025 2nd Half: One-Offs and Sports Broadcasts

Festive content continues in the second half of the year!

Starting with signature content only Nippon TV can deliver, we will continue to broadcast and stream a wide variety of high-profile programs in the second half of the year, designed to be enjoyed by audiences of all ages.

November: *Best Artist 2025*

December: *Japan's No.1 Female Comedian Championship—THE W 2025*

December – January: Year-End and New Year Specials / The 104th All Japan High School Soccer Tournament / The 102th Hakone Ekiden

February: Milano Cortina 2026 Winter Olympics

Nippon TV's coverage will include highlights of the Opening Ceremony, Men's Figure Skating Free Program, Women's 1,500m Speed Skating, and more.

March: Tokyo Marathon 2026 / The 49th Japan Academy Film Prize Ceremony / Professional Baseball Opening Game / and more

Topic for 2026

Nippon TV to produce a TV drama adaptation of *Our Hakone Ekiden* by Jun Ikeido



Stock Repurchase and Cross-shareholding Reduction

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Streaming Business: TVer (AVOD)

TVer Highlights

- ◆ Unique Browsers (UB): July – 27.31M, August – 26.45M, September – 26.52M
Catch up views: July – 490M, August – 480M, September – 470M
- ◆ 2Q, weekly unique browsers (WUB) reached 14.6M !

Nippon TV Initiatives

- **September's top performer in views and UB count!**
- **Entertainment Show Genre: 1st Place Among Commercial Broadcasters!**
Over 137M total views!
Popular entertainment shows such as *Girl's Barking Night*, *Girl's Barking Night—Deep*, *Monday Late Show*, *The Quest* and others continue to perform well! Notably, *Girl's Barking Night* has surpassed a total of 24.72M views, and *Monday Late Show* has exceeded a total of 14.43M views!
- **Drama Genre**
The third installment of the “*Senkyo (Captured) Series*,” *Captured TV Station* has reached a total of 19.82M views (115% increase from the previous release!)
- **Large-Scale Entertainment Shows**
 - *THE MUSIC DAY*: 3.79M views (168% YoY), 1.24M UB
 - *24-Hour Television*: 2.57M views (252% YoY), 1.24M UBSpecial drama *Totto's Missing Youth* starring Mana Ashida and *Girl's Barking Night—International* performed especially well!
- *Double Impact*: 75K views, 29K UB
A new comedy competition to crown the No.1 in both manzai and sketch comedy—featuring exclusive streaming content like behind-the-scenes coverage and reflection sessions.

TVer



※Calculated by TVer DATA MARKETING

Streaming Business: HJ Holdings (Hulu in Japan)

Millions of yen	Net sales	Operating profit
FY2025 Apr. Sep.	15,900	2,206

Due to the impact of impairment processing in the previous fiscal year, the financial structure has significantly improved. We are currently implementing measures in accordance with the management plan formulated in the previous fiscal year.

■*Captured TV Station*

Each episode of *Captured TV Station*, the Saturday night drama for the July Cour, ranked No.1 in Hulu's viewership rankings, showing strong performance. After the final episode, an exclusive Hulu original story was released, significantly contributing to the acquisition of new subscribers. The strategy of exclusively distributing the "Captured Series," including *Captured Hospital* and *Captured Airport*, proved successful, maintaining high viewership across the entire series. This exclusive release helped establish the series brand and contributed to the growth of the paid subscriber base.



■Hulu Digital Comic Service Launched (from October 15)

As the popularity of anime and movies based on comics continue to grow, the digital comic service was launched to cater to viewers interested in reading the original works (in collaboration with Beagle). The service has been available since October 15. Viewers can enjoy both their favorite anime and the original story's world simultaneously, with a wide selection ranging from popular titles to trending ones.





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Impact Investment and IMM

- In October 2025, Nippon TV HD entered into a capital and business alliance with Nature Innovation Group, Inc., the operator of the umbrella-sharing service “i-kasa.” This alliance marks the third impact investment project undertaken by our group. It aims to address social issues while ensuring economic viability, and to measure and manage the resulting social impact. Notably, this is our first investment focused on environmental sustainability.
- Nippon TV has also launched Impact Measurement and Management (IMM) for news reporting, one of its core businesses. We aim to help solve social issues by striving to become “a news division that sparks action.”
- In October 2025, we released the *Impact Report 2025*, which summarized IMM related to impact investing and our company’s businesses. We will pursue a new benchmark—in other words, a value judgement axis—called social impact.



i-kasa (Nature Innovation Group)



Striving to Become “A News Division That Sparks Action”



Impact Report 2025

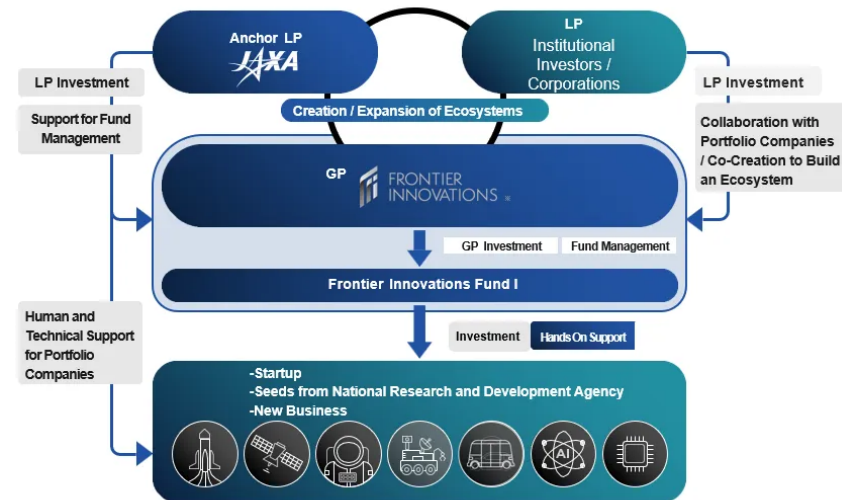
URL: https://lab.ntvhd.co.jp/uploads/ntv_impact_report_2025.pdf

Investment in the Frontier Innovations Space Fund

- In October 2025, Nippon TV invested in “Frontier Innovations Fund I Investment Limited Partners,” a fund specializing in investments in deep-tech startup companies, including those in the space industry.
- This strategic investment supports the Nippon TV Group’s initiative, “Challenge Ourselves in the Space Business,” as outlined in its Medium-Term Management Plan for 2025–2027.
- Led by our Space Business Office, Nippon TV aims to create opportunities for co-creation with promising space startups. Through these collaborations, we seek to develop next-generation entertainment leveraging space technologies, enhance our news reporting capabilities, and explore new avenues for business development.



Frontier Innovations is the first fund to receive anchor LP investment from JAXA. It makes lead investments and provides hands-on support to seed and early-stage startups in the space and deep-tech sectors.



※ Frontier Innovations No.1 LLP



Nippon TV Space Business



Space
Sorajiro

New Biz: Operating the National PE Program under Commission

Leveraging Nippon TV's athlete network, built through sports content production, we operate the national physical education program commissioned by the Japan Sports Agency. Through our Dream Coaching business, which connects users with top athletes, Nippon TV reinvests its assets into school education.

- Asuriichi [Athlete-reach] – Dream Coaching: An ongoing program since FY2023 that dispatches athletes to school physical education classes.
- In 2025, we were commissioned to create martial arts learning materials for junior high school students, scheduled for use starting in FY2026.

Asuriichi – Dream Coaching <https://www.dream-coaching.com/jsa/>

This program dispatches athletes to elementary, junior high, high schools, and special needs schools nationwide. Medalists and professional sports players, including Ryota Igarashi and Nana Takagi, teach physical education classes. Over the past three years, athletes have visited approximately 2,800 schools.

[Below: Rugby player Hitoshi Ohno teaching a class]



Project to Support the Development of Reiwa-Era Japanese-Style School Physical Education

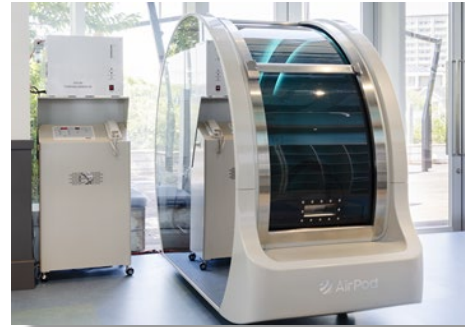
We are currently producing educational videos for nine Japanese martial arts—Judo, Kendo, Karate, Sumo, Kyudo, Naginata, Shorinki Kempo, Aikido, and Jukendo—to serve as reference materials for junior high school students.



- The first directly operated fitness gym by Nippon TV leverages cutting-edge technology and data science. It is a new generation gym that offers a personalized and sustainable “wellness lifestyle,” perfectly tailored to each individual without stress or excess.
- The gym approaches a wellness lifestyle from three perspectives:
 1. Training: Uses AI Fitness Machines
 2. Conditioning: Offers conditioning, beyond mere training
 3. Environment: Features an open training environment
- Facility Highlights
 - The milon AI training system is implemented.
 - Fully equipped with cutting-edge recovery machines.
 - A lineup of devices that women will appreciate.



AI Training System, milon



Hydrogen Capsule



PEMF Whole Body Vibration Exercise Platform



Reformer Machines (Pilates)

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Spot Sales : Industry- classified

	FY2024 Apr.-Sep.	Share	Change
1	Service	17.0%	7.1%
2	Cosmetics/Toiletries	11.7%	12.0%
3	Telecom/Game	8.8%	△ 2.2%
4	Finance	5.6%	△ 5.3%
5	Alcoholic beverages	5.5%	25.6%
6	Electrical equipment	4.9%	17.5%
7	Box-office/Entertainment	4.7%	△ 4.6%
8	Housing/ Building Material	4.5%	4.4%
9	Transportation equipment	4.3%	45.7%
10	Pharmaceuticals	4.2%	6.6%

	FY2025 Apr.-Sep.	Share	Change
1	Service	18.4%	27.6%
2	Cosmetics/Toiletries	12.2%	22.0%
3	Telecom/Game	8.3%	10.6%
4	Finance	6.3%	31.9%
5	Alcoholic beverages	5.4%	15.8%
6	Pharmaceuticals	4.8%	33.1%
7	Housing/ Building Material	4.6%	18.8%
8	Box-office/Entertainment	4.4%	9.8%
9	Electrical equipment	4.2%	2.3%
10	Distribution and Retailing	3.9%	39.7%



Segment Results

(Millions of yen)

	Net Sales			Operating Profit		
	FY2024 Apr.-Sep.	FY2025 Apr.-Sep.	Change	FY2024 Apr.-Sep.	FY2025 Apr.-Sep.	Change
Media Content Business	201,621	218,916	17,295	20,057	32,437	12,380
Wellness Business	13,140	13,657	516	△189	△415	△226
Real Estate-Related Businesses	5,664	5,743	79	2,187	2,196	8


Movie Lineup For FY2025 ①

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

Date	Title	Distributor	
Friday October 17 th	★Strawberry Moon	SHOCHIKU	
Friday October 31 st	■Sumikkogurashi: The Crispies Adventure in Fluffy Land	Asmik Ace	
Friday November 21 st	●Scarlet	TOHO	

Movie Lineup For FY2025 ②

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

Date	Title	Distributor	
Friday December 19 th	★The Untold Tale of End of Shogunate	TOHO	
Friday February 27 th	■「That Time I Got Reincarnated as a Slime the Movie: Tears of the Azure Sea」	BNF	