

Results for the 1st Quarter of FY2013

July 31, 2013

Nippon Television Holdings, Inc.



Statements made in this presentation with regards to NTV's current plans, strategies, and beliefs as well as other statements that are not historical facts are forward-looking statements.

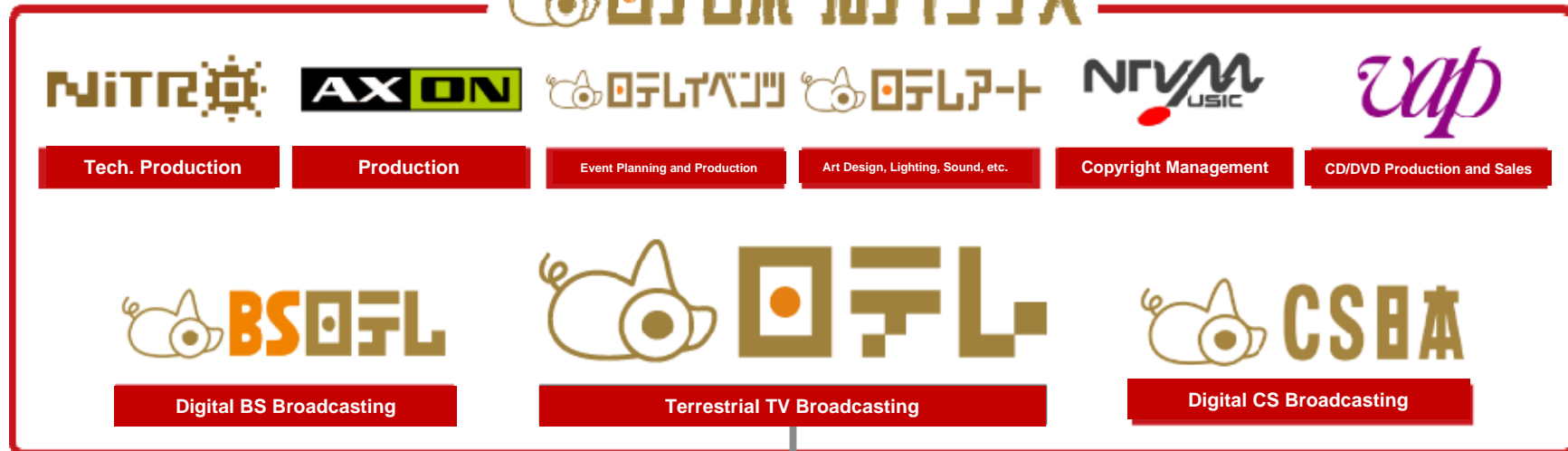
Such forward-looking statements are based on management's assumptions and beliefs in light of the information currently available.

These forward-looking statements involve risks and uncertainties that could cause actual results to differ materially. As such, one should not place undue reliance on them. We do not intend to update these forward-looking statements, whether as a result of new information, future events or otherwise, except when required by applicable laws.

Company Structure of NTV Group as of Oct. 1, 2012

 NIPPON TELEVISION HOLDINGS

 日本テレビホールディングス

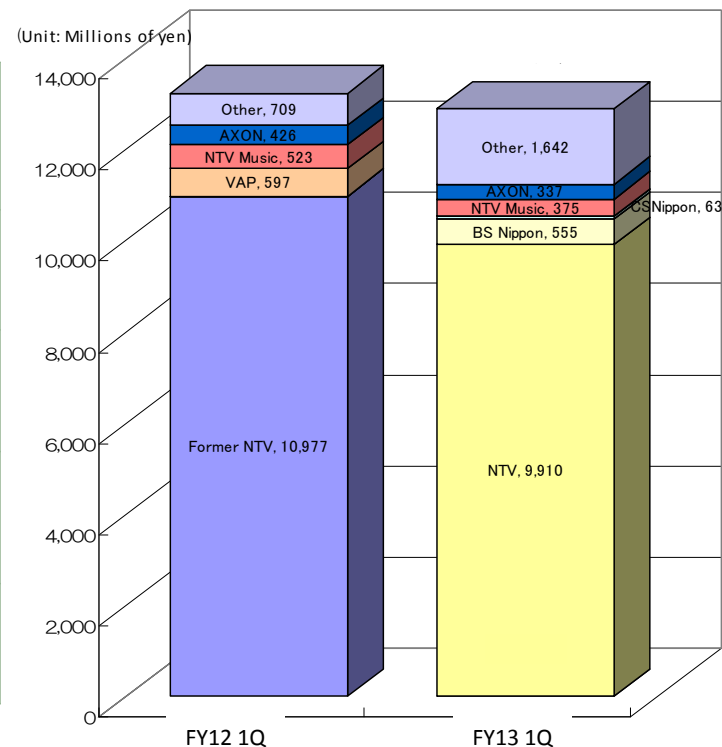


Summary of Consolidated Financial Results

(Unit: Millions of yen)

	FY2012 1Q	FY2013 1Q	% change
Net sales	83,567	80,671	(3.5)
Operating profit	11,257	10,810	(4.0)
Recurring profit	13,232	12,882	(2.6)
Net income	6,935	7,381	6.4

Recurring Profit Trend



NTV Holdings & NTV Adjusted Consolidated Results

(Unit: Millions of yen)

	(Reference) Former NTV unconsolidated results	NTV Holdings and NTV adjusted consolidated results	
	FY2012 1Q	FY2013 1Q	% change
Net sales	67,181	69,977	4.2
Operating profit	9,419	10,603	12.6
Recurring profit	10,977	12,222	11.3
Net income	5,641	7,331	30.0

Net Sales - NTV Holdings & NTV Adjusted Consolidated Results

(Unit: Millions of yen)

	FY2012 1Q	FY2013 1Q
TV advertising revenue	55,817	55,954
Time	26,626	26,889
Spot	29,191	29,065
Program sales	2,664	2,740
Events/Content business sales	7,853	8,878
Real estate business	845	793
Business administration fees	—	1,611
Total	67,181	69,977

Some sales categories were reclassified to NTV Holdings pursuant to the transition to a holding company structure that took effect on October 1, 2012.

Operating Expenses – NTV Holdings & NTV Adjusted Consolidated Results

(Unit: Millions of yen)

	FY2012 1Q	FY2013 1Q
Production costs	23,364	24,079
Program distribution costs to network affiliates	6,978	7,055
Agency commission	9,401	9,426
Personnel	5,376	5,329
Depreciation and amortization	1,399	1,424
Events/Content business costs	6,372	6,881
Other	4,867	5,178
Total	57,761	59,374

TV Advertising Revenue - Terrestrial Broadcasting (NTV)

(Unit: Millions of yen)

	FY2012 1Q	FY2013 1Q	Increase/ (Decrease)	% change
TV Advertising Revenue	55,817	55,954	136	0.2
Time	26,626	26,889	262	1.0
Spot	29,191	29,065	(126)	(0.4)

Time	FY2012 1Q	FY2013 1Q
April	5.8%	(2.7%)
May	3.7%	3.2%
June	7.7%	2.2%

Spot	FY2012 1Q	FY2013 1Q
April	23.3%	(4.8%)
May	36.2%	(2.5%)
June	6.2%	6.6%

*Year-on-year % comparison

Spot Sales - Terrestrial Broadcasting (NTV)

FY2012 1Q		Share	% chg	FY2013 1Q		Share	% chg
1	Cosmetics/Toiletries	12.6	(3.9)	Cosmetics/Toiletries	13.8	8.9	
2	Automobile	8.8	173.3	Non-alcohol	9.4	32.5	
3	Transportation/ Telecommunications	8.2	17.8	Transportation/ Telecommunications	7.8	(5.1)	
4	Non-alcohol	7.1	39.5	Electronic equipment	7.3	24.0	
5	Pharmaceutical	7.0	2.2	Automobile	7.0	(21.0)	
6	Box-office/ Entertainment	5.9	34.5	Finance	5.9	45.1	
7	Electronic equipment	5.8	(1.5)	Pharmaceutical	5.7	(19.5)	
8	Wholesale/ Department store	5.2	24.5	Alcohol	4.9	(4.5)	
9	Alcohol	5.1	(0.1)	Service	4.6	12.7	
10	Foods (Dairy product/ Seasoning)	4.3	20.8	Foods (Dairy product/ Seasoning)	4.5	5.3	

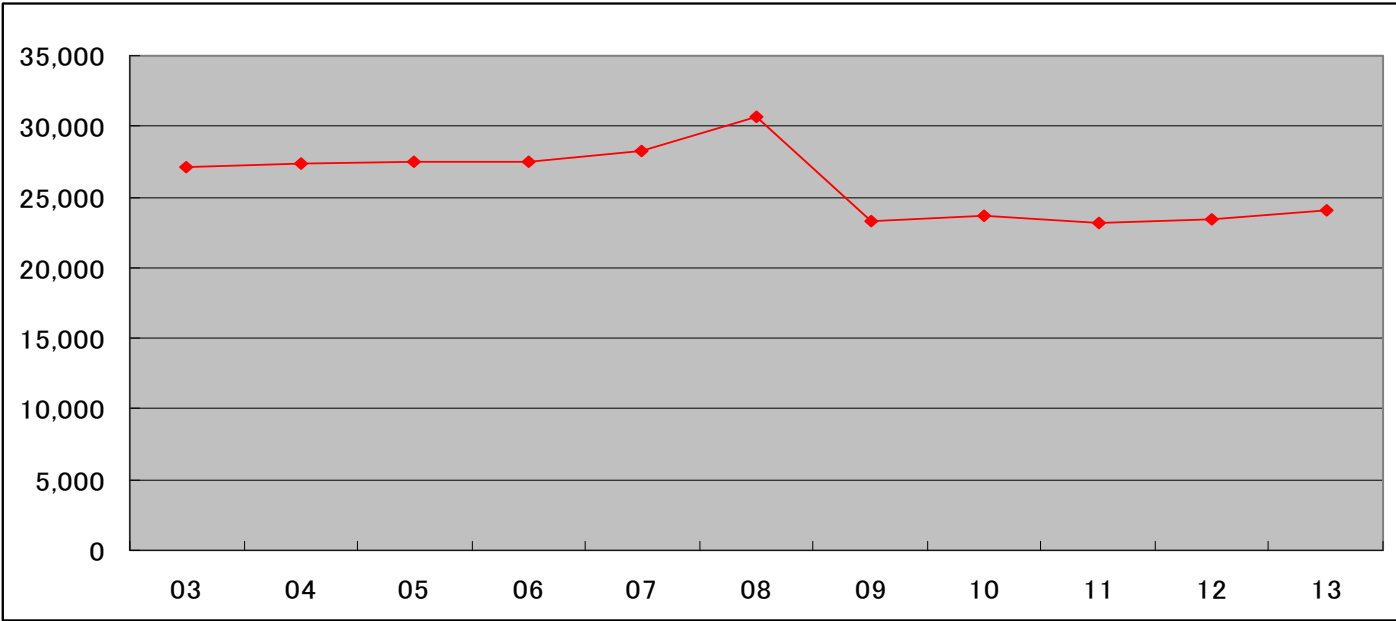
Production Costs - Terrestrial Broadcasting (NTV)

(Unit: Millions of yen)

FY2012 1Q	FY2013 1Q	Increase	% change
23,364	24,079	714	3.1

1Q Program Production Cost Trend

(Unit: Millions of yen)



(FY)

Main Events/Content Business

(Unit: Millions of yen)

BS, CS, CATV , Other	FY2012 1Q	FY2013 1Q
Sales	1,531	1,907
Costs	846	869
Balance	685	1,038

Movies	FY2012 1Q	FY2013 1Q
Sales	1,735	1,777
Costs	1,356	1,379
Balance	380	398

Media Commerce	FY2012 1Q	FY2013 1Q
Sales	2,348	2,162
Costs	2,167	2,065
Balance	182	98

Events	FY2012 1Q	FY2013 1Q
Sales	1,070	1,537
Costs	964	1,187
Balance	107	350

Events/Content Business Sales and Costs

FY2013 1Q

(Unit: Millions of yen)

	Sales	Costs
BS, CS, CATV, Other	1,907	869
Rights	600	381
Media Commerce	2,162	2,065
Publications	98	143
Movies	1,777	1,379
Events	1,537	1,187
Overseas Business	241	97
Other	556	761
Total	8,878	6,881

Financial Highlights of Group Companies

(Unit: Millions of yen)

FY 2013 1Q	Net sales		Operating profit		Recurring profit		Net income	
		%chg		%chg		%chg		%chg
BS Nippon Corp.	3,373	25.7	543	60.7	555	59.8	469	46.6
CS Nippon Corp.	1,260	(0.6)	58	(39.4)	63	(35.4)	38	(36.2)
NTV Technical Resources Inc.	2,429	7.4	43	10.7	52	(6.3)	31	(5.6)
NTV AX-ON	4,787	8.6	332	(20.5)	337	(20.9)	193	(21.1)
NTV EVENTS Inc.	522	4.3	12	58.3	14	0.5	8	(3.5)
Nippon Television Art Inc.	1,882	(1.8)	105	13.0	111	12.2	68	12.3
Nippon Television Music Corp.	2,335	(5.6)	333	(30.7)	375	(28.3)	236	(27.3)
VAP Inc.	4,677	(61.5)	(146)	—	(101)	—	(54)	—
NTV Service Inc.	1,139	26.9	84	—	93	1324.5	57	2544.9
Nippon Television Work 24 Corp.	924	0.7	17	(39.8)	18	(40.0)	9	(46.3)
Forecast Communications Inc.	772	(9.0)	33	16.1	31	91.3	18	27.9
NitteleSeven	954	3.2	56	(38.4)	57	(38.2)	34	(39.2)

FY2013 Forecast and Assumptions

FY2013 Forecast (Consolidated)

(Unit: Millions of yen)

	Net sales	Operating profit	Recurring profit	Net income
1H	162,800	15,200	17,700	11,200
FY	338,100	38,400	43,000	27,200

Growth assumptions used for non-consolidated TV advertising revenue and production costs

	1H	2H	FY
TV advertising revenue	(0.9%)	1.1%	0.1%
Time	(2.2%)	1.1%	(0.5%)
Spot	0.4%	1.1%	0.8%
Production costs	(3.2%)	3.3%	(0.1%)

・Unchanged from previous forecast

Annual Viewer Ratings

12/31/2012~07/28/2013

*In order of digital channel, from left

	NTV	EX	TBS	TX	CX	Difference between EX (YoY)
All day	① 7.9	7.9	6.5	2.9	6.9	±0.0
	(-0.2)	(+0.2)	(-0.2)	(±0.0)	(-0.8)	(+0.4)
Prime time	② 11.7	12.4	9.9	6.5	10.8	-0.7
	(-0.5)	(-0.1)	(+0.2)	(+0.4)	(-1.2)	(-0.3)
Golden time	② 11.8	12.1	10.0	6.9	10.6	-0.3
	(-0.5)	(±0.0)	(+0.4)	(+0.4)	(-1.4)	(+0.2)

* Source: Video Research



Viewer Ratings (Fiscal Year)

04/01/2013~07/28/2013

*In order of digital channel, from left

	NTV	EX	TBS	TX	CX	Difference between EX (YoY)
All day	① 7.7	7.7	6.2	2.8	6.9	±0.0
	(±0.0)	(±0.0)	(-0.3)	(-0.1)	(-0.4)	(±0.0)
Prime time	② 11.3	11.9	9.5	6.5	11.0	-0.6
	(-0.2)	(-0.6)	(±0.0)	(+0.3)	(-0.3)	(-1.0)
Golden time	② 11.4	11.5	9.6	6.9	10.7	-0.1
	(-0.2)	(-0.6)	(+0.3)	(+0.4)	(-0.6)	(-0.5)

* Source: Video Research



Higher Ratings Due to Programming Improvements

Household viewer ratings increase (vs. April 2012 season, same timeslot)

- Tuesdays, prime time
 - 21:00 – 21:54 “Kaiketsu! Nainai Answer” +1.2%
 - 22:00 – 22:54 “Shiawase! Bombi Girl” +2.1%
- Platinight slot (Mondays – Wednesdays, 23:58 – 24:53)
 - Mondays “Getsuyou Kara Yofukashi” +2.7%
 - Tuesdays “Konya Kurabete Mimashita” +1.3%
 - Wednesdays “Nakai no Mado” +1.4%
- Sundays 7:30 – 9:55 “Shuichi” +1.9%
(vs. former timeslot of 8:00 – 9:55)

* Source: Video Research

Programming Improvements for October

1. Strengthen Mondays to Thursdays, 22:00 – 24:00 slot (details TBA)

- Strengthen and expand content for the 22:00 slot
- Reinforce core target ratings by focusing on content flow
- Improve consistency and accuracy of “NEWS ZERO” broadcasting time

2. Strengthen prime time (details TBA)

- Strengthen content for weekdays 19:00 slot
- Drama strategy that incorporates audience targeting

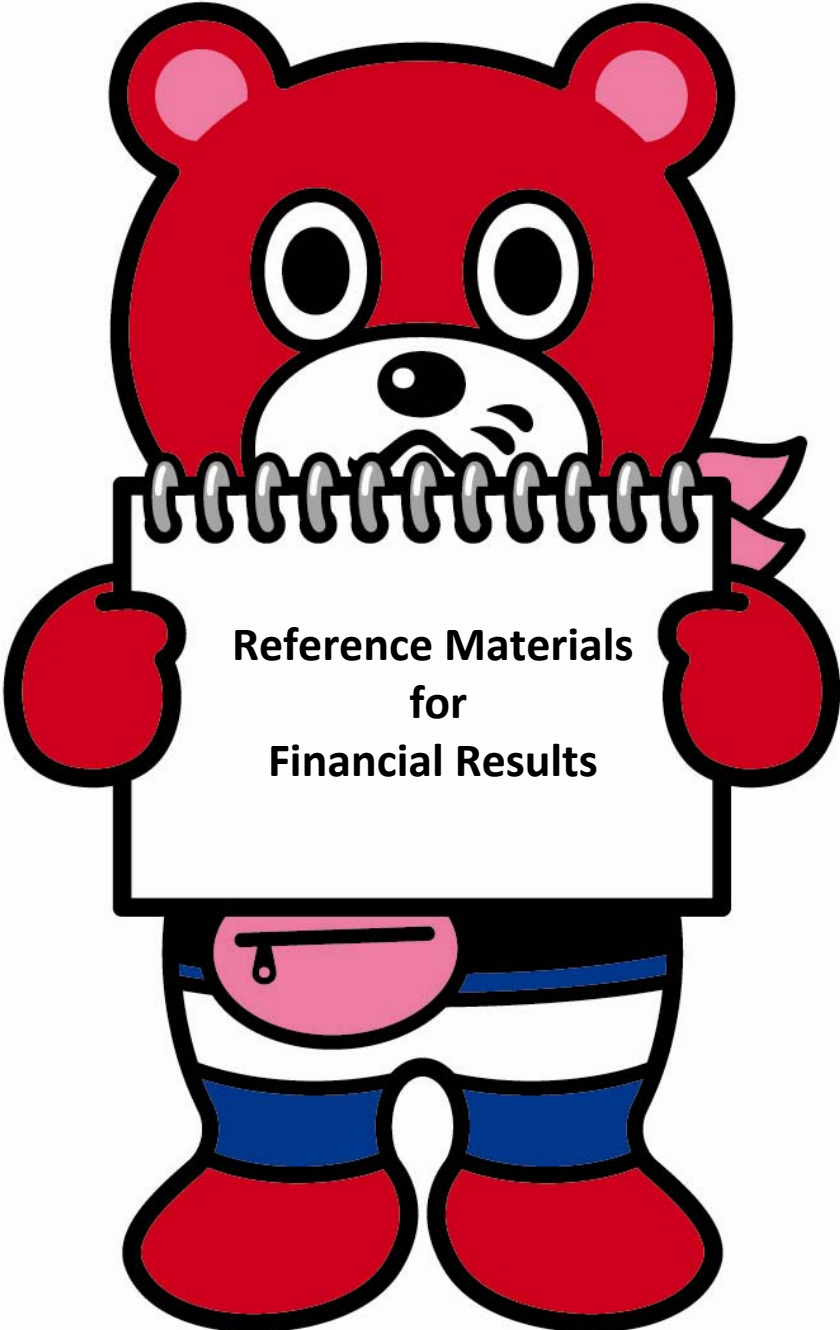
Wednesdays 22:00 slot: career drama with working woman as main character

Saturdays 21:00 slot: innovative home entertainment drama for kids and adults alike

Special Program Lineup for FY2013

Date	Title
August 24 th – 25 th	24-Hour Television
November	FIVB WORLD Grand Champions Cup Volleyball
December	FIFA Club World Cup 2013
December	Nippon No.1 Television (☆)
January 2014	Winter Olympic Games
February 2014	Tokyo Marathon 2014

(☆) 60th anniversary special program



Reference Materials
for
Financial Results

CAPEX and Depreciation

(Unit: Billions of yen)

FY2013 1Q	CAPEX	Depreciation
Consolidated	4.6	1.6

Consolidated forecast	CAPEX	Depreciation
FY2013	12.0	6.8
FY2014	11.7	7.1
FY2015	13.9	7.3

* Forecast numbers are based on managerial accounting.

NTV Holdings Consolidated Results – Segment Information

(Unit: Millions of yen)

FY2013 1Q	Segmentation			Other	Total	Adjustment	Consolidated quarterly amount
	Content business	Real estate business	Total				
Net sales	79,493	2,504	81,998	1,139	83,138	(2,466)	80,671
Segment profit	9,878	1,071	10,950	84	11,034	(224)	10,810

Main businesses

Sales of TV advertising, pay-TV business, video and music royalty revenue, sales of CDs, DVDs/Blu-ray discs and publications, TV-shopping, movie business, events and art exhibitions

Rental offices, building management

NTV and NTV Holdings Adjusted Consolidated Details

(Unit: Millions of yen)

	(Reference) Former NTV unconsolidated	NTV unconsolidated	NTV Holdings unconsolidated	NTV Holdings and NTV adjusted consolidated	% chg
	FY2012 Apr.-Jun.	FY2013 Apr.-Jun.	FY2013 Apr.-Jun.	FY2013 Apr.-Jun.	
Net sales	67,181	68,258	2,846	69,977	4.2
Operating profit	9,419	8,657	1,945	10,603	12.6
Recurring profit	10,977	9,910	2,311	12,222	11.3
Net income	5,641	5,595	1,736	7,331	30.0

- The primary business of NTV as an operating company is content broadcasting.
- As a stand-alone entity, the main sources of revenue for Nippon Television Holdings, Inc. are business administration fees from the companies in the group and real estate income (from a portion of its properties). Personnel costs are its main expenses.

Movie Lineup for FY2013

Release Date	Title		Distributor
August 24 th	GATCHAMAN	★ ☆	TOHO
September 28 th	Shazai no Osama	★	TOHO
October 26 th	Kiyoku Yawaku	★	TOHO
Autumn	Kaguyahime no Monogatari		TOHO
December	Lupin vs. CONAN	★ ☆	TOHO

★ Head Organizer

☆ 60th anniversary movie

Event Lineup for FY2013

Date	Event
June 22 nd – September 16 th	Harry Potter™:The Exhibition
Tokyo: July 20 th – 24 th Yokohama: August 22 th – 26 th	Disney ON ICE
October 7 th	JUSTIN BIEBER ~BELIEVE TOUR~
October 8 th – December 1 st	Special Exhibition KYOTO (☆)
October 11 th – 13 th	BACK STREET BOYS ~JAPAN TOUR 2013~
November 22 nd – 24 th December 21 st – 29 th	Kawaita Taiyo
January 2014	Sanada Juyushi (☆)

(☆) 60th anniversary special events

