

Financial Results

FY2020 1st Quarter

July 31, 2020

Nippon Television Holdings, Inc.

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FY2020 1Q Overview of Financial Results

Highlights of Group Companies

Forecast for Fiscal 2020 and Future Initiatives

Viewer Ratings and Programming Policy

Fiscal 2020 1Q Results

□ Lower Sales and Profits

Net sales are significantly lower, driven mainly by the decline in Nippon TV's spot ad sales. TIPNESS, which operates health and fitness clubs, also saw sales declines due to COVID-19 related temporary closures.

Although there were declines in operating expenses, operating profit, recurring profit, and net income for 1Q decreased. Extraordinary losses related to COVID-19 were booked.

□ Financial and Dividend Forecast

Consolidated financial and dividend forecast for the year ended March 31, 2021 is undetermined.

□ Withdrawal of Quantitative Targets for the Medium-Term Management Plan; Future Outlook

For the time being, we are withdrawing the quantitative targets of our medium-term management plan originally scheduled to last until March 2022. Going forward, we will continue forging ahead with structural reforms necessitated by the digital transformation we see in our world. As a comprehensive content producer, we will position ourselves to bolster our profitability in both the broadcast and digital platforms.

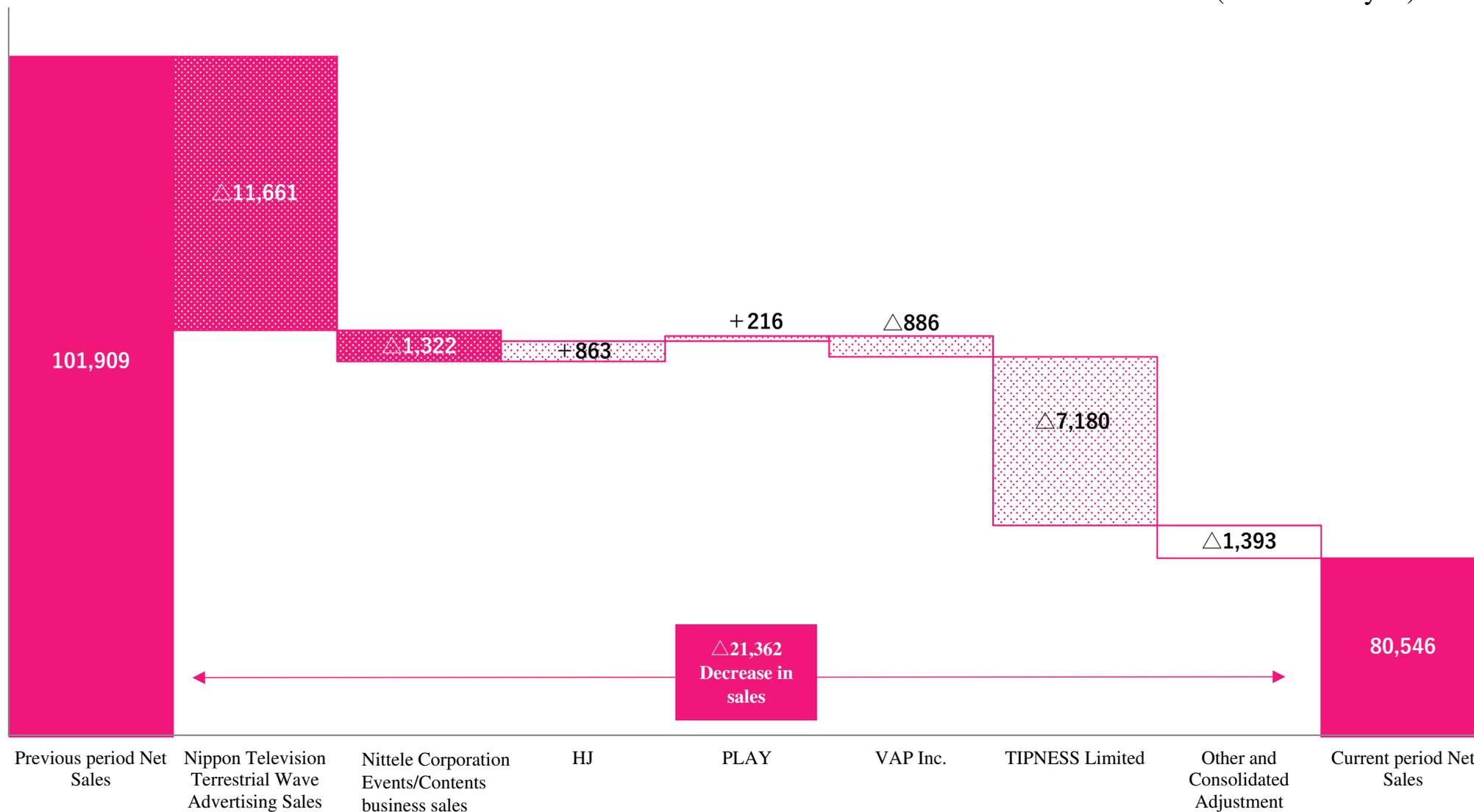
FY2020 1st Quarter Consolidated Financial Results

(Millions of yen)

	FY2019 1st quarter	FY2020 1st quarter	Change (%)
Net Sales	101,909	80,546	△21.0
Operating Profit	9,919	5,395	△45.6
Recurring Profit	12,550	7,023	△44.0
Net Income attributable to owners of the parent	8,439	1,547	△81.7

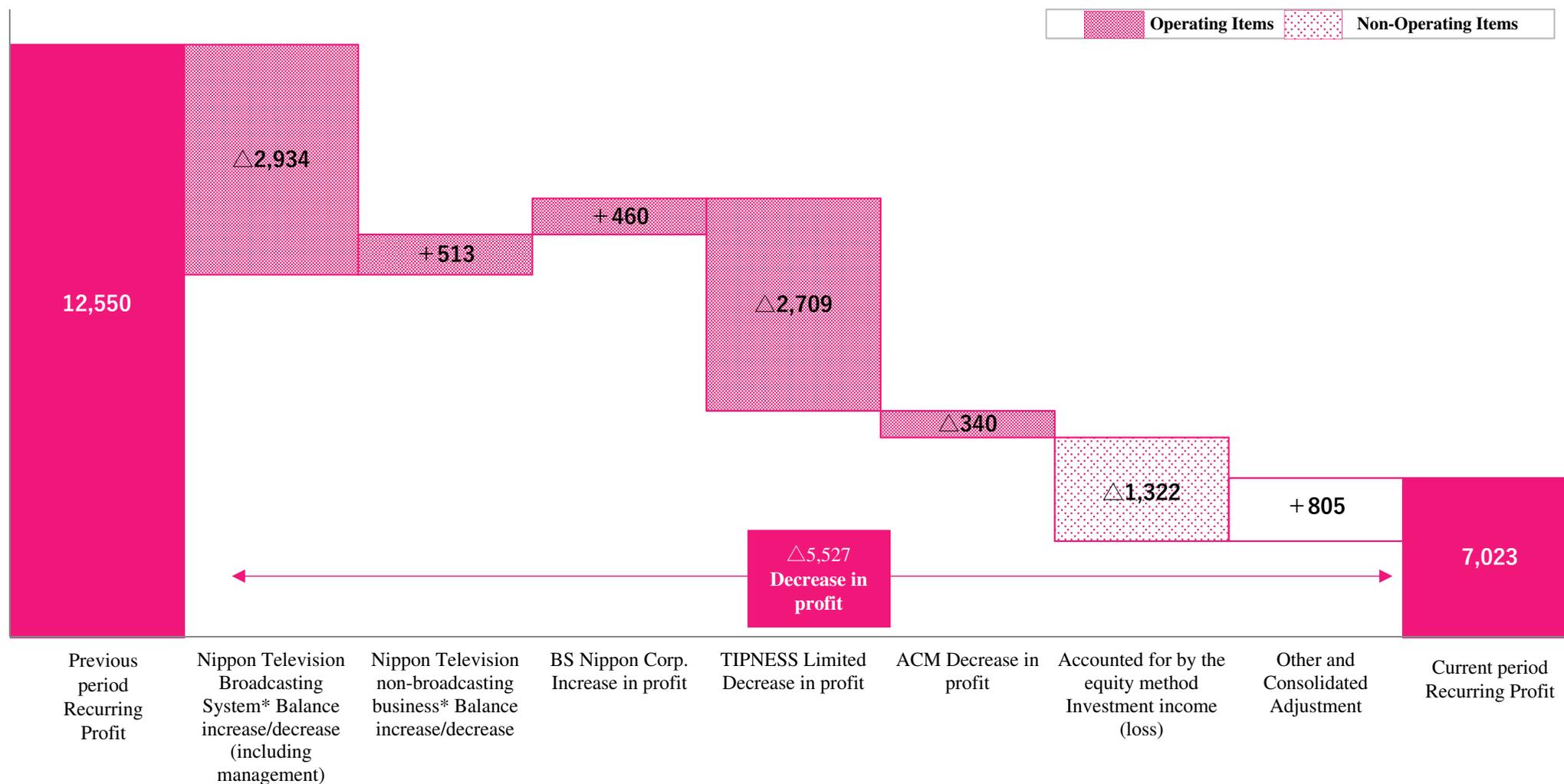
Net Sales YoY Change Components

(Millions of yen)



Recurring Profit YoY Change Components

(Millions of yen)

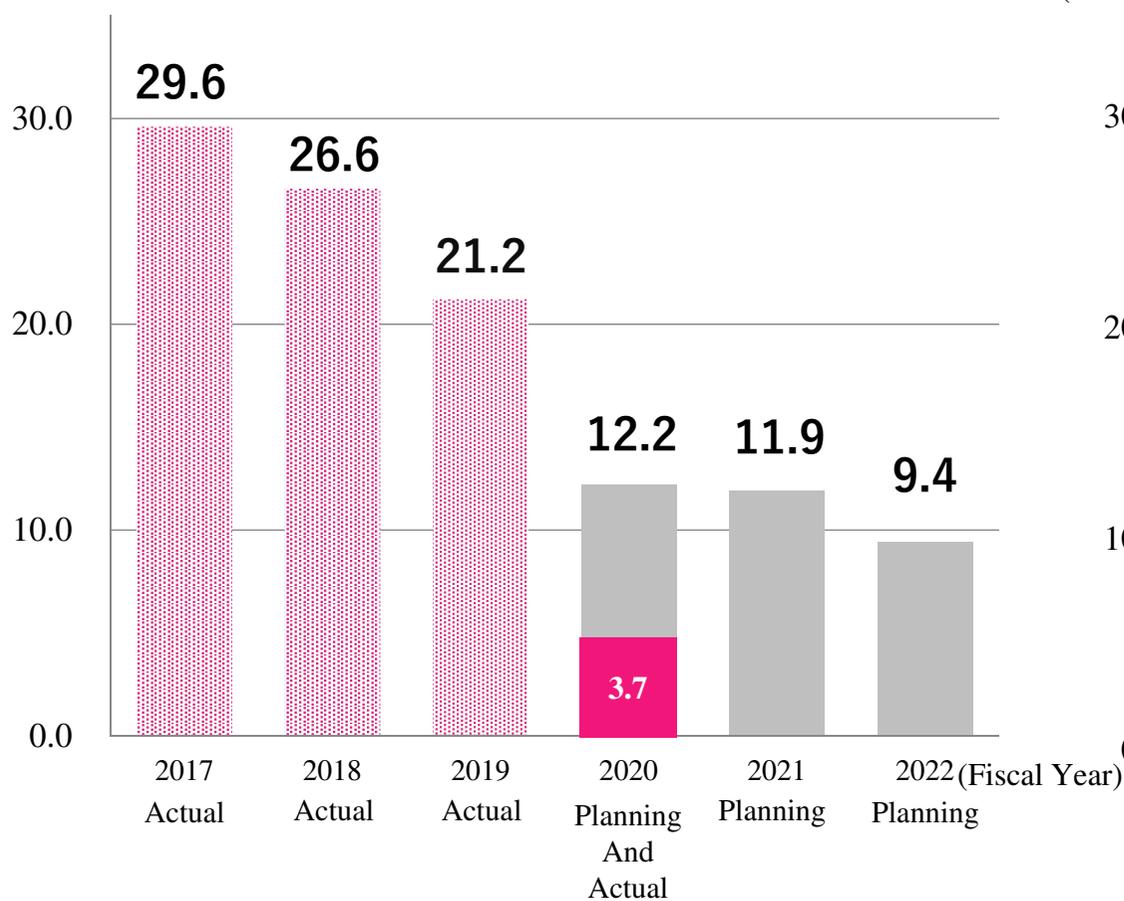


CAPEX and Depreciation (Consolidated)

FY2020 1Q (Unit : Billions of yen)	CAPEX amount	Depreciation and amortization
	3.7	4.3

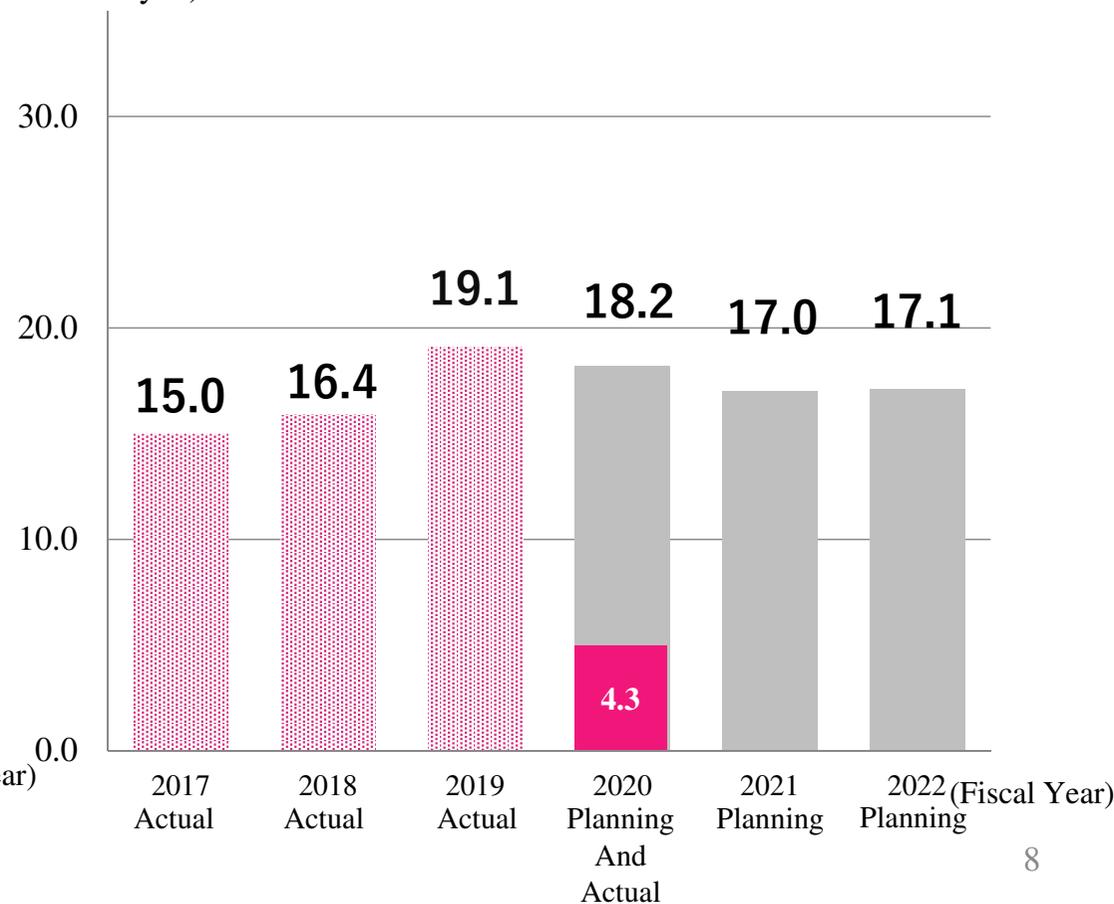
CAPEX amount

(Billions of yen)



Depreciation and amortization

(Billions of yen)



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Nippon TV Financial Results

Broadcasting revenues declined sharply as spot ad sales suddenly deteriorated, driving net sales significantly lower YoY. COVID-19-related postponements and cancellations of movies and events also led to a decrease in non-broadcasting revenues. Costs, particularly those related to production, depreciation, and miscellaneous expenses, decreased but not enough to cover the drop in broadcasting revenues. As a result, operating profit, recurring profit, and net income for 1Q declined.

(Millions of yen)

	FY2019 1st quarter	FY2020 1st quarter	Change (%)
Net Sales	73,825	60,886	△17.5
Operating Profit	8,620	6,154	△28.6
Recurring Profit	10,628	8,338	△21.5
Net Income	7,273	5,714	△21.4

Net Sales-Nippon TV

(Millions of yen)

	FY2019 1st quarter	FY2020 1st quarter	Change (%)
TV advertising revenue	60,379	48,717	△19.3
Program Sales	2,850	2,863	0.4
Events/Content business sales	10,087	8,765	△13.1
Real Estate Business	507	539	6.4
Total	73,825	60,886	△17.5

Nippon TV Advertising Revenue

(Millions of yen)

	FY2019 1st quarter	FY 2020 1st quarter	Change (%)
TV advertising revenue	60,379	48,717	△19.3
Time	29,394	29,070	△1.1
Spot	30,985	19,647	△36.6

TV Advertising Revenue YoY

Time	FY2019 (%)	FY2020 (%)
April	△3.2	△2.4
May	△2.1	1.9
June	△10.9	△3.1

Spot	FY2019 (%)	FY2020 (%)
April	△1.9	△24.7
May	△11.2	△40.2
June	△5.9	△47.5

Operating Expenses-Nippon TV

(Millions of yen)

	FY2019 1st quarter	FY2020 1st quarter	Change (%)
Production costs	24,724	18,568	△24.9
Personnel	5,679	5,519	△2.8
Depreciation and amortization	2,885	2,701	△6.4
Events/content business costs	7,294	6,243	△14.4
Others	24,620	21,698	△11.9
Total	65,204	54,731	△16.1

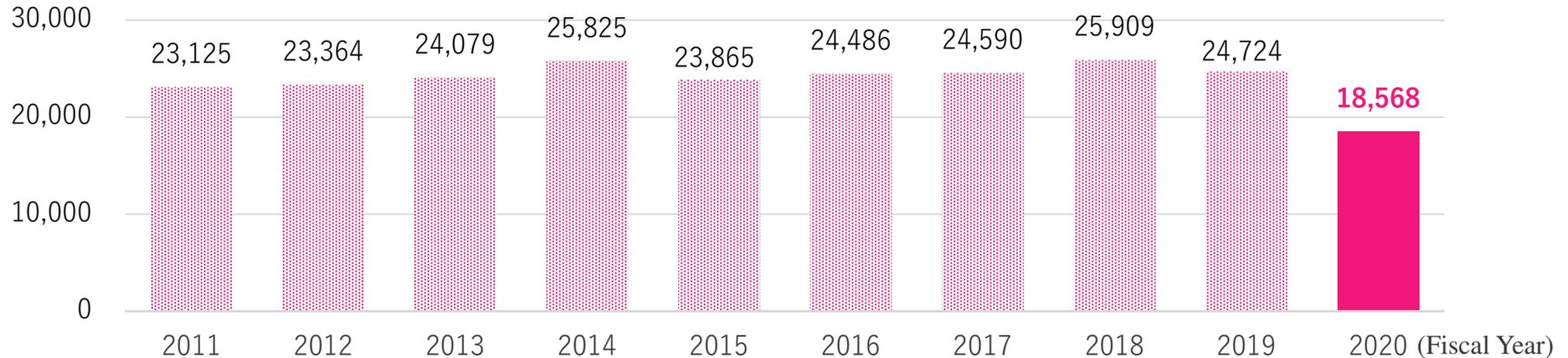
Nippon TV Production Costs

(Millions of yen)

FY2019 1st quarter	FY2020 1st quarter	Change (%)
24,724	18,568	△24.9

Production Costs (1st Quarter)

(Millions of yen)



Events/Content Business Sales and Costs

(Millions of yen)

		FY2019 1st quarter	FY2020 1st quarter
BS,CS,CA TV,Other	Sales	2,609	1,697
	Costs	1,371	834
	Balance	1,238	862
Rights	Sales	523	439
	Costs	133	108
	Balance	390	331
Media Commerce	Sales	1,675	3,218
	Costs	1,552	2,714
	Balance	123	504
Movies	Sales	1,357	955
	Costs	1,356	527
	Balance	1	428

		FY2019 1st quarter	FY 2020 1st quarter
Events	Sales	674	64
	Costs	580	117
	Balance	93	△53
International Business	Sales	334	502
	Costs	184	168
	Balance	150	334
Others	Sales	2,916	1,890
	Costs	2,118	1,774
	Balance	797	115
Total	Sales	10,087	8,765
	Costs	7,294	6,243
	Balance	2,793	2,521

Financial Highlights of Other Group Companies ①

(Millions of yen)	BS Nippon Corp.	CS Nippon Corp.	NTV Technical Resources Inc.	NTVAX-ON	NTV Events Inc.	Nippon Television Art Inc.
Net Sales	3,359 (△9.0%)	1,140 (△3.7%)	2,010 (△24.6%)	4,737 (△5.4%)	172 (△79.2%)	1,124 (△41.1%)
Operating Profit (loss) (△)	622 (282.6%)	220 (1.4%)	△269 (-)	156 (2,954.6%)	△171 (-)	△187 (-)
Recurring Profit (loss) (△)	627 (276.3%)	222 (1.6%)	△259 (-)	162 (1,615.3%)	△170 (-)	△185 (-)
Net Income (loss) (△)	427 (280.1%)	153 (1.8%)	△259 (-)	105 (1,601.8%)	△177 (-)	△128 (-)

(Millions of yen)	Nippon Television Music Corp	VAP Inc.	TIPNESS Limited	NTV Service Inc.	Nippon Television Work 24 Corp	Forecast Communications Corp.
Net Sales	2,734 (△5.7%)	2,362 (△21.6%)	2,056 (△77.7%)	381 (△56.5%)	1,131 (7.5%)	727 (△2.8%)
Operating Profit or loss (△)	507 (36.1%)	249 (279.0%)	△2,213 (-)	△34 (-)	58 (29.1%)	△28 (-)
Recurring Profit or loss (△)	534 (28.9%)	268 (218.0%)	△2,239 (-)	△28 (-)	49 (23.5%)	17 (90.5%)
Net Income or loss (△)	376 (27.9%)	267 (350.8%)	△4,108 (-)	△35 (-)	35 (-)	13 (78.2%)

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

Financial Highlights of Other Group Companies ②

(Millions of yen)	NTV IT Produce Corporation	Eiho Produce Corporation	Nittele Seven	TATSUNOKO PRODUCTION Co.Ltd	HJ Holdings LLC	ACM	PLAY
Net Sales	869 (△24.0%)	487 (△3.3%)	738 (25.3%)	328 (△34.2%)	6,629 (15.4%)	531 (△35.0%)	1,230 (-)
Operating Profit or loss (△)	60 (△58.9%)	82 (292.4%)	25 (-)	△46 (-)	△9 (-)	△383 (-)	364 (-)
Recurring Profit or loss (△)	60 (△58.7%)	79 (338.7%)	27 (-)	△45 (-)	1 (△97.5%)	△374 (-)	369 (-)
Net Income or loss (△)	39 (△58.9%)	79 (340.3%)	18 (-)	△29 (-)	0 (△99.1%)	△378 (-)	209 (-)

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

Percentages of change for PLAY Co., Ltd., which became a consolidated subsidiary in July 2019, are shown as "-."

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Consolidated Financial Forecast

Consolidated Financial Forecast and Dividends for Fiscal 2021

- **COVID-19 continues to force us to operate under challenging business environments, such as stagnation in the advertising sales for our broadcasting business, postponements and cancellations of events and movies, and customer capacity limits at our facilities.**
- **Due to the uncertainties around when COVID-19, corporate earnings decreases, and personal consumption declines will end, we are uncertain about our consolidated financial performance and dividend forecasts for the fiscal year ending March 2021.
(We will quickly disclose information once forecast calculations become possible again.)**

Withdrawal of Quantitative Targets for the Medium-Term Management Plan; Future Efforts

- **Quantitative targets in the medium-term management plan lasting until March 2022 are temporarily withdrawn. That said, we will continue to invest in new businesses and M&A, with the investment budget unchanged at ¥100 billion.**
- **In the broadcasting business, we will continue to produce high-quality content as the industry's most formidable content production group. At the same time, we will work to enhance the value of television advertising through a shift to digital technology by utilizing data, among other things.**
- **Our medium-term management plan laid out a target of making digital a business pillar. We will accelerate our efforts to achieve our goal of expanding our digital business.**

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Viewer Ratings and Programming Policy

April 2020 Cour Viewer Ratings Key Points

Point

1

April 2020 cour Triple Crown for individual ratings and core targets

- Individual ratings Triple Crown for 26 consecutive cours starting from January 2014
- Core targets Triple Crown for 28 consecutive cours from July 2013
- Both individual and core target ratings increased significantly YoY due to an increase of people staying home

Point

2

High viewer ratings for each time zone and target! Triple Crown for every area!

- No. 1 in Non-prime time and Platinum time zones for individuals and core target
- Overwhelming Triple Crown victory in C, T, F1, F2, M1, and M2 (excluding the elderly)

Point

3

- Triple crown victory for 26 Nippon TV regional network broadcasters
- ## On track to win annual 2020 individual viewer ratings Triple Crown!

April 2020 Cour Individual Viewer Ratings

March 30,2020 - June 28,2020

	NTV	EX	TBS	TX	CX	PUT
All Day	① 5.1	② 4.6	③ 3.7	⑤ 1.6	④ 3.2	24.9
6:00 to 24:00	+1.0	+0.6	+0.6	+0.2	+0.2	+3.0
Prime Time	① 7.5	② 6.8	③ 5.5	⑤ 3.6	④ 4.8	38.4
19:00 to 23:00	+1.0	+0.8	+0.1	+0.4	+0.2	+3.8
Golden Time	① 8.0	② 6.5	③ 5.6	⑤ 4.1	④ 5.0	40.7
19:00 to 22:00	+1.2	+0.5	+0.1	+0.6	+0.1	+4.1
Non-Prime Time	① 4.4	② 3.9	③ 3.2	⑤ 1.1	③ 2.8	21.0
All Day- Prime Time	+1.0	+0.5	+0.8	+0.2	+0.2	+2.8
Platinum Time	① 3.9	② 2.8	③ 2.1	⑤ 1.3	④ 2.0	15.2
23:00-25:00	+0.7	+0.1	▲0.1	±0.0	+0.2	+0.9

- ✓ Individual ratings Triple Crown for 26 consecutive cours from 1/2014
- ✓ Viewership increased significantly YoY as more people stayed home, and Nippon TV enjoyed the largest viewer ratings increase amongst its competitors
- ✓ Analysis shows viewers saw us as the “Reliable News Source During Incidents” and “Source of Entertainment for the Entire Family”

April Cour Ranking Based On Number of Viewers

	Title		分数	局数	全国平均視聴人数	全国到達人数
1	4/4	Shimura Zoo	114	29	2223.6万人	4326.4万人
2	4/19	The Quest	116	30	1752.3万人	3722.1万人
3	4/29	Ichiokunin no Daishitsumon!? Waratte Koraete!	174	29	1462.3万人	4169.3万人
4	4/4	Arashi ni Shiyagare	114	30	1413.9万人	3154.2万人
5	4/12	LINE-UP LAW OFFICE	54	30	1401.8万人	2622.4万人
6	4/19	The TETSUWAN DASH	58	30	1389.8万人	2610.3万人
7	4/12	The True Story、Bankisha	55	28	1305.2万人	2682.8万人
8	4/5	Battle to Become "Nippon TV's No. 1 Show"	234	39	1293.1万人	4834.0万人
9	4/27	Sekai Maru Mie! TV Special Investigative Unit	120	29	1281.0万人	3262.9万人
10	5/11	Ariyoshi Seminar	120	29	1256.8万人	3033.3万人

- ☑ Average number of viewers nationwide: Estimated average number of viewers for the entire program
 - ☑ Nationwide reach: Estimated number of viewers who watched for a minute or more
- Results proves terrestrial TV's reach is superior to other media

Fiscal 2020 Programming Policy

- ① Win Triple Crown by focusing on individual viewer ratings**
- ② Relentless strategy that targets core viewers**
- ③ Entice next generation of viewers by focusing on teens to mid-30s**
- ④ Accelerate "Multi-Platform Strategy"**
- ⑤ Enhance regular programs with a focus on rebranding**
- ⑥ Programming that addresses the lifestyles that were drastically changed due to COVID-19**

October 2020 Programming Strategy Themes

Point

1

Consumers' needs first while maximizing the satisfaction of our clients

→ **Unyielding pursuit of a fresher and richer timetable**

Point

2

Responding to COVID-19 changes in the social environment and consumer behavior

→ **Proactively produce content necessary in COVID-19 times**

Point

3

Entice inactive core viewers and next generation viewers

→ **Deliver Nippon TV content to people who do not watch TV**

October 2020 Programming Strategy Points

Saturday Golden Time Improvements

- Saturday 7 – 8 pm: “I Love Everyone’s Zoo” (tentative)

- ◆ After 10 years, a new Saturday show! “Animal News” gathers real stories from all over the world and Japan to bring you an entirely new animal variety show!

- ◆ MC **Masaki Aiba** is joined by famous guests who love animals!

- ◆ Target is C•T, F1, F2 and goal is to get children to gather in front of their TV sets to enjoy this “**content for the family that represents the Reiwa Era**”!

- ◆ We are also aggressively expanding our multi-platform distribution to promote our **strategy of delivering content to those who keep their viewing turned devices off.**



October 2020 Programming Strategy Points

Saturday Golden Time Improvements

- Saturday 8 – 9 pm: “The Most Useful School in the World”
 - ◆ Revamp “high-quality educational variety” show for the Reiwa Era
 - ◆ First half: focus on classes core target wants now
Second half: specialize in classes focused on information and images
 - ◆ Creating a look and feel of “excitement” that immediately comes across
 - ◆ As an educational variety show that children and parents want to see together, we will focus on fun classes that teach what you need to know now
- Saturday 9 – 10 pm: “Arashi ni Shiyagare”
 - ◆ Do the utmost to make the finale a blast as MCs Arashi will take a break from working as a group at the end of the year
 - ◆ Plans for January 2021 onwards are being arranged



April Cour Multi-Platform Rollouts

Point

1

Past famous dramas “Gokusen,” “Nobuta Produce” and others to go on linear and digital
→ **Active utilization of Nippon TV archived content**

Point

2

“Nizi Project” became a smash hit through multi-platform strategy
→ **Proves Nippon TV’s enormous reach**

Point

3

Variety show catch-up viewing expansion
→ **Deliver content to even new viewers while increasing digital ad revenue**

Multi-Platform Deployment Successes

① Golden & prime dramas: (April and July cour goals)

◎ Catch-up viewing (TVer, Nittele TADA)

- Sunday drama “Gourmet Detective Goro Akechi”: over 1.3 million plays
- Wednesday drama: “The Pride of the Temp” (2020)
- Saturday drama: “Detective Novice”

◎ Hulu originals

- Wednesday and Sunday dramas captured good amounts of subscribers

② Past famous dramas: specially prepared for Golden & Prime and replayed on Saturday & Sunday afternoon

◎ “Gokusen 1 Series” pulled out of archives and streamed

- TVer, Nittele TADA: over 12 million views
- Strong membership acquisition for Hulu

◎ “NOBUTA WO PRODUCE” from archives to TVer, Nittele TADA: over 4 million views

◎ “Over-Protected Kahoko” and “Super Super Salaryman Saenai” also performed well

Multi-Platform Deployment Successes

3 Originals

◎ “Nizi Project”

- **Audition show**
- **Featured on "Sukkiri" to high viewer ratings**
- **Full release on Hulu**
 - **Added new subscribers significantly**
- **Catch-up at TVer, Nittel TADA**
 - **Over 3 million total views**

→ **Became a smash hit and social phenomenon!**

◎ "Miss Sherlock"

- **Original Hulu content “Miss Sherlock” on Friday Road SHOW!**
Broadcast a special edition of 1st and 2nd episodes to high viewer ratings, before offering on Hulu
- **Added impressive amount of new subscribers**



Multi-Platform Deployment Successes

4 Sports

© Giants games

→ Distribution through linear, BS, and Nittel G+, Hulu, GLS, and DAZN, in addition to

→ Distribution of six games in TVer

※ Total reached nationwide: about 34.2 million people!

Data: June 19 (27 stations/194 minutes)

5 Variety

© Catch-up viewing *expanding the lineup of shows

→ Over 15 of the most popular shows are now available

© Hulu originals

→ In-demand shows now available

Reference Materials for Financial Results

Segment Results

(Millions of yen)

FY2020 1st quarter	Reportable segments				Others	Total	Adjustment	Consolidated Income Statement Amount recorded
	Media Content business	Life and Health Related Business	Real estate Related Businesses	Total				
Net Sales	77,348	2,056	2,602	82,006	1,294	83,301	△2,754	80,546
Segment profit or loss (△)	7,302	△2,603	891	5,590	75	5,665	△269	5,395

Business Segment	Main Business
Media Content business	Sales, Video On Demand, and BS, CS, CATV, Royalty sales for videos, music, etc., sales of packaged media, etc., TV-shopping, movies business, events and art exhibition business, planning and operation of theme parks, and the contractual production of content
Life and Health Related Business	Operation of fitness clubs
Real Estate Business	Real estate leasing, building management, and solar power generation

Overview of HJ Holdings

- Net sales grew 15% year-on-year in the first quarter of fiscal 2020
- Record-high number of new members registered as a quarter thanks to Hulu's original content "THE HEAD" which was co-produced with an overseas partner, the 2018 Hulu original "Miss Sherlock" being aired on Friday Road SHOW!, the launch of "Gokusen" and "Nizi Project" becoming a wild hit.
- "From Today, It's My Turn!" theater edition was off to a great start and is set for a spectacular 2Q with exclusive streaming of its drama edition and unreleased complete edition.

Spot Sales

- Terrestrial Broadcasting (Nippon TV)

		FY2019 1st quarter	Share (%)	Change (%)	FY2020 1st quarter	Share (%)	Change (%)
(%) Comparison of share by spot industry 	1	Cosmetics Toiletries	14.9	△14.8	Telecom/game	16.3	△3.9
	2	Telecom/game	10.7	8.0	Cosmetics/toiletries	14.1	△39.6
	3	Service	10.6	1.0	Pharmaceutical	7.5	1.3
	4	Non-Alcohol	6.8	△14.9	Service	6.8	△59.7
	5	Finance	5.9	△7.4	Non-Alcohol	6.3	△41.6
	6	Box-office/ Entertainment	5.0	△2.5	Food (Processing, health foods, etc.)	6.2	△15.4
	7	Electrical equipment	4.9	22.1	Food (dairy seasonings)	5.0	△30.4
	8	Pharmaceutical	4.7	△16.4	Electrical equipment	4.5	△41.5
	9	Transportation equipment	4.6	11.2	Transportation equipment	3.9	△47.0
	10	Food (Processing, health foods, etc.)	4.6	1.1	Alcoholic beverages	3.9	△23.9

NOTE: Year-on-year percentage changes. Figures are internally managed figures.

2020 Annual Individual Viewer Ratings ※interim results

December 30,2019 - July 19,2020

	NTV	EX	TBS	TX	CX	PUT
All Day	① 4.8	② 4.3	③ 3.5	⑤ 1.5	④ 3.2	23.9
6:00 to 24:00	+0.4	+0.3	+0.4	+0.1	+0.1	+1.6
Prime Time	① 7.2	② 6.6	③ 5.4	⑤ 3.4	④ 4.8	37.0
19:00 to 23:00	+0.3	+0.4	+0.1	+0.3	±0.0	+2.0
Golden Time	① 7.6	② 6.3	③ 5.5	⑤ 3.7	④ 5.0	39.1
19:00 to 22:00	+0.4	+0.1	+0.1	+0.3	±0.0	+2.1
Non-Prime Time	① 4.2	② 3.7	③ 3.0	⑤ 1.0	③ 2.7	20.2
All Day- Prime Time	+0.6	+0.3	+0.5	+0.1	+0.1	+1.5
Platinum Time	① 3.7	② 2.8	③ 2.2	⑤ 1.2	④ 2.0	15.0
23:00-25:00	+0.3	+0.1	±0.0	±0.0	+0.1	+0.5

- ☑ So far so good in 2020! ratings are on track for individual ratings Triple Crown (and Quintuple Crown).
- ☑ Core targets C, T, M1, M2, F1, and F2 are also on track for Triple Crown (and Quintuple Crown).

April Cour Core Target Ratings

March 30,2020 - June 28,2020

	NTV	EX	TBS	TX	CX	PUT
All Day	① 4.7	④ 2.1	③ 2.2	⑤ 0.8	② 2.6	14.8
6:00 to 24:00	+1.2	+0.4	+0.6	+0.1	+0.1	+2.6
Prime Time	① 7.7	④ 3.8	② 4.4	⑤ 2.1	③ 4.2	26.0
19:00 to 23:00	+1.5	+0.7	+0.8	+0.3	+0.3	+4.1
Golden Time	① 8.0	④ 3.4	② 4.4	⑤ 2.3	③ 4.3	26.9
19:00 to 22:00	+1.7	+0.5	+1.1	+0.4	+0.2	+4.7
Non-Prime Time	① 3.9	③ 1.6	③ 1.6	⑤ 0.4	② 2.1	11.6
All Day- Prime Time	+1.1	+0.4	+0.6	+0.1	±0.0	+2.2
Platinum Time	① 4.1	② 2.7	④ 1.7	⑤ 0.9	③ 2.0	12.9
23:00-25:00	+0.5	+0.1	▲0.2	±0.0	+0.1	+0.3

In order of digital channel, from left. Source for Core Target viewership (Kanto region): Video Research. Period of comparison: April 01,2019 - June 30,2019

- ☑ Core target is a Nippon TV original index consisting of males and females 13-49—students and professionals targeted by our clients.
- ☑ Triple crown with overwhelming leads versus 2nd placer
28 consecutive cours triple crown from the fiscal year ended July 2013

April Cour Viewer Ratings (C, T)

Source: Video research

C(M/F 4-12)		March 30,2020 - June 28,2020				
	NTV	EX	TBS	TX	CX	
All Day	① 4.1	④ 1.4	③ 1.6	⑤ 0.9	② 2.0	
Prime Time	① 7.8	④ 2.5	③ 3.8	⑤ 1.8	② 4.2	
Golden Time	① 8.8	④ 2.6	③ 4.2	⑤ 2.2	② 4.8	
Non-Prime Time	① 3.1	③ 1.1	④ 1.0	⑤ 0.6	② 1.4	
Platinum Time	① 1.5	② 0.8	④ 0.6	⑤ 0.3	③ 0.7	

T(M/F13-19)		March 30,2020 - June 28,2020				
	NTV	EX	TBS	TX	CX	
All Day	① 3.8	④ 1.3	② 1.6	⑤ 0.5	② 1.6	
Prime Time	① 7.4	④ 2.8	② 4.0	⑤ 1.5	③ 3.6	
Golden Time	① 7.9	④ 2.8	② 4.0	⑤ 1.7	③ 3.7	
Non-Prime Time	① 2.8	④ 0.9	② 1.0	⑤ 0.3	② 1.0	
Platinum Time	① 2.7	② 1.6	④ 1.2	⑤ 0.4	③ 1.5	

April Cour Viewer Ratings (F1, F2)

Source: Video research

F1(Female 20-34)		March 30, 2020 - June 28,2020				
	NTV	EX	TBS	TX	CX	
All Day	① 5.1	④ 1.7	③ 2.0	⑤ 0.7	② 2.4	
Prime Time	① 8.4	④ 3.4	② 4.4	⑤ 1.8	③ 4.0	
Golden Time	① 8.6	④ 3.3	② 4.5	⑤ 2.1	③ 4.3	
Non-Prime Time	① 4.2	④ 1.2	③ 1.3	⑤ 0.4	② 1.9	
Platinum Time	① 4.3	② 2.5	④ 1.5	⑤ 0.5	③ 1.7	

F2(Female 35-49)		March 30, 2020 - June 28,2020				
	NTV	EX	TBS	TX	CX	
All Day	① 6.8	④ 2.9	③ 3.2	⑤ 1.0	② 3.9	
Prime Time	① 10.0	④ 5.0	② 5.7	⑤ 2.6	③ 5.6	
Golden Time	① 10.5	④ 4.5	② 5.7	⑤ 3.0	② 5.7	
Non-Prime Time	① 6.0	④ 2.3	③ 2.4	⑤ 0.5	② 3.4	
Platinum Time	① 5.3	② 3.5	④ 2.3	⑤ 0.9	③ 2.5	

April Cour Viewer Ratings (M1, M2)

Source: Video research

M1(Male 20-34)		March 30,2020 - June 28,2020				
	NTV	EX	TBS	TX	CX	
All Day	① 2.9	④ 1.2	③ 1.4	⑤ 0.5	② 1.7	
Prime Time	① 5.3	④ 2.4	② 3.1	⑤ 1.4	③ 2.7	
Golden Time	① 5.5	④ 2.3	② 3.1	⑤ 1.5	③ 2.8	
Non-Prime Time	① 2.3	③ 0.9	③ 0.9	⑤ 0.3	② 1.4	
Platinum Time	① 3.0	② 1.9	④ 1.2	⑤ 0.7	③ 1.3	

M2(Male 35-49)		March 30,2020 - June 28,2020				
	NTV	EX	TBS	TX	CX	
All Day	① 3.9	③ 2.4	④ 2.3	⑤ 1.0	② 2.6	
Prime Time	① 6.6	② 4.2	② 4.2	⑤ 2.5	④ 4.1	
Golden Time	① 7.0	④ 3.6	② 4.1	⑤ 2.7	② 4.1	
Non-Prime Time	① 3.2	③ 1.9	④ 1.8	⑤ 0.5	② 2.1	
Platinum Time	① 4.2	② 3.3	④ 2.0	⑤ 1.3	③ 2.5	

April Cour Individual Viewer Ratings Scorecard

Source: Video research

	Individual	Core Target	C	T	M1	M2	M3	M3	M3	F1	F2	F3	F3	F3
		M/F 13-49	M/F 4-12	M/F 13-19	Male 20-34	Male 35-49	Male 50~	Male 50-64	Male 65~	Female 20-34	Female 35-49	Female 50~	Female 50-64	Female 65~
All Day							3		3			2		3
Prime Time							2		4			2		3
Golden Time							2		3			2		3

- In addition to individual and core targets, Triple crown for C, T, M1, M2, F1, and F2
- Behind in overall M3 and F3, but the 50-64-year-old segments of those groups were captured.
- Overwhelming support across all times zones from all demographics except males and females aged 65 and over.

Movies Lineup for 2020

☆ Lead organizer is Nippon TV ★=Co-organized with Nippon TV ■ = Produced by Hi-AX

Date	Title	Distributor	
<p>April 17 (Fri)</p> <p>Rescheduled</p>	<p>Detective Conan's scarlet bullet</p>	<p>TOHO</p>	
<p>June 05 (Fri)</p> <p>Rescheduled</p>	<p>☆ Caution, Hazardous Wife: The Movie</p>	<p>TOHO</p>	
<p>June 19 (Fri)</p>	<p>★ Wednesday disappeared</p>	<p>Nikkatsu Corporation</p>	

Movies Lineup for 2020

☆ Lead organizer is Nippon TV ★=Co-organized with Nippon TV ■ = Produced by Hi-AX

Date	Title	Distributor	
<p>June 26 (Fri)</p> <p>Rescheduled</p>	<p>That's it! Anpanman Fuwaflu Walley and Cloud Country</p>	<p>TOKYO THEATRE</p>	
<p>July 17 (Fri)</p>	<p>☆ From Today, It's My Turn!! :The Movie</p>	<p>TOHO</p>	
<p>August 28 (Fri)</p>	<p>☆ Blue, painful and fragile</p>	<p>TOHO</p>	

Movies Lineup for 2020

☆ Lead organizer is Nippon TV ★=Co-organized with Nippon TV ■ = Produced by Hi-AX

Date	Title	Distributor	
November	☆ Legacy of doctor death — BLACK FILE—	WB	NOW PRINTING
12/11 (Fri)	☆ New Interpretation of Three Kingdoms	TOHO	

NOTE) Publicity information postponed due to the impact of the new Coronavirus is as follows.

"Major detective conan scarlet bullet" published on April 17, 2020 → planned to be published in April 2021

"Wednesday disappeared" Released on May 15, 2020 ⇒ Released on June 19, 2020

"Handling caution" published on June 5, 2020 ⇒ Publication date undefined

Release of "Ikei! Anpanman Fuwafu Wallet and Kumokuni" on June 26, 2020 ⇒ Summer 2021
(planned)

Event Lineup for 2020-2021

※Do to COVID-19, events may be postponed or canceled

Date

**From Saturday, August 8 to
Sunday, September 6**

Event

Exhibition as Cute as Cats The Distance!



**Original
With "NECONOMASK"
Entrance tickets are also
very popular!**



Event Lineup for 2020-2021

※Do to COVID-19, events may be postponed or canceled

Date	Event
<p>[Shizuoka exhibition] From July 11 (Saturday) to September 6 (Sunday) Shizuoka prefectural museum of art</p> <p><Next patrol destination> [Matsumoto Exhibition] September 19, 2020 (Saturday)-November 29 (Sunday) Matsumoto City Museum of Art</p> <p>[Koriyama exhibition] Saturday, December 12, 2020-Sunday, March 7, 2021 Koriyama Municipal Museum of Art</p>	<p align="center">Everyone's Mucha <u>From Mucha to Manga</u> <u>— Magic of the line</u></p> 

We've begun a YouTube channel ★ with a super feature of events producers on Nippon Television!!



This is the time when we can't meet a lot of customers because of the Corona disaster...!

I hope you don't forget the fun of Events! I want to bring you energy!!

With this in mind,

Events producers, who usually don't come out,

We will provide information at times and at times in a looser fashion.

