



07L

FY2022 3Q
Financial
Results

Nippon Television Holdings, Inc.

FY2022 Apr.-Dec. Financial Results

NIPPON TV HOLDINGS

2022 Apr.-Dec. Overview of 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.

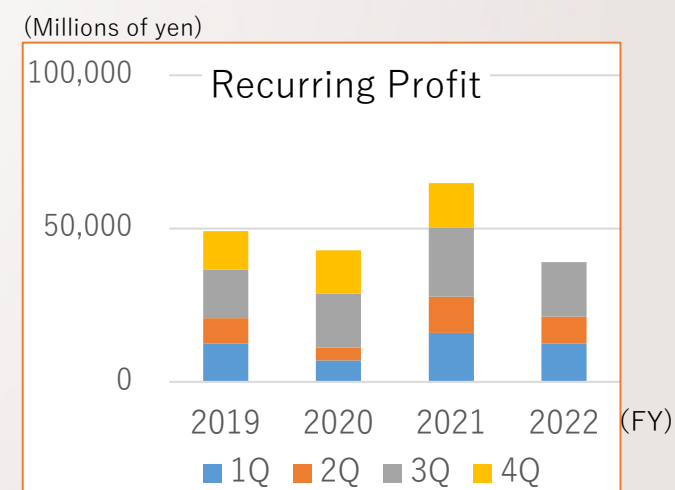
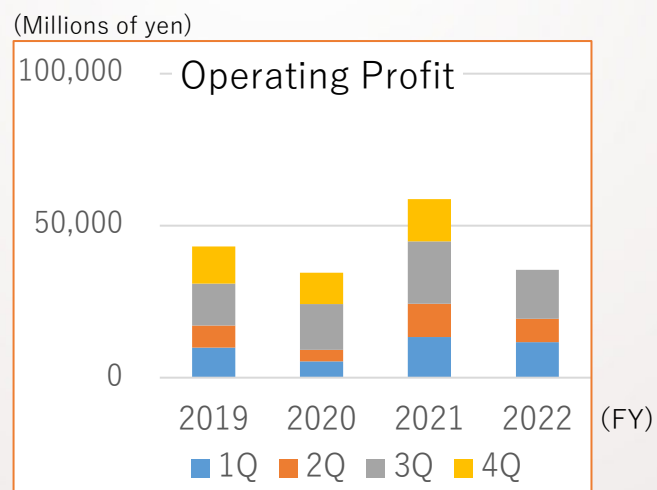
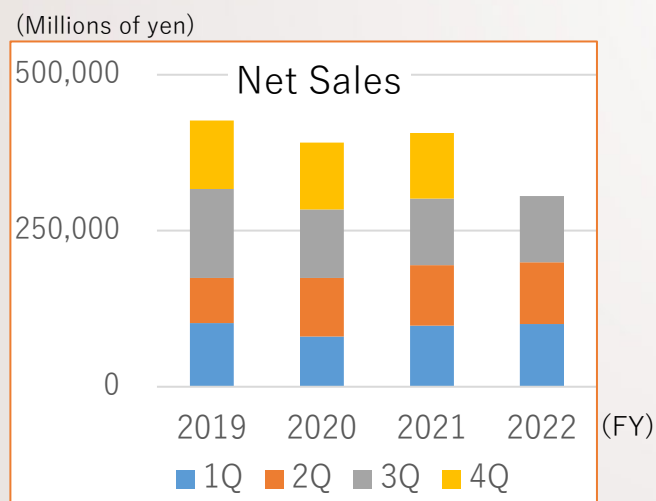
3Q Highlights

■ Net sales increased, net income decreased

- Nippon TV won the Triple Crown title for individual viewer ratings for the 12th consecutive year (comparison of commercial broadcasters)
Spot share has been recording historical highs every month since Oct.
- Despite the decline in television broadcasting revenue due to macroeconomic factors, there was steady progress in digital ads, streaming, and content businesses like intellectual property
- Revenue increase and net loss shrinkage in TIPNESS, significant financial performance improvement in ACM, and sales increase in Murayama due to becoming a wholly-owned subsidiary were greater than television broadcasting revenue decline
- Profits declined mainly as a result of a deterioration in the income and expenditure balance of the broadcasting business

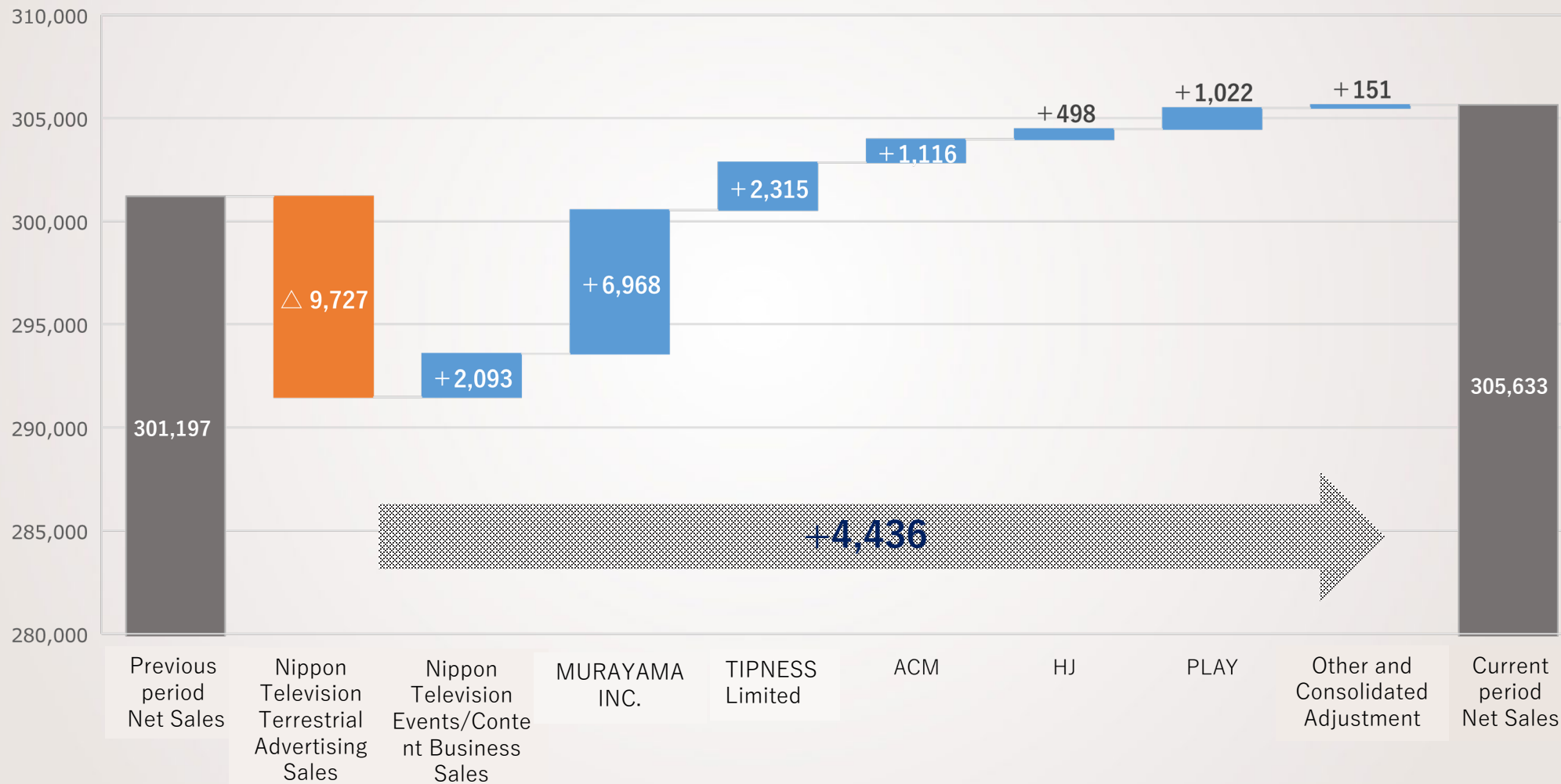
Nippon TV HD : Consolidated Financial Results

(Millions of yen)	FY2021 Apr.-Dec.	FY2022 Apr.- Dec.	YoY	Change
Net Sales	301,197	305,633	4,436	1.5%
Operating Profit	44,835	35,490	△9,344	△20.8%
Recurring Profit	50,175	39,092	△11,083	△22.1%
Net Income attributable to owners of the parent	38,872	27,114	△11,757	△30.2%



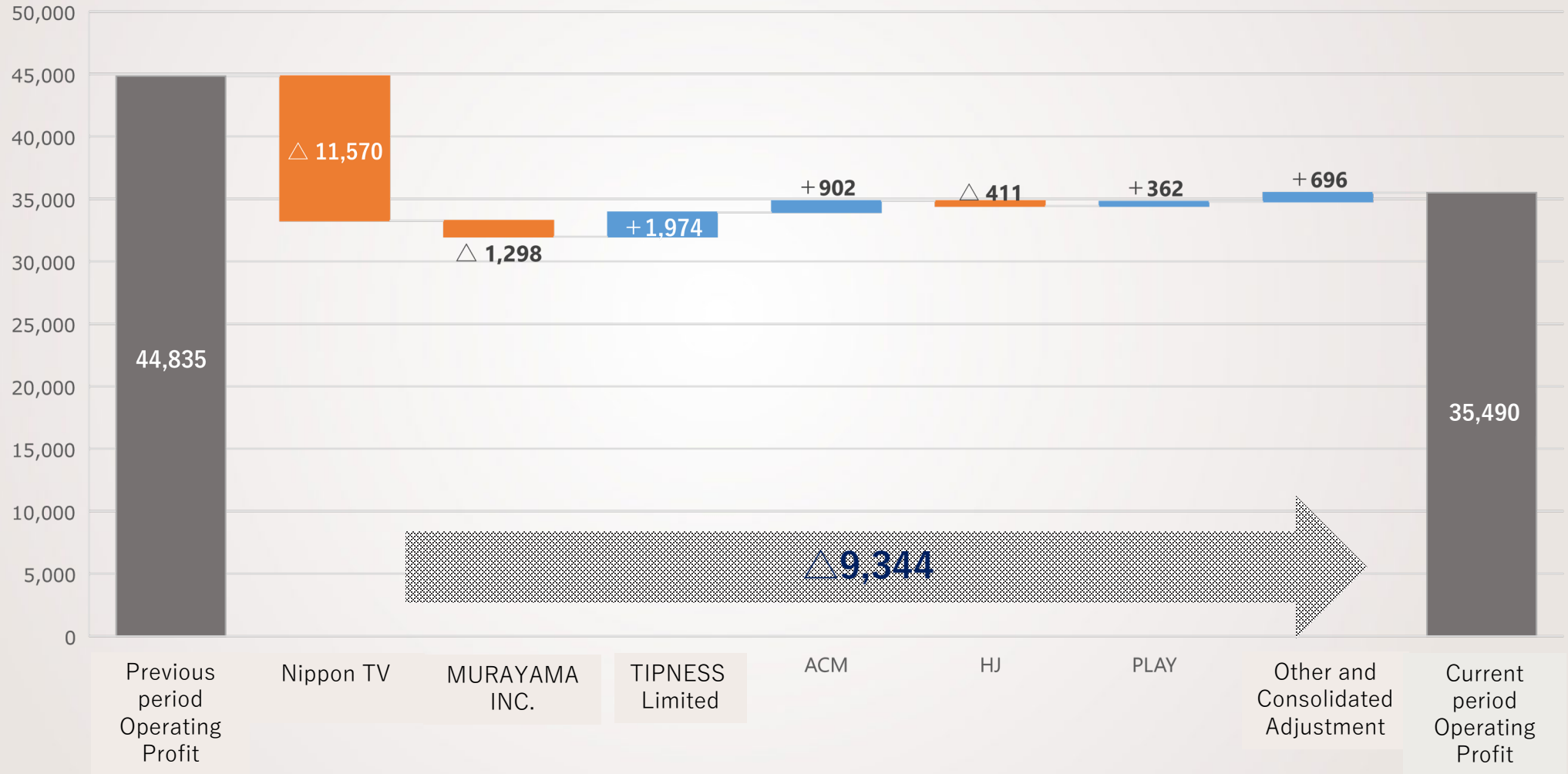
Net Sales YoY Change Components

(Millions of yen)



Operating Profit YoY Change Components

(Millions of yen)



Nippon TV : Financial Results

(Millions of yen)

	FY2021 Apr.-Dec.	FY2022 Apr.- Dec.	YoY	Change
Net Sales	223,469	215,982	△7,486	△3.4%
Operating Profit	38,279	26,709	△11,570	△30.2%
Recurring Profit	41,156	31,298	△9,858	△24.0%
Net Income	33,982	22,539	△11,442	△33.7%

Financial Highlights of Group Companies(Apr.-Dec.)

※(Millions of yen) (% YoY)

	BS Nippon Corp.		CS Nippon Corp.		Nippon Television Music Corp.		VAP Inc.		TIPNESS Limited	
Net Sales	12,274	0.7%	7,143	△2.4%	6,363	16.8%	5,153	△3.8%	19,559	13.4%
Operating Profit	1,520	△11.7%	213	△53.1%	1,577	12.8%	989	△1.5%	△138	—
Recurring Profit	1,551	△11.5%	219	△52.3%	1,605	13.6%	1,016	△8.2%	△355	—
Net Income	1,060	△12.6%	151	△52.3%	1,051	13.5%	1,209	26.4%	△369	—
	MURAYAMA INC.		TATSUNOKO PRODUCTION Co., Ltd.		HJ Holdings, Inc.		ACM CO., Ltd.		PLAY,inc.	
Net Sales	6,968	—	2,070	89.5%	24,883	1.7%	3,270	52.1%	6,136	23.4%
Operating Profit	△511	—	195	7,538.6%	701	△37.0%	640	—	1,415	34.5%
Recurring Profit	△463	—	203	4,428.5%	703	△36.7%	673	—	1,388	31.9%
Net Income	△465	—	131	18,837.5%	699	△34.4%	660	—	845	32.1%

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 and a company newly consolidated, the percentage change is shown as "-."

Nippon TV : Net Sales and Cost of Sales

(Millions of yen)

Net Sales	FY2021 Apr.-Dec.	FY2022 Apr.- Dec.	YoY	Change
Advertising revenue	184,739	175,011	△9,728	△5.3%
Program Sales	8,142	8,290	148	1.8%
Events/Content business sales	28,823	30,916	2,093	7.3%
Real Estate Business	1,763	1,763	0	0.0%
Total	223,469	215,982	△7,486	△3.4%

Cost of Sales	FY2021 Apr.-Dec.	FY2022 Apr.- Dec.	YoY	Change
Production costs	61,864	65,166	3,302	5.3%
Personnel	16,353	17,468	1,114	6.8%
Depreciation and amortization	7,925	6,934	△990	△12.5%
Events/content business costs	24,896	27,754	2,857	11.5%
Others	74,151	71,951	△2,200	△3.0%
Total	185,189	189,273	4,083	2.2%

Nippon TV : Advertising Revenue

(Millions of yen)	FY2021 Apr.-Dec.	FY2022 Apr.- Dec.	YoY	Change
Advertising revenue	184,739	175,011	△9,728	△5.3%
Time	89,680	82,682	△6,998	△7.8%
Spot	91,892	88,737	△3,154	△3.4%
Digital Ad.	3,167	3,592	424	13.4%

2022 Advertising Revenue YoY

Time	change	Spot	change	Digital Ad.	change
April	△3.3%	April	△2.9%	April	49.8%
May	△5.0%	May	△3.5%	May	8.2%
June	△6.4%	June	△17.6%	June	15.1%
July	△6.9%	July	9.0%	July	80.2%
August	△21.2%	August	12.5%	August	39.5%
September	△6.0%	September	△10.2%	September	11.7%
October	△2.9%	October	△2.1%	October	7.0%
November	△8.7%	November	△5.3%	November	△6.9%
December	△6.4%	December	△4.3%	December	△8.3%

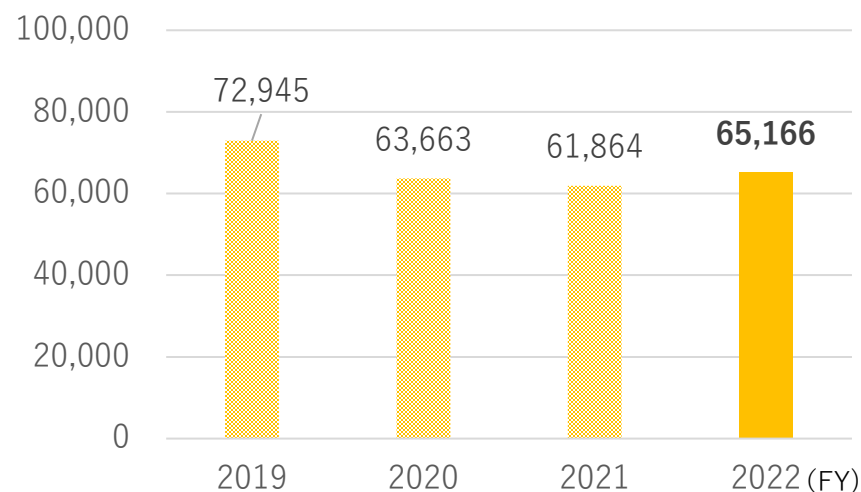
Nippon TV : Production Costs

(Millions of yen)

FY2021 Apr.-Dec.	FY2022 Apr.- Dec.	YoY	Change
61,864	65,166	3,302	5.3%

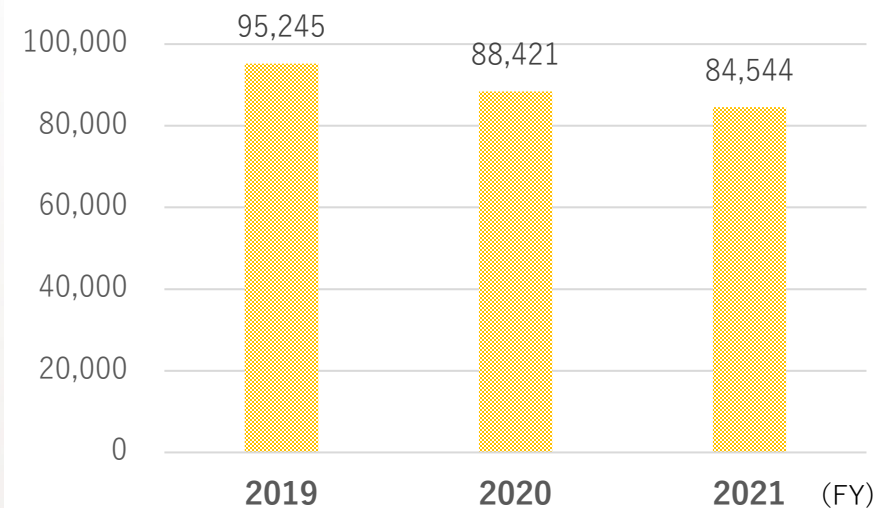
(Millions of yen)

Apr.-Dec. Production Costs



(Millions of yen)

(Ref.) Production Costs (FY)



Nippon TV : Events/Content Business Sales and Balance

(Millions of yen)

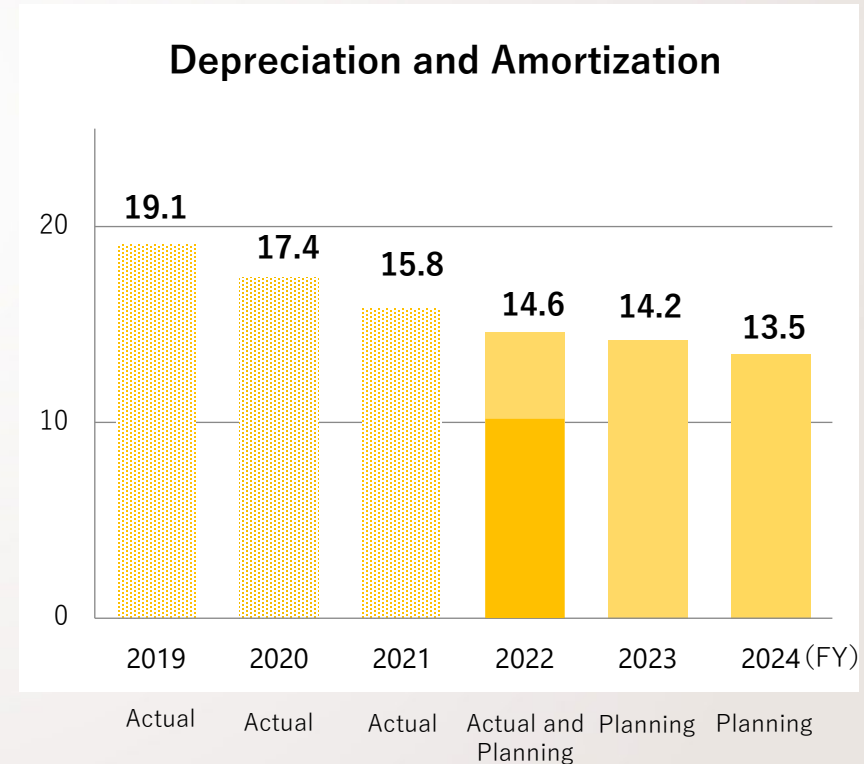
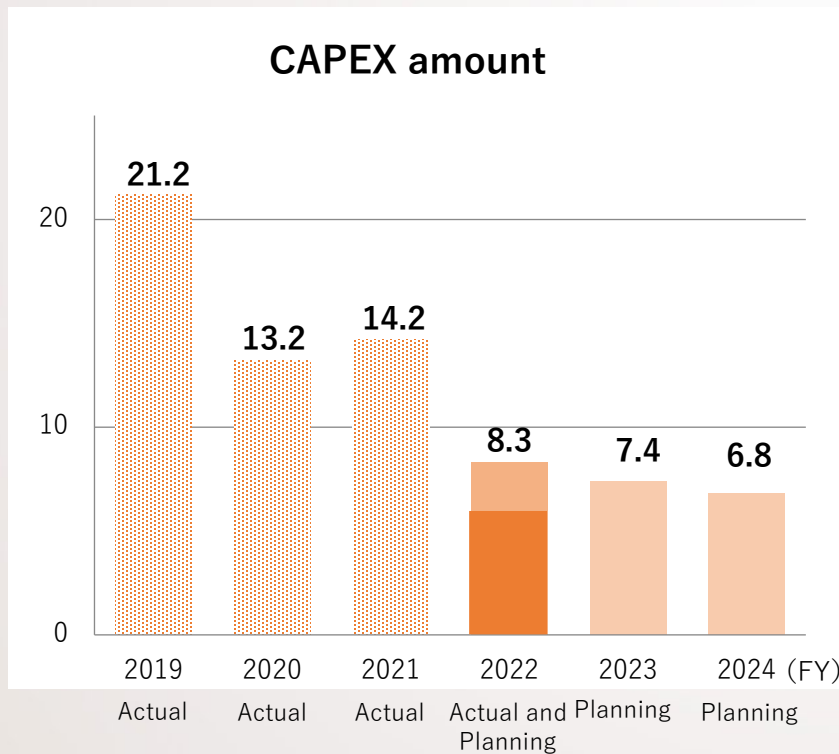
	Sales		Balance	
	FY2022 Apr.-Dec.	Change	FY2022 Apr.-Dec.	Change
Movies	2,912	△7.9%	1,475	△12.3%
Events	2,986	55.4%	196	244.3%
Media Commerce	6,654	△7.1%	382	△26.4%
Anime	2,701	△9.0%	1,373	2.0%
International Business (excl. Anime)	1,239	11.4%	516	△42.5%
IP Business	2,636	128.2%	351	15.3%
Content Business	1,054	4.0%	565	9.0%

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

CAPEX and Depreciation (Consolidated)

(Billions of yen)

() YoY change	CAPEX amount	Depreciation and Amortization
FY2022 Apr.– Dec.	6.3	10.2



Revised: FY2022 Consolidated Forecast

■ Unchanged from previous forecast

(Millions of yen)	As of May 2022	As of November 2022	Change	Change
Net Sales	435,000	415,000	△20,000	△4.6%
Operating Profit	50,000	43,000	△7,000	△14.0%
Recurring Profit	55,000	48,000	△7,000	△12.7%
Profit attributable to owners of parent Net income	40,000	33,000	△7,000	△17.5%

Dividend Forecast (Remain unchanged)

(Yen)	2Q	Year- End	Annual
FY2021 Result	10	27	37
FY2022 Forecast	10	27	37

Growth assumptions for terrestrial TV advertising revenue (YoY)

	As of November 2022
Time	△7.8%
Spot	△2.6%

Content Strategy



April 2023 Programming Improvements

Themes of April 2023 Programming Improvements:

- Major overhaul of weekday mornings
- Continue strengthening viewer engagement



Major overhaul of weekday mornings

1. Extend “ZIP!” by 1 hour to 5:50 am - 9:00 am
Bolster show with new guests and segments!
2. New show “DayDay.” airs weekdays 9:00 am
From info on entertainment and hot topics to news, this is an entertainment talk show that can be enjoyed just like conversations!

Continue strengthening viewer engagement

Create buzz about golden time and prime time shows through unprecedented reforms in promo tactics



FY2023 Terrestrial Programming



Large-scale special programs commemorating 70th anniversary

We will have a lineup of large-scale special programs that celebrate the 70th anniversary of Nippon TV's establishment from spring 2023 onwards, to be announced sequentially. In March, we will have a Collab Week with NHK, who will also be marking its 70th anniversary.

A year of World Cups

Basketball in August and rugby in September! We will go all out in delivering these to viewers.

Jan.-Dec. Individual Viewer Ratings

January 03, 2022 – January 01, 2023

	NTV	EX	TBS	TX	CX	PUT
All Day	① 3.7	② 3.6	③ 2.8	⑤ 1.3	④ 2.6	20.1
6:00 to 24:00	▲0.3	▲0.3	▲0.3	▲0.2	▲0.3	▲2.0
Prime Time	① 5.5	① 5.5	③ 4.1	⑤ 2.9	④ 3.9	31.1
19:00 to 23:00	▲0.4	▲0.4	▲0.6	▲0.3	▲0.6	▲2.9
Golden Time	① 5.9	② 5.5	③ 4.2	⑤ 3.3	④ 4.0	33.1
19:00 to 22:00	▲0.3	▲0.3	▲0.5	▲0.3	▲0.6	▲3.1
Non-Prime Time	① 3.2	② 3.1	③ 2.4	⑤ 0.8	④ 2.2	17.0
All Day – Prime Time	▲0.3	▲0.2	▲0.2	▲0.2	▲0.3	▲1.6
Platinum Time	① 2.8	② 2.0	③ 1.8	⑤ 0.8	④ 1.8	12.2
23:00 to 25:00	▲0.3	▲0.2	▲0.2	▲0.2	▲0.1	▲1.1

In order of digital channel, from left. Source for Core Target viewership (Kanto region) Video Research. Period of comparison: January 04, 2021 – January 02, 2022

Jan.-Dec. Core Target Viewer ratings

January 03, 2022 – January 01, 2023

	NTV	EX	TBS	TX	CX	PUT
All Day	① 2.9	④ 1.5	③ 1.6	⑤ 0.5	② 1.9	10.5
6:00 to 24:00	▲0.5	▲0.2	▲0.2	▲0.2	▲0.4	▲1.5
Prime Time	① 4.8	④ 2.8	③ 3.1	⑤ 1.4	② 3.2	18.4
19:00 to 23:00	▲0.6	▲0.4	▲0.5	▲0.3	▲0.7	▲2.8
Golden Time	① 5.1	④ 2.7	③ 3.1	⑤ 1.5	② 3.2	19.0
19:00 to 22:00	▲0.5	▲0.4	▲0.5	▲0.3	▲0.8	▲3.0
Non-Prime Time	① 2.4	④ 1.1	③ 1.2	⑤ 0.3	② 1.5	8.2
All Day – Prime Time	▲0.4	▲0.2	▲0.1	▲0.1	▲0.3	▲1.2
Platinum Time	① 2.4	② 1.7	④ 1.3	⑤ 0.6	③ 1.6	9.1
23:00 to 25:00	▲0.5	▲0.3	▲0.2	▲0.1	▲0.2	▲1.3

In order of digital channel, from left. Source for Core Target viewership (Kanto region) Video Research. Period of comparison: January 04, 2021 – January 02, 2022

- The core target is an original index of Nippon TV targeting males and females aged 13 to 49, which is in high demand from sponsors.

Ranking of New Year Season Number of Viewers

Total nationwide viewers (estimate):
number of viewers who watched for a
minute or more
Average nationwide viewers
(estimate): average number of
viewers for the entire program

Rank	Aired	Title	Total Viewers (millions)	Average Viewers (millions)	Viewer Ratings (Kanto region, individual)	Minutes	Broad-casters
1	1/3/23	99th Hakone Ekiden Day 2	47.646	17.897	17.9%	388	30
2	1/2/23	99th Hakone Ekiden Day 1	46.342	17.186	16.7%	375	30
3	12/3/22	Nippon TV Network Music Best Artist 2022	34.727	10.074	7.5%	234	29
4	12/28/22	2022 Music Award	32.831	8.178	6.1%	264	29
5	1/3/23	The Sekai Gyoten News (5 Hr)	32.001	8.534	6.0%	234	28
6	12/25/22	The Quest 3 Hour Special	30.697	11.497	9.1%	174	30
7	12/27/22	Human Gourmet Documentary (4 Hr)	30.223	8.059	6.5%	234	28
8	1/9/23	World Great TV (3 Hr.)	29.986	9.245	7.4%	174	29
9	1/2/23	Question for 100 Million People!? Part 2 (4.5 Hr)	29.631	7.348	7.4%	234	29
10	12/13/22	Impersonation Grand Prix Tournament 2022	28.919	8.415	7.6%	174	28

Nov 28, 2022 – Jan 15, 2023; individuals 4+ years old; Nippon TV only; highest viewership on date shown for regulars and one-offs; Source: Video research

- “99th Hakone Ekiden” (marathon relay) return leg was viewed by over 47 mil. Going and return legs both marked the 3rd highest viewer ratings in relay history. Streaming improved as viewers increased significantly YoY.
- New music show “Annual Music Awards” was viewed by over 32 mil.
- Every large-scale special program was viewed by at least 30 mil, proving the power of linear TV to reach people.

Must-See Content for FY2022

●Painting Love in the Louvre Collections



March 1 (Wed) – June 12 (Mon), The National Art Center, Tokyo
June 27 (Wed) – September 24 (Sun), Kyoto City Kyocera Museum of Art

LOUVRE contains LOVE

This exhibition will show how Western artists have portrayed love in its many forms through over 70 paintings carefully selected from the vast collections of the Musée du Louvre. Enjoy the various stories of love that are contained in the famous paintings with your own eyes.

Hikari Mitsushima will be your “guide” on this exhibition and will also give audio tours.

●Yuzuru Hanyu “notte stellata”



March 10 (Fri) – March 12 (Sun), Sekisui Heim Super Arena (Miyagi)

An ice show at his home town on the anniversary of the disaster.

notte stellata is Italian for “sky full of stars.” It was March 11, 2011. In despair, Yuzuru Hanyu gazed at the beautiful sky full of stars and felt hope like a glimmer of light.

Through this show, he hopes to bring hope from the disaster area and put smiles on peoples’ faces, even for just a while. Gymnast Kohei Uchimura is the special guest.

For the first time ever, the two gold medalists come together to put on a show.

Must-See Content for FY2022



● Film Business

- **“Nemesis” opens March 31, 2023**

Much-awaited movie adaptation of a smash hit drama starring Suzu Hirose, Sho Sakurai, and Yosuke Eguchi!

“Nemesis” was a Sunday drama series in April 2021. A detective story for modern times, it captured hearts across generations and topped 17 million overall viewers! The scale that couldn’t be depicted on small screens is now available on big screens. As soon as it was revealed in September, the film’s title and stars all shot up the Twitter trending list! It’s been over a year since the final episode of the drama aired, but its popularity remains robust.

● IP Produce

- **“YOSHIKI SUPERSTAR PROJECT X” Music legend YOSHIKI discovers the next global stars!**

Produced by international music legend YOSHIKI, this project auditions boy bands dreaming to become the next global superstars. A hot topic on Hulu and other major shows, the undertaking has spawned a never-before-seen fusion of a band and a dance and vocal group! They will debut on VAP, which runs the auditions.



Must-See Content for FY2022



- “Grade 0, Class 0—Avu’s Classroom”

“Welcome to hell.”

Avu, the charismatic vocalist of the up-and-coming rock band Queen Bee, holds a boys’ group audition in a school-type reality show format. This is a major project by Nippon TV, Stardust Promotion, and Sony Music.

◆Starts January 7 (Sat), Airs Sundays 1:25 am - 1:55 am



- “D.U.N.K. - DANCE UNIVERSE NEVER KILLED -”

“DANCE UNIVERSE NEVER KILLED” is the message in this show and event project hosted by SKY-HI that creates a borderless new culture in the dance and vocals scene and seeks to deliver it from Japan to the rest of the world. It’s the talk of the town as SKY-HI and sought-after artists from Japan and abroad are slated to appear.

◆Starts February 2 (Thu), Airs Thursdays 12:59 am – 1:29 am

◆Live event:

Day 1: March 5 (Sun), Days 2 & 3: March 11 (Sat) & 12 (Sun) @Makuhari Messe International Exhibition Hall

HJ Holdings



(Millions of Yen)	Net Sales	Operating Profit	Recurring Profit	Net Income
FY2022 (Apr – Dec)	24,883	701	703	699



2023年 上半期 Hulu オリジナル

■ Hulu Store sales continue to do spectacularly!

* B'z, NiziU, Sutoburi, Nogizaka46, Sakurazaka46, Hinatazaka46, HiGH & LOW Thanksgiving Festival. A wide-ranging lineup with Ariyoshi's Wall Live, Ichikawa Danjuro Name Succession Kabuki and more.

■ “Don't Laugh Series” captures massive new subscribers

* Various promo tactics were successful, capturing new subscribers at a level that beats the previous FY significantly

■ “2022 ASIA ARTIST AWARDS” exclusive live streaming a record hit!

* A grand event with stars from Asia. Contributed hugely to Hulu's branding.

■ “What's NCT!?” “&TEAM Academy” “We NiziU! TV3” etc. Content by hit groups capture numerous new subscribers.

■ FY23 1H launch of 3 must-see large-scale original dramas!

① “THE SWARM” starring Takuya Kimura debuts March 4

* A massive ocean suspense created by “Game of Thrones” producer

② “Love You as the World Ends” starring Ryoma Takeuchi, season 4 debuts March 19

* The latest season of a drama that is Hulu's greatest success! Slated for a film adaptation that is linked to the series!

③ “THE HEAD SEASON2” starring Sota Fukushi planned for early summer

* Part 2 of the survival thriller that is a global hit!

Will be set on a scientific research ship.

Streaming Business: TVer (AVOD)

TVer Highlights

- Over 600 programs streamed (total of all broadcasters)
- Plays: 783 million; Unique Browsers: 35.66 million (3Q total for all broadcasters and content)
- Total app downloads: over 50 million
- Live streaming of large-scale sports events like Hakone Ekiden, High School Soccer, etc.

Nippon TV Initiatives



Morning drama in “ZIP!”
“Crescendo Forward”



“99th Hakone Ekiden”
(marathon relay)

第101回
全国高校サッカー
選手権大会

“National High School Soccer
Tournament”



Catch-up viewing of
entertainment shows doing
spectacularly!



“The W” “Laugh into the New Year”
and other large-scale New Year’s
shows streamed live

New Business and M&A





Growth of Nippon TV XR Business (mixta)

XR (Extended Reality), a catch-all term for new technologies AR (Augmented Reality), VR (Virtual Reality), and MR (Mixed Reality). Leveraging the skills and staging expertise we accumulated from producing programs, Nippon TV will aim to solve society's challenges. An increase in contracts to use mixta for sports events and more.

Service name: mixta
Nippon TV XR website: <https://mixta.pro/>



AR App, WebAR

Compatible with browser-based AR services that don't need apps, which is becoming mainstream. Initiatives include shopping malls, sports events, and TV shows linked to smartphone AR projects that use location and weather data.

Experiential AR Filming Booth

Nippon TV developed an original filming device. Simply stand in front of it to get the AR experience of being next to athletes and celebs, and take home the AR data. Highly regarded when used in fan events and promos.

XR Content Development

From developing new XR to demo productions for smart glasses, we will offer you simultaneous support for your needs, from planning to app development and content creation. We will listen to your needs and give you the concept image and XR experience you envision.

Sustainable Investments

One goal in our Medium-Term Management Plan is to proactively make sustainable investments in companies that contribute to society

1st investment:
October 2021

SoundFun

Sound Fun Corporation

Manufactures, develops, and sells Mirai Speaker[®] (future speaker), whose technology converts television sounds into audible and clear speech, making the accessibility of sound a reality.



2nd investment:
May 2022

EhonNavi
Picture Books for Happiness

EhonNavi Corporation
Operates one of Japan's largest picture book websites. In collaboration with Nippon TV, it will develop and create picture book content to contribute to society from the perspective of education.

3rd investment:
November 2022

iCas

iCas Co., Ltd.

Produces safe and environmentally-friendly vegetables. We will help protect the environment and promote health through food on our programs as well as make the relevant products available via our media commerce businesses.

Sustainability Topics



**“Tokoro-san No Megaten!”
Science Village**

Since 2014, scientists and residents have joined forces to revitalize a forest in Ibaraki Prefecture through environmentally-friendly vegetable gardens, forest thinning, and more. Nippon TV joined the 30by30 Alliance for Biodiversity and aimed to get its Science Village certified as a nature coexistence site, as well as become registered on OECM. Thanks to the cooperation of the certification demonstration project (end of trial period) for the nature coexistence site, the Ministry of the Environment deemed us “appropriate for certification.”



Reference Materials



Segment Results

(Millions of yen)

	Net Sales			Segment profit (△ Loss)		
	FY2021 Apr.-Dec.	FY2022 Apr.- Dec.	Change	FY2021 Apr.-Dec.	FY2022 Apr.- Dec.	Change
Media Content Business	281,712	283,497	1,784	44,805	33,441	△11,363
Life and Health Related Business	17,003	19,559	2,555	△2,195	△32	2,162
Real Estate-Related Businesses	7,670	7,868	197	2,907	2,805	△101
Consolidated	306,386	310,924	4,538	45,517	36,215	△9,302

* Segmentation has been partially revised beginning FY2022. Accordingly, FY2021 results have been modified to the new segmentation.
From FY2022, "Other" will be included in "Media Content Business."

Apr.-Dec. Spot Sales - Terrestrial Broadcasting (Nippon TV)



	FY2021 Apr.-Dec.	Share	Change	FY2022 Apr. Dec.	Share	Change
1	Telecom/game	18.5%	28.2%	Service	16.0%	39.0%
2	Service	11.1%	64.8%	Telecom/game	12.9%	△ 32.8%
3	Cosmetics/toiletries	9.6%	14.9%	Cosmetics/toiletries	7.5%	△ 24.4%
4	Pharmaceuticals	5.8%	9.6%	Finance	5.9%	△ 1.6%
5	Finance	5.8%	68.5%	Pharmaceuticals	5.7%	△ 5.8%
6	Electrical equipment	5.4%	23.1%	Electrical equipment	5.7%	2.2%
7	Non-Alcohol	5.1%	46.5%	Food<Processed, Health foods, etc.>	5.4%	2.7%
8	Food <Processed, Health foods, etc.>	5.1%	16.1%	Box-office/Entertainment	4.6%	7.1%
9	Box-office/Entertainment	4.1%	66.9%	Non-Alcohol	4.1%	△ 22.9%
10	Transportation equipment	3.5%	△ 21.0%	Transportation equipment	3.8%	4.3%

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

Movie Lineup for FY2022 ①

☆ = Lead organizer is Nippon TV

★ = Co-organized with Nippon TV

○ = Nippon TV is an investor in the film



Date	Title	Distributor	
November 25	○ That Time I Got Reincarnated as a Slime the Movie: Scarlet Bond	Bandai Namco Filmworks	
December 23	★ Lonely Castle in the Mirror	Shochiku	

Movie Lineup for FY2022 ②

☆ = Lead organizer is Nippon TV

★ = Co-organized with Nippon TV

○ = Nippon TV is an investor in the film

Date	Title	Distributor	
January 27, 2023	☆Gold Kingdom and Water Kingdom	Warner Bros.	
March 31, 2023	☆Nemesis	Warner Bros.	

Event Lineup for FY2022

Date	Event
<p>Saturday, October 8, 2022 to Saturday, January 21, 2023</p> <p>Barbican Theatre, London</p>	<p>Stage show "My Neighbour Totoro"</p> 
<p>Tuesday, November 1, 2022 to Sunday, February 5, 2023</p> <p>National Museum of Modern Art, Tokyo</p>	<p>Exhibition "Shinro Ohtake"</p> 
<p>Wednesday, March 1, 2023 - Monday, 12 June 2023</p> <p>THE NATIONAL ART CENTER TOKYO</p>	<p>Painting Love in the Louvre Collections</p> 

For more information about lots of other live music, theater, and events, please visit:
<https://www.ntv.co.jp/event/>