



# **Nippon Television Holdings, Inc.**

## **FY2023 1Q Financial Results**

July 28, 2023

# **FY2023 1Q**

## **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.  
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# FY2023 1Q Highlights

## Lower sales and operating profit

### ■ Net sales

As higher prices for raw materials suppressed the advertising market, terrestrial television advertising revenue declined. Notable efforts from group companies other than Nippon TV pushed their total sales higher.

### ■ Profits

Operating profit declined mainly due to lower broadcasting revenue. Recurring profit and below increased due to improvements in the equity method.

### ■ Key points

- Nippon TV maintained its overwhelming lead, with spot share at about 30%. Growth in content business such as digital ads, anime, events, and movies.
- TIPNESS sales increased and operating profit loss shrank due to strength in the kids' school and good cost management.
- MURAYAMA suffered heavily from COVID but a rebound in orders yielded higher sales shrank profit loss.
- Hulu operator HJ Holdings saw higher sales and profit due to stronger TVOD earnings.

# Nippon TV HD: Consolidated Financial Results

(Millions of yen)	FY2022 1Q	FY2023 1Q	YoY	Change
Net Sales	100,453	<b>98,010</b>	△2,442	△2.4%
Operating Profit	11,692	<b>10,344</b>	△1,347	△11.5%
Recurring Profit	12,472	<b>13,203</b>	731	5.9%
Net Income attributable to owners of the parent	8,008	<b>8,443</b>	435	5.4%

## HD: Consolidated Results

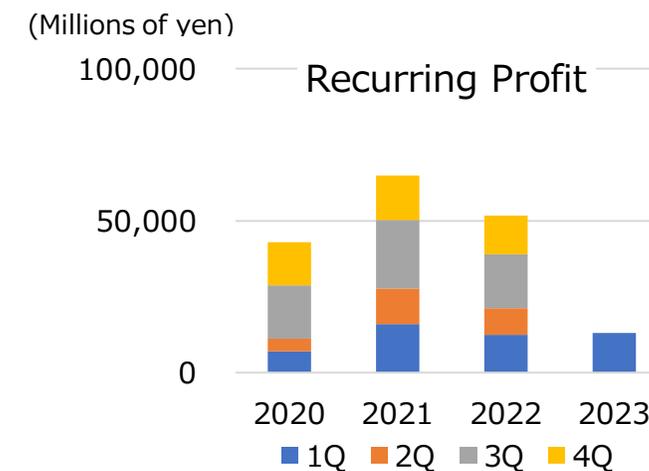
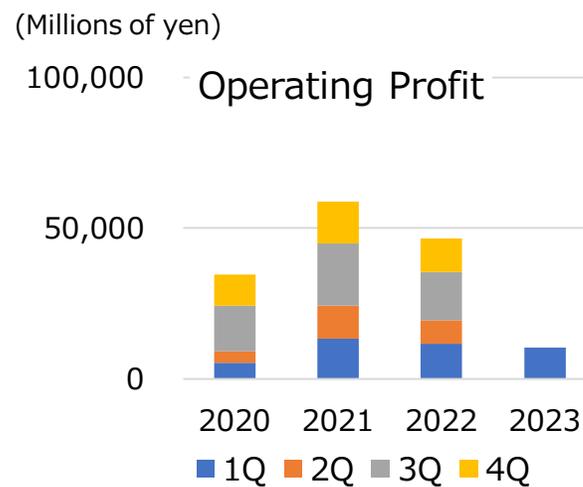
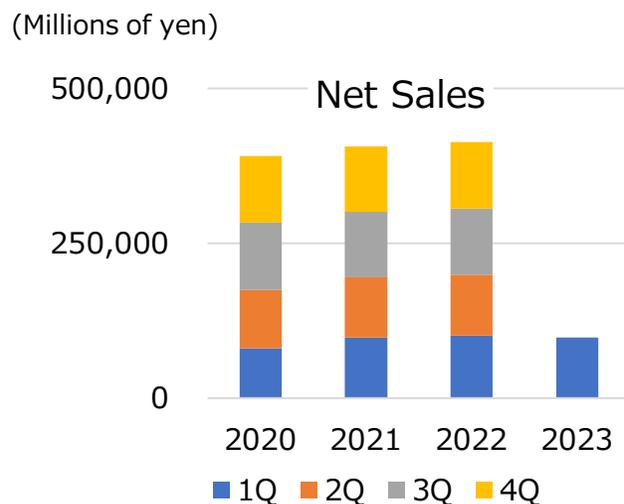
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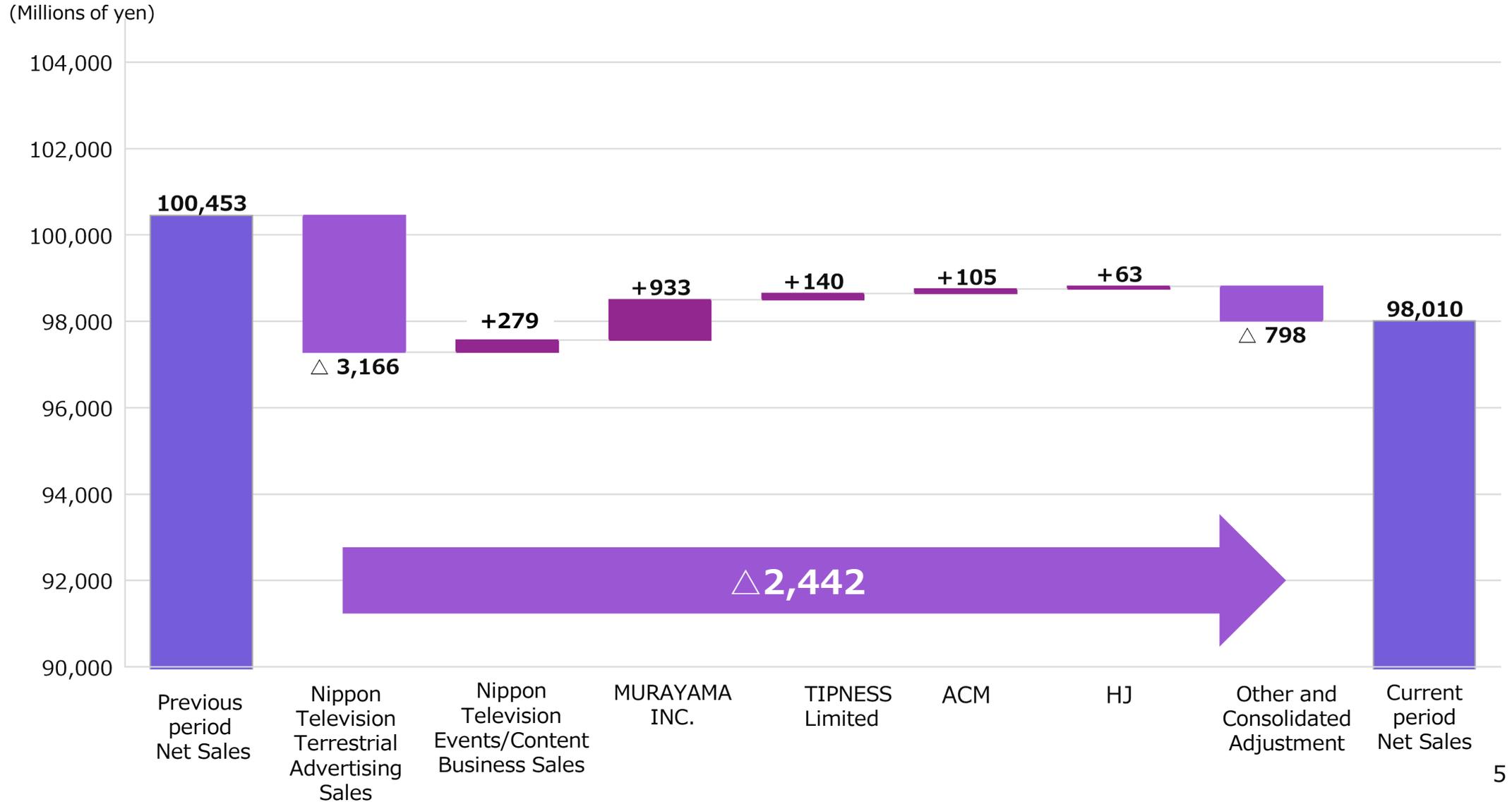
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# Net Sales YoY Change Components



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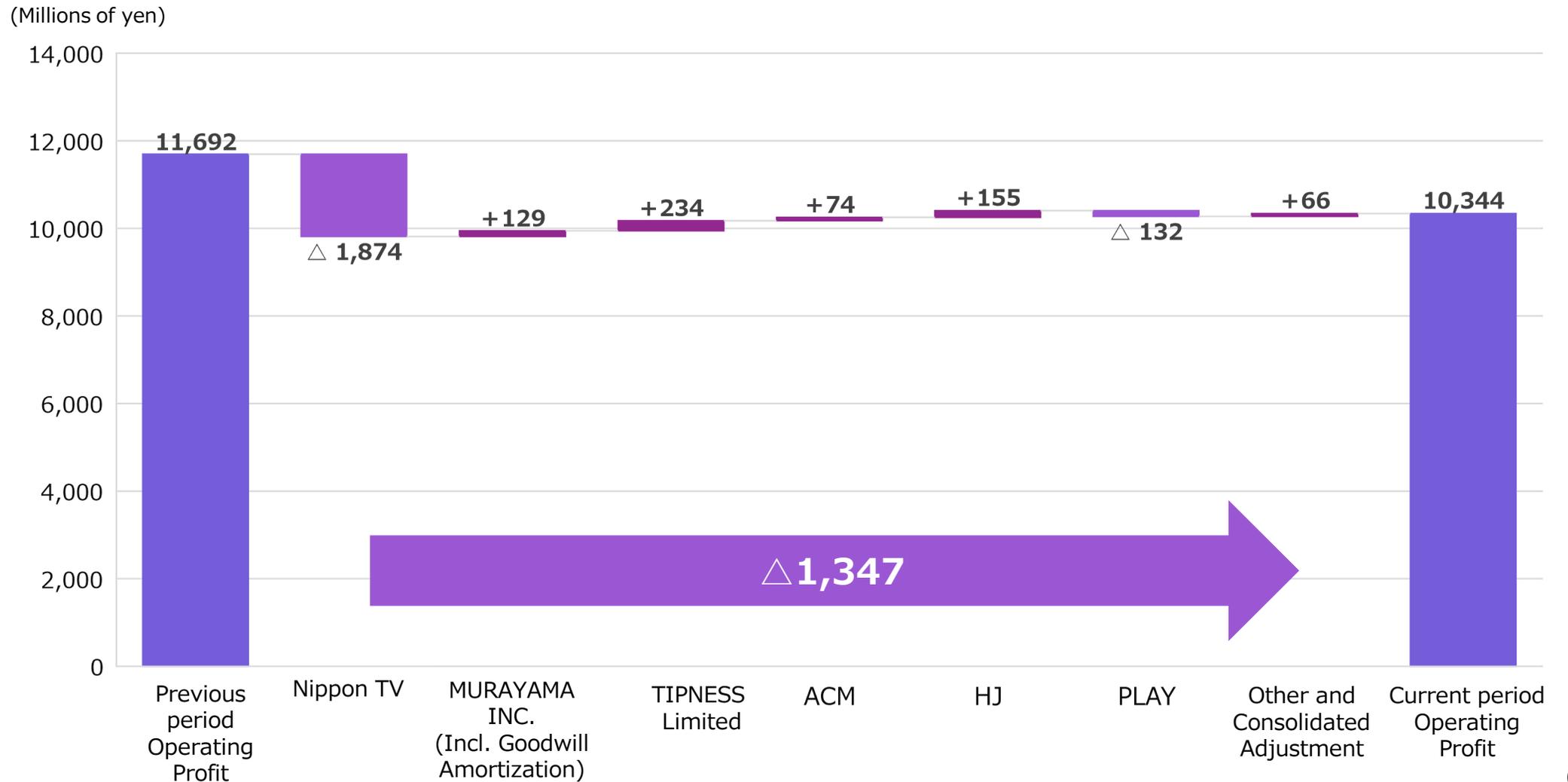
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# Operating Profit YoY Change Components



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# Financial Highlights of Group Companies

※(Millions of yen) (% YoY)

	BS Nippon Corp.		CS Nippon Corp.		Nippon Television Music Corp.		VAP Inc.		TIPNESS Limited	
Net Sales	4,076	△1.9%	2,274	△9.3%	2,190	9.5%	1,653	△10.5%	6,598	2.2%
Operating Profit	244	△21.3%	△75	—	663	60.3%	536	61.5%	△21	—
Recurring Profit	252	△20.1%	△73	—	680	56.3%	546	60.3%	85	—
Net Income	173	△20.6%	△73	—	446	55.9%	383	△45.0%	32	—

	MURAYAMA INC.		TATSUNOKO PRODUCTION Co., Ltd.		HJ Holdings, Inc.		ACM CO., Ltd.		PLAY,inc.	
Net Sales	3,212	40.6%	142	△86.6%	8,222	0.8%	1,118	10.4%	1,987	1.7%
Operating Profit	△73	—	△9	—	284	121.2%	209	55.3%	383	△25.7%
Recurring Profit	△71	—	6	△95.2%	315	190.5%	220	52.8%	383	△23.6%
Net Income	△53	—	4	△95.2%	314	192.2%	216	55.9%	232	△23.7%

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

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# Nippon TV Financial Results

(Millions of yen)	FY2022 1Q	FY2023 1Q	YoY	Change
Net Sales	71,311	<b>68,601</b>	△2,709	△3.8%
Operating Profit	9,952	<b>8,077</b>	△1,874	△18.8%
Recurring Profit	11,975	<b>10,239</b>	△1,736	△14.5%
Net Income	7,859	<b>7,127</b>	△731	△9.3%

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# Nippon TV: Advertising Revenue

(Millions of yen)	FY2022 1Q	FY2023 1Q	YoY	Change
Advertising Revenue	57,211	<b>54,044</b>	△3,166	△5.5%
Time	27,130	<b>25,016</b>	△2,114	△7.8%
Spot	29,093	<b>27,854</b>	△1,238	△4.3%
Digital Ad.	987	<b>1,173</b>	186	18.9%

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## FY2023 Advertising Revenue YoY

Time	Change(%)
April	△4.8%
May	△9.8%
June	△8.5%

Spot	Change(%)
April	△3.2%
May	△5.0%
June	△4.8%

Digital Ad.	Change(%)
April	17.2%
May	29.6%
June	12.3%

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

# Nippon TV: Net Sales and Cost of Sales

(Millions of yen)

Net Sales	FY2022 1Q	FY2023 1Q	YoY	Change
Advertising Revenue	57,211	<b>54,044</b>	△3,166	△5.5%
Program Sales	2,726	<b>2,745</b>	18	0.7%
Events/Content Business Sales	10,787	<b>11,067</b>	279	2.6%
Real Estate Business	585	<b>744</b>	158	27.1%
Total	71,311	<b>68,601</b>	△2,709	△3.8%

Cost of Sales	FY2022 1Q	FY2023 1Q	YoY	Change
Production Costs	21,442	<b>21,531</b>	89	0.4%
Personnel	5,960	<b>5,781</b>	△178	△3.0%
Depreciation and Amortization	2,215	<b>2,310</b>	95	4.3%
Events/Content Business Costs	8,944	<b>9,333</b>	389	4.4%
Others	22,798	<b>21,569</b>	△1,229	△5.4%
Total	61,359	<b>60,524</b>	△834	△1.4%

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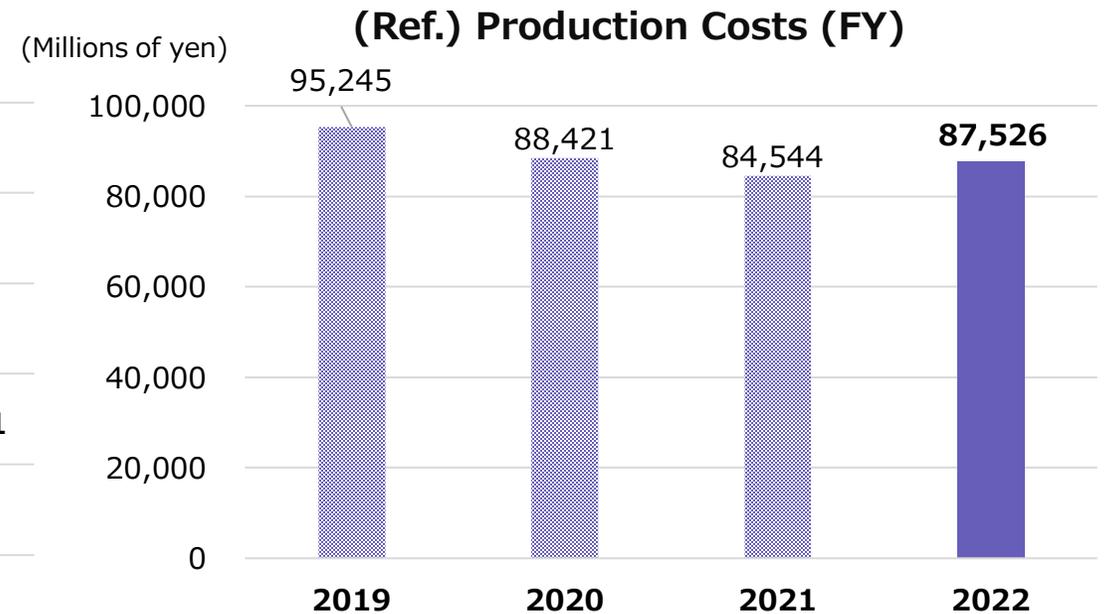
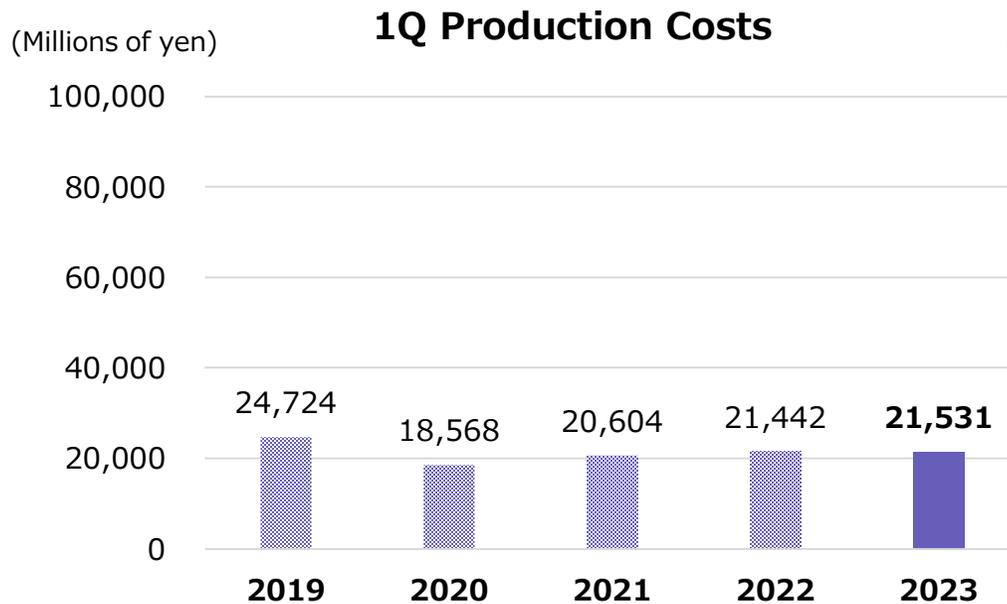
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# Nippon TV: Production Costs

(Millions of yen)

FY2022 1Q	FY2023 1Q	YoY	Change
21,442	<b>21,531</b>	89	0.4%



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# Nippon TV: Events/Content Business Sales and Balance

	Sales		Balance	
	FY2023 1Q	Change	FY2023 1Q	Change
Movies	954	△3.3%	601	△8.9%
Events	1,519	125.5%	234	94.2%
Retail Business	1,703	△12.3%	28	△67.6%
Anime	1,515	66.8%	644	44.6%
International Business (excl. Anime)	312	△56.9%	264	29.4%
IP Business	688	△27.9%	248	10.1%
Content Business	354	△0.1%	194	0.9%

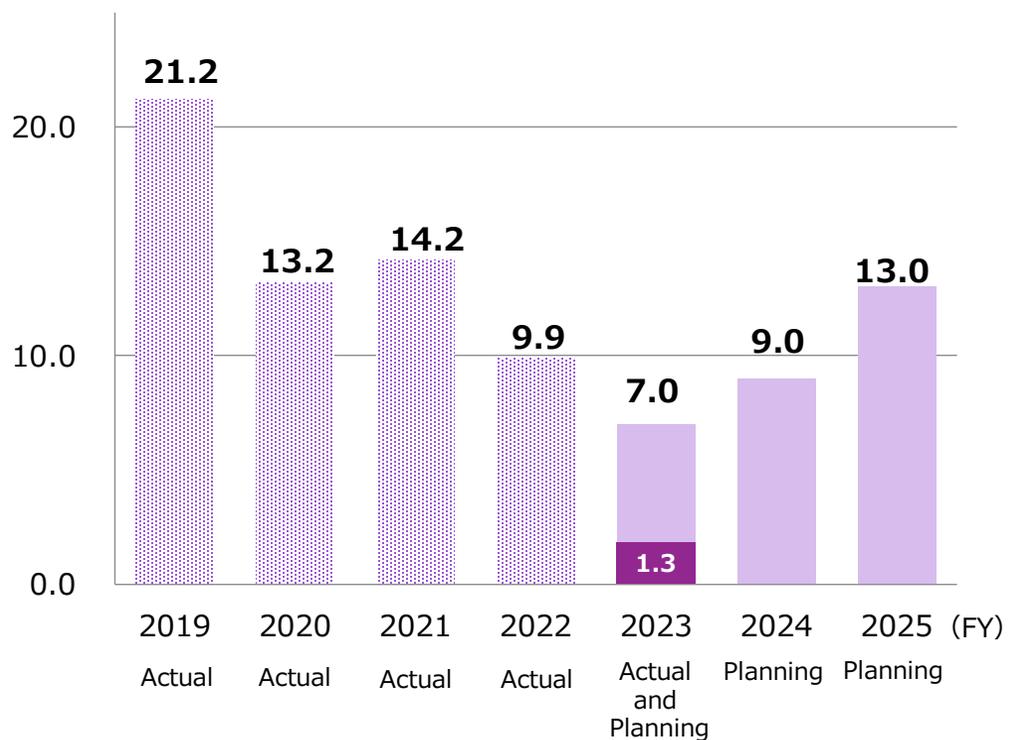
\*From FY2021, the international sales of anime have been booked in Anime instead of International Business

# CAPEX and Depreciation (Consolidated)

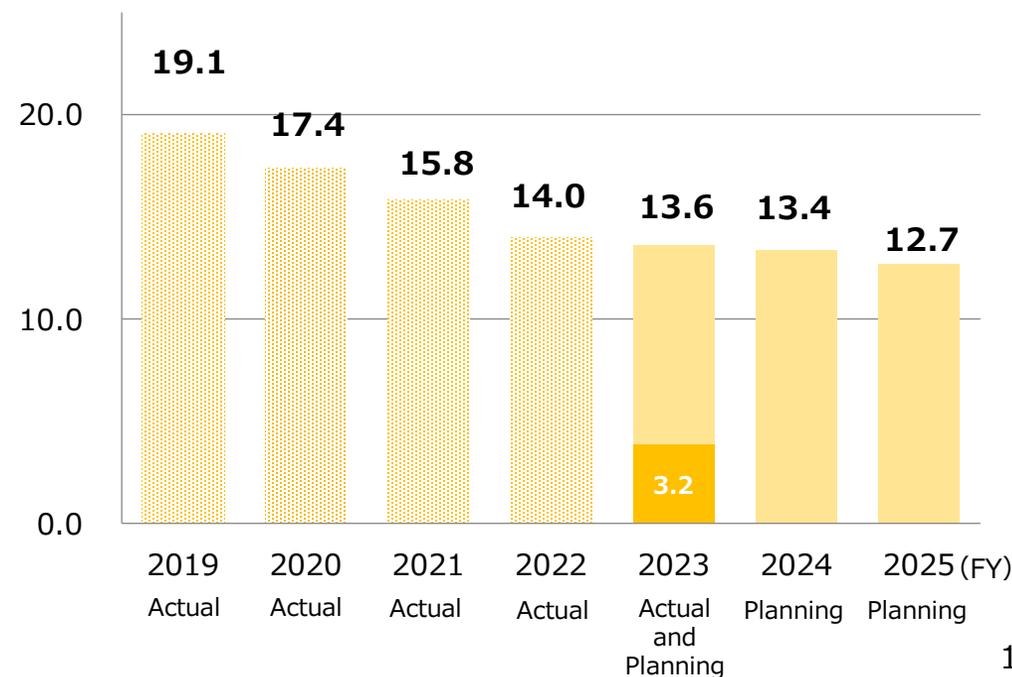
(Billions of yen)

	CAPEX amount	Depreciation and Amortization
FY2023 1Q	<b>1.3</b>	<b>3.2</b>

## CAPEX amount



## Depreciation and Amortization



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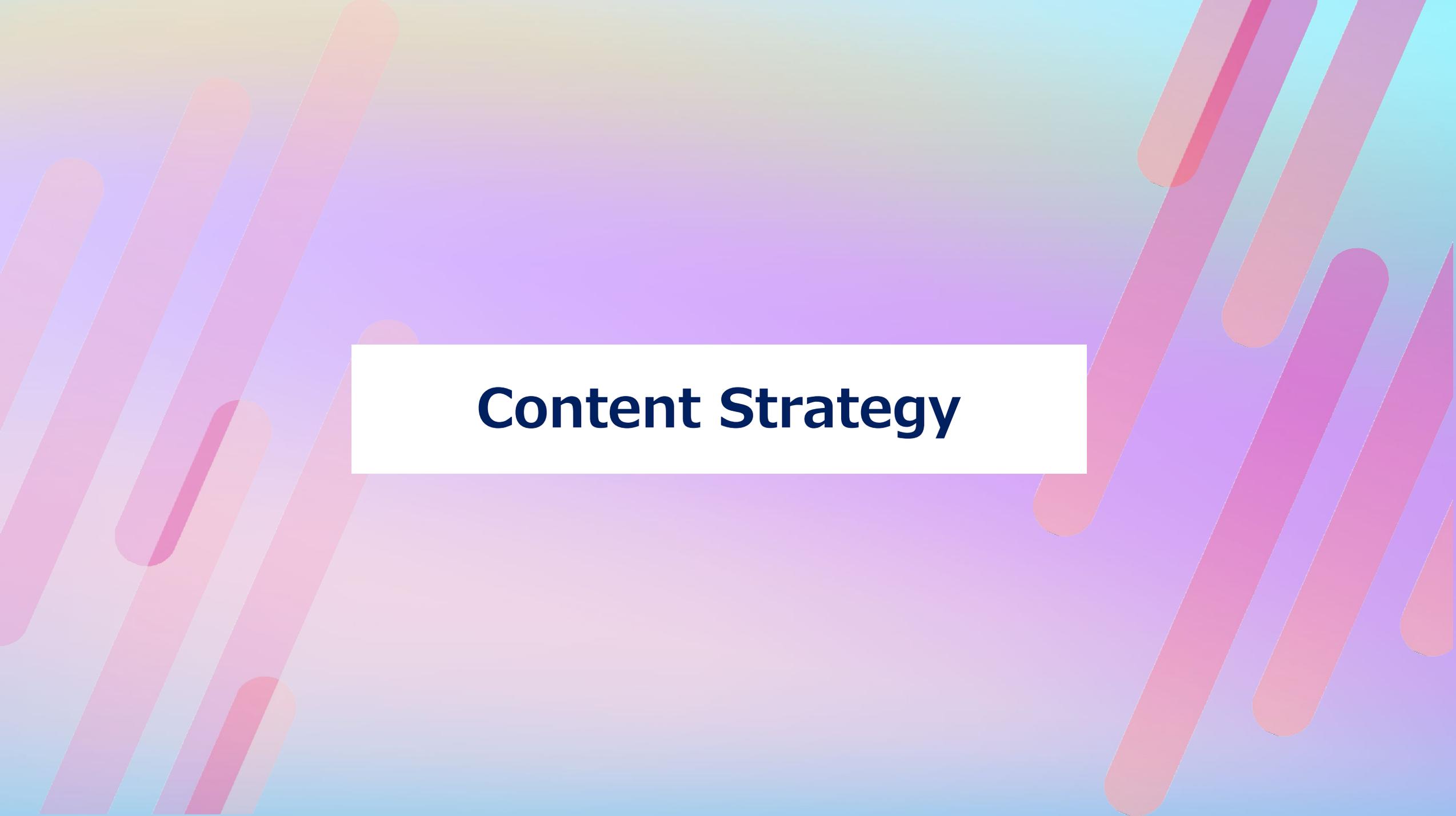
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# **Content Strategy**

# Content Strategy Arm Reorganized (6/1)

**Streaming and digital marketing were transferred from the former ICT Business Division to the Content Strategy Division.**



**Synergies from broadcasting and streaming are combined with marketing communications to yield an organization that strongly promotes a content-oriented approach.**

## Goals & Objectives

**① Keep Triple Crown Individual & Core Viewer Ratings**

- Strategies that don't follow precedents
- Bolster production expertise; develop & train human resources

**③ Stronger marcom measures**

- Create new strategies to create buzz that cross broadcasting and streaming

**② Grow streaming business**

- Grow AVOD businesses like TVer
- Support Hulu

**④ Develop new businesses & support group strategies**

- Leverage synergies from broadcasting to develop new businesses & support group strategies

# New Drama Measures: Broadcast + Streaming

## New Broadcast + Streaming Measures for July

### **[A] “The Greatest Teacher”**

- Airs Saturdays 10 pm, 54 mins, nationwide
- Stream on TVer & Hulu after broadcast
- Stream original digital content with plot that is linked to story aired on TV

### **[B] “The Greatest Teacher – Last Dance”**

- Airs Saturdays 2:30 pm, 30 mins, Kanto region
- 6th Gen Z drama of Nippon TV (geared towards Gen Z)
- Another story that takes place in the room next to “The Greatest Teacher”
- Stream on TVer after broadcast (on Hulu after all episodes are aired)
- Stream vlogs and shorts and undertake other measures to target Gen Z

### **Features of New Drama Measures**

A new style of making two dramas cross over and air and stream in parallel.

**2 dramas × broadcast × streaming is a measure that yields an unprecedented reach and buzz. It is an undertaking that maximizes the value of content.**

Ads interlinked to the two dramas have sold. Sponsors have high expectations and are paying attention.



# Basketball and Rugby Make Japan Go Wild!

これほど日本を応援したい年はない。

# WVワールドカップ

**バスケットボール  
ワールドカップ  
8月25日(金)開幕**

日テレ系でW中継

**ラグビー  
ワールドカップ  
9月8日(金)開幕**

日テレ  
NIPPON TV  
70th ANNIVERSARY

4 years ago: Rugby World Cup; 2 years ago: Tokyo Olympics & Paralympics  
This fall, that craze returns to Japan!  
Basketball and rugby world cups, aired live on Nippon TV

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# 2023 April Cour Individual Viewer Ratings

April 03, 2023 – July 02, 2023

	NTV	EX	TBS	TX	CX
All Day 6:00 to 24:00	① 3.4	① 3.4	③ 2.6	⑤ 1.1	④ 2.3
Prime Time 19:00 to 23:00	① 5.1	① 5.1	③ 4.0	⑤ 2.6	④ 3.6
Golden Time 19:00 to 22:00	① 5.4	② 5.1	③ 4.1	⑤ 3.0	④ 3.5
Non-Prime Time All Day – Prime Time	① 2.9	① 2.9	③ 2.2	⑤ 0.7	④ 1.9
Platinum Time 23:00 to 25:00	① 2.6	② 1.8	③ 1.7	⑤ 0.7	③ 1.7

In order of digital channel, from left. Source for Core Target viewership (Kanto region) Video Research.

- Nippon TV topped the charts in the Triple categories
- Individual Triple Crown title winner for 12 out of 26 weeks

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# 2023 April Cour Core Target Viewer Ratings

April 03, 2023 – July 02, 2023

	NTV	EX	TBS	TX	CX
All Day 6:00 to 24:00	① 2.6	④ 1.2	③ 1.5	⑤ 0.5	② 1.7
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Golden Time 19:00 to 22:00	① 4.6	④ 2.2	② 3.0	⑤ 1.3	③ 2.8
Non-Prime Time All Day – Prime Time	① 2.2	④ 0.9	③ 1.1	⑤ 0.2	② 1.4
Platinum Time 23:00 to 25:00	① 2.2	③ 1.4	④ 1.3	⑤ 0.5	② 1.5

In order of digital channel, from left. Source for Core Target viewership (Kanto region) Video Research.

**■ Nippon TV is the Core Target Triple Crown title winner for April Cour**

**※Core target is an original index of Nippon TV targeting males and females aged 13 to 49, which is in high demand from sponsors**

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# FY2023 Movies & Events

## ● **KINGDOM: The Flame of Destiny** In Toho Cinema theaters nationwide July 28, 2023 (Fri)

### Total series sales over ¥ 10 bil! Wildly popular Nippon TV film comes out anew!

“KINGDOM” sold ¥ 5.72 bil in 2019. “KINGDOM 2” sold ¥ 5.2 bil in 2022. It is a wildly popular film that outsold other Japanese movies in those two years. “KINGDOM: The Flame of Destiny” is the third installation, hitting theaters on July 28. Many have dubbed it the greatest masterpiece of the series.

Cast: Kento Yamazaki, Ryo Yoshizawa, Kanna Hashimoto, Nana Seino, Koichi Sato, Yuki Yamada, Anne, and others  
Theme song: Hikaru Utada; Director: Shinsuke Sato; Screenwriters: Tsutomu Kuroiwa, Yasuhisa Hara



©Yasuhisa Hara/Shueisha  
©2023 Movie KINGDOM  
Production Committee

## ● **Disney Animation: Immersive Experience**

Apr 29 (Sat) – Aug 31, 2023 (Thu) Venue: Mori Arts Center Gallery (Roppongi Hills Mori Tower 52F)

### Immersive experience with images & music of Disney animation!

Disney’s first immersive event offering a feeling of being in a Disney film. Launched in North America in the end of 2022, its first international tour is to Japan. A myriad of fans came at the opening and as of July 9, there were over 166,000 visitors. Late into its run, it expanded the exhibition space. Set at 218 meters above ground, the background of the “Beauty and the Beast” dance scene is spectacular and is a must-see photo spot.

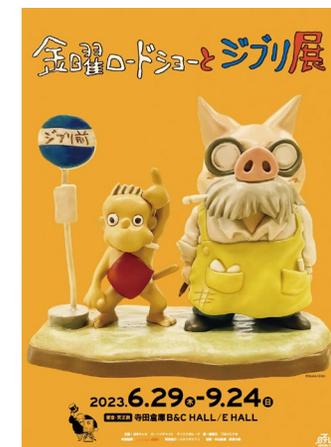


## ● **FRIDAY ROAD SHOW and GIBLI EXHIBITION**

Jun 29 (Thu) – Sep 24, 2023 (Sun) Warehouse Terrada B&C Hall/E Hall

### Trace history of “FRIDAY ROAD SHOW” & enjoy charms of Studio Ghibli works!

“FRIDAY ROAD SHOW” has featured over 200 Studio Ghibli works. Its history is marked with the solid popularity and high acclaim of Studio Ghibli titles. This exhibition showcases the memories of each era and illustrates how Studio Ghibli works are universal and depict the characteristics of the times. “Nausicaa of the Valley of the Wind: The World of the Ohmu” is a space that portrays the Fukai that appear in “Nausicaa of the Valley of the Wind” and is a photo spot that enables visitors to immerse in the film. Don’t miss this experiential exhibition!



# FY2023 Anime Business

## ● **Frieren: Beyond Journey's End**

Debuted on Sep 29 as a 2-hour special on FRIDAY ROAD SHOW, airing afterwards on the anime slot.

**Manga Taisho 2021 Grand Prize winner finally a much-awaited anime!  
Follow the journey of Frieren the magician and her friends.**

Frieren the magician is living in a time that is 1,000 years after she and the brave being ousted the demon. Follow her as she meets people anew on her journey. With the comics selling a total of over 8.8 million copies and winning the Manga Taisho 2021 Grand Prize and the 25<sup>th</sup> Osamu Tezuka Cultural Prize Originality Prize, it has taken manga fans by storm. Get ready for the TV anime adaptation!

Original work: Kanehito Yamada, Tsukasa Abe; serialized on Weekly Shonen Sunday

Director: Keiichiro Saito; Produced by: Madhouse



## ● **The Apothecary Diaries**

**Airs October 2023**

**Set in the inner palace, this mystery-solving entertainment features a food-taster who solves various complex incidents.**

Maomao, a young woman working as a pharmacist at the red-light district, becomes a lowly servant at the inner palace due to certain events. Upon hearing a rumor from a fellow servant, she cannot contain her curiosity and sticks her head in. As a result, the handsome eunuch Jinshi and other people notice her and get her involved in the conspiracies and troubles in the inner place. With the smash hit original work selling a total of over 21 million copies, the anime adaptation is a much-awaited event!

Original work: Natsu Hyuuga, Hero Bunko Director: Norihiro Naganuma

Character creator: Touco Shino

Produced by: TOHO animation STUDIO×OLM



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# FY2023 IP Business

FY2023 will be another year of numerous new IP and growth.

◆ BiSH, the punk band that does not use instruments, dissolved at the height of their popularity. A former member created “BiSH THE NEXT,” an audition show that spawned “BiTE A SHOCK.”



◆ Rock band QUEEN BEE’s charismatic vocalist Avu-chan produced RYUGUJO, a song & dance group of 7. After a major debut last May, their live concerts in September have sold out! Don’t miss their explosive growth.



◆ “FUN ! FUN ! FANTASTICS” and linked theater show “BACK TO THE MEMORIES” are iconic shows of FANTASTICS, LDH’s hit group. Every broadcast trends on social media and the theater show has grown 3 years in a row. This September, Fukuoka will be added to Tokyo, Osaka, and Aichi for the first time! All 50,000 seats have sold out, proving that it has grown into a hit IP!



◆ NiziU, executive produced by J.Y. Park, is back as “Nizi Project Season 2,” as vocal group audition! Morning infotainment show “DayDay.” featured its lead-up to its debut. It is set to air as a regular show starting October.

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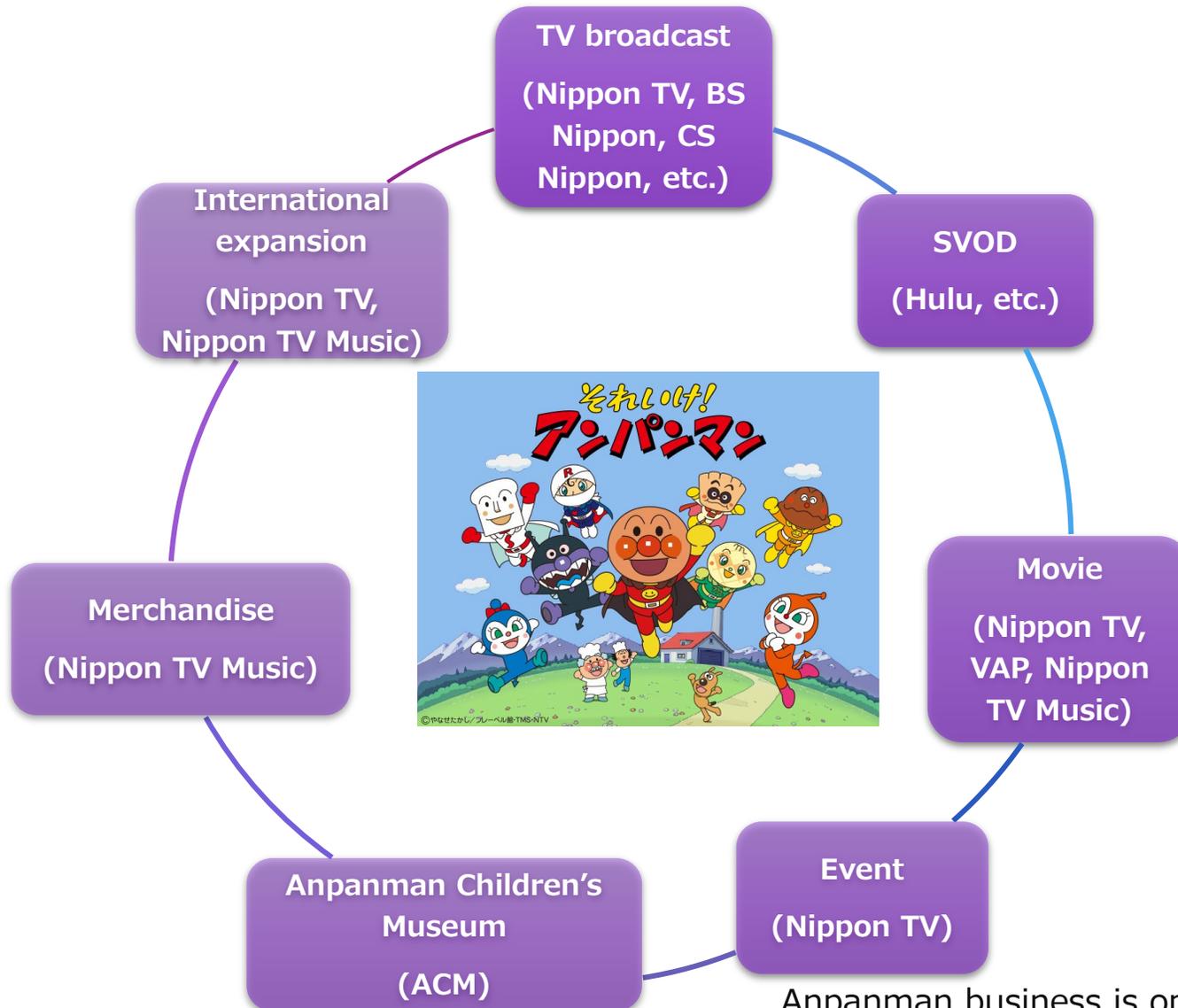
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# Hit IP Anpanman



## Key developments

### Nippon TV Music agrees to a license with China

License agreed in June 2023 with Shanghai Character License Administrative Co., Ltd. to distribute Anpanman in China.

An opportunity to profit in a massive market.

### ACM operates Anpanman Children's Museums

Anpanman Children's Museums operated in Yokohama, Nagoya, Sendai, Kobe, and Fukuoka.

Visitors steadily increasing post-COVID and overseas visitors returning.

Robust merch sales at adjacent shops.

# HJ Holdings

## Hulu and Disney+ bundle plan launched!

On July 12 (Wed), we launched the **Hulu | Disney+ Bundle Plan** for subscribers to enjoy both SVOD services. For a great deal, subscribers can avail of Japan and the world's vast content and entertainment.

This bundle plan offers Hulu's proudly Japanese titles, including popular dramas, entertainment shows, anime, live music, live sports, and news, plus Disney+'s films, anime, and documentaries created by Disney, Pixar, Star Wars, Marvel, National Geographic and others. What's more, Hulu and Disney+ original content will be streamed exclusively, adding to an extensive lineup.



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### ■ Must-see buzzing exclusive content also in 2Q

• Season 2 of "Nizi Project," an audition show that became a social phenomenon in 2020, on Hulu since July! The entire documentary that traces the boy band from conception to miraculous debut exclusively on Hulu.



Hulu exclusives from August! Don't miss hit Korean suspense thriller "Lies Hidden in My Garden," by KT STUDIO Genie, creator of "Extraordinary Attorney Woo," starring Kim Tae-hee, Korea's most beautiful actress, and Lim Ji-yeon of "The Glory." Plus, "Battle for Happiness," featuring Lee El and other talented actresses.



# HJ Holdings

(Unit: Millions of Yen)	Net Sales	Operating Profit	Recurring Profit	Net Income
FY2023 1Q	8,222	284	315	314

## ■ A slew of large-scale Hulu originals co-produced with overseas partners featuring star actors from Japan!

• Launched in June was “THE HEAD” Season 2 starring Sota Fukushi, the ultimate psychological survival thriller set on an isolated cargo ship out at sea.



• Out in Sep is “Drops of God” with Tomohisa Yamashita on his first lead role in a foreign drama! A bold adaptation of an original work about a wine boom.



• Set for 2024 is Kento Nakajima’s international debut with “Concordia”—an experimental utopia that turns out to be a “monitored society.”



## ■ Hit Hulu exclusives from vast genres capture new subscribers!

FY2023 1Q Hits (some titles translated to convey meaning)

<p>“But There is Passion”</p>	<p>“Dr. Chocolate”</p>	<p>“The Quest”</p>
<p>“Love You as the World Ends” S4</p>	<p>“Detective Conan”</p>	<p>“Pro Baseball Giants Games”</p>

## ■ Hulu Store (TVOD) is robust!

- Graduation ceremony for Asuka Saito of Nogizaka46
  - D.U.N.K.-DANCE UNIVERSE NEVER KILLED-
  - TWICE 5TH WORLD TOUR READY TO BE
  - Vissel Kobe vs. FC Barcelona
- Content featuring artists, live concerts, and sports are performing robustly!

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# Streaming Business: TVer (AVOD)

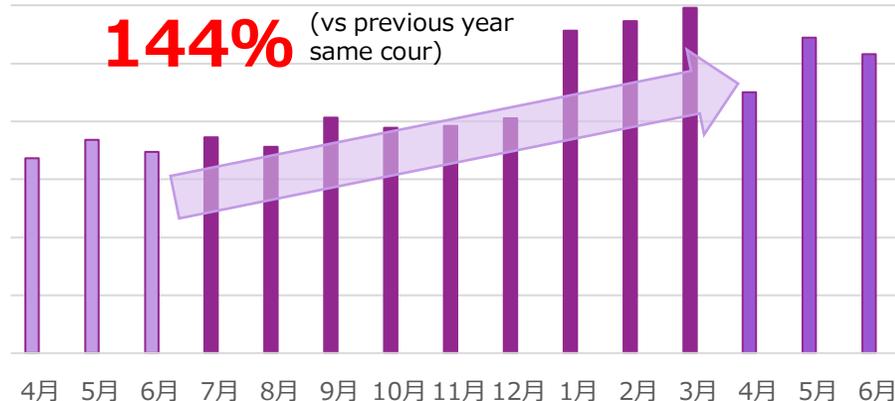
## TVer Highlights

- Over 650 programs from all broadcasters streamed
- 1Q all broadcasters, all content: Plays: 993 mil (+13% vs FY2022 4Q) Unique Browsers: 41.71 million (+10% vs FY2022 4Q) (All content on TVer with ads)
- Total app downloads: over 60 mil

## Nippon TV Initiatives

Nippon TV AVOD Total Monthly Plays  
(4/2022 – 6/2023)

※VOD only



### Friday drama “Fragment of a Marriage” a hit!

Friday drama DEEP slot launched in April. “Fragment of a Marriage” is its first drama. Total plays topped 30 million for all 13 episodes and TVer original.

### Good For the Planet TVer Special

This is an initiative where the entire Nippon TV Group joins forces to explore what can be done now for the good of Earth, the future, and a better life. All 29 broadcasters in the network participated in the TVer Special and all related content yielded a total of over 2.1 million plays.





# **New Business, M&A**

# Alpha Code



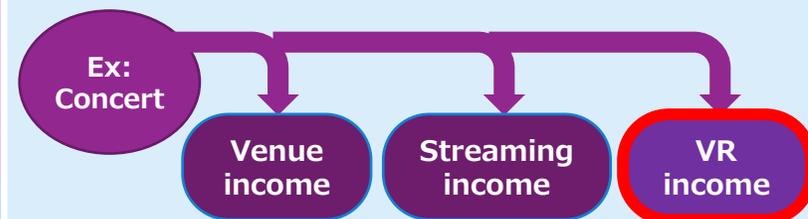
<https://www.alphacode.co.jp/>

- Invested in Alpha Code, Inc. in July 2023, a 180/360-degree 3D live-action video VR/XR content production and streaming platform company.
- Apple and other mega tech companies in the US and China have announced VR/XR devices one after another and the VR/XR market is expected to grow further.
- To create new powerful experiences, Nippon TV will combine its planning and content production strengths with Alpha Code's VR/XR-related technologies to spawn and stream VR/XR content and develop new businesses.

## ■ Some of the collaborations to come

### 3<sup>rd</sup> income stream from real events

VR filming/streaming of concerts, events, and the like to create realistic immersive experiences. In addition to income from existing real events and Hulu/CS streaming, **yield income from VR that provides more powerful experiences.**



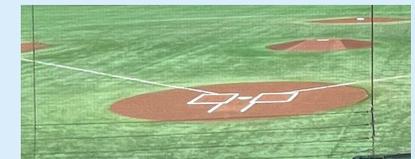
### Content collaboration

Collabs with Nippon TV shows will enable VR streaming of drama making-ofs and other forms of expression and immersion, which are new ways to promote content. It creates a buzz and **feels like being on the set**, giving fans greater satisfaction.



### Use in sports content

Offer new ways to enjoy sports through VR, like the feeling of being at the stadium. **VR platform Blinky also streams VR live**, making it possible to create new experiences with sports.



VR Platform  
Blinky





# Nozoite Nippon (LivePark Business)

## LIVEPARK

- Launched 7/14, “Nozoite Nippon” videos promote regional revitalization
- Nippon TV Group’s LivePark collaborates with multiple regional TV stations and the Rakuten Group
- LivePark operates the programming and Rakuten handles sales and attracting customers with points
- Moving forward, increase participating regional stations; growth expected through new income from video streaming <https://local-tv.marketplace.rakuten.co.jp/>

Nozoite Nippon Business Model

## LIVEPARK

Operate website and programming

Regional stations nationwide

Upload content/videos  
Content that have been aired and originals



Handles ad sales  
At times, work with stations on sales



Nozoite Nippon Website

Articles on must-sees  
LivePark handles programming

Prefecture A website



Video by Pref. A local station

Prefecture B website



Video by Pref. B local station

Prefecture C website



Video by Pref. C local station

Ads on e-comm in Pref. C, etc.



Hometown tax ads, etc.



Hometown tax ads, etc.

Product ads



Hometown tax ads



Travel reservation ads



Nudge users to view ads on hometown tax, local government, local businesses, hotels, etc.

## Business Model & Income Split

Subtract website operating costs from ad sales and split between LivePark and Rakuten. Unlike online ads, income per unit is high due to direct link with hometown tax and travel and local companies who are selling.

Nozoite Nippon



# Reference Materials

# Segment Results

(Millions of yen)

	Net Sales			Segment Profit (△ Loss)		
	FY2022 1Q	FY2023 1Q	Change	FY2022 1Q	FY2023 1Q	Change
Media Content Business	93,154	<b>90,327</b>	<b>△2,827</b>	11,295	<b>9,535</b>	<b>△1,760</b>
Life and Health Related Business	6,457	<b>6,598</b>	<b>140</b>	△223	<b>6</b>	<b>230</b>
Real Estate-Related Businesses	2,729	<b>2,777</b>	<b>47</b>	931	<b>1,077</b>	<b>146</b>

\* 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."

HD: Consolidated Results

Group Companies

Nippon TV

Content Strategy

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## Consolidated Forecast and Dividend Forecast (as of May 11)

### ■ Unchanged from previous forecast

(Millions of yen)	FY2022 Result	FY2023 Forecast	Change	Change (%)
Net Sales	413,979	<b>436,000</b>	22,021	5.3%
Operating Profit	46,593	<b>48,000</b>	1,407	3.0%
Recurring Profit	51,775	<b>54,000</b>	2,224	4.3%
Profit attributable to owners of parent Net income	34,081	<b>37,000</b>	2,919	8.6%

HD: Consolidated  
Results

Group  
Companies

Nippon TV

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Reference  
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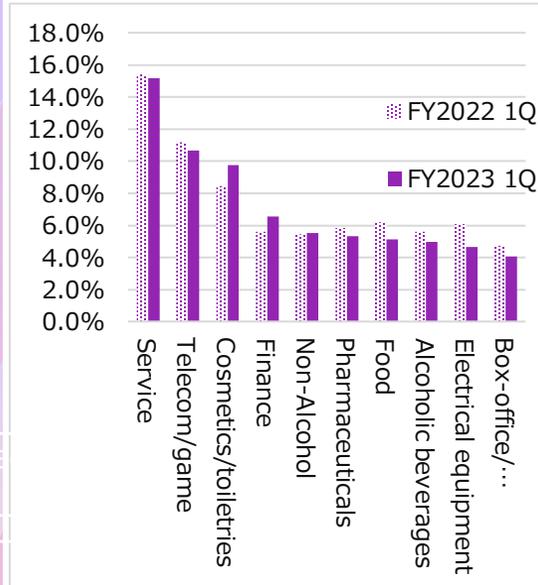
### Dividend Forecast

(Yen)	2Q	Year- End	Annual
FY2022 Result	10	27	37
FY2023 Forecast	10	27	37

### Growth assumptions for terrestrial TV Advertising Revenue (YoY)

	YoY
Time	2.2%
Spot	2.7%

## FY2023 1Q Spot Sales - Terrestrial Broadcasting (Nippon TV)



	FY2022 1Q	Share (%)	Change (%)
1	Service	15.4	41.2%
2	Telecom/game	11.2	△38.7%
3	Cosmetics/toiletries	8.5	△25.8%
4	Food <Processed, Health foods, etc.>	6.2	8.6%
5	Electrical equipment	6.1	7.0%
6	Pharmaceuticals	5.9	0.5%
7	Finance	5.6	6.3%
8	Alcoholic beverages	5.6	18.6%
9	Non-Alcohol	5.4	△23.3%
10	Box-office/ Entertainment	4.8	6.9%

	FY2023 1Q	Share (%)	Change (%)
	<b>Service</b>	<b>15.2</b>	△5.7%
	<b>Telecom/game</b>	<b>10.7</b>	△8.5%
	<b>Cosmetics/toiletries</b>	<b>9.7</b>	<b>10.3%</b>
	<b>Finance</b>	<b>6.5</b>	<b>11.3%</b>
	<b>Non-Alcohol</b>	<b>5.5</b>	△2.9%
	<b>Pharmaceuticals</b>	<b>5.3</b>	△13.1%
	<b>Food &lt;Processed, Health foods, etc.&gt;</b>	<b>5.1</b>	△20.8%
	<b>Alcoholic beverages</b>	<b>5.0</b>	△15.3%
	<b>Electrical equipment</b>	<b>4.6</b>	△26.9%
	<b>Box-office/ Entertainment</b>	<b>4.1</b>	△18.0%

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

HD: Consolidated Results

Group Companies

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New Business

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# Movie Lineup for FY2023

★ = Nippon TV is co-organizer ○ = Nippon TV is an investor in the film ■ = Nippon TV is lead organizer

Date	Title	Distributor	
Friday September 8	○ CITY HUNTER THE MOVIE: Angel Dust	Aniplex  ©北条司/コアミックス・ 「2023 劇場版シティハンター」制作委員会	
Friday October 13	■ We're Millennials. Got a problem?: The Movie	TOHO  © 2023「ゆとりですがなにか」制作委員会	
Friday December 15	★ The IMAGINARY	TOHO  (C)2023 Ponoc	

HD: Consolidate  
Results

Group  
Companies

Nippon TV

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Reference  
Materials

# Event Line up for FY2023

Date	Event
<p>Wednesday July 19,2023 – Monday July 24, 2023</p> <p>Nihombashi Mitsukoshi Main Store</p>	 <p>"Burari stopover trip" Delicious food and art tour along the railway line</p>
<p>Tuesday October 31, 2023 – Wednesday November 1,2023</p> <p>KIOI HALL</p>	 <p>JOE HISAISHI presents MUSIC FUTURE VOL.10</p>
<p>Saturday October 14, 2023 – Saturday December 9,2023</p> <p>Yokohama, Kawaguchi, Takasaki, Mito, Ichikawa, Fuchu</p>	 <p>Go for it! Anpanman Musical "Protect! Golden Flame"</p>

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

# Capital Efficiency Plans

As of May 11, 2023

## Promote growth strategies according to Medium-Term Management Plan

- We will aim to increase sales and profits by advancing our priority targets, namely “Maximize the value of content,” “Accelerate new business creation” and “Build a wellness economic zone.”

## Measures to reduce cross-shareholdings

- We review the rationality of our cross-shareholdings as necessary. For FY2022, cross-shareholdings as a percent of net assets was below 20%.

## Shareholder return policy

- Our basic policy is to provide continuous and stable shareholder returns, which we will adhere to as we aspire to achieve a total return ratio of 30%.

We will strive to increase ROE by accomplishing the goals in our Medium-Term Management Plan and improving our financial performance.