



NTR CSR

NIPPON TELEVISION NETWORK
ANNUAL REPORT 2012 HANDBOOK
For the Year Ended March 31, 2012



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Our Responsibility

NTV recognizes that a television broadcaster can have a major influence on society and that its social responsibility is commensurately large. The NTV Group's 2012 Management Policy emphasizes efforts to contribute to society in ways that only a media company can, and to this end we will continue to reinforce our support for disaster reconstruction and other environmental preservation activities.

August 2012

Yoshio Okubo
Representative Director and President





NTV's Basic Policy on Sustainability

- In addition to striving to produce quality programs that attract high viewer ratings, NTV works to remain financially viable in the new digital era through efficient use of the cutting-edge capabilities of the NTV Tower.
- For the environment, the Company promotes ecology through its programming and works to reduce the environmental footprint of its business activities, and thus leave behind a beautiful world for future generations.
- Socially, we aim for swift decision-making and business execution in response to changes in the business environment, to achieve sustainable growth in corporate value and to enhance our contributions to society.

▶ NTV's Concept of Sustainability

To what extent can environmental destruction be prevented? What are the best uses for limited natural resources? How can the media help leave behind a beautiful world for future generations? Since the creation of the NTV Eco Committee in April 2003, we have engaged in environmental protection initiatives through NTV programs, events, PR, publicity and IR activities, sales and internal activities. In August 2005, we formulated the NTV environmental management system (EMS), and in November 2005, the Shiodome NTV Tower (Minato-ku, Tokyo) was awarded ISO 14001:2004 certification—the international standard for such systems. This achievement marked the first time that a key commercial broadcaster in Tokyo received certification on a companywide basis.

Human society will continue to grow and develop. To protect the environment that sustains our lives, NTV is committed to communicating the importance of environmental conservation through its programs and events.



FTSE4Good

NTV has been selected as a member of the FTSE4Good Index series of environmental sustainability indices, provided by FTSE International Limited of the United Kingdom, for nine consecutive years.

▶ Signing the UN Global Compact

NTV signed the UN Global Compact in January 2011. The Global Compact was first announced by then Secretary-General Kofi Annan in a speech to The World Economic Forum in January 1999 at a conference in Davos, Switzerland, in which he expressed the importance of meeting the needs of people who are in weak positions and addressing issues that concern the world's future. By joining the Global Compact, businesses commit to upholding 10 principles in the areas of human rights, labor, the environment and anticorruption. Some 8,700 organizations from 130 countries have pledged to uphold the contract.

Since the creation of the NTV Eco Committee, we have taken a companywide approach toward environmental protection activities. Since 2005, we have conducted NTV Eco Week in conjunction with the United Nations World Environment Day on June 5. As part of this weeklong campaign of television programs and events, we aired *24-Hour Television*, a charity program, and conducted lessons through school visitations called "NTV Forum External Class Terekoya," targeting elementary through high school students.

In line with our signing of the UN Global Compact, we will step up activities such as these as we work to raise the level of trust in NTV as a global company, from people overseas as well as those in Japan.

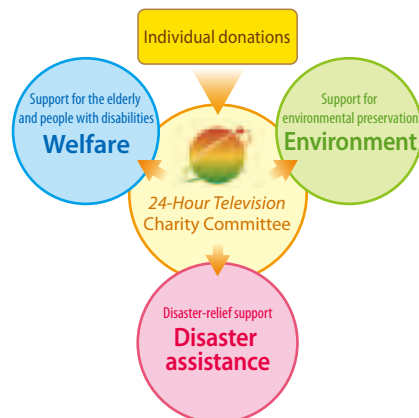


NTV Original Activities



▶ 24-Hour Television: “Love Saves the Earth”

This year marked the 35th annual broadcast of this program since its inception in 1978. The program is designed to maximize the media power of television to contribute to welfare activities in Japan and overseas and to communicate the importance of support. The theme of this year’s program, which was broadcast August 25–26, 2012, was “The Future.” Donations collected from numerous viewers at the event venue were used in charitable, environmental and disaster-relief causes through the *24-Hour Television* Charity Committee, comprising 31 commercial television broadcasters throughout Japan. In 2011, *24-Hour Television* collected ¥1,986,414,252 in donations—the highest level so far—bringing the cumulative total for the past 34 years to ¥31,159,938,307 (as of October 2011).



◆ Welfare: Donating Special Vehicles for Public Service Activities

Donating special vehicles for public service activities is an ongoing activity that started from the first broadcast. As of the 34th broadcast, we had contributed a total of 9,369 vehicles, ranging in purpose from vehicles that help people bathe to lift-equipped buses and electrical wheelchairs. Each year, we conduct a campaign status survey to ensure that special vehicles we donated are being used effectively. The *24 Hour Television* Charity Committee also has in place a system to monitor the use of these vehicles throughout their useful life to ensure that they are being used as intended, and ensure that they have not been transferred to other uses or sold. After the vehicles are scrapped and disassembled, their parts are reused as components for other special vehicles or recycled into their constituent aluminum and steel materials.



◆ Welfare: Supporting Information Security for People with Disabilities

● Donating to Libraries Service Equipment for People with Disabilities

Public libraries are intended as local information hubs that anyone can use, but the books and other information formats they contain can be difficult for people with disabilities to access. To address this situation, *24 Hour Television* is cooperating with the Japan Library Association to make information barrier-free through the DAISY Project (DAISY is an acronym for Digital Audio Information System), donating talking-book machines. This year, we plan to donate these machines to libraries in the region affected by the Great East Japan Earthquake.



Large-text reader



DAISY talking-book machine

● Encouraging the Popularization of Assistance Dogs for People with Disabilities

We publish and distribute widely a guidebook for people who are seeking accurate knowledge and understanding of assistance dogs, including seeing-eye dogs, service dogs and hearing-assistance dogs.

◆ **Environment: Supporting Environmental Preservation**

In 2004, *24-Hour Television* began supporting environmental preservation activities, becoming one of our pillars of support in the environmental category. Through this program, we support cleanup activities around Japan's waterfront and mountain areas, as well environmental conservation and educational initiatives. During the eight years through 2011, more than 52,000 people volunteered for cleanup activities that resulted in the recovery of some 415 tons of garbage. Through *24-Hour Television*, we aim to raise environmental awareness and leverage our media strength to foster wider environmental activities.

On June 3, 2012, NTV collaborated with the NPO Arakawa Clean Aid Forum on Arakawa Clean Aid Action 2012, an effort to clean up the area alongside the Arakawa river that runs through Tokyo's Edogawa-ku. This initiative, which involved cataloging each piece of trash as it was collected, aimed to emphasize the importance of not tossing away litter in the first place. Following the cleanup, an environmental education course was held, focusing on restoring the Arakawa's ecosystem by protecting tidal

Cleanup Activity Report
Years Ended March 31

	Participants	Trash Collected (kg)	Participating Stations	Locations
2005	1,078	19,000	3	1
2006	1,033	23,000	3	1
2007	1,656	29,720	4	2
2008	6,038	31,265	9	11
2009	7,409	48,303	16	19
2010	14,097	78,470	21	25
2011	11,632	113,596	23	27
2012	9,412	71,846	20	23
Total	52,355	415,200	99	109

wetlands and reed beds and aiming to boost awareness of environmental preservation.



◆ **Disaster Assistance: Supporting the Region Affected by the Great East Japan Earthquake**

Through *24-Hour Television*, NTV began an emergency drive for donations beginning the day after the Great East Japan Earthquake struck. Through this effort, we gathered ¥1,150 million in donations from throughout Japan, established a ¥300 million fund for children orphaned by the disaster and donated 69 welfare vehicles to affected municipalities and prefectures.

In the aftermath of the Fukushima Daiichi Nuclear Power Plant accident in Fukushima Prefecture, we plan to donate whole-body counter vehicles (radiation dosimeter vehicles) as an emergency measure to counter the health risks posed by radiation, enabling many people's radiation levels to be measured.

In Miyagi Prefecture, we donated materials and equipment to institutions providing assistance to tsunami victims, supporting the autonomy of people with disabilities. We also donated playthings to facilities aiding children orphaned by the earthquake and tsunami, as well as specialized textbooks for people with special needs.

As the playgrounds of many schools had been used for temporary housing in Iwate Prefecture, we helped to erect lighting equipment at temporary playgrounds, so that children in affected areas could play safely.

▶ **NTV Eco Week "Connect Our Eco Hearts. 2012—Shape of Happiness"**

NTV is engaged in various environmental preservation initiatives to leave behind a beautiful world for future generations. Each year, we conduct NTV Eco Week in conjunction with the United Nations World Environment Day on June 5.

This year's theme was "Shape of happiness." During the one-week campaign from June 3 through June 10, 2012, NTV broadcast programs in various genres linked to our own ecological plans.

At events during the week, we also introduced eco-products and services offered by sponsor companies, such as plans for creating soap out of recycled waste oil. Such experiences helped to enhance environmental awareness among event-goers. In conjunction with the Rio+20 Earth Summit, a major event held once every 10 years, the International Environmental Technology Centre of the United Nations Environment Programme (UNEP/IETC) and Earth Summit 2012 Japan placed a booth at the event site. From this booth, we had attendees send messages and draw illustrations to be sent to Rio de Janeiro.

To protect the environment that sustains our lives, NTV will continue to communicate the importance of environmental conservation through its programs and events to perpetuate the beauty of our planet and our society.



NTV Eco Week "Connect Our Eco Hearts."

Environmental Activities



▶ Basic Policy

NTV's Basic Policy on Sustainability is a corporate management program targeting the sustainable development of the environment, global society and business. The three pillars of our activities are an environmental perspective and economic and social considerations.

Preventing the destruction of the environment is the central global issue of this century. As a corporate media leader, we have a strong awareness of our responsibility to society. Accordingly, we are aggressively developing Nittele Eco, our environmental preservation initiative. This involves making a broad appeal for environmental conservation through our programs and events as well as reducing the environmental impact from our business activities. We will continue to promote these and other efforts to protect our beautiful planet.

NTV Environmental Policy

■ Serve as a Source of Information

Through its programming and various events, NTV will spread the importance of environmental protection to the general public, which will fulfill our social responsibility as a media company and serve as our contribution toward preserving the environment.

■ Establish and Continuously Improve the Environmental Management System

NTV established an appropriate environmental management system as part of its corporate activities, promoting the reuse of natural resources and energy as well as reducing waste and encouraging recycling. We will do our utmost to maintain our ongoing efforts and to prevent pollution.

■ Comply with and Implement Social Responsibility

We will uphold environmental laws/regulations and any other requirements while fulfilling our social responsibility.

■ Achieve Our Environmental Policy Objectives

- Establish our environmental purposes and goal, and work towards achieving our environmental policy.
- Ensure that all employees thoroughly familiarize themselves with the environmental policy and unite as a company toward implementation.
- Make this environmental policy publicly and widely known as well as attempt to conserve the environment while communicating with the local community.

Social Activities



▶ Corporate Ethics

Having established a Compliance Committee chaired by the representative director and executive chairman in December 2003, NTV strives to promote compliance and highly transparent corporate activities. In June 2004, we established a Compliance and Standards Office, strengthened our operational audit system and on July 1 of that same year, formulated and put into effect The NTV

Compliance Charter. The Compliance Charter defines basic internal standards that must be observed by all NTV directors, executive officers and employees. The NTV Group pledges to observe the Compliance Charter and strives to ensure that all NTV directors, executive officers and employees read, understand and observe all standards contained therein.



<http://www.ntv.co.jp/info/>

▶ Human Resource Development

NTV believes the further enrichment of content is indispensable for the continuation of a broadcast station supported by many people.

People are the driving force behind our content creation capabilities. NTV strives to foster a working environment where employees can maximize their potential by hiring and employing a diverse array of talented new graduates and experienced mid-career personnel. We have also introduced an employee evaluation system to provide a fair assessment of job performance, as well as career design and job request systems to ensure appropriate employee training.

In August 2003, we revised our salary system from one based on age and job seniority to a performance-based structure focused on employee achievements.

Through a “cafeteria-style” welfare system, we enable personnel to select from a menu of measures that target self-development and are designed to help them achieve enjoyable lifestyles. In our view, this approach is a way to truly build corporate value.

▶ Mother and Child Initiative (*mama mo como*)

Aiming to provide information that helps to maintain family harmony, employee volunteers from NTV and other NTV Group companies gathered together to start the Mother and Child Initiative in January 2010. Activities include preparing event spaces where children and their families can play and learn at the same time, rooms for mothers to nurse their infants and places to enjoy an announcer reading from children’s picture books. In the fiscal year ending March 31, 2013, we have set up a room within NTV headquarters where children and their parents can learn about television technologies. We also

hosted a flea market as an NTV Eco Week event, donating the proceeds to the Japanese Red Cross Society.



● *mama mo como* Television

(From April 2, 2012, weekday mornings at 11:25–11:30)

Aiming to cultivate happy parent/child households throughout Japan, *mama mo como* Television is intended to offer child-rearing tips that members of society as a whole can enjoy.

The program has a different theme for each day of the week—living, building, eating and playing. The program introduces, in a fun and easy-to-understand manner, such topics as seasonal festivals, the joy of creating things, helping with food preparation and new experiences. Children can enjoy watching and imitating the actions they see on television; our goal is for this to be a program that adults want children to watch and learn from.

Via its website, viewers can see all episodes of the program via personal computer and smartphone. Through SNSs, they can offer expertise about child-rearing and share their difficulties and joys. We hope that this Web extension will encourage closer relationships among families with children.

Through this initiative, we plan to continue leveraging NTV-originated entertainment in activities for mothers and children.



<http://www.ntv.co.jp/mamamocomo/>

▶ NTV Experience Classroom

In 2007, we began using broadcasting equipment and relay vehicles in our NTV Experience Classroom, which is designed to provide opportunities to enhance media literacy. We have held such classes 24 times to date, attended by a total of 2,500 elementary and junior high school students.

In this classroom, technical staff members who are at the forefront of program production interact with children who have expressed an interest in learning more about television. NTV employees teach them how programs are produced, explain relay broadcasting and share the magic behind how television programs reach viewers in the blink of an eye.

Children watch technical staff demonstrate camera techniques and voice-mixing technologies. Participants then have the chance to operate cameras themselves and experience program production as they ride on relay vehicles and come into contact with real voice mixers and editing machines.

In addition to these on-site activities, NTV dispatches the producers, directors, news reporters and announcers who actually work in its production rooms as instructors to elementary, junior and senior high schools. We also hold the NTV Forum External Class Terekoya, in which our people help convey the attraction and fascination of television, sometimes by showing program episodes.

Yomihito Shirazu Recitals and Workshops



Under the Yomihito Shirazu program, announcers and newscasters from NTV and network stations visited schools, temporary housing and other meeting places in areas affected by the Great East Japan Earthquake, holding workshop activities focused on the Japanese language. We plan these workshops and conduct activities depending on regional and participants' needs, sometimes including elocution, tongue-twisters, reading aloud and picture-story shows.

The first of these workshops took place on August 26, 2011. NTV and Miyagi Television Broadcasting (MMT) announcers took part in the event, held at an elementary school in the city of Ishinomaki, Miyagi Prefecture. Participants took part in events such as the

Voice Projection Workshop and Fun with the Sendai Dialect, drawing smiles and encouraging participation from participants. Similar workshops were held after that time in the town of Bandai in Fukushima Prefecture and the city of Kamaishi in Iwate Prefecture, numbering seven as of March 31, 2012.

Workshops such as these are designed to help meet the emotional needs of people in the disaster-stricken region. Through such events, we are working to contribute to society in a manner that is uniquely suited to us as a television broadcaster. In this vein, we plan to continue contributing to society in this vein through our Yomihito Shirazu activities.



NTV/NNN recital and workshop

Nippon Television Kobato Cultural Foundation



In 1974, we established the NTV "Dove of Love" Public Welfare Foundation to support people with seeing and hearing disabilities that rendered them unable to enjoy television. The Nippon Television Network Cultural Foundation was set up in 1976 for the promotion, interaction and advancement of culture in areas inaccessible via television. On April 2, 2012, we merged the two entities into the Nippon Television Kobato Cultural Foundation with the aim of promoting financial and operational efficiency and generating synergy between the two entities. The foundation's principal activities are outlined below.

● Sign language school

Sign language classes are conducted in Kojimachi, located in Tokyo's Chiyoda-ku, every Saturday for roughly 100 students in the hope that sign language will become more widely used.

● Sign language newscasts

We provide sign-language interpretation on our nationwide morning news program.

● Distributing braille calendars

Each year we distribute unusual 12-photo braille calendars free of charge throughout Japan to people with visual disabilities.

● Haiku workshops

We hold haiku workshops every second Saturday for attendees ranging in age from junior high school students through adults. Through haiku verse, we foster an appreciation for and proficiency in the Japanese language and encourage participants to enjoy scenery in each of the four seasons.

● Concert featuring memorable verses

This is a concert that centers on lyric verse and children's rhymes, set to music and describing the beauty of nature and family ties, among other topics. Our goal is for the singers who participate in this concert each year to share songs about the beauty of Japan and human warmth.