

ANNUAL REPORT 2013 CSR HANDBOOK

For the Year Ended March 31, 2013



Our Responsibility

As a media and content company centered on broadcasting, which has a decidedly public nature, NTV Holdings recognizes the importance of its responsibility to society.

Now in the 60th year since our start of broadcasting, we have formulated a CSR Proclamation to spearhead our proactive efforts to serve a useful role in society. Going forward, we will continue putting every effort into environmental conservation, disaster reconstruction and other social contribution activities in ways unique to a media company.

August 2013



Yoshio Okubo
Representative Director, President

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NTV Holdings' CSR Proclamation

The Four Promises

NTV Holdings is a media and content company centered on broadcasting, which has a decidedly public nature. Therefore, we have formulated four promises that we aim to fulfill as we aggressively promote activities intended to be useful to society through our broadcasting and operations.

For a society filled with smiles

Through trustworthy broadcasts and heartwarming programs and businesses, we will strive to make life bountiful.

For heartwarming culture and well-being

By increasing the opportunities to come into contact with various types of culture and arts, we will strive to foster welfare that is considerate and offers peace of mind.

For a life-supporting environment

By protecting our irreplaceable world, we will strive to pass on a good living environment for future generations.

For a future where dreams come true

As a leader in the broadcasting industry, we consistently strive to develop technologies, provide new experiences and build a future where dreams come true.

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 10,000 organizations from 145 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 an eco-campaign 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 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 10 consecutive years.



24-Hour Television: “Love Saves the Earth”

This year marked the 36th 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 24–25, was “What is Japan? The Shape of the Country.” 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. During the one-year period (from October 1, 2012, to September 30, 2013), *24-Hour Television* collected ¥1,545,226,444—the second highest figure to date—from viewers throughout Japan. These contributions brought the cumulative total for the 36 years from 1978 through 2013 to ¥33,873,636,455.



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 35th broadcast, we had contributed a total of 9,619 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 confirm 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

Aiming to make information barrier free, *24-Hour Television* is cooperating with the Japan Library Association to make libraries easier to use by people with seeing disabilities. So far, we have donated DAISY talking-book machines and large-text readers to 240 public libraries throughout Japan.

■ Encouraging the Popularization of Assistance Dogs for People with Disabilities

Since the Act on Assistance Dogs for Physically Disabled Persons went into effect in Japan in 2002, various facilities have worked to accommodate assistance dogs. Via *24-Hour Television*, we publish and distribute widely a guidebook, DVD and posters 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 as environmental conservation and educational initiatives. During the nine years through 2013, 63,435 people volunteered for cleanup activities that resulted in the recovery of some 515 tons of garbage. Through *24-Hour Television*, we aim to raise environmental awareness and leverage our media strength to foster wider environmental activities.



Staging "Fun through Learning with NTV Eco-Classroom" at Eco-Products 2012

Disaster Assistance Supporting the Regions 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 and established a ¥300 million fund for children orphaned by the disaster. Taking up the phrase "assistance you can see" as our motto, we worked mainly through local broadcasters in the three affected prefectures (TV IWATE, Miyagi Television Broadcasting and Fukushima Central Television) to conduct reconstruction efforts that truly met the needs of the affected regions.

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

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.

7 Days Challenge TV: Contributing Together to the Future

The NTV Group develops a host of ecological plans and environmental conservation initiatives that leverage television and events to leave behind a world of promise to future generations. Each year since 2005, we have conducted an eco campaign in June in conjunction with the United Nations World Environment Day on June 5. As this year coincided with NTV's 60th year since its commencement of broadcasting, we staged a large-scale special event named 7 Days Challenge TV: Contributing Together to the Future. From June 2 through 9, 2013, we worked on a host of plans, with adults putting their heads together to see what they could do to right now to make dreams come true for the hope-filled children who will play central roles in the future. Infotainment and new programs followed the progress on these initiatives, and the results were reported in a special wrap-up program on June 9.



We plan to continue future contribution project efforts such as these that contribute to society in a manner in which a television broadcaster is uniquely capable, communicating their progress via television programs.

■ Human Silhouette Project

Over the course of a week, we created a large-scale silhouette show, distributing it simultaneously to locations throughout the world.

■ Smiling Photo Project

This plan involved amassing photos of smiling children over a one-week period. We gathered 5,599 photos from around the world.

■ Children's Library Project

For this project, during a one-week period we gathered illustrated books and children's books from throughout Japan to create a children's library. The effort accumulated 17,847 books, which are housed at a library at Omoto Station on the Sanriku Railway.

■ Amazon Project

In this project, we provided a huge parabolic antenna for children of the Amazon who want to study but are unable to attend school, facilitating education over the Internet.



Mother and Child Initiative (*mama mo como*)

Aiming to provide information that helps to maintain family harmony, employee volunteers from NTV and other 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 ended March 31, 2013, we set up a room within NTV headquarters where children and their parents can learn about television technologies. We also gathered disused children's clothing from people throughout the Company, sold it at a flea market and donated the proceeds to *24-Hour Television*. Under this initiatives, we also continue to disseminate information via our website, providing members with information with titles such as "Things Learned from Children and Their Lives" and "Working Mothers Alternate between Joy and Grief."



mama mo como Television

Aimed at bringing joy to families raising children, *mama mo como* Television mainly targets the mothers and fathers who are raising children, aiming to make their child-rearing days more enjoyable and meaningful. The program is designed to provide useful information that will help parents extend their children's limitless horizons.

Using Facebook and other digital content, the program connects parents throughout Japan with experts to answer questions about child-raising. "Charisma mamas" who have earned readers' trust through their blogs share information on topics such as actual family interactions and their knowledge of cooking. The program also introduces spots that parents can easily visit even with their babies, as well as a variety of other information every day.

In addition, through a program-based site and other web extensions, we actively provide opportunities for child-rearing families to exchange information and hold events at least once every month. Through *mama mo como* Television, we provide families with a chance to learn about and enjoy the process of child-rearing.

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 34 times to date, attended by a total of 3,500 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 2013, we held a joint "experience classroom" with Miyagi Television Broadcasting in the earthquake-affected area.

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.



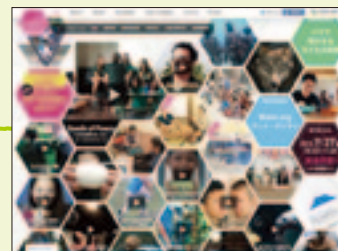


More than 10 such activities have taken place since the first workshop was held in the city of Ishinomaki in August 2011. In the fiscal year ended March 31, 2013, we conducted a project in the village of Iitate, Fukushima Prefecture. Sixth-grade children in the village's elementary school were provided with tablet computers that they used to record their school year in a "moving graduation album." In the fiscal year ending March 31, 2014, we intend to conduct a similar recording project over a three-year period targeting Iitate's junior high school students.

We plan to continue with Yomihito Shirazu social contribution activities such as these that are uniquely suited to us as a television broadcaster.

PEOPLE MAGNET TV PROJECT

"Introducing groundbreaking social contribution initiatives, connecting these (MAGNET), and generating new ideas to resolve problems" are the objectives of the "PEOPLE MAGNET TV PROJECT," a plan linking a television program and website. In addition to NTV, initial project



URL: <http://pmtv.jp/>

The website aims to reshape the public's concept of the words "social contribution" to encompass the ideas that "ideas change the world" and "social contribution is cool." Using news, photos and videos related to social contribution, the site aims to enhance readers' understanding and willingness to participate. By connecting organizations and individuals in a variety of categories, including the preservation of nature and regional invigoration, the site is designed to propose new values about the possibilities and future of social contributions.

The television portion of the project aired for the first time on July 27, 2013. On this program, we used valuable images and video footage to introduce social contribution activities by Japanese and foreign celebrities.

Going forward, we intend take this sort of approach to generate new value by making connections between things, people and ideas, building a "connection portal" for social contribution.



Environmental Activities

As a corporate media leader, we have a strong awareness of our responsibility to society. Accordingly, we are aggressively developing Nitte 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 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.


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.



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.