## **Business Segment Information**

For the 3 months ended June 30, 2011

(Unit: Millions of yen)

		Segmenta		Consolidated			
	ContentRealbusinessestate		Other	Total	Adjustment	quarterly amount	
		business					
Net sales							
Sales to outside customers	68,782	1,027	212	70,022	_	70,022	
Inter-segment sales/ transfers	24	837	260	1,122	(1,122)	_	
Total	68,806	1,865	473	71,145	(1,122)	70,022	
Segment profit (or loss)	5,166	427	Δ66	5,527		5,527	

Segmentation	Main businesses			
Content business	Sales of TV advertising, video and music royalty revenue, sales of CDs, DVDs/Blu-ray Discs			
	and publications, TV-shopping, movie business, events and art exhibitions			
Real estate business	Rental offices, Building management			
Other	Retail operations			

Sales to outside customers		Content business	Real estate business	Other	Total	
	Time	25,189	_	_	25,189	
TV advertising	Spot	24,185	—	_	24,185	
Revenue	Total	49,374	_	_	49,374	
Other advertising revenue		109	_	_	109	
Content sales revenue		8,179	_	—	8,179	
Merchandise sales revenue		7,581	_	191	7,773	
Box-Office sales revenue		2,589	_	—	2,589	
Real estate revenue		-	679	_	679	
Other		947	348	21	1,317	
Total		68,782	1,027	212	70,022	

## For the 3 months ended June 30, 2012

(Unit: Millions of yen)

		Segmenta		Consolidated		
	Content	Real	Other	Total	Adjustment	quarterly
	business	ousiness estate			Aujustinent	amount
		business				
Net sales						
Sales to outside customers	82,117	908	540	83,567	_	83,567
Inter-segment sales/ transfers	264	849	357	1,472	(1,472)	_
Total	82,382	1,758	898	85,039	(1,472)	83,567
Segment profit(or loss)	10,797	464	Δ4	11,257		11,257

Segmentation	Main businesses			
Content business	Sales of TV advertising, video and music royalty revenue, sales of CDs, DVDs/Blu-ray Discs			
	and publications, TV-shopping, movie business, events and art exhibitions			
Real estate business	Rental offices, Building management			
Other	Retail operations			

Sales to outside customers		Content business			Total	
Time		26,626			26,626	
TV advertising	Spot	29,191	-	—	29,191	
Revenue	Total	55,817	_	_	55,817	
Other advertising revenue		95	_	_	95	
Content sales revenue		9,183	_	—	9,183	
Merchandise sales revenue		13,857	_	- 526		
Box-Office sales revenue		1,724	_	—	1,724	
Real estate revenue		-	681	—	681	
Other		1,440	227	14	1,682	
Total		82,117	908	540	83,567	

## [Reference] Financial Summary on Non-consolidated Basis

- 1. Non-consolidated performances for the 1<sup>st</sup> Quarter FY2012 (From April 1, 2012 to June 30, 2012)
- (1) Non-consolidated operating results

	Net sa	Net sales Operatir		profit Recurring		g profit	Net income	
	Millions of yen	%	Millions of yen	%	Millions of yen	%	Millions of yen	%
1 <sup>st</sup> Qtr FY 2012	67,181	9.6	9,419	97.5	10,977	81.6	5,641	57.0
1 <sup>st</sup> Qtr FY 2011	61,309	Δ3.1	4,770	Δ33.9	6,045	Δ44.5	3,593	∆42.5

(2) Non-consolidated financial data

	Total assets	Net assets
	Millions of yen	Millions of yen
1 <sup>st</sup> Qtr FY 2012	498,614	367,344
FY 2011	501,804	366,927