

Business Segment Information

For the 9 months ended December 31, 2011

(Unit: Millions of yen)

	Segmentation			Other	Total	Adjustment	Consolidated quarterly amount
	Content business	Real estate business	Total				
Net sales							
Sales to outside customers	220,937	2,958	223,896	1,438	225,334	—	225,334
Inter-segment sales/ transfers	591	2,554	3,146	708	3,854	△3,854	—
Total	221,529	5,513	227,042	2,146	229,188	△3,854	225,334
Segment profit (or loss)	20,957	1,357	22,315	△24	22,291	—	22,291

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

(Unit: Millions of yen)

Sales to outside customers		Content business	Real estate business	Total
TV advertising Revenue	Time	80,182	—	80,182
	Spot	77,762	—	77,762
	Total	157,945	—	157,945
Other advertising revenue		392	—	392
Content sales revenue		26,592	—	26,592
Merchandise sales revenue		25,064	—	25,064
Box-Office sales revenue		7,199	—	7,199
Real estate revenue		—	2,031	2,031
Other		3,743	926	4,670
Total		220,937	2,958	223,896

For the 9 months ended December 31, 2012

(Unit: Millions of yen)

	Segmentation			Other	Total	Adjustment	Consolidated quarterly amount
	Content business	Real estate business	Total				
Net sales							
Sales to outside customers	240,591	2,589	243,180	1,164	244,345	—	244,345
Inter-segment sales/ transfers	204	3,759	3,964	1,535	5,500	△5,500	—
Total	240,796	6,348	247,145	2,700	249,845	△5,500	244,345
Segment profit (or loss)	23,772	2,303	26,076	△34	26,042	△395	25,646

Segmentation	Main businesses
Content business	Sales of TV advertising, pay-TV business, 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

(Unit: Millions of yen)

Sales to outside customers		Content business	Real estate business	Total
TV advertising Revenue	Time	84,006	—	84,006
	Spot	80,877	—	80,877
	Total	164,884	—	164,884
BS·CS advertising revenue		2,808	—	2,808
Other advertising revenue		296	—	296
Content sales revenue		25,370	—	25,370
Merchandise sales revenue		33,104	—	33,104
Box-Office sales revenue		8,327	—	8,327
Real estate revenue		—	1,884	1,884
Other		5,799	704	6,504
Total		240,591	2,589	243,180

【Reference】 Financial Summary on Non-consolidated Basis

1. Non-consolidated performances for the 3rd Quarter FY2012 (From April 1, 2012 to December 31, 2012)

(1) Non-consolidated operating results

	Net sales		Operating profit		Recurring profit		Net income	
	Millions of yen	%	Millions of yen	%	Millions of yen	%	Millions of yen	%
3 rd Qtr FY 2012	136,035	△30.8	11,521	△38.4	14,355	△31.5	7,520	△33.0
3 rd Qtr FY 2011	196,450	1.9	18,694	△6.0	20,947	△15.3	11,232	△15.6

(2) Non-consolidated financial data

	Total assets	Net assets
	Millions of yen	Millions of yen
3 rd Qtr FY 2012	459,953	377,655
FY 2011	501,804	366,927

NTV completed its transition to a certified broadcasting holding company structure with BS Nippon & CS Nippon as of October 1st 2012. The financial performance for the current fiscal year is calculated by adding the Company's financial results as an operating company until the 2nd quarter, to the financial forecast for the Company as a holding company from the 3rd quarter and beyond. The year-over-year rate of change compares the current fiscal year's financial performance, calculated as described above, against the prior fiscal year's financial results as an operating company.