

Business Segment Information

For the FY2011 (From April 1, 2011 to March 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	299,793	3,898	303,691	1,768	305,460	—	305,460
Inter-segment sales/ transfers	631	3,392	4,024	849	4,874	△4,874	—
Total	300,424	7,291	307,716	2,618	310,334	△4,874	305,460
Segment profit(△loss)	30,533	1,787	32,320	△71	32,249	—	32,249
Other							
Depreciation	6,314	725	7,040	31	7,071	—	7,071

For the FY2012 (From April 1, 2012 to March 31, 2013)

(Unit: Millions of yen)

	Segmentation			Other	Total	Adjustment	Consolidated quarterly amount
	Content business	Real estate business	Total				
Net sales							
Sales to outside customers	321,608	3,360	324,968	1,453	326,422	—	326,422
Inter-segment sales/ transfers	226	5,174	5,401	1,665	7,067	△7,067	—
Total	321,835	8,535	330,370	3,118	333,489	△7,067	326,422
Segment profit(△loss)	33,210	3,046	36,257	△181	36,075	△646	35,429
Other							
Depreciation	5,918	630	6,548	24	6,573	—	6,573

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

FY2011 (From April 1, 2011 to March 31, 2012)

(Unit: Millions of yen)

Sales to outside customers		Content business	Real estate business	Total
Terrestrial TV advertising Revenue	Time	108,858	—	108,858
	Spot	104,530	—	104,530
	Total	213,389	—	213,389
Other advertising revenue		549	—	549
Content sales revenue		36,661	—	36,661
Merchandise sales revenue		33,550	—	33,550
Box-Office sales revenue		9,928	—	9,928
Real estate revenue		—	2,705	2,705
Other		5,714	1,193	6,907
Total		299,793	3,898	303,691

FY2012 (From April 1, 2012 to March 31, 2013)

(Unit: Millions of yen)

Sales to outside customers		Content business	Real estate business	Total
Terrestrial TV advertising Revenue	Time	112,448	—	112,448
	Spot	108,813	—	108,813
	Total	221,262	—	221,262
BS・CS advertising revenue		5,430	—	5,430
Other advertising revenue		457	—	457
Content sales revenue		33,917	—	33,917
Merchandise sales revenue		42,381	—	42,381
Box-Office sales revenue		10,441	—	10,441
Real estate revenue		—	2,436	2,436
Other		7,717	924	8,641
Total		321,608	3,360	324,968