

Business Segment Information

For the 3 months ended June 30, 2012

(Unit: Millions of yen)

	Segmentation			Other	Total	Adjustment	Consolidated quarterly amount
	Content business	Real estate business	Total				
Net sales							
Sales to outside customers	82,117	908	83,026	540	83,567	—	83,567
Inter-segment sales/ transfers	264	849	1,114	357	1,472	△1,472	—
Total	82,382	1,758	84,141	898	85,039	△1,472	83,567
Segment profit (or loss)	10,797	464	11,262	△4	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

(Unit: Millions of yen)

Sales to outside customers		Content business	Real estate business	Total
Terrestrial TV advertising Revenue	Time	26,626	—	26,626
	Spot	29,191	—	29,191
	Total	55,817	—	55,817
Other advertising revenue		95	—	95
Content sales revenue		9,183	—	9,183
Merchandise sales revenue		13,857	—	13,857
Box-Office sales revenue		1,724	—	1,724
Real estate revenue		—	681	681
Other		1,440	227	1,667
Total		82,117	908	83,026

For the 3 months ended June 30, 2013

(Unit: Millions of yen)

	Segmentation			Other	Total	Adjustment	Consolidated quarterly amount
	Content business	Real estate business	Total				
Net sales							
Sales to outside customers	79,364	794	80,159	512	80,671	—	80,671
Inter-segment sales/ transfers	129	1,709	1,838	627	2,466	△2,466	—
Total	79,493	2,504	81,998	1,139	83,138	△2,466	80,671
Segment profit	9,878	1,071	10,950	84	11,034	△224	10,810

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
Terrestrial TV advertising Revenue	Time	26,886	—	26,886
	Spot	29,013	—	29,013
	Total	55,899	—	55,899
BS·CS advertising revenue		3,196	—	3,196
Other advertising revenue		69	—	69
Content sales revenue		8,847	—	8,847
Merchandise sales revenue		7,287	—	7,287
Box-Office sales revenue		2,003	—	2,003
Real estate revenue		—	580	580
Other		2,060	214	2,274
Total		79,364	794	80,159