

## Business Segment Information

For the 6 months ended September 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	156,519	1,802	158,322	725	159,047	—	159,047
Inter-segment sales/ transfers	121	1,749	1,870	1,374	3,245	△3,245	—
Total	156,641	3,552	160,193	2,099	162,292	△3,245	159,047
Segment profit	13,196	931	14,127	194	14,322	—	14,322

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	55,554	—	55,554
	Spot	52,192	—	52,192
	Total	107,747	—	107,747
Other advertising revenue		188	—	188
Content sales revenue		16,714	—	16,714
Merchandise sales revenue		22,311	—	22,311
Box-Office sales revenue		6,008	—	6,008
Real estate revenue		—	1,331	1,331
Other		3,549	471	4,021
Total		156,519	1,802	158,322

For the 6 months ended September 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	160,698	1,660	162,358	1,059	163,418	—	163,418
Inter-segment sales/ transfers	307	3,471	3,778	1,653	5,432	△5,432	—
Total	161,005	5,132	166,137	2,713	168,851	△5,432	163,418
Segment profit	14,774	2,188	16,963	271	17,234	△304	16,930

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	54,541	—	54,541
	Spot	54,537	—	54,537
	Total	109,078	—	109,078
BS·CS advertising revenue		6,497	—	6,497
Other advertising revenue		144	—	144
Content sales revenue		18,007	—	18,007
Merchandise sales revenue		18,275	—	18,275
Box-Office sales revenue		4,328	—	4,328
Real estate revenue		—	1,164	1,164
Other		4,365	496	4,862
Total		160,698	1,660	162,358