

Business Segment Information

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(△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
Terrestrial 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

For the 9 months ended December 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	247,278	2,457	249,735	1,649	251,384	—	251,384
Inter-segment sales/ transfers	401	5,194	5,596	1,846	7,442	△7,442	—
Total	247,680	7,651	255,332	3,495	258,827	△7,442	251,384
Segment profit	24,599	3,226	27,826	224	28,050	△412	27,638

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	83,528	—	83,528
	Spot	84,802	—	84,802
	Total	168,330	—	168,330
BS·CS advertising revenue		9,909	—	9,909
Other advertising revenue		273	—	273
Content sales revenue		27,501	—	27,501
Merchandise sales revenue		25,790	—	25,790
Box-Office sales revenue		8,959	—	8,959
Real estate revenue		—	1,694	1,694
Other		6,513	762	7,275
Total		247,278	2,457	249,735