

Business Segment Information

For the 3 months ended June 30, 2013

(Unit: Millions of yen)

	Segmentation			Other	Total	Adjustment	Consolidated 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 package media, TV-shopping, movie business, events and art exhibitions
Real estate business	Rental offices, Building management

For the 3 months ended June 30, 2013

(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

For the 3 months ended June 30, 2014

(Unit: Millions of yen)

	Segmentation			Other	Total	Adjustment	Consolidated amount
	Content business	Real estate business	Total				
Net sales							
Sales to outside customers	83,787	849	84,636	460	85,096	—	85,096
Inter-segment sales/ transfers	55	1,683	1,738	544	2,282	△2,282	—
Total	83,842	2,532	86,375	1,004	87,379	△2,282	85,096
Segment profit	7,646	1,001	8,647	59	8,707	△146	8,561

Segmentation	Main businesses
Content business	Sales of TV advertising, pay TV business, Video On Demand, video and music royalty revenue, sales of package media, TV-shopping, movie business, events, art exhibitions and content production business
Real estate business	Rental offices, Building management

For the 3 months ended June 30, 2014

(Unit: Millions of yen)

Sales to outside customers		Content business	Real estate business	Total
Terrestrial TV advertising Revenue	Time	28,020	—	28,020
	Spot	30,776	—	30,776
	Total	58,796	—	58,796
BS·CS advertising revenue		3,421	—	3,421
Other advertising revenue		84	—	84
Content sales revenue		11,073	—	11,073
Merchandise sales revenue		6,331	—	6,331
Box-Office sales revenue		1,532	—	1,532
Real estate revenue		—	556	556
Other		2,546	292	2,838
Total		83,787	849	84,636