

## Business Segment Information

For the 6 months ended September 30, 2013

(Unit: Millions of yen)

	Segmentation			Other	Total	Adjustment	Consolidated 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, pay TV business, video and music royalty revenue, sales of package media and publication, TV-shopping, movie business, events and art exhibitions
Real estate business	Rental offices, Building management

For the 6 months ended September 30, 2013

(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

For the 6 months ended September 30, 2014

(Unit: Millions of yen)

	Segmentation			Other	Total	Adjustment	Consolidated amount
	Content business	Real estate business	Total				
Net sales							
Sales to outside customers	167,556	1,769	169,326	1,029	170,356	—	170,356
Inter-segment sales/ transfers	172	3,427	3,600	1,031	4,631	△4,631	—
Total	167,729	5,196	172,926	2,060	174,987	△4,631	170,356
Segment profit	14,338	2,024	16,363	158	16,521	△245	16,276

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 and art exhibitions, content production business
Real estate business	Rental offices, Building management

For the 6 months ended June 30, 2014

(Unit: Millions of yen)

Sales to outside customers		Content business	Real estate business	Total
Terrestrial TV advertising Revenue	Time	56,136	—	56,136
	Spot	58,608	—	58,608
	Total	114,745	—	114,745
BS·CS advertising revenue		7,002	—	7,002
Other advertising revenue		223	—	223
Content sales revenue		22,206	—	22,206
Merchandise sales revenue		13,568	—	13,568
Box-Office sales revenue		4,581	—	4,581
Real estate revenue		—	1,101	1,101
Other		5,229	668	5,897
Total		167,556	1,769	169,326