

Nippon Television Network Corporation

Annual Report for the Year Ended March 31, 2005

**NTV
ON NEW
MEDIA
ANYTIME,
ANYWHERE**



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MEDIA

NTV's Mission — A Commitment to Mirroring the New Era

As the first commercial broadcaster in Japan, NTV commenced operations in 1953, bringing to the nation a new form of media to complement the established fields of newspapers, publishing and radio.

MIRRORS

In the half century that has followed, NTV has made an enduring impression on the evolving information-based culture of Japan. Today, the media sector is in a dynamic transitional phase driven by rapid advancements in digital technology. This has generated significant change and prompted the convergence between broadcasting and communications.

THE NEXT

We view this period of transformation as an opportunity to pursue further growth. NTV is taking a pioneering role in line with its axiom that “media mirrors the next generation.”

GENERATION