

Consolidated Financial Highlights

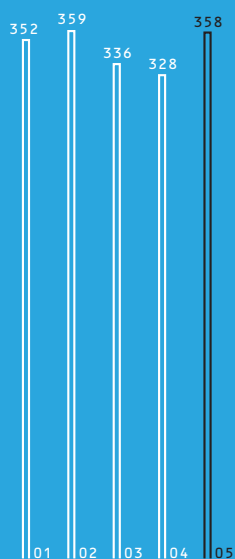
Years Ended March 31	Millions of Yen (except per share figures)		Thousands of U.S. Dollars* ¹ (except per share figures)
	2005	2004	2005
For the year:			
Net sales	¥357,614	¥328,375	\$3,329,739
Cost of sales	245,109	217,844	2,282,207
Operating income	34,325	35,937	319,599
Net income	16,846	19,359	156,853
At year-end:			
Total assets	¥493,558	¥513,430	\$4,595,512
Total shareholders' equity	366,646	354,046	3,413,836
Per share:			
Net income* ²	¥ 671.08	¥ 771.74	\$ 6.25
Cash dividends* ³	165.00	120.00	1.54
Ratio (%):			
Operating income margin	9.6	10.9	
Return on assets	3.3	3.9	
Return on equity	4.7	5.7	
Dividend payout ratio	32.8	18.6	

Notes:

1. The translations of Japanese yen amounts into U.S. dollar amounts are included solely for the convenience of readers outside Japan and have been made at the rate of ¥107.4 to \$1, the approximate rate of exchange at March 31, 2005. Such translations should not be construed as representations that the Japanese yen amounts could be converted into U.S. dollars at that or any other rate.
2. Net income per share is computed based on the weighted average number of shares outstanding during the respective years.
3. Cash dividends per share are the amounts applicable to the respective years, including dividends to be paid after the end of the year.
4. Facts and figures throughout this report relate to the respective years ended March 31 unless otherwise stated.

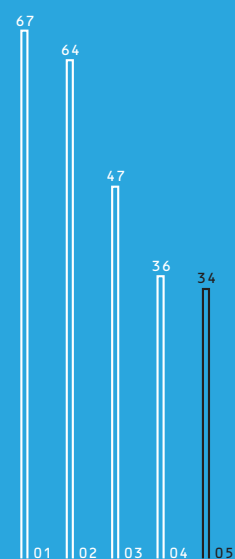
Net Sales

(Billions of Yen)



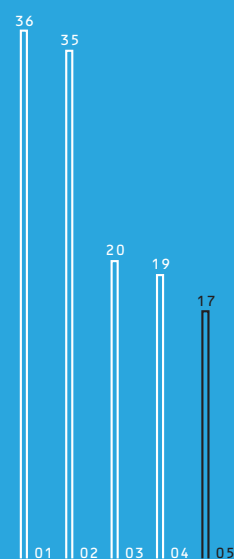
Operating Income

(Billions of Yen)



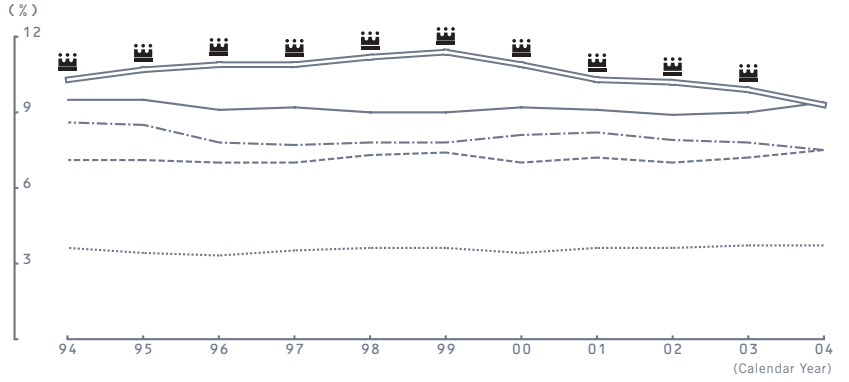
Net Income

(Billions of Yen)

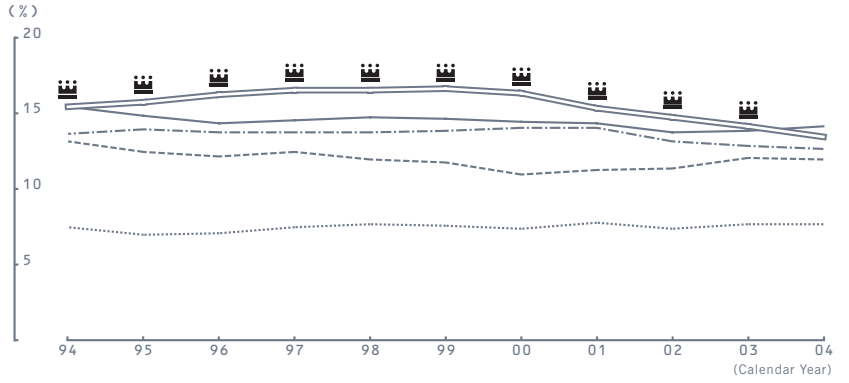


Average Viewer Ratings by Viewing-Time Period

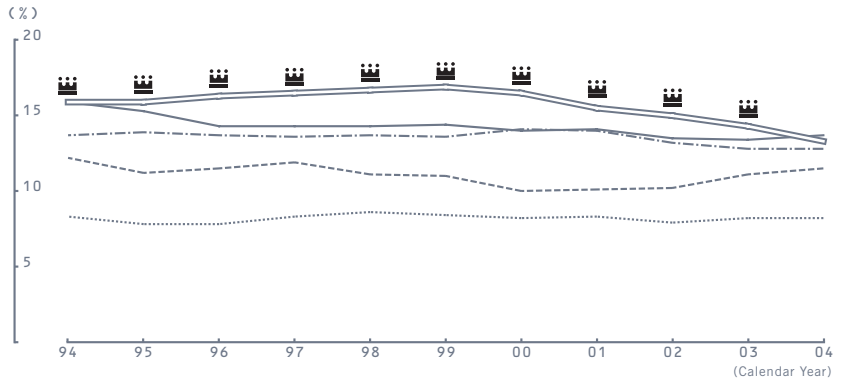
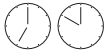
All Day
(6:00-24:00)



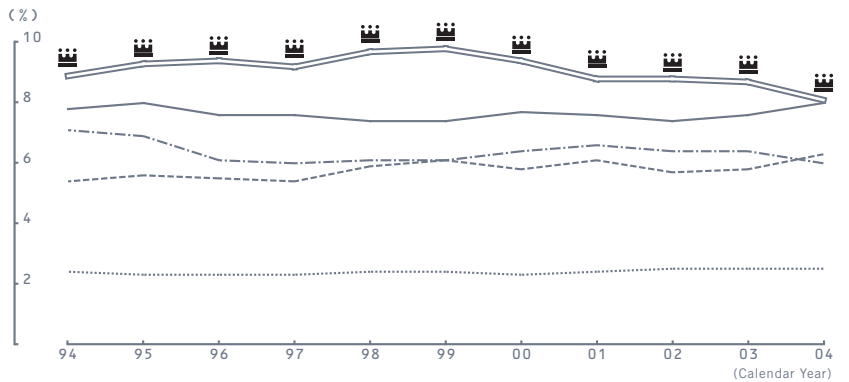
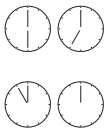
Prime Time
(19:00-23:00)



Golden Time
(19:00-22:00)



Non-Prime Time
(6:00-19:00
23:00-24:00)



NTV TV Company A TV Company B TV Company C TV Company D