

Corporate Governance and CSR

MANAGEMENT STRUCTURE

NTV's Board of Directors consists of 16 members, six of whom are outside appointments. NTV utilizes a Board of Statutory Auditors, which has four members, including three outside auditors.

Under the Board of Directors, NTV has also set up an Internal Control Committee to supervise overall operational execution. The Remuneration Committee was formed under the Board of Directors to field inquiries about compensation for directors. In addition, the Company formed a Compliance Committee to ensure thorough compliance and a high degree of transparency in its activities.

NTV also utilizes an executive officer system as a means of delegating authority, accelerating decision-making and clarifying responsibilities for execution of operations. In addition, the Board of Directors, auditors and the Board of Statutory Auditors carry out oversight and auditing functions.

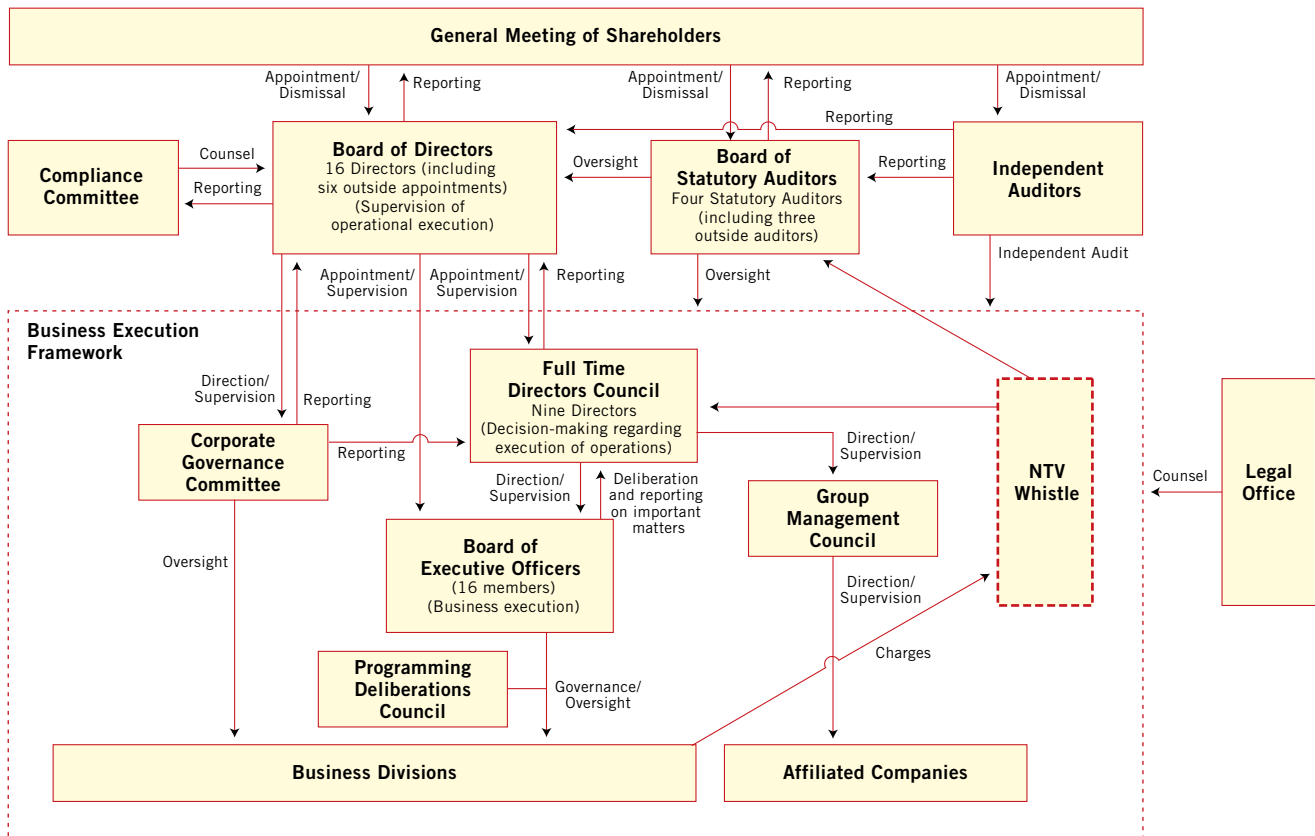
RECENT INITIATIVES

At the General Meeting of Shareholders held in June 2006, NTV appointed one additional outside director, raising the total number of directors to 16 and the number of outside directors to six. The term of office for directors was shortened from two years to one year for the purpose of enhancing management transparency.

Though the Personal Information Protection Law was implemented in April 2005, NTV had already established relevant rules. Since enactment of the new law, NTV has continued working to ensure appropriate handling of personal information, including training of internal and contract employees, as well as steady implementation of auditing plans in each division.

"NTV Sustainability" is our corporate management program encompassing activities aimed at contributing to sustainable development of the environment, global society and business.

Corporate Governance Framework



With a firm awareness of its social responsibilities as a leader among media companies, NTV is aggressively pursuing its “NTV Eco” activities to prevent environmental degradation. In November 2005, the NTV Tower in Minato-ku, Tokyo was awarded ISO 14001 certification, the international standard for environmental management systems (EMS). This achievement marked the first time that a key commercial broadcaster in Tokyo was recognized with certification on a companywide basis.

In April 2006, the IT Planning & Development Division obtained ISO 27001:2005 certification, the international standard in information security management systems (ISMS).

Also in April 2006, as part of efforts to reinforce compliance standards, NTV implemented a review of its regulations and added provisions that prohibit insider trading. Included was a system mandating notice prior to trading of NTV stock, as well as in principle restrictions on short-term trading of stocks in companies where NTV has come into contact with sensitive insider information through the collection of material for its news and other programs. We are also holding educational sessions for all executives and employees to heighten awareness of compliance issues.

NTV INCLUDED IN FTSE4GOOD INDEX SERIES FOR THIRD STRAIGHT YEAR

In March 2006, NTV was selected for inclusion in the FTSE4Good Index Series, a measure of corporate social responsibility developed by FTSE, an independent U.K. based company that provides equity and bond indices to investors. This marks the third consecutive year NTV has been included in the index, indicating international recognition of the Company’s environmental and CSR activities. Starting with the eco-friendly NTV office tower, our wide-ranging activities receiving international acclaim included “Eco Weekend” broadcasts and activities, our *24-Hour Television* program to benefit charity and environmental causes, initiatives to preserve and protect international cultural treasures, and social contribution endeavors such as the Nippon Television Network “Dove of Love” Welfare Foundation.

STANCE ON CSR

As a fundamental responsibility to all stakeholders, NTV’s basic policy on sustainability stipulates realizing social contribution initiatives and sustainable increases in corporate value.



24-Hour Television



RUN for VISION is a charity marathon held to raise awareness and support regarding corneal transplants and the activities of the Japan Eye Bank Association. NTV’s “Dove of Love” Welfare Foundation was a sponsor of the event.



Selected by the FTSE4Good Index Series for the third consecutive year

The NTV Eco-Committee and the NTV Environmental Management Office take central roles in the Company's environmental protection and CSR activities. NTV is an active participant in Team Minus 6%, a program being promoted by the Ministry of the Environment to prevent global warming.

The action guidelines of the NTV Compliance Charter mandate swift, public disclosure of pertinent information, and the Company conducts its corporate activities with fairness and transparency.

SPECIFIC CSR ENDEAVORS

As part of its original social contribution activities, NTV broadcast its *24-Hour Television* program on August 26 - 27, 2006. This marked the 29th annual broadcast of the program, made possible through the generous donations from viewers, the companies who supported the program's theme and the nationwide cooperation of each and every NTV-affiliated station constituting Japan's largest network. Guided by the principle "Love Saves the Earth," donations raised are being put to use in charitable, environmental and disaster-relief causes through the 24-Hour Television Charity Committee. In addition to 7,673 special vehicles contributed for public service activities, funds have also been given to recovery efforts following disasters in Japan and around the world. Following earthquakes, relief aid has been sent to Sumatra in January 2005, northern Pakistan in October 2005 and Java in June 2006.

Highlighted below is a selection of other environmental activities supported through *24-Hour Television* that are undertaken throughout the year in cooperation with local communities.

Lake Biwa Cleanup Efforts

On July 9, 2006, NTV launched its Lake Biwa Project to clean up the shore around the lake. A total of 650 volunteers participated, helping to clear 16 truckloads of driftwood and four tons of garbage.

Cleanup of Illegally Disposed Garbage Around Mount Fuji

The 24-Hour Television Charity Committee led this effort on July 30, 2006 to clean up garbage illegally disposed of around the base of Mount Fuji. This was the third time the event was held, with approximately 1,000 volunteers removing a total of 26 tons of garbage. By broadcasting images of garbage being collected from around Mount Fuji, we aim to instill a determination within the people of Japan to not litter, and to raise awareness of the importance of environmental issues.

NTV places high priority on its eco activities in order to leave behind a beautiful world for future generations in which all can thrive. NTV hosts "Eco Weekend" in conjunction with World Environment Day on June 5 of every year. In 2006, special programs and events were held to promote ecology around the theme of sharing Lifestyles of Health and Sustainability (LOHAS).



Fund-raising activities for *24-Hour Television*



Lake Biwa Project



Cleanup activity for illegal dumping at Mount Fuji