

# Corporate Social Responsibility (CSR)

## NTV's Basic Policy on Sustainability

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

The program pursues the three key areas of financial, environmental and social sustainability. In addition to striving to produce high-quality programs that attract high viewer ratings, NTV works to remain financially viable in the new digital era through efficient use of the cutting-edge capabilities of the NTV Tower. For the environment, the Company promotes ecology through its programming and works to reduce the environmental footprint of its business activities, and thus leave behind a beautiful world for future generations. Socially, we aim for swift decision making and business execution in response to changes in the business environment to achieve sustainable growth of corporate value and enhanced contributions to society.

## Stance on Environmental and CSR Activities

The Company is keenly aware of its social responsibilities as a leading media company and strives to promote global environmental preservation through programs and events in line with NTV Sustainability. We have also established the NTV Environment Policy, advancing environmental protection activities headed up by the NTV Eco-Committee and the NTV Environmental Management Office. In November 2005, the environmental management system (EMS) in place at the NTV Tower was awarded ISO 14001 certification, the international standard for such systems. This achievement marked the first time that a key commercial broadcaster in Tokyo was recognized with certification on a companywide basis.

The Company also actively implements thorough compliance measures, as incorporated in the NTV Compliance Charter. Concerning disclosure, the charter calls for the Company to disclose pertinent information in a timely and accurate fashion and conduct its activities with fairness and transparency.

New efforts for the year ended March 31, 2007, included the IT Planning & Development Division's certification received in April 2006 under ISO 27001, 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 restrictions in principle on short-term trading of stocks in companies where NTV has come into contact with sensitive insider information through the gathering of material for its news and other programs. We are also holding educational sessions groupwide to heighten awareness of compliance issues. We expanded the Company's ISO 14001 certification in December 2006 to cover the Kansai Office, the Nagoya Sales Office, the Kojimachi Building and the Ikuta Studio.

## NTV Original Social Contribution Activities through Television Broadcasts

### ■ 24-Hour Television: "Love Saves the Earth"

NTV broadcast its *24-Hour Television* program on August 18–19, 2007, based on the theme of "life-changing moments." This marked the 30th annual broadcast of the program since its inception in 1978. Guided by the principle "Love Saves the Earth," viewer donations raised



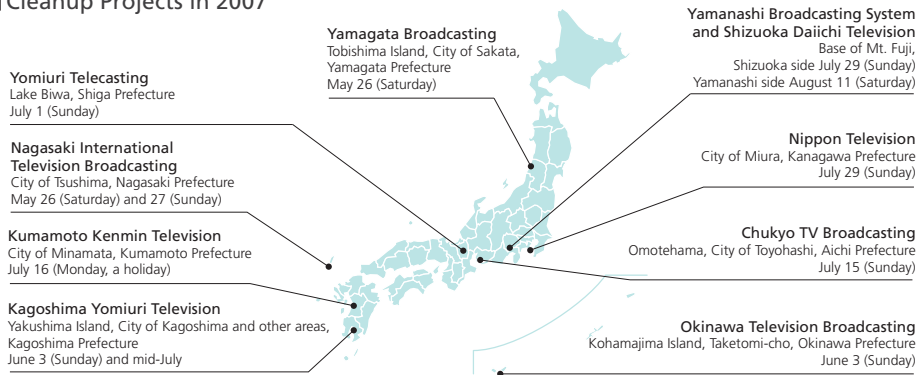
## FTSE4Good

NTV has been selected as a member of the FTSE4Good Index series of environmental sustainability indices provided by FTSE International Limited of the United Kingdom, for four consecutive years.

through this broadcast are used in charitable, environmental and disaster-relief causes through the 24-Hour Television Charity Committee. In 2007, the funds purchased special vehicles for public service activities, supported cleanup campaigns for the Miura shoreline and Mt. Fuji, and aided in recovery efforts for heavy rainfall-related disasters in south-central Nagano Prefecture and northern Kagoshima Prefecture, as well as efforts after the Noto Peninsula earthquake and the 2007 Chuetsu offshore earthquake.

As of September 30, 2006, funds raised in the 29 times this program has aired totaled ¥25,149,304,675.

#### □ Clean-up Projects in 2007



#### ■ NTV Eco Week: "Together, Let's Think about the Earth"

NTV's eco-activities are aimed at leaving behind a beautiful world for future generations. As part of these activities, every year since 2005 on June 5 we have hosted *Eco Week* in conjunction with United Nations World Environment Day. In 2007, special programs and events were held to promote ecology around the central theme of "Touch! eco," and we hosted the NTV Eco Event from June 8–10. We simultaneously designated June 3–10 as NTV *Eco Week*, showing the current state of the global environment and the extent of environmental deterioration through special features and tie-ins with regular programming. We believe that television stations have the important responsibility of prompting people to reflect on the global environment through such programs and events.

#### ■ Promoting Free Access to Information

NTV actively strives to bridge gaps in information accessibility across an array of programs. Such efforts include sign-language interpretation and on-screen text display of closed-captioning for the hearing impaired, as well as audio narration tracks of drama series scenes for the visually impaired. NTV has long worked to eliminate differences in access to information. In 1973, the Company established the NTV "Dove of Love" Welfare Foundation out of the desire to support those who cannot fully enjoy television due to visual and hearing disabilities. The foundation primarily supports early detection and treatment of disabilities, rejuvenation of functionality, and cooperative activities to raise public understanding of such conditions. In the 30 years since its establishment, the foundation's activities have ranged from offering courses in sign language and distributing Braille calendars to aiding programs for early detection of hearing and speech impediments in children. In addition, in August 2001 NTV launched Japan's first full-length, real-time closed-captioned news programs, known as RealCap broadcasts.



24-Hour Television  
the 30th anniversary of NTV's annual charity program



Cleaning areas of the beach in Yakushima Island, Kagoshima Prefecture, for sea turtles to lay their eggs



NTV Eco Week (special program)  
Rei Kikukawa, *From Iceland to Shirakami, Eco Tour and Adventure Trip*