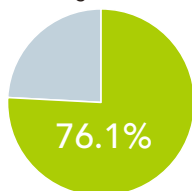


NTV at a Glance

Nippon Television Network Corporation and Consolidated Subsidiaries
Years Ended March 31

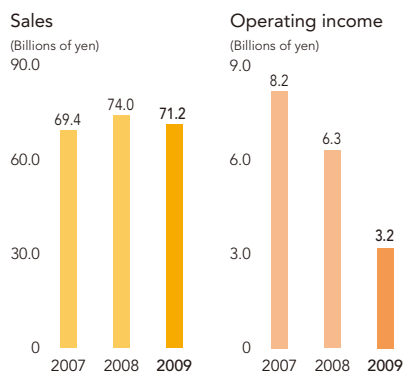
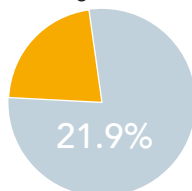
Television Broadcasting

Percentage of Net Sales



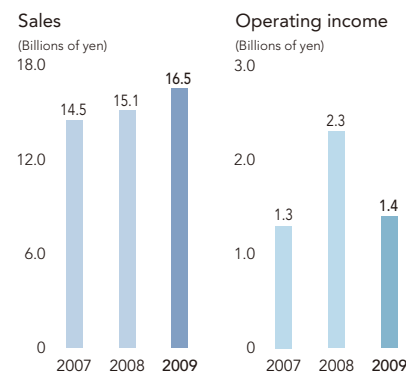
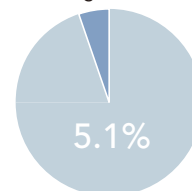
Cultural Activities

Percentage of Net Sales



Other

Percentage of Net Sales



Since going on the air in 1953, NTV was the first commercial station to air color broadcasts, multiplex broadcasting, digital terrestrial broadcasting and many other technological innovations. More than 90% of the programming in our timetable is produced in-house, and by broadcasting this content over our nationwide network, we derive revenues from sales of broadcasting time to advertisers and sales of programs.

NTV broadcasts news, variety shows and dramas, as well as animation, sports and a host of other content according to a total programming timetable. We consistently earn kudos from viewers and sponsors alike.

NTV produces and releases films, sponsors art exhibitions and concerts; holds sporting events; operates a television shopping business; publishes and sells publications; plans and produces music and music videos; operates a licensing business; produces and sells merchandise; and plans and sells musical and video recordings on CDs, DVDs and other media.

Among these activities, the film business has generated numerous hits, such as *Ponyo on the Cliff by the Sea*, *20th Century Boys* and *DEATH NOTE*. Multiuse content development is being linked more closely with the broadcasting business and plays a very important role in NTV's business.

Other businesses involve commercial tenant and office building leasing and management, sales of novelty goods, comprehensive management of buildings and other structures, management of a professional soccer team and Internet-related services.

We are also involved in the broadband business, production and sale of art exhibit-related goods, operation of recording studios, provision of district heating and cooling systems and market research on overseas television and radio broadcasting.