

# Corporate Social Responsibility (CSR)



## 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 six consecutive years.

### NTV's Basic Policy on Sustainability

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

NTV's Basic Policy on Sustainability has three pillars. First, in addition to striving to produce 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. Second, 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. Third, 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.

### Environmental 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. We have formulated the NTV Environment Policy, and we advance our environmental protection and CSR activities primarily through the NTV Eco Committee, established in March 2003, and the NTV Environmental Management Office, established in June 2003. 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. In addition, since 2005 we have been actively participating in Team Minus 6%, an initiative promoted by Japan's Ministry of the Environment.



NTV Eco Week

#### NTV Original Environmental Activities through Television Broadcasts

NTV's environmental preservation activities have been aimed at ensuring that the world we entrust to future generations remains one filled with promise, under the key phrase, "Let's Think about the Earth Together." As part of these activities, we have hosted *NTV Eco Week* in conjunction with United Nations World Environment Day on June 5. During the week from June 1 to June 7, 2009, the fifth year of these activities, we held the largest such event so far under the unifying theme of "Touch! eco." Combining the resources of two of NTV's leading news/information programs, *Zoom In!! SUPER* and *NEWS ZERO*, we broadcast four hours of live programming that highlighted ecological plans centered on the theme of "What can we do now to bring our world back to its former beauty?" Through a total of 37 regular and special programs during *NTV Eco Week*, we introduced eco-themed information and plans, and sought to spark viewers' sense of urgency concerning environmental preservation. We also hosted eco-events again this year at NTV's headquarters in Shiodome, Tokyo, including eco-classes, talk shows and a plastic bottle cap art workshop. In the workshop, attendees transformed collected bottle caps into colorful works of art. These bottle caps were recycled after the close of the event, and the proceeds donated toward the purchase of vaccines for children around the world.

Through programming and events such as these, we consider it part of our mission as a television station to prompt viewers to think about the environment, and we will continue working to fulfill this mission.

## Social Activities

### Corporate Ethics

In December 2003, NTV established a Compliance Committee, headed by the executive chairman and representative director, to spearhead corporate activities designed to enhance compliance and transparency. Reflecting these efforts, we formed the Compliance & Standards division in June 2004, and developed a more robust operational audit system. On July 1 of the same year, we created and put into effect the NTV Compliance Charter. We insist that all employees take it upon themselves to internalize and respect the NTV Compliance Charter, as well as to fulfill its tenets. We encourage this stance as part of our corporate efforts toward sustained development.

### Human Resource Education

NTV understands that skilled personnel are a broadcaster's lifeblood. Recognizing that people are the key to enhancing its content development capability, NTV endeavors to attract and employ a diverse cadre of high-caliber human resources, both new recruits and experienced mid-career hires, and fosters a working environment that encourages them to push the limits of their skills. Our human resource evaluation systems are designed to provide a fair assessment of job performance. We have also introduced career design and job request systems to ensure that employees receive appropriate training and to help shape their careers.

In August 2003, NTV revised its salary system. Rather than setting compensation largely on the basis of age and job seniority, we introduced a system that emphasizes performance as the key determinant.

Through a "cafeteria-style" welfare system, we enable personnel to select from a menu of measures that target self-development and are designed to help them achieve enjoyable lifestyles. In our view, this approach is a way to truly build corporate value.

### NTV Original Social Contribution Activities through Television Broadcasts

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

This year marked the 32nd annual broadcast of this program since its inception in 1978. The special aired on August 29 and 30, 2009, with the theme "Start by taking a small step forward." Guided by the principle "Love Saves the Earth," viewer donations raised through this broadcast are used in charitable, environmental and disaster-relief causes through the 24-Hour Television Charity Committee. In addition to donating special vehicles for public service activities—an ongoing activity that started from the first broadcast—the funds go toward popularization of assistance dogs for the disabled, support for people with visual and hearing disabilities, environmental conservation, disaster relief and other social causes. In 2009, we used donated funds for additional special vehicles for public service activities; cleanup activities around the Arakawa riverside and at Mt. Fuji; and other activities to support people with special needs.

Funds raised in the 31 times this program had aired as of September 30, 2008, totaled ¥27,248,414,171.



*24-Hour Television*  
The 32nd anniversary of NTV's annual charity program

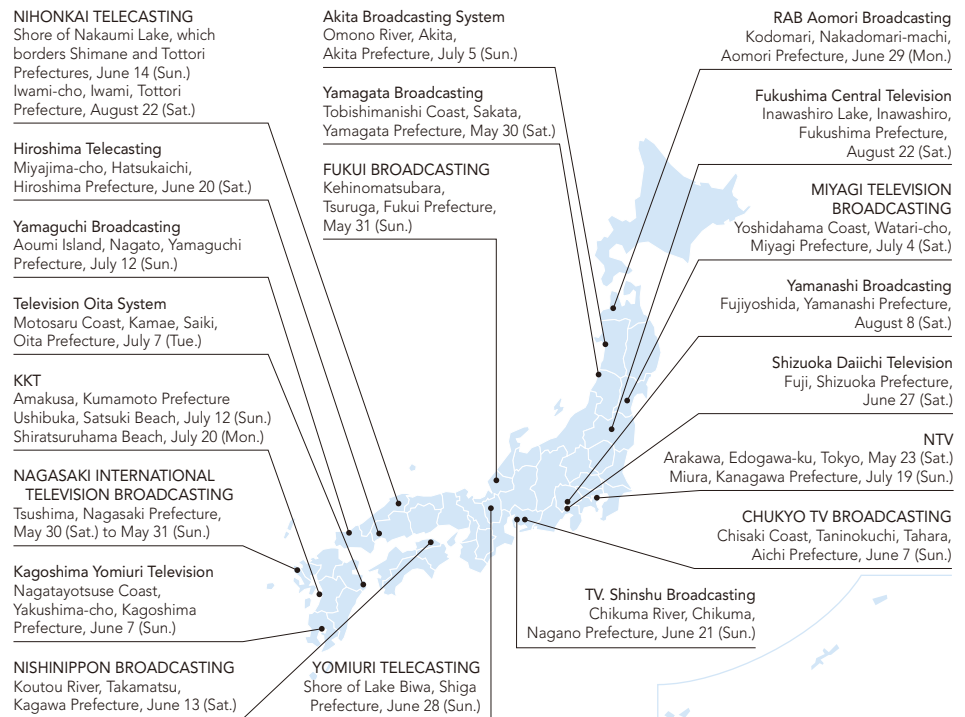


Arakawa Clean-Aid Action

## Implementing the Cleanup Japan Project

To leave behind a beautiful world for future generations, through 24-Hour Television we began supplementing the mainstay support for environmental preservation from 2004. NTV and 15 other commercial broadcasters carried out cleanup activities in 2009 with the cooperation of more than 7,500 volunteers.

### ■ List of Cleanup Japan Project Activities Conducted in 2009



## Promoting Free Access to Information

NTV 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.