

NTV's Business Activities

Through the creation of marketable "product capabilities," we develop multiple contacts centered on terrestrial broadcasting.





Zoom In!! SUPER

A show with such a large national viewership that it is no exaggeration to say that morning television in Japan is synonymous with *Zoom In!! SUPER*.

Now in its 31st year, the program continues to evolve by delivering “compact” news, useful lifestyle tips and in-depth entertainment information.



24-Hour Television

This is a live, 24-hour charity program that broadcasts each year in August. In recent years, the program has raised approximately ¥1 billion annually for charity, totaling ¥29.0 billion over the past 33 years. The most popular segment is the 24-hour, 100-km charity marathon involving popular television personalities.



Anpanman

A popular animated program that recently aired its 1,000th episode.

Primarily popular with children, the program has spawned related merchandise with outstanding salability, and a movie is produced each year. The program, which began broadcasting in October 1988, has introduced 1,768 characters, an achievement that was recently recognized by Guinness World Records.

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Karigurashi no Arrietty

Planning/Script: Hayao Miyazaki
Director: Hiromasa Yonebayashi

Studio Ghibli's home-grown newcomer Hiromasa Yonebayashi directs the film version of this creation of Hayao Miyazaki (planning, screenplay) that he has sat on for the last 30 years. Painting a fresh picture of the “meeting and parting” of Arrietty and a youth, the movie hit the top spot in box-office revenues following its release this summer.

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