

## Meeting the Expectations of Society

### *Mutsumi* character

#### on a *hanten* (short winter coat)

The *hanten* was worn as work clothes by common people and artisans, and is also still worn today by people carrying *omikoshi* portable shrines at festivals. The characters on the back of the *hanten* are called *daimon*, and are dyed in the material in the Edo-period calligraphic style. The *mutsumi* character shown here has the meaning of "good friends" and "harmony."



# Corporate Social Responsibility (CSR)

To what extent can environmental destruction be prevented? What are the best uses for limited natural resources? How can the media help leave behind a beautiful world for future generations? Since the creation of the NTV Eco Committee in March 2003, we have engaged in environmental protection initiatives through NTV programs, events, PR, publicity and IR activities, sales and internal activities. In August 2005, we formulated the NTV environmental management system (EMS), and in November 2005, the Shiodome NTV Tower (Minato-ku, Tokyo) was awarded ISO 14001:2004 certification—the international standard for such systems. This achievement marked the first time that a key commercial broadcaster in Tokyo received certification on a companywide basis.

Human society will continue to grow and develop. To protect the environment that sustains our lives, NTV is committed to communicating the importance of environmental conservation through its programs and events.

## NTV's Basic Policy on Sustainability

This policy targets the three key areas of financial, environmental and social sustainability. 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. 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 in corporate value and to enhance our contributions to society.



## 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 seven consecutive years.

## Environmental Activities

NTV's Basic Policy on Sustainability is a corporate management program targeting the sustainable development of the environment, global society and business. An environmental perspective is one of the three pillars of our activities, the others being economic and social considerations.

Preventing the destruction of the environment is the central global issue of this century. As a corporate media leader, we have a strong awareness of our responsibility to society. In addition to formulating the NTV Environment Policy, our NTV Eco Committee and NTV Environmental Management Office are engaged in the aggressive development of Nitte Eco, our environmental preservation initiative. This involves making a wide appeal for environmental conservation through our programs and events as well as reducing the environmental impact from our business activities. We will continue to promote these and other efforts to protect our beautiful planet.

## NTV Environmental Policy

### ■ Serve as a Source of Information

Through its programming and various events, NTV will spread the importance of environmental protection to the general public, which will fulfill our social responsibility as a media company and serve as our contribution toward preserving the environment.

### ■ Establish and Continuously Improve the Environmental Management System

NTV established an appropriate environmental management system as part of its corporate activities, promoting the reuse of natural resources and energy as well as reducing waste and encouraging recycling. We will do our utmost to maintain our ongoing efforts and to prevent pollution.

### ■ Comply with and Implement Social Responsibility

We will uphold environmental laws/regulations and any other requirements while fulfilling our social responsibility.

## ■ Achieve Our Environmental Policy Objectives

- Establish our environmental purpose and goal, and work towards achieving our environmental policy.
- Ensure that all employees thoroughly familiarize themselves with the environmental policy and unite as a company toward implementation.
- Make this environmental policy publicly and widely known as well as attempt to conserve the environment while communicating with the local community.

## □ NTV Original Environmental Activities through Television Programs

### NTV Eco Week “Connect Our Eco Hearts. Make the Future 2010—Know, Protect, Create”

NTV is engaged in various environmental preservation initiatives to leave behind a beautiful world for future generations. Since 2005, we have conducted NTV Eco Week in conjunction with the United Nations World Environment Day on June 5th. Our previous theme was “Touch! Eco,” which meant that people be considerate and sensitive to the environment, but our new theme focuses on knowing the actual condition of the Earth, protecting it for future generations and creating a better future. From May 30th to June 6th, 2010, we conducted NTV Eco Week, featuring a variety of original environmentally themed programs and events, including *Zoom In!! SUPER*, a live information program, regular golden time and prime time programs, *NEWS ZERO* and other news programs, live sports broadcasts and a host of other NTV program genres. Special programs included the environmental entertainment mystery *Beat Takeshi to 7 nin no Kenja—Mirai e no sentaku—Jinrui wa horobirushikanainoka* and eco-information program *Make the Future 2010—Chikyu wo sukku?!—Tondemo nai hito Grand Prix*. We also held events and posted environment-related content on the Internet. In an expansion of our regular environmental activities,



NTV Eco Week “Connect Our Eco Hearts”

NTV teamed up with NHK’s long-running environmental campaign to get the environmental message out to an even greater number of television viewers.

To protect the environment that sustains our lives, NTV will continue to communicate the importance of environmental conservation through its programs and events to perpetuate the beauty of our planet and our society.

## Social Activities

Having established a Compliance Committee chaired by the Representative Director and Executive Chairman in December 2003, NTV strives to promote compliance and highly transparent corporate activities. In June 2004, we established a Compliance and Standards Office, strengthened our operational audit system and on July 1 of that same year, formulated and put into effect The NTV Compliance Charter\*. The Compliance Charter defines basic internal standards that must be observed by all NTV directors, executive officers and employees. The NTV Group pledges to observe the Compliance Charter and strives to ensure that all NTV directors, executive officers and employees read, understand and observe all standards contained therein.

\* For more information regarding NTV corporate ethics, please see [http://ntveco.jp/ntvcsr\\_en/rinri.html](http://ntveco.jp/ntvcsr_en/rinri.html)

## Human Resources Development

NTV believes the further enrichment of content is indispensable for the continuation of a broadcast station supported by many people.

People are the driving force behind our content creation capabilities. NTV strives to foster a working environment where employees can maximize their potential by hiring and employing a diverse array of talented new graduates and experienced mid-career personnel. We have also introduced an employee evaluation system to provide a fair assessment of job performance, as well as career design and job request systems to ensure appropriate employee training.

In August 2003, we revised our salary system from one based on age and job seniority to a performance-based structure focused on employee achievements.

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.

# Corporate Social Responsibility (CSR)

## Social Contribution

### □ NTV Original Social Contribution Activities through Television Broadcasts

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

This year marked the 33rd annual broadcast of this program since its inception in 1978. The theme of this year's program, which broadcast from August 28-29, 2010, was "Saying Thank You to That Special Person." Guided by the principle "Love Saves the Earth," Aeon Group shops and other participants collected donations from viewers at the event venue which were 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 2010, we used donated funds for additional special vehicles for public service activities; cleanup activities around the Arakawa riverside and at Mt. Fuji; and the popularization of assistance dogs for the disabled.

In 2010, 24-Hour Television collected ¥974,028,568 in donations, bringing the cumulative total for the past 33 years to ¥29,173,524,055 (as of October 2010).

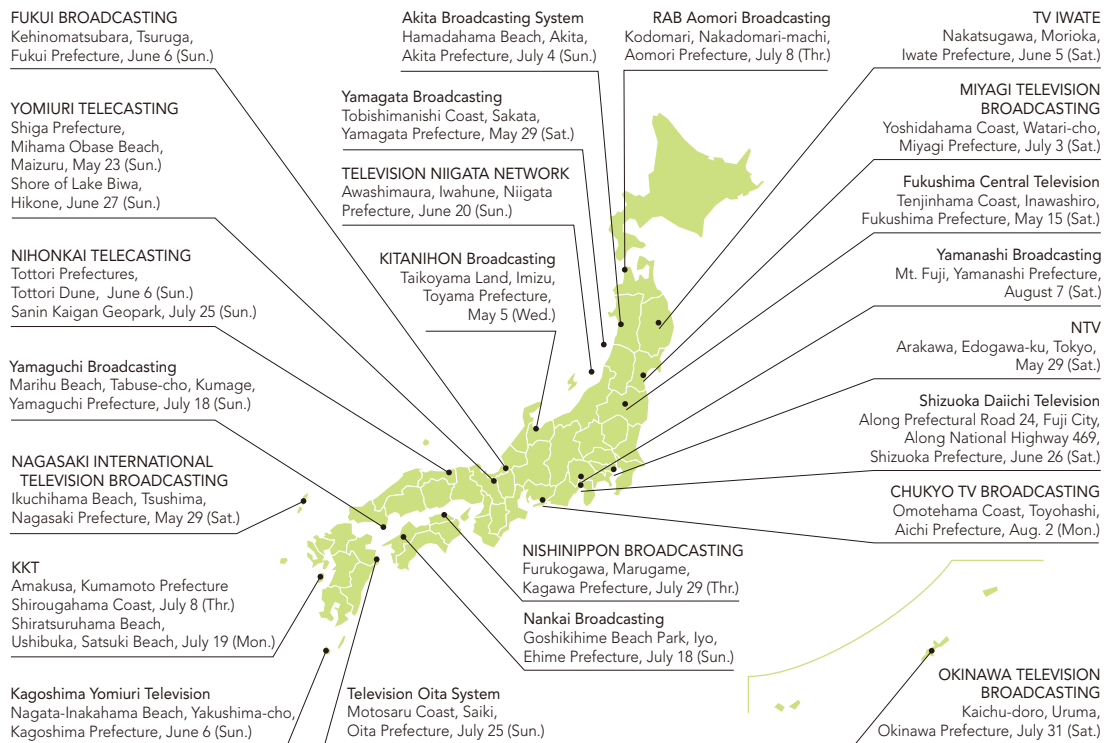


Collecting donations at the event venue in tandem with 24-Hour Television: "Love Saves the Earth" broadcast



Implementing the Cleanup Japan Project in Arakawa, Edogawa-ku, Tokyo

### □ Cleanup Projects Conducted in 2010



## Implementing the Cleanup Japan Project

*24-Hour Television* is the main pillar in support of environmental preservation that aims to leave behind a beautiful world for future generations. During the past three years, 3,117 volunteers have removed approximately 68 tons of illegally dumped garbage on Mt. Fuji, and 3,700 volunteers have pitched in to clean up the shores of Lake Biwa. Since 2007, we have been involved in the removal of drifting ocean trash, a serious problem for Japan. Last year, over 14,000 volunteers joined the Cleanup Japan Project in 23 locations across Japan to carry out cleanup activities.

### □ Free Access to Information

In August 2001, NTV launched Japan's first full-length, real-time closed-captioned news programs. Closed captions are provided for the audio portion of all news content, press conferences and interviews broadcast during the afternoon *Straight News* and evening *News Every* programs. Not only is the service regarded highly by the hearing impaired, but it also contributes to the promotion of free access to information advocated by the Japanese government.

NTV also offers closed-captions for a variety of other programs in an aim to provide opportunities to communicate information.

### □ NTV "Dove of Love" Public Welfare Foundation

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 1974, the NTV "Dove of Love" Welfare Foundation project group was established in collaboration and funding from Yomiuri Telecasting, Sapporo Television Broadcasting, Chukyo TV and Fukuoka Broadcasting. For these 36 years, the foundation has supported those who cannot fully enjoy television due to visual and hearing disabilities. It primarily supports early detection and treatment of disabilities, rejuvenation of functionality, and cooperative activities to raise public understanding of such conditions. Current business activities are as follows.

- Sign language school  
Sign language classes are conducted in Kojimachi, located in Tokyo's Chiyoda-ku, every Saturday for roughly 100 students in the hope that sign language will become more widely used.
- Sign language newscast  
We provide sign-language interpretation on our Sunday morning nationwide news program.
- Distribution of Braille calendars  
In response to the wishes of visually impaired citizens across Japan, we distribute a unique Braille photo calendar to the visually impaired. Our photographic theme for 2010, "Japan's Lighthouses," features lighthouses all across Japan and their coastal scenery. Expecting that this concept will catch on overseas, for the first time in 2007 we also created an English-language Braille calendar with contributions to the U.S. Library of Congress in Washington, D.C.