

Eleven-Year Summary

Market Data

Calendar years

(Source: Dentsu, Inc., Advertising Expenditures in Japan)

	2000	2001	2002	2003	2004
Nominal GDP	¥ 502,989.9	¥ 497,719.7	¥ 491,312.2	¥ 490,294.0	¥ 498,328.4
Total advertising expenditures*1	6,110.2	6,058.0	5,703.2	5,684.1	5,857.1
Television advertising expenditures	2,079.3	2,068.1	1,935.1	1,948.0	2,043.6
Advertising expenditures as a percentage of nominal GDP (%)	1.21	1.22	1.16	1.16	1.18

Financial Summary

Nippon Television Network Corporation and Consolidated Subsidiaries

Years ended March 31	2000	2001	2002	2003	2004
Years ended March 31:					
Net sales	¥ 328,014	¥ 352,409	¥ 358,683	¥ 336,299	¥ 328,375
Television broadcasting segment revenue ³	283,142	310,242	304,392	294,517	285,016
Non-broadcasting revenue ³	—	—	—	—	—
Operating income	54,351	67,303	63,574	47,407	35,937
Net income	34,003	36,008	34,648	20,296	19,359
Depreciation	6,269	6,521	6,045	5,854	12,676
Capital expenditures	9,017	11,157	34,364	30,044	49,761
At March 31:					
Total assets	¥ 364,896	¥ 410,042	¥ 443,798	¥ 476,634	¥ 513,430
Total equity ⁴	253,912	291,501	323,319	327,116	354,046
Cash Flows:					
Cash flow from operating activities	¥ 42,152	¥ 45,549	¥ 38,891	¥ 25,981	¥ 30,520
Cash flow from investing activities	19,241	(21,701)	(48,773)	(37,393)	(41,596)
Cash flow from financing activities	(24,900)	(2,432)	(3,165)	22,464	7,131
Cash and cash equivalents, end of year	62,754	84,065	70,951	81,944	77,930
Per share data (Yen, U.S. dollars):					
Net income ⁵	¥ 1,341.04	¥ 1,419.96	¥ 1,366.34	¥ 801.99	¥ 771.74
Equity	20,025.50	11,495.33	12,750.14	13,102.25	14,183.02
Cash dividends ^{5,6}	80.00	120.00	120.00	120.00	120.00
Ratios (%):					
Return on assets (ROA)	10.0	9.3	8.1	4.4	3.9
Return on equity (ROE)	14.7	13.2	11.3	6.2	5.7
Operating margin	16.6	19.1	17.7	14.1	10.9
Equity ratio	69.6	71.1	72.8	68.6	69.0
Television broadcasting segment revenue ratio	86.3	88.0	84.9	87.6	86.8
Others:					
Total shares issued	12,682,274	25,364,548	25,364,548	25,364,548	25,364,548
Employees	—	2,465	2,635	2,714	2,829

Notes: *1. The scope of estimates was revised in 2007, with figures revised retroactively to 2005.

*2. The translations of Japanese yen amounts into U.S. dollar amounts are included solely for the convenience of readers outside Japan and have been made at the rate of ¥93.04 to \$1, the approximate rate of exchange at March 31, 2010. Such translations should not be construed as representations that the Japanese yen amounts could be converted into U.S. dollars at that or any other rate.

*3. Television broadcasting and non-broadcasting revenues include intersegment sales and transfers.

*4. From the fiscal year ended March 31, 2007, NTV adopted the Accounting Standard for Presentation of Net Assets in the Balance Sheet (Accounting Standards Board of Japan Statement No. 5) and the Guidance on Accounting Standards for Presentation of Net Assets in the Balance Sheet (Accounting Standards Board of Japan Guidance No. 8).

(Billions of yen)

	2005	2006	2007	2008	2009
¥	501,734.4	507,364.8	515,804.9	507,371.3	474,924.0
	6,823.5	6,939.9	7,019.1	6,692.6	5,922.2
	2,041.1	2,016.1	1,998.1	1,909.2	1,713.9
	1.36	1.37	1.36	1.32	1.25

					(Millions of yen)	(Thousands of U.S. dollars*2)	
	2005	2006	2007	2008	2009	2010	2010
¥	357,614	346,642	343,652	342,188	324,563	¥ 296,934	\$ 3,191,466
	289,810	277,977	267,904	262,370	247,009	225,942	2,428,439
	—	77,557	83,947	89,144	87,714	79,288	852,193
	34,325	28,551	30,344	23,077	12,215	23,563	253,257
	16,846	13,701	18,332	10,625	5,622	16,595	178,364
	21,060	17,561	14,361	12,939	11,528	9,622	103,418
	9,214	6,266	6,043	5,200	5,491	26,809	288,145
¥	493,558	519,952	529,265	512,507	498,457	¥ 513,788	\$ 5,522,227
	366,646	398,018	411,995	407,668	400,417	416,367	4,475,140
¥	49,286	32,683	31,458	26,791	23,948	¥ 40,131	\$ 431,331
	(23,046)	(24,358)	(24,596)	(17,301)	(28,331)	(46,847)	(503,515)
	(37,275)	(15,921)	(4,714)	(4,124)	(4,803)	(5,697)	(61,232)
	66,878	59,369	61,524	66,863	57,630	45,219	486,017
¥	671.08	545.40	741.60	430.27	227.70	¥ 676.43	\$ 7.27
	14,688.07	15,945.74	16,363.52	16,153.34	15,853.59	16,661.03	179.07
	165.00	165.00	170.00	180.00	180.00	290.00	3.12
	3.3	2.7	3.5	2.1	1.1	3.2	
	4.7	3.6	4.6	2.6	1.4	4.2	
	9.6	8.2	8.8	6.7	3.8	7.9	
	74.3	76.6	76.3	77.8	78.5	79.4	
	81.0	80.0	78.0	76.7	76.1	76.1	
	25,364,548	25,364,548	25,364,548	25,364,548	25,364,548	25,364,548	
	2,797	2,869	2,886	3,126	3,291	3,339	

*5. Calculations for the fiscal years ended March 31, 2000, are retroactively restated for later stock splits.

*6. Dividend figures include an extraordinary dividend of ¥35 per share in the fiscal year ended March 31, 2000; extraordinary dividends of ¥70 per share in the fiscal years ended March 31, 2001 and 2002; a ¥70 per share dividend in the year ended March 31, 2003, to commemorate NTV's 50th anniversary of establishment; a ¥70 per share dividend in the year ended March 31, 2004, to commemorate the relocation of NTV's head office; a ¥60 per share dividend in the year ended March 31, 2006, to celebrate the launch of NTV2; and a ¥30 per share dividend in the year ended March 31, 2008, to commemorate NTV's 55th anniversary of establishment.