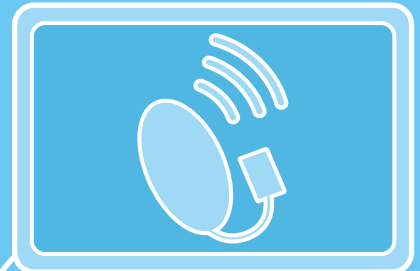


Superior Content Development Capability

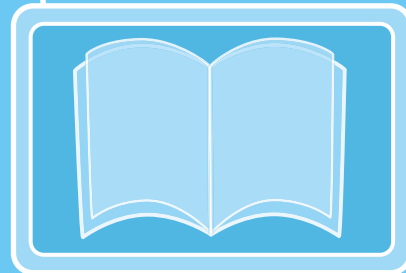
Through the creation of marketable "product capabilities," we develop multiple contacts centered on terrestrial broadcasting and pursue increasingly diverse revenue opportunities.



Terrestrial broadcasting



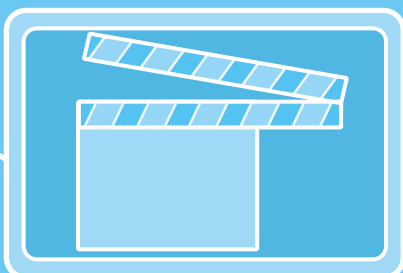
BS, CS, CATV



Merchandise sales, publishing



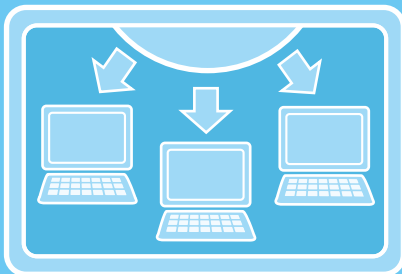
Videos, DVDs



Films, rights management

In-House Content Production Ratio Reaches 89.1%

By producing nearly all of the programming content in our timetable in-house, we achieved an in-house content production ratio of 89.1% (according to the National Association of Commercial Broadcasters in Japan). NTV epitomizes the role of a content provider in Japan.



Video on demand (VoD)



Television shopping, e-commerce



Events



Program format sales in Japan and overseas