



Consolidated Net Sales

¥297.9 billion

During the year, we posted a 0.3% rise in net sales, to ¥297.9 billion, helped by major contributions by Group companies Nippon Television Music and AX-ON.

Operating Margin

10.6%

Our operating margin rose to 10.6% during the year. This was a 2.7-percentage-point improvement from the previous year, and the first time in seven years that the ratio has returned above the 10% mark.

Viewer Ratings in the Fourth Run

Quadruple Crown Title

Across all time slots for the entire fiscal year, we were second in viewer ratings, but we achieved the leading position in all time slots in the fourth run (from January 3 to April 3, 2011).



Spot Share

25%

By revamping our timetable, we boosted our viewer ratings. Client recognition of this improvement resulted in a substantial rise in spot advertising revenue, causing our spot share to reach 25% in the second half.

Media Commerce Sales

¥10.8 billion

By expanding our sales routes, such as by rolling out special programs at network companies, we posted a record high of ¥10.8 billion in media commerce business sales, ranking us top even among the key stations.

Program Production Costs

Down 19%

By continuing to control costs, we held program production costs during the year to ¥90.8 billion. This figure amounts to a 19% decrease compared with the fiscal year ended March 31, 2009.