

# Market Data

(Calendar years, billions of yen)

	2001	2002	2003	2004	2005
Nominal GDP	¥ 497,719.7	¥ 491,312.2	¥ 490,294.0	¥ 498,328.4	¥ 501,734.4
Total advertising expenditures <sup>*1</sup>	6,058.0	5,703.2	5,684.1	5,857.1	6,823.5
Television advertising expenditures	2,068.1	1,935.1	1,948.0	2,043.6	2,041.1
Advertising expenditures as a percentage of nominal GDP (%)	34.1	33.9	34.3	34.9	29.9

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

## Eleven-Year Summary

Nippon Television Network Corporation and Consolidated Subsidiaries

	2001	2002	2003	2004	2005
<b>Years ended March 31:</b>					
Net sales	¥ 352,409	¥ 358,683	¥ 336,299	¥ 328,375	¥ 357,614
Operating income	67,303	63,574	47,407	35,937	34,325
Net income	36,008	34,648	20,296	19,359	16,846
Comprehensive income	—	—	—	—	—
Depreciation	6,521	6,045	5,854	12,676	21,060
Capital expenditures	11,157	34,364	30,044	49,761	9,214
<b>At March 31:</b>					
Total assets	¥ 410,041	¥ 443,798	¥ 476,634	¥ 513,430	¥ 493,558
Total equity <sup>*3</sup>	291,501	323,319	327,116	354,046	366,646
<b>Cash flows:</b>					
Cash flow from operating activities	¥ 45,549	¥ 38,891	¥ 25,981	¥ 30,520	¥ 49,286
Cash flow from investing activities	(21,701)	(48,773)	(37,393)	(41,596)	(23,046)
Cash flow from financing activities	(2,432)	(3,165)	22,464	7,131	(37,275)
Cash and cash equivalents, end of year	84,065	70,951	81,944	77,930	66,878
<b>Per share data (Yen, U.S. dollars):</b>					
Net income	¥ 1,419.96	¥ 1,366.34	¥ 801.99	¥ 771.74	¥ 671.08
Equity	11,495.33	12,750.14	13,102.25	14,183.02	14,688.07
Cash dividends <sup>*4</sup>	120.00	120.00	120.00	120.00	165.00
<b>Ratios (%):</b>					
Return on assets (ROA)	9.3	8.1	4.4	3.9	3.3
Return on equity (ROE)	13.2	11.3	6.2	5.7	4.7
Operating margin	19.1	17.7	14.1	10.9	9.6
Equity ratio	71.1	72.8	68.6	69.0	74.3
<b>Others:</b>					
Total shares issued	25,364,548	25,364,548	25,364,548	25,364,548	25,364,548
Employees	2,465	2,635	2,714	2,829	2,797

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 ¥83.15 to \$1, the approximate rate of exchange at March 31, 2011. 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. 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).

2006	2007	2008	2009	2010
¥ 507,364.8	¥ 515,520.4	¥ 504,377.6	¥ 470,936.7	¥ 479,223.1
6,939.9	7,019.1	6,692.6	5,922.2	5,842.7
2,016.1	1,998.1	1,909.2	1,713.9	1,732.1
29.0	28.5	28.5	28.9	29.6

					(Millions of yen)	(Thousands of U.S. dollars*2)
2006	2007	2008	2009	2010	2011	2011
¥ 346,642	¥ 343,652	¥ 342,188	¥ 324,563	¥ 296,934	¥ 297,895	\$ 3,582,622
28,551	30,344	23,077	12,215	23,563	31,670	380,878
13,701	18,332	10,625	5,622	16,595	21,049	253,145
—	—	—	—	—	18,352	220,710
17,561	14,361	12,939	11,528	9,622	8,456	101,696
6,266	6,043	5,200	5,491	26,809	4,614	
¥ 519,952	¥ 529,265	¥ 512,507	¥ 498,457	¥ 513,788	¥ 528,398	\$ 6,354,756
398,018	411,995	407,668	400,417	416,367	427,496	5,141,262
¥ 32,683	¥ 31,458	¥ 26,791	¥ 23,948	¥ 40,131	¥ 23,433	\$ 281,186
(24,358)	(24,596)	(17,301)	(28,331)	(46,847)	(28,181)	(338,918)
(15,921)	(4,714)	(4,124)	(4,803)	(5,697)	(7,132)	(85,773)
59,369	61,524	66,863	57,630	45,219	33,312	400,625
¥ 545.40	¥ 741.60	¥ 430.27	¥ 227.70	¥ 676.43	¥ 859.68	\$ 10.33
15,945.74	16,363.52	16,153.34	15,853.59	16,661.03	17,113.94	205.82
165.00	170.00	180.00	180.00	290.00	290.00	3.48
2.7	3.5	2.1	1.1	3.2	3.9	
3.6	4.6	2.6	1.4	4.2	5.1	
8.2	8.8	6.7	3.8	7.9	10.6	
76.6	76.3	77.8	78.5	79.4	79.3	
25,364,548	25,364,548	25,364,548	25,364,548	25,364,548	25,364,548	
2,869	2,886	3,126	3,291	3,339	3,262	

\*4. Dividend figures include an 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.