DATA BOOKLET

For the Fiscal Year Ended March 31, 2010

May 10, 2010

tv asahi

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Note: All figures have been rounded down to the nearest million yen.

Outlook for FYE March 31, 2011

■Consolidated

	Q2 ending Sept. 30, 2010		FYE March 31, 2011	
	mm of yen	*y-o-y growth (%)*	*mm of yen*	*y-o-y growth (%)*
Net sales	113,500	0.9	232,500	1.0
TV broadcasting	96,250	1.3	196,900	0.9
Music publication	3,250	(4.2)	6,600	1.4
Other businesses	14,000	(0.7)	29,000	1.3
Operating income	2,200	23.0	7,500	3.9
Recurring profit	3,000	2.2	9,000	2.9
Net income	1,100	0.4	4,600	52.1

■Non-consolidated

	Q2 ending Sept. 30, 2010		FYE March 31, 2011	
	mm of yen	*y-o-y growth (%)*	*mm of yen*	*y-o-y growth (%)*
Net sales	102,300	1.3	209,000	1.1
Network time	41,412	(0.2)	84,314	(0.1)
Spot	41,587	5.2	84,781	2.7
Others	19,301	(3.1)	39,905	0.2
Operating expenses	101,200	0.4	204,100	0.9
Production costs	38,029	(2.0)	76,413	0.9
Operating income	1,100	580.4	4,900	12.0
Recurring profit	2,200	26.8	6,300	(5.2)
Net income	1,000	(17.5)	3,500	49.5

■Outlook for Annual Capital Expenditure

Consolidated	5.2 bn yen
Non-consolidated	4.9 bn yen

■Outlook for Annual Depreciation and Amortization

Consolidated	9.1 bn yen
Non-consolidated	8.6 bn yen

Network Time and Spot Revenues

■Network Time Revenue on a Quarterly Year-on-Year Basis (Non-consolidated)

	FYE March 31,			
	2010	2009	2008	2007
April ~ June	89.5%	101.2%	94.7%	103.6%
July ~ Sept.	83.6%	104.6%	100.9%	99.7%
April ~ Sept.	86.4%	103.0%	97.8%	101.6%
Oct. ~ Dec.	90.0%	96.2%	107.1%	100.7%
Jan. ~ March	87.7%	100.5%	97.2%	102.6%
Oct. ~ March	88.9%	98.2%	102.2%	101.6%
Year end	87.6%	100.5%	100.0%	101.6%

■Spot Revenue on a Monthly Year-on-Year Basis (Non-consolidated)

	FYE March 31,			
	2010	2009	2008	2007
April	85.6%	93.5%	100.0%	96.4%
May	89.2%	84.2%	93.9%	105.4%
June	89.4%	90.1%	98.6%	98.2%
July	89.5%	95.3%	103.5%	101.1%
August	92.4%	89.0%	106.1%	95.1%
September	94.2%	84.0%	102.8%	92.5%
April ~ Sept.	89.7%	89.5%	100.3%	98.2%
October	96.8%	93.0%	93.0%	95.1%
November	101.7%	94.8%	93.9%	95.9%
December	103.5%	88.5%	96.7%	98.9%
January	96.8%	82.1%	99.1%	102.4%
February	107.1%	74.3%	100.1%	102.9%
March	107.6%	83.8%	98.5%	99.9%
Oct. ~ March	102.4%	86.3%	96.8%	98.9%
Year end	95.9%	87.9%	98.5%	98.6%

■Spot Industry Segments

	FYE March 31, 2010		FYE March 31, 2009		FYE March 31, 2008	
	y-o-y	*share*	*y-o-y*	*share*	*y-o-y*	*share*
Utilities	206.2%	1.1%	48.2%	0.5%	66.9%	0.9%
Foods & Beverages	107.7%	26.6%	92.4%	23.7%	99.3%	22.5%
Pharmaceuticals	102.1%	8.4%	83.9%	7.9%	115.3%	8.3%
Cosmetics & Detergents	95.0%	5.9%	87.7%	5.9%	106.2%	5.9%
Clothing	96.6%	1.3%	83.9%	1.3%	94.5%	1.4%
Publishing	84.7%	3.6%	79.7%	4.1%	79.7%	4.5%
Construction & Engineering	13.1%	0.1%	112.3%	0.5%	106.1%	0.4%
Hi-tech Precision Equipment	83.5%	2.4%	114.1%	2.8%	117.9%	3.4%
Consumer Electronics	80.4%	7.9%	91.1%	9.5%	93.5%	9.1%
Automobiles	88.1%	6.6%	87.0%	7.2%	85.8%	7.3%
Homeware*	93.0%	3.8%	84.7%	3.9%	107.4%	4.1%
Housing & Housing Materials	76.5%	2.5%	76.0%	3.2%	118.6%	3.7%
Retail	120.3%	3.7%	86.0%	3.0%	112.4%	3.0%
Finance & Insurance	95.1%	5.3%	78.8%	5.4%	89.4%	6.0%
Service ** & Entertainment	96.0%	17.9%	87.2%	17.9%	97.8%	16.8%
Others	81.3%	2.8%	105.4%	3.2%	101.7%	2.7%
Total	95.9%	100.0%	87.9%	100.0%	98.5%	100.0%

* "Homeware" includes toys, video games, sports products, etc.
** "Service" includes telecom and transportation.

Consolidated Balance Sheets

(mm of yen)

	At March 31,					
	2010	2009	2008	2007	2006	2005
ASSETS						
I Current Assets						
Cash	9,720	11,594	14,712	16,215	27,971	31,766
Trade notes and accounts receivable	60,311	61,508	70,234	64,829	63,182	63,686
Short-term investments	51,103	39,026	59,824	48,453	37,882	30,621
Inventory	10,915	11,019	14,533	14,127	14,293	14,542
Deferred tax assets	1,634	1,760	1,863	1,561	1,906	1,984
Other current assets	4,945	7,681	6,091	8,083	5,013	3,565
Less allowance for doubtful accounts	(133)	(89)	(79)	(70)	(73)	(106)
Total current assets	138,497	132,500	167,179	153,199	150,177	146,059
II Fixed assets						
1. Tangible assets						
Buildings and structures	22,635	21,859	21,358	21,896	22,642	23,419
Machinery and vehicles	10,682	14,461	16,303	19,038	21,418	23,483
Land	21,173	21,014	16,733	16,694	16,694	16,694
Leased assets	7,527	8,780	—	—	—	—
Construction in progress	—	—	64	26	296	214
Other tangible assets	4,116	3,428	2,155	2,010	2,008	2,086
Total tangible assets	66,136	69,544	56,614	59,667	63,060	65,898
2. Intangible assets						
Software	6,465	5,327	4,845	5,468	5,930	6,790
Other intangible assets	288	306	321	310	325	342
Total intangible assets	6,754	5,634	5,166	5,779	6,256	7,132
3. Investments and other assets						
Investment in securities	76,300	74,578	60,325	75,280	74,473	52,751
Deferred tax assets	6,282	7,444	5,356	987	1,109	3,029
Other investments	9,624	10,956	18,861	19,734	21,367	23,147
Less allowance for doubtful accounts	(334)	(347)	(148)	(182)	(365)	(475)
Total investments and other assets	91,872	92,631	84,395	95,819	96,585	78,453
Total fixed assets	164,763	167,810	146,176	161,266	165,902	151,484
Total assets	303,261	300,311	313,356	314,466	316,079	297,544

(mm of yen)

	At March 31,					
	2010	2009	2008	2007	2006	2005
LIABILITIES						
I Current liabilities						
Trade notes and accounts payable	13,320	15,860	17,685	14,671	15,341	13,904
Other accounts payable	14,375	13,584	14,072	13,202	12,715	14,008
Accrued expenses	16,826	15,732	17,122	16,713	15,317	15,336
Accrued income taxes	540	743	1,932	393	4,740	4,884
Liabilities for director bonuses	82	107	123	218	—	—
Other current liabilities	3,184	3,462	2,050	1,902	2,541	3,786
Total current liabilities	48,330	49,490	52,987	47,102	50,655	51,921
II Non-current liabilities						
Deferred tax liabilities	—	—	30	839	3,497	—
Liabilities for employee retirement and severance benefits	13,196	13,221	13,612	15,876	16,300	16,326
Liabilities for director retirement and severance benefits	560	301	317	1,020	935	980
Other non-current liabilities	1,277	1,145	967	183	177	177
Total non-current liabilities	15,034	14,669	14,927	17,920	20,911	17,484
Total liabilities	63,365	64,160	67,914	65,022	71,566	69,405
MINORITY INTERESTS						
Minority interests	—	—	—	—	1,664	1,409
STOCKHOLDERS' EQUITY						
I Common stock	—	—	—	—	36,642	36,642
II Additional paid-in capital	—	—	—	—	55,342	55,342
III Retained earnings	—	—	—	—	134,649	126,828
IV Net unrealized gain on other securities	—	—	—	—	16,185	7,961
V Foreign currency translation adjustments	—	—	—	—	27	(46)
Total stockholders' equity	—	—	—	—	242,848	226,729
Total liabilities and stockholders' equity	—	—	—	—	316,079	297,544
NET ASSETS						
I Stockholders' equity						
Common stock	36,642	36,642	36,642	36,642	—	—
Additional paid-in capital	55,342	55,342	55,342	55,342	—	—
Retained earnings	142,736	142,729	147,463	143,355	—	—
Treasury stock	(321)	(321)	(321)	—	—	—
Total stockholders' equity	234,400	234,393	239,128	235,341	—	—
II Valuation and translation adjustments						
Net unrealized gain on other securities	516	(2,293)	2,728	11,776	—	—
Deferred losses on hedges	—	(23)	(56)	—	—	—
Foreign currency translation adjustmen	(130)	(143)	0	33	—	—
Total valuation and translation adjustments	385	(2,460)	2,672	11,810	—	—
III Minority interests	5,109	4,217	3,640	2,292	—	—
Total net assets	239,895	236,150	245,441	249,443	—	—
Total liabilities and net assets	303,261	300,311	313,356	314,466	—	—

Consolidated Statements of Income

(mm of yen)

		Fiscal Year Ended March 31,					
		2010	2009	2008	2007	2006	2005
I	Net sales	230,236	247,192	252,746	251,124	249,383	242,036
II	Cost of sales	170,905	188,343	183,348	177,475	172,179	165,774
	Gross profit	59,331	58,849	69,398	73,648	77,204	76,262
III	SGA dxpenses	52,114	56,834	59,421	59,970	60,128	62,655
	Personnel	—	—	10,134	9,876	9,990	12,380
	Retirement and severance benefits expense	—	—	448	440	474	622
	Agency commissions	—	—	38,186	38,356	38,699	37,954
	Advertising expense	—	—	2,319	2,276	2,186	2,507
	Other SGA expenses	—	—	8,331	9,020	8,777	9,191
	Operating income	7,216	2,015	9,976	13,677	17,075	13,606
IV	Non-operating revenue	2,110	1,954	2,458	1,383	1,126	1,010
	Interest income	209	556	711	427	245	126
	Dividend income	584	580	556	520	394	290
	Equty in earnings of affiliates	725	324	740	—	—	—
	Other non-operating income	591	492	450	434	486	593
V	Non-operating expenses	582	524	354	473	887	1,023
	Loss on exchange rate	—	51	127	—	—	—
	Interest expense	—	—	—	—	0	2
	Equity in losses of affiliates	—	—	—	205	688	901
	Loss on disposal of fixed assets	232	194	102	68	164	61
	Loss on doubtful receivables	213	199	—			
	Other non-operating expenses	136	78	125	200	33	58
	Recurring profit	8,744	3,444	12,080	14,587	17,314	13,592
VI	Extraordinary gain	122	—	—	—	—	300
	Gain on sale of investment in securities	122	—	—	—	—	—
	Compensation received for Roppongi redevelopment	—	—	—	—	—	300
VII	Extraordinary loss	2,434	2,858	839	18	85	961
	Loss on impairment of fixed assets	41	650	—	—	—	—
	Loss on sale of investment in securities	—	173	—	—	—	—
	Loss related to Roppongi redevelopment	—	—	—	—	—	535
	Loss on devaluation of investment in securities	2,393	2,034	839	18	54	131
	Loss on devaluation of membership	—	—	—	—	—	1
	Provision for allowance for doubtful receivables	—	—	—	—	—	11
	Other extraordinary loss	—	—	—	—	31	281
	Income before income taxes and minority interests	6,432	586	11,240	14,568	17,228	12,931
	Income and enterprise taxes	1,526	1,763	3,589	3,113	7,640	5,886
	Deferred income taxes	1,286	(45)	966	837	(156)	(440)
	Minority interests	594	584	262	313	278	103
	Net income	3,024	(1,716)	6,422	10,303	9,466	7,382

Consolidated Statements of Cash Flows

tv asahi

(mm of yen)

		Fiscal Year Ended March 31, 2010	2009	2008	2007	2006	2005
I	Cash flows from operating activities						
	Income before income taxes and minority interests	6,432	586	11,240	14,568	17,228	12,931
	Depreciation and amortization	10,767	9,087	8,828	8,382	8,559	8,388
	Loss on impairment of fixed assets	41	650	—	—	—	—
	Loss on disposal of fixed assets	232	194	102	68	164	373
	Loss on sales of investment in securities	(122)	173	—	—	—	—
	Loss on devaluation of investment in securities	2,393	2,034	839	18	54	131
	Loss on devaluation of membership	—	—	—	—	—	1
	Allowance for doubtful accounts	19	208	(49)	(185)	(142)	(10)
	Equity in losses of affiliates	—	—	—	205	688	901
	Equity in earnings of affiliates	(725)	(324)	(740)	—	—	—
	Increase (decrease) in liabilities for retirement and severance benefits	(91)	(390)	(2,739)	(424)	(25)	(1,006)
	Interest and dividend income	(794)	(1,137)	(1,267)	(948)	(640)	(417)
	Increase (decrease) in guarantee deposits	4,080	—	—	—	—	—
	Interest expenses	—	—	—	—	0	2
	(Increase) decrease in trade notes and accounts receivable	1,669	8,744	(4,804)	(1,608)	500	(6,969)
	(Increase) decrease in inventories	306	3,582	(222)	166	248	2,759
	Increase (decrease) in trade notes and accounts payable	(2,540)	(1,831)	3,623	892	851	3,213
	Disbursement of compensation received for Roppongi redevelopment	—	—	—	—	—	(300)
	Other cash flows from operating activities	1,952	(2,586)	3,125	(931)	(782)	6,960
	Sub total	23,620	18,991	17,936	20,204	26,706	26,960
	Interest and dividend received	874	1,241	1,256	944	597	404
	Interest paid	—	—	—	—	(0)	(2)
	Income taxes refunded	883	—	423	—	—	—
	Income taxes paid	(2,052)	(3,834)	(2,089)	(7,460)	(7,784)	(2,553)
	Net cash provided by operating activities	23,326	16,397	17,526	13,688	19,518	24,808
II	Cash flows from investing activities						
	(Increase) decrease in cash deposits	3,027	1,094	(9)	(5,704)	(0)	70
	(Increase) decrease in short-term investments	—	7,800	8,395	1,314	(5,390)	(2,118)
	Purchase of short-term investments	(998)	—	—	—	—	—
	Purchase of tangible assets	(5,497)	(11,723)	(3,591)	(3,088)	(4,419)	(8,237)
	Proceeds from sales of tangible assets	—	—	19	65	10	30
	Purchase of intangible assets	(2,081)	(1,837)	(1,520)	(1,454)	(1,096)	(1,970)
	Purchase of investment in securities	(2,884)	(27,560)	(6,201)	(11,313)	(12,995)	(7,286)
	Proceeds from investment in subsidiaries	—	—	282	—	—	—
	Purchase of investment in subsidiaries	(543)	(7)	—	(132)	—	—
	Proceeds from sales of investment in securities	363	317	144	—	9	59
	Proceeds from maturity of investment in securities	1,500	2,000	500	1,500	2,505	—
	Other cash flows from investing activities	(60)	(287)	685	65	23	15
	Net cash used in investing activities	(7,174)	(30,205)	(1,295)	(18,748)	(21,354)	(19,437)
III	Cash flows from financing activities						
	Increase (decrease) in short-term debt	—	—	—	—	—	(800)
	Payments on long-term debt	—	—	—	—	—	(62)
	Dividends paid to stockholders	(3,018)	(3,018)	(2,313)	(1,407)	(1,509)	(1,308)
	Dividends paid to minority stockholders of	(22)	(10)	(12)	(12)	(11)	(12)
	Others	(101)	(15)	—	—	—	—
	Net cash used in financing activities	(3,141)	(3,044)	(2,326)	(1,419)	(1,521)	(2,183)
IV	Effect of exchange rate changes on cash and cash equivalents	4	(156)	(33)	6	62	(13)
V	Net increase (decrease) in cash and cash equivalents	13,014	(17,008)	13,872	(6,472)	(3,294)	3,174
VI	Cash and cash equivalents at beginning of period	44,343	61,351	47,479	53,952	57,247	54,072
VII	Cash and cash equivalents at end of period	57,357	44,343	61,351	47,479	53,952	57,247

Non-consolidated Balance Sheets

(mm of yen)

	At March 31,					
	2010	2009	2008	2007	2006	2005
ASSETS						
I Current assets						
Cash	7,010	9,902	9,980	14,017	24,959	29,532
Trade notes	820	1,228	1,458	4,130	4,416	5,528
Accounts receivables	56,274	56,930	63,270	57,651	55,629	55,075
Short-term investments	51,103	39,026	59,824	48,453	37,882	30,621
Inventory	10,125	10,461	−	−	−	−
Inventory - programs	−	−	13,668	13,166	13,455	13,551
Inventory - merchandise	−	−	143	−	−	−
Inventory - others	−	−	37	144	147	119
Advance payments	385	611	603	584	673	232
Prepaid expenses	434	449	557	593	476	442
Deferred tax assets	960	1,126	1,138	1,067	1,330	1,495
Deposits	718	686	839	831	487	737
Other current assets	2,735	5,070	3,820	6,453	4,154	3,463
Less allowance for doubtful receivables	(103)	(42)	(46)	(48)	(45)	(73)
Total current assets	130,466	125,450	155,296	147,047	143,566	140,728
II Fixed asssets						
1. Tangible assets						
Buildings	19,404	20,142	19,922	20,595	21,358	22,139
Structures	1,355	1,202	1,006	881	872	909
Machinery	10,002	13,843	15,821	18,654	20,989	23,241
Vehicles	138	214	137	149	171	64
Equipment	2,933	2,467	1,549	1,457	1,439	1,562
Land	18,915	18,914	16,592	16,590	16,590	16,590
Lease	7,292	8,757	−	−	−	−
Construction in progress	240	24	65	19	305	213
Total tangible assets	60,282	65,567	55,095	58,348	61,726	64,720
2. Intangible assets						
Software	6,313	5,205	4,719	5,332	5,814	6,731
Other intangible assets	243	258	272	280	297	312
Total intangible assets	6,557	5,464	4,991	5,613	6,111	7,043
3. Investments and other assets						
Investments in securities	34,386	35,009	43,406	56,340	63,842	42,616
Investments in subsidiaries	44,426	40,301	18,016	17,397	8,514	14,017
Long-term loan to employees	13	11	11	10	16	16
Long-term prepaid expenses	−	1	−	−	−	−
Deferred tax assets	4,509	5,988	4,026	−	−	1,845
Guarantee deposits	−	4,898	13,279	14,974	16,707	18,375
Membership	−	−	−	1,197	1,446	1,487
Retirement and severance benefit plan assets	−	−	−	1,160	1,167	1,231
Other investments and other assets	6,544	3,433	2,573	−	−	−
Less allowance for doubtful receivables	(142)	(319)	(120)	(172)	(351)	(351)
Total investments and other assets	89,737	89,324	81,193	90,908	91,344	79,239
Total fixed assets	156,577	160,356	141,280	154,870	159,183	151,003
Total assets	287,043	285,806	296,576	301,917	302,750	291,732

(mm of yen）

	At March 31,					
	2010	2009	2008	2007	2006	2005
LIABILITIES						
I Current liabilities						
Trade notes payable	3,330	3,208	3,317	3,077	3,151	3,224
Accounts payable	7,422	9,562	9,514	8,078	8,543	7,363
Short-term debt	15,556	15,151	13,784	10,803	9,224	7,707
Current installments of long-term debt	—	100	600	600	100	—
Liabilities for lease	83	18	—	—	—	—
Other payables	2,833	2,286	862	988	693	1,137
Accrued agency commission	11,646	11,208	13,191	12,225	12,019	12,591
Accrued expenses	15,223	14,382	15,434	15,596	13,932	13,863
Accrued income taxes	—	—	676	—	3,318	3,876
Liaibilities for director bonuses	—	—	—	100	—	—
Advanced payments	207	344	189	259	432	366
Deposits	249	368	318	449	424	457
Accrued consumption taxes	—	—	156	232	578	2,215
Capex trade notes payable	—	—	506	300	447	226
Advanced compensation for Roppongi redevelopment	—	—	—	—	—	—
Other current liabilities	1,826	2,220	222	68	54	35
Total current liabilities	58,381	58,852	58,776	52,780	52,921	53,066
II Non-current liabilities						
Long-term debt	—	—	100	300	600	400
Liabilities for lease	283	65	—	—	—	—
Deferred tax liabilities	—	—	—	803	880	—
Liabilities for employee retirement and severance benefits	9,882	10,235	10,928	13,917	14,475	14,555
Liabilities for director retirement and severance benefits	—	—	—	849	798	820
Other non-current liabilities	754	1,024	932	109	106	106
Total non-current liabilities	10,920	11,325	11,960	15,979	16,861	15,882
Total liabilities	69,302	70,178	70,737	68,760	69,783	68,949
STOCKHOLDERS' EQUITY						
I Common stock	—	—	—	—	36,642	36,642
II Additional paid-in capital	—	—	—	—	55,342	55,342
III Retained earnings						
1. Legal reserve	—	—	—	—	529	529
2. General reserve	—	—	—	—	117,160	112,160
3. Reserve for 50th Anniversary Project	—	—	—	—	400	—
4. Other reserve	—	—	—	—	1,526	1,568
5. Unappropriated retained earnings	—	—	—	—	5,302	8,620
Total retained earnings	—	—	—	—	124,918	122,878
IV Net unrealized gain on other securities	—	—	—	—	16,063	7,918
Total stockholders' equity	—	—	—	—	232,967	222,782
Total liabilities and stockholders' equity	—	—	—	—	302,750	291,732
NET ASSETS						
I Stockholders' equity						
1.Common stock	36,642	36,642	36,642	36,642	—	—
2.Additional paid-in capital	55,342	55,342	55,342	55,342	—	—
3.Retained earnings	125,231	125,909	131,005	129,472	—	—
Total stockholders' equity	217,217	217,894	222,991	221,457	—	—
II Valuation and translation adjustments						
Net unrealized gain on other securities	524	(2,250)	2,904	11,699	—	—
Deferred losses on hedges	—	(15)	(56)	—	—	—
Total valuation and translation adjustments	524	(2,266)	2,848	11,699	—	—
Total net assets	217,741	215,628	225,839	233,156	—	—
Total liabilities and net assets	287,043	285,806	296,576	301,917	—	—

Non-consolidated Statements of Income

(mm of yen)

		Fiscal Year Ended March 31,					
		2010	2009	2008	2007	2006	2005
I	Net sales	206,723	220,931	230,144	227,687	223,782	218,265
	TV broadcasting revenue	180,745	196,132	207,537	208,736	208,081	203,354
	Network time revenue	84,374	96,275	95,754	95,745	94,228	91,843
	Spot revenue	82,533	86,053	97,926	99,413	100,855	98,390
	Program sales revenue	12,027	12,203	12,232	11,992	11,884	11,878
	Other revenue	1,809	1,599	1,623	1,585	1,113	1,242
	Other business revenue	25,978	24,798	22,606	18,950	15,701	14,911
II	Operating expenses	202,346	222,458	224,038	217,966	211,707	208,253
	1. Broadcasting and other business costs	155,948	172,342	169,405	162,847	155,759	153,019
	Personnel	13,966	14,119	14,754	14,805	14,755	14,683
	Liabilities for employee retirement and severance benefits	−	−	1,158	1,148	1,178	1,117
	Production costs	75,694	90,368	89,258	87,490	84,730	83,974
	Network costs	23,378	23,784	23,658	23,100	22,772	22,902
	Other business costs	19,788	19,507	17,767	14,198	11,630	10,662
	Depreciation and amortization	9,653	7,717	7,351	6,980	7,198	6,943
	Other costs	13,466	16,844	15,455	15,122	13,493	12,734
	2. SGA expenses	46,398	50,116	54,633	55,119	55,947	55,234
	Personnel	−	−	6,874	6,968	6,975	7,076
	Liabilities for employee retirement and severance benefits	−	−	370	382	423	478
	Agency commissions	−	−	38,321	38,458	38,825	38,033
	Advertising expenses	−	−	1,913	1,980	2,157	2,404
	Depreciation and amortization	−	−	1,117	1,093	1,107	1,132
	Other costs	−	−	6,036	6,235	6,458	6,109
	Operating income	4,376	(1,527)	6,105	9,720	12,075	10,011

(mm of yen)

	Fiscal Year Ended March 31,					
	2010	2009	2008	2007	2006	2005
III Non-operating revenue	2,583	2,809	1,700	1,361	1,077	836
Interest income	202	545	687	409	238	126
Dividend income	1,965	1,990	676	581	449	314
Other non-operating revenue	415	273	336	370	389	395
IV Non-operating expenses	312	576	335	234	182	93
Interest expenses	22	98	78	29	5	4
Loss on exchange rate	—	48	127	—	—	—
Loss on disposal of fixed assets	181	184	66	66	156	49
Loss on doubtful receivables	70	199	—	—	—	—
Other non-operating expenses	37	45	62	138	20	39
Recurring profit	6,647	705	7,470	10,848	12,970	10,755
V Extraordinary gain	120	—	—	—	—	300
Gain on sale of investment in securit	120	—				
Compensation received for Roppongi redevelopment	—	—	—	—	—	300
VI Extraordinary loss	3,103	2,757	839	15	6,643	679
Loss on impairment of fixed assets	41	650	—	—	—	—
Loss on sale of investment in securities	—	173	—	—	—	—
Loss related to Roppongi redevelopment	—	—	—	—	—	535
Loss on devaluation of investment in securities	2,393	1,932	765	15	54	131
Loss on devaluation of membership	—	—	—	—	—	1
Provision for allowance for doubtful receivables	—	—	—	—	—	11
Loss on devaluation of affiliate company	668	1	74	—	6,557	—
Loss on return of membership	—	—	—	—	31	—
Income before income taxes	3,664	(2,052)	6,630	10,833	6,327	10,376
Income taxes and enterprise taxes	49	9	1,610	1,590	5,387	4,320
Deferred income taxes	1,274	16	1,173	3,181	(2,699)	(374)
Net income	2,340	(2,078)	3,847	6,062	3,639	6,431

Viewer Ratings Summary

(Source: Video Research)

■Monthly Average Ratings　April 2009 〜 March 2010

(%)

	All Day 6:00am-midnight	Golden Hour 7:00pm-10:00pm	Prime Time 7:00pm-11:00pm	Prime Time 2 11:00pm-1:00am
April	7.9	11.9	12.5	9.0
May	7.7	10.6	11.4	8.4
June	7.6	11.3	12.1	9.4
July	7.7	9.9	10.9	9.0
August	7.7	10.1	11.2	8.0
September	8.3	11.9	12.6	8.4
April 〜 Sept.	7.8	10.9	11.8	8.7
October	7.6	11.5	11.9	8.5
November	7.4	10.4	11.3	8.7
December	7.7	11.7	12.1	9.3
January	7.6	10.7	11.5	9.0
February	7.5	11.0	11.7	9.0
March	7.4	10.9	11.4	9.3
Oct. 2009〜March 2010	7.5	11.1	11.7	9.0
April 2009〜March 2010	7.7	11.0	11.7	8.8
April 2008〜March 2009	7.8	11.4	12.1	8.6