

TV station for a New Era Innovative Station

TV Asahi 360°

2017–2020

Television

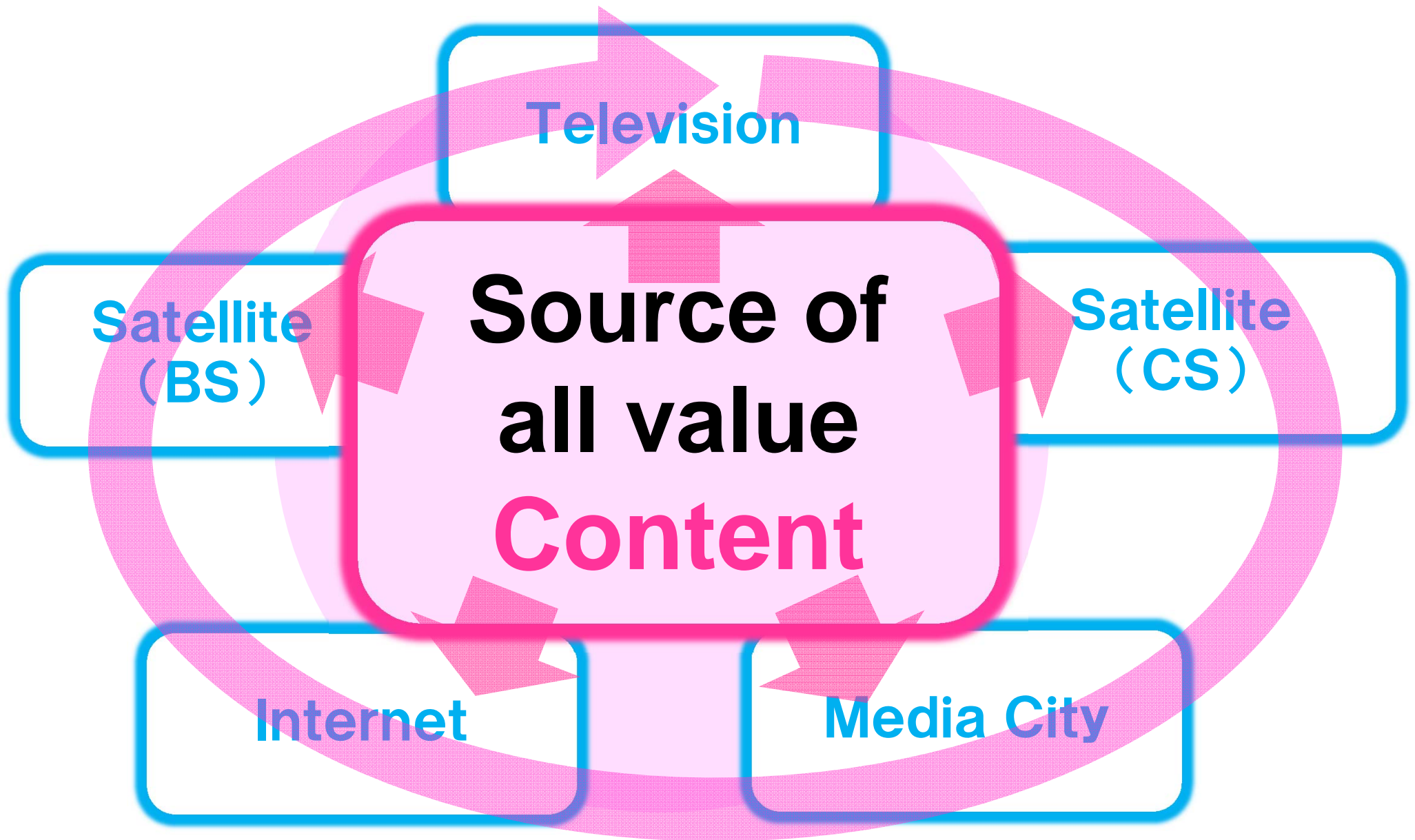
Internet

Satellite BS(2K/4K)•CS

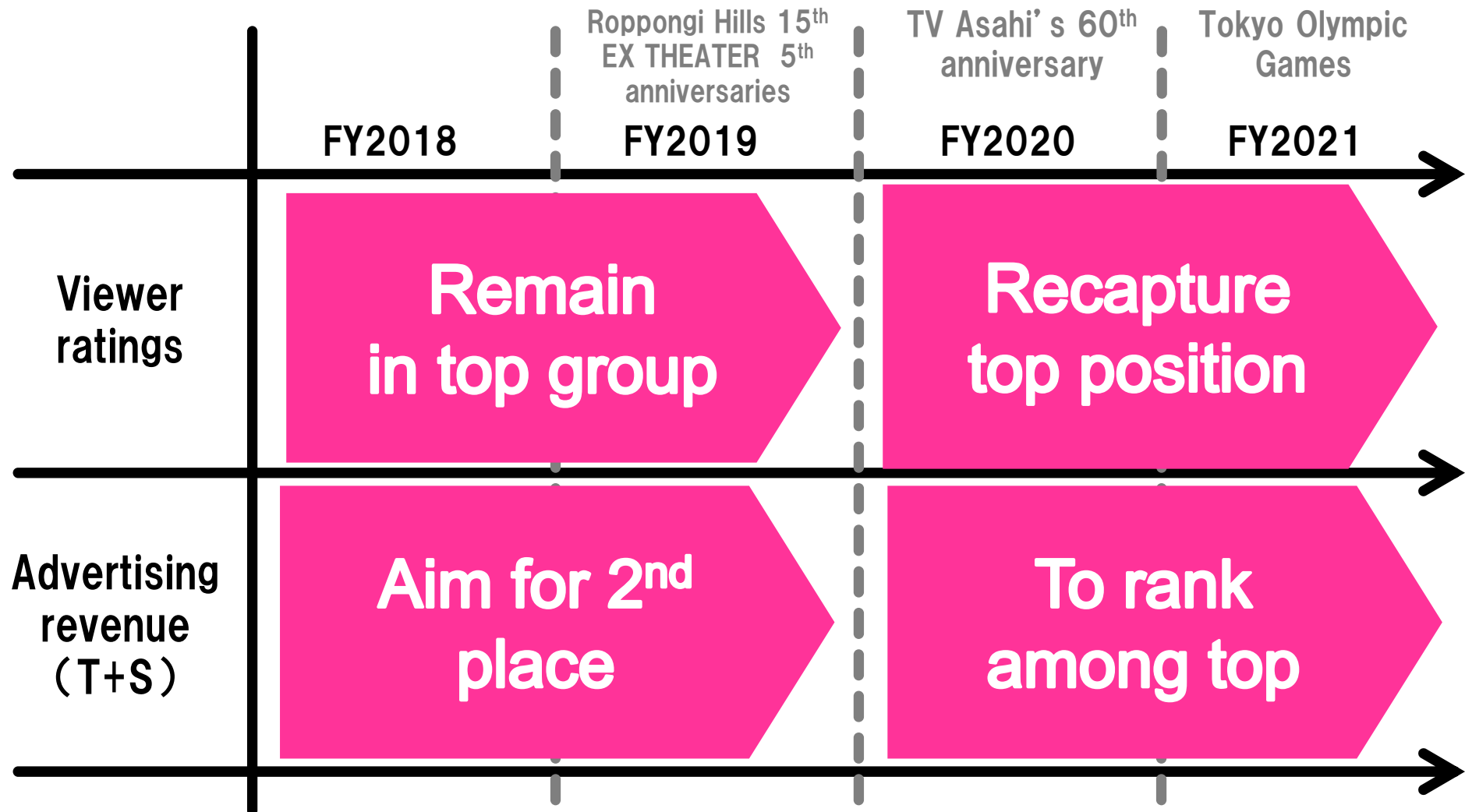
Media City



TV Asahi 360°



Television (Terrestrial)



Television (Terrestrial Network)



**News-gathering
and distribution
base**

enabling nationwide
news coverage

**Business
base**

enabling
nationwide reach

Era of “maturity” and “cooperation”

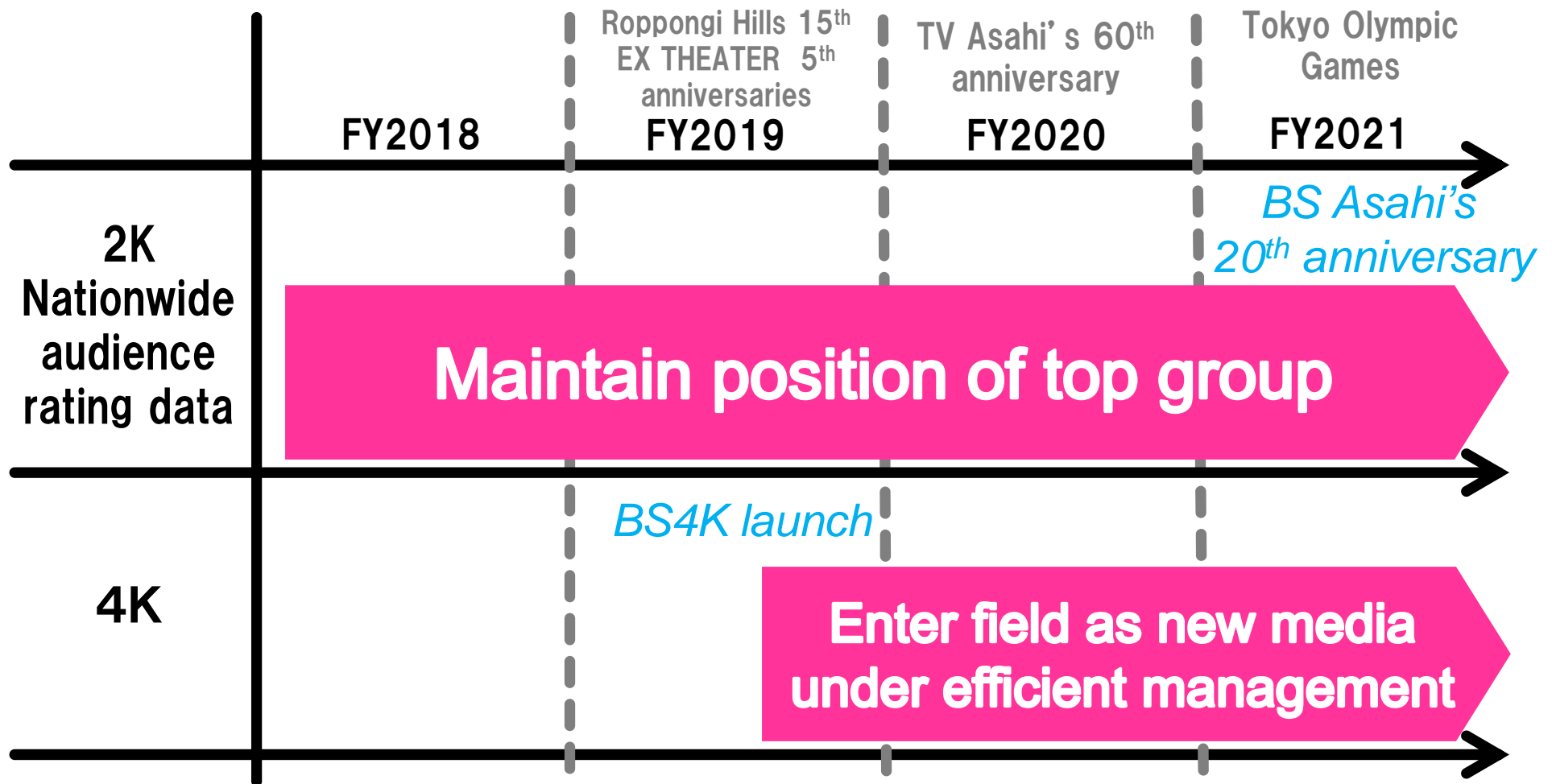
**Further strengthen
partnership and unity**



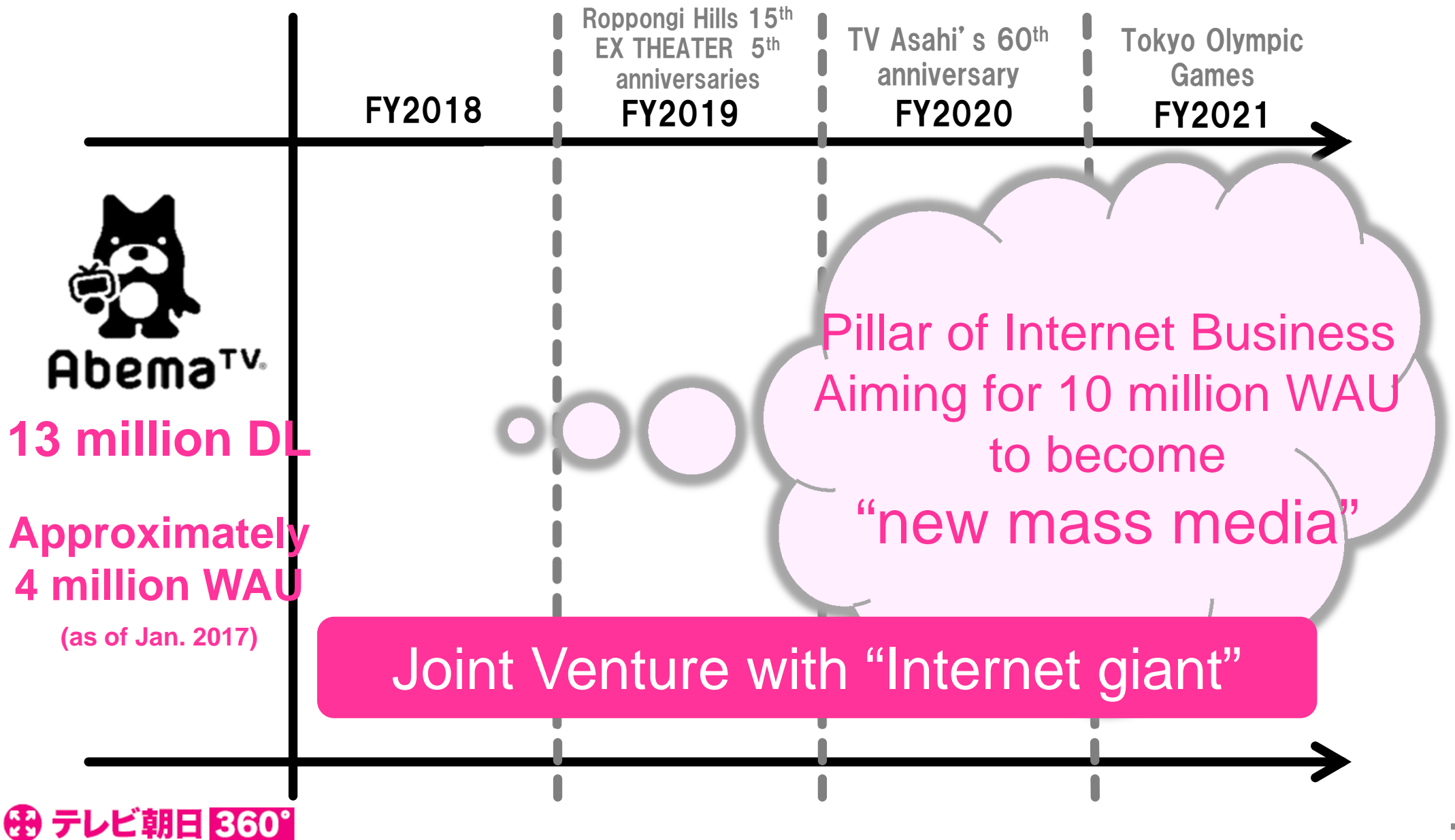
Television (Terrestrial network)

- KHB, KFB and SATV to be converted to equity method affiliates
- Enhance efficiency by common specification and joint purchasing, etc. of broadcasting facilities of affiliated stations
- Consider a network sales cost system reflecting the network time sales track record
- Enhance news coverage to fulfill duty as social infrastructure

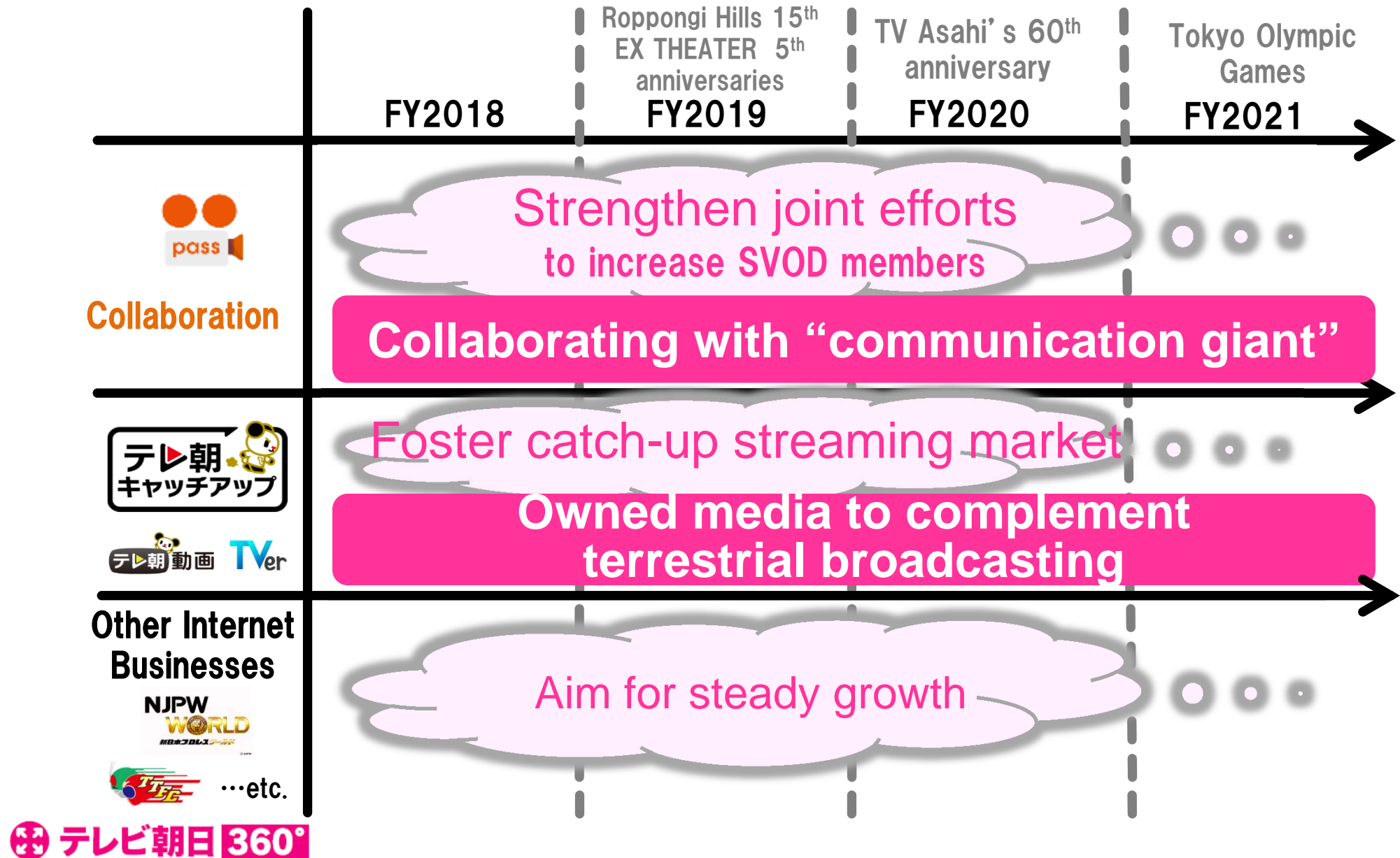
Satellite (BS)



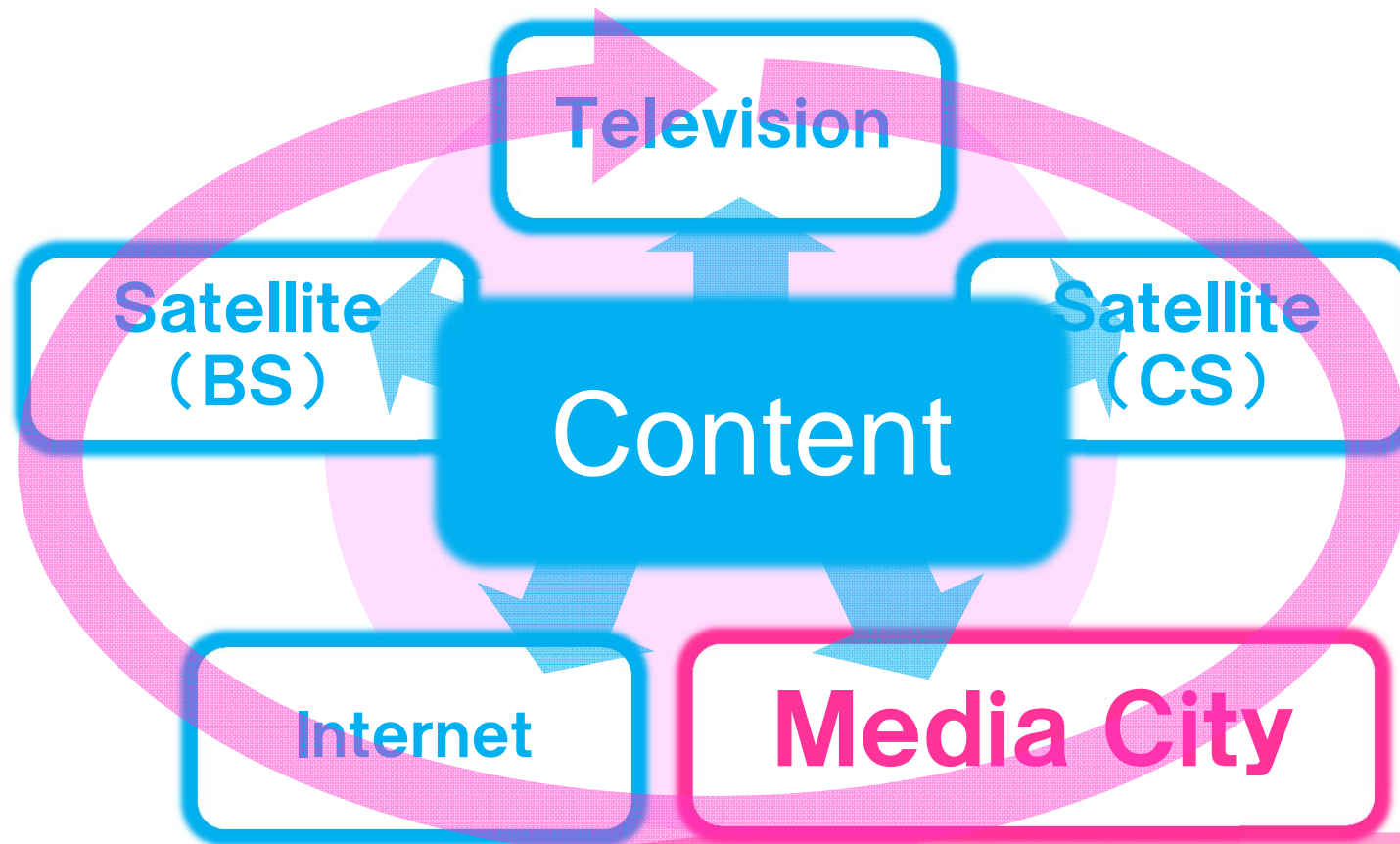
Internet



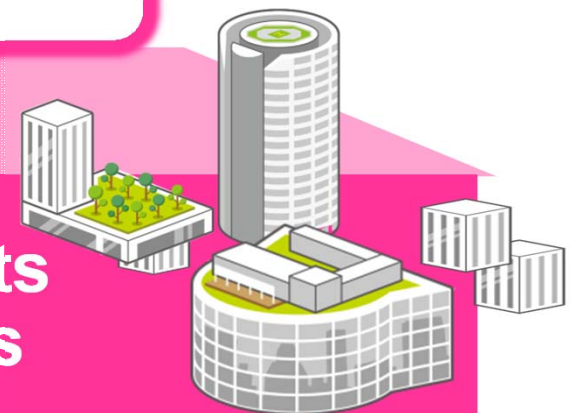
Internet



Media City



Enhance real entertainment contents
Strengthen infrastructure functions

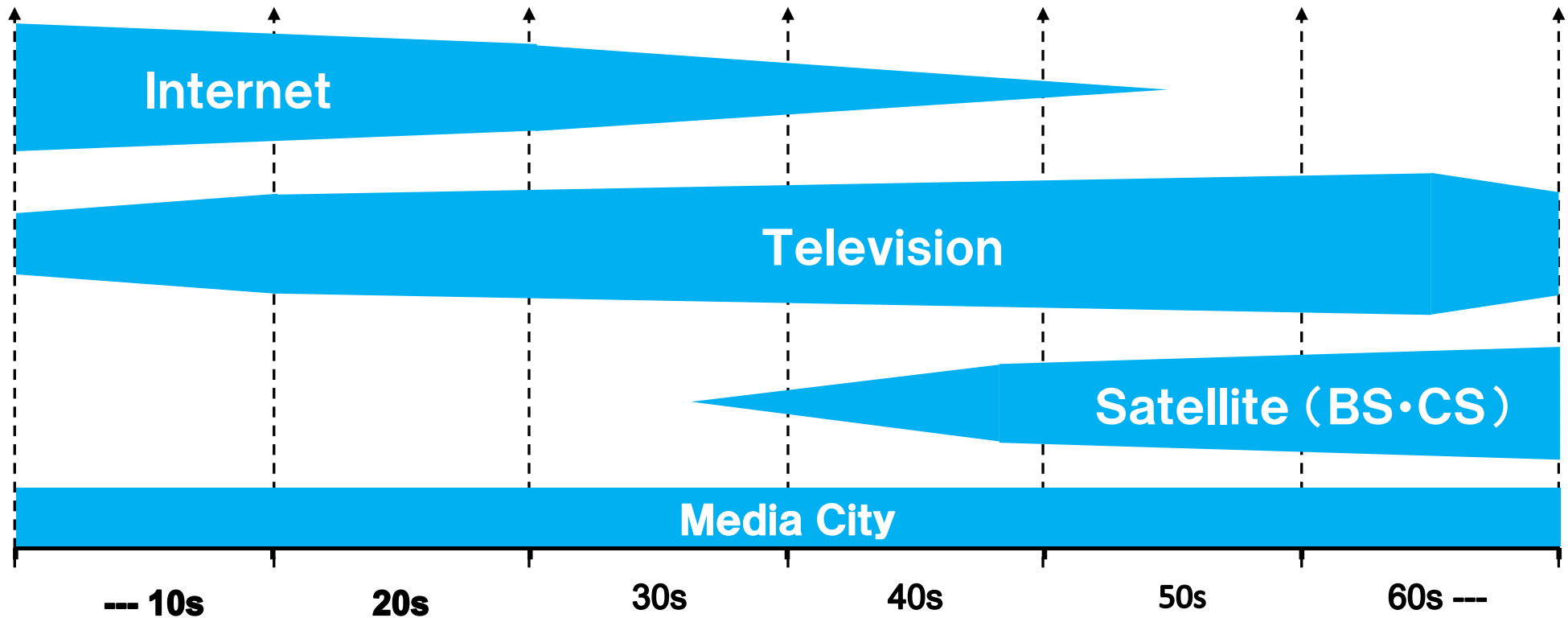


Media City

- Improve ability to attract more visitors to and boost profitability of *SUMMER STATION*
- Strengthen function as *online distribution infrastructure*
- Construct another *Content Output Hub* and secure profit from real estate holdings



TV Asahi 360°



【Visual representation of media reach by age】

360° media deployment
to reach all targets

TV Asahi 360°

**Programming
Division**
**Control
tower**
**Sales
Division** **Business
Division**

Variety

Drama

News

Anime

Sports

Events

VR

Game

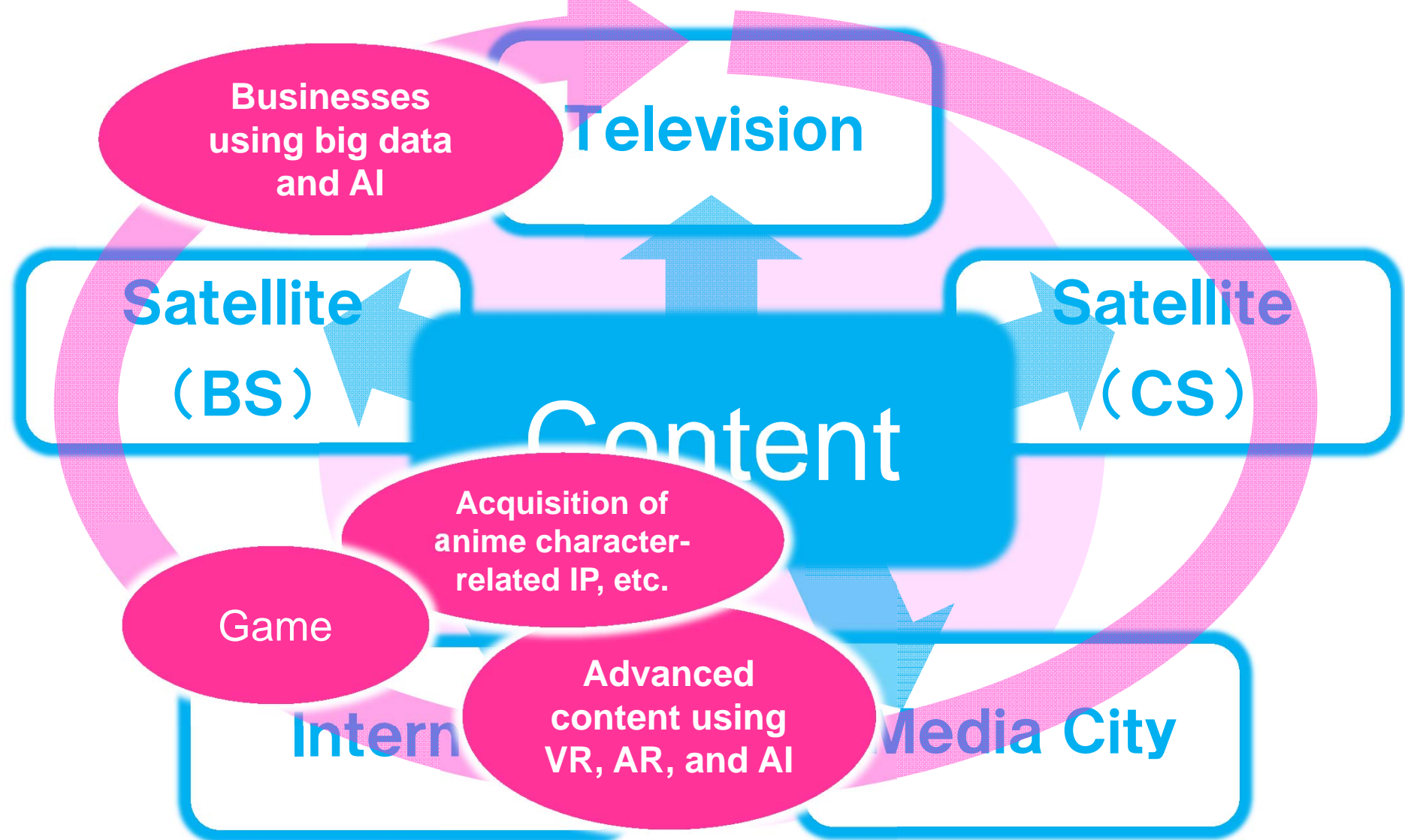
AR

AI

360° content creation

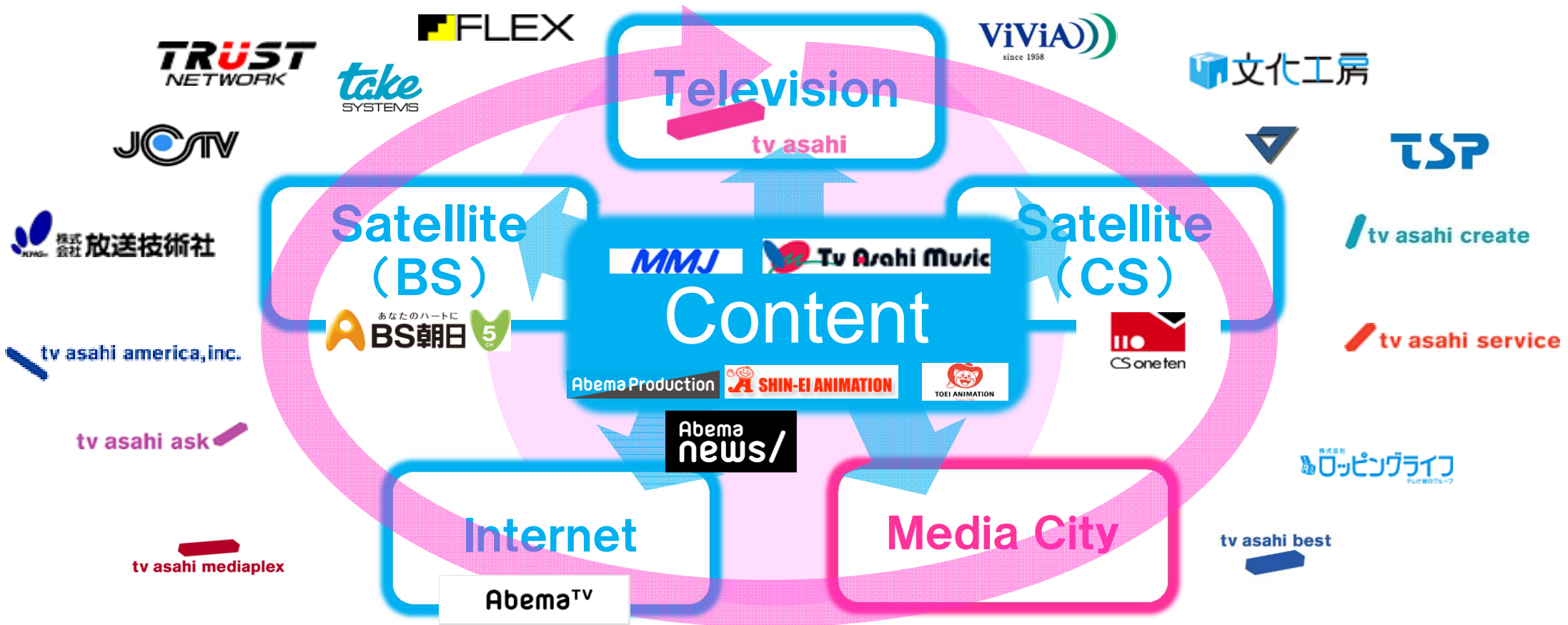
**Formulating strategy, producing, generating profit
and evaluating from a 360° perspective**

Strategy for Developing New Businesses



Promote through joint R&D, collaborations, investments, M&As, etc.

Group Strategy



Strengthen structure through full mobilization of 22 consolidated subsidiaries and four equity-method affiliates (*as of April 2017, excludes 3 affiliated stations)

Organizational Reform to Create TV Asahi 360°

HD Network Strategy Dept.

- Devise network strategy conducive to maintaining media value and raising corporate value

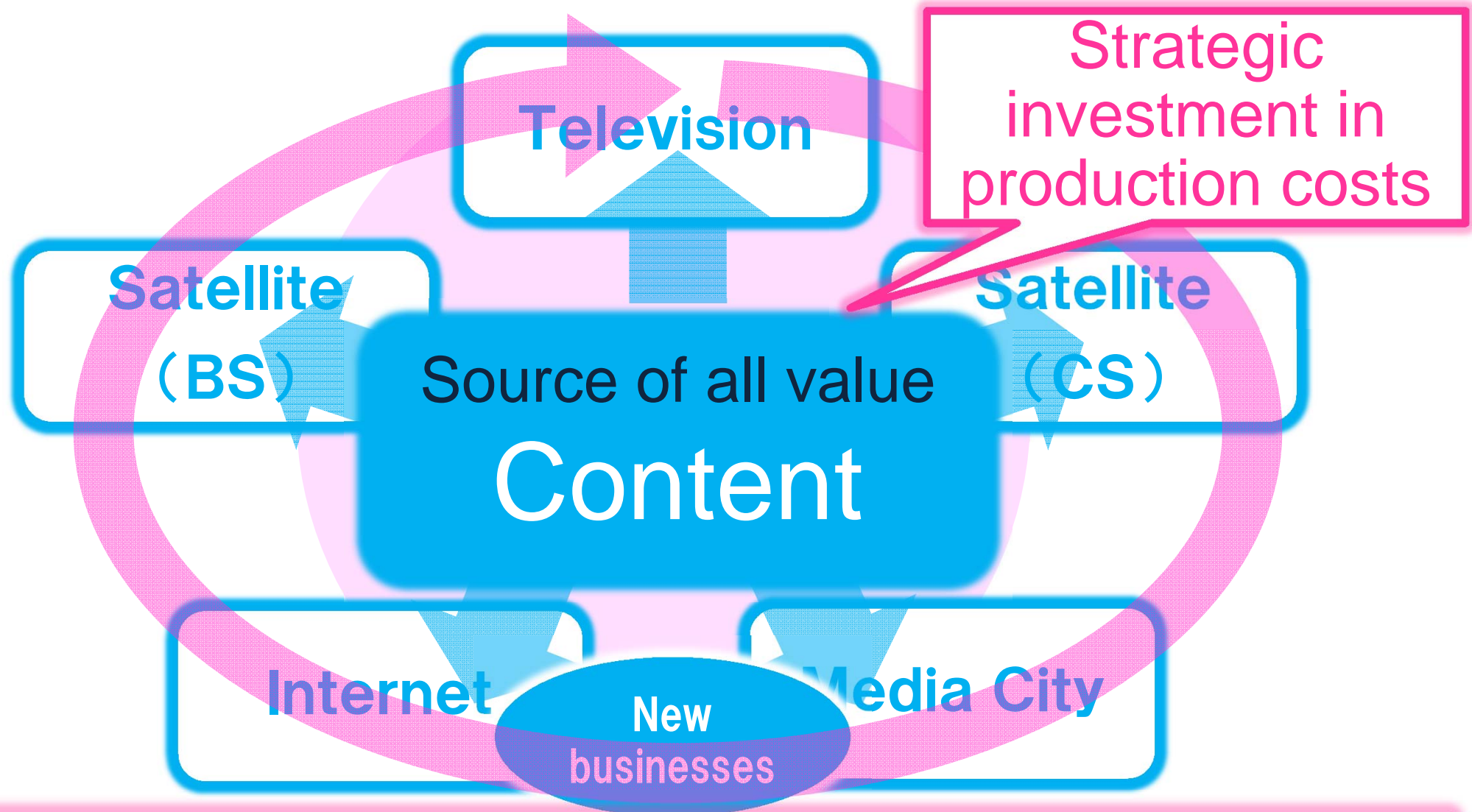
Cross-departmental innovation promotion project

- Thorough information collection
- Formation of partnerships
- Creation of new businesses

Media City Strategic Dept.

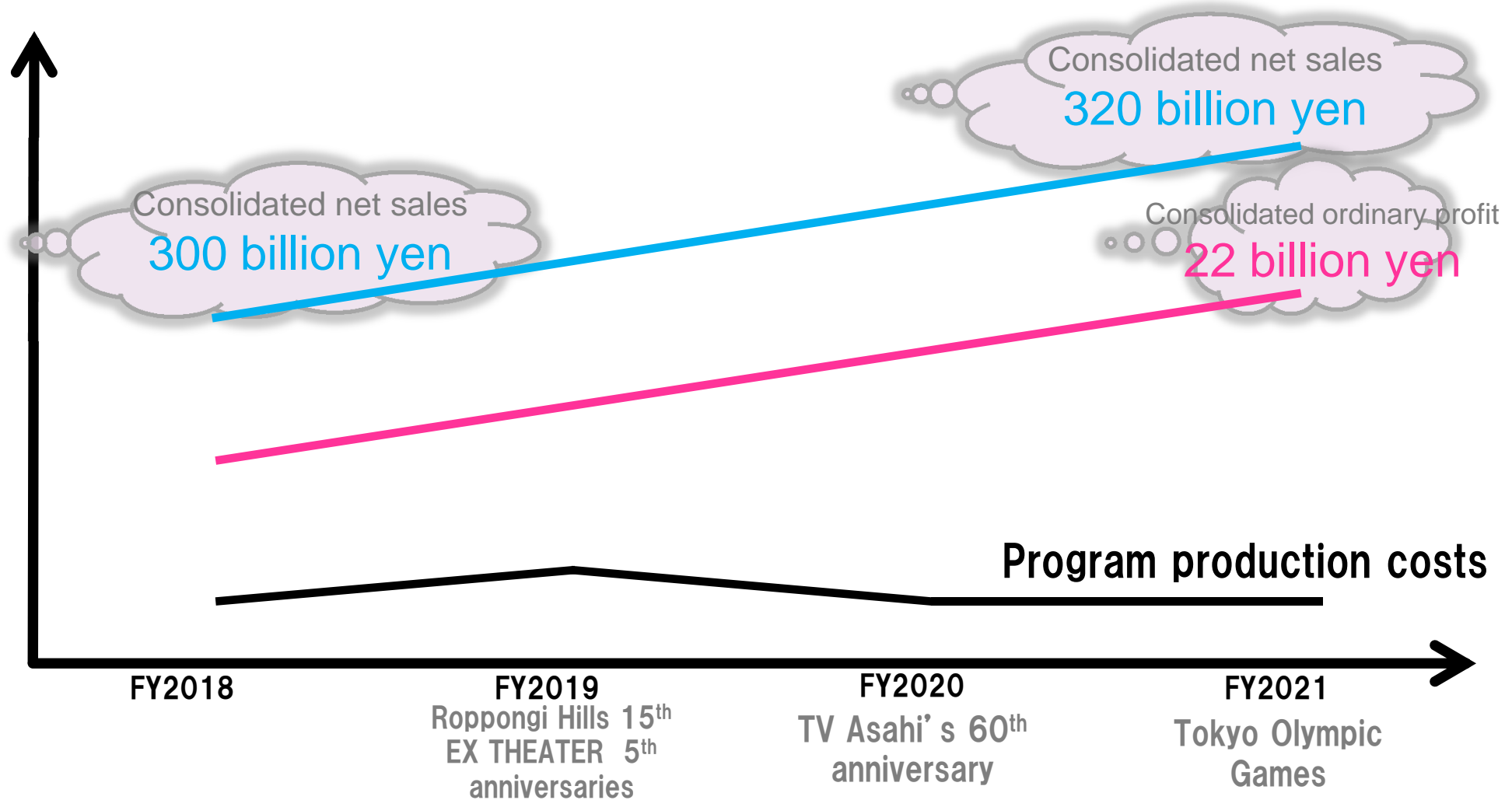
- New Content Output Hub
- Acquisition of real estate
- Maximization of rent income

Strategic Investment



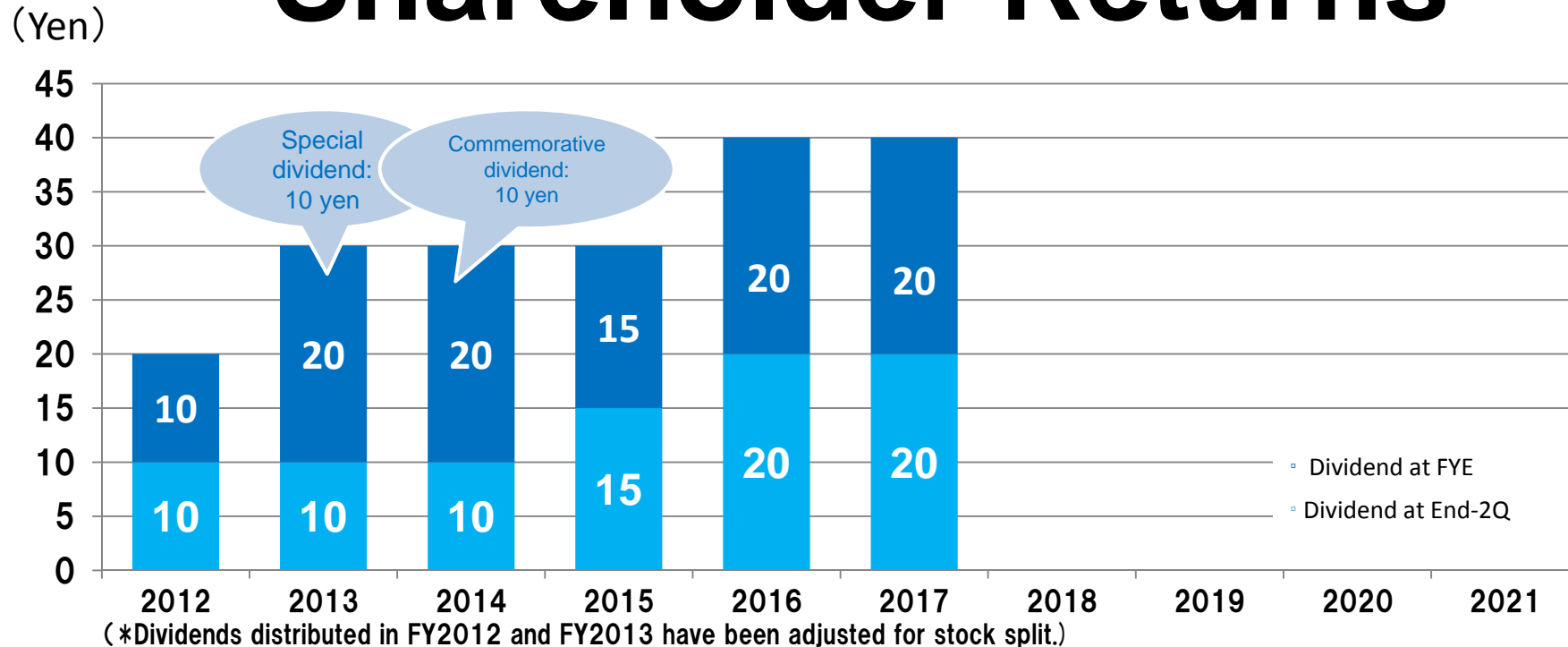
Strategic investment of up to 30 bil. yen to realize TV Asahi 360°

Numerical Targets



**Focus on “consolidated ordinary profit”
to realize TV Asahi 360°**

Shareholder Returns



● Dividends

Endeavor to distribute profits to shareholders through stable ordinary dividend payments with a focus on continuous growth as well as commemorative and special dividends.

● Acquisition of own shares

Continue to explore as one option while considering how that would balance with long-term investment.

● Capital efficiency

Strive to improve capital efficiency primarily by increasing profit level of our core businesses.

Financial outlooks and other figures that are not historical facts are based on information available at the time of announcement. Please be informed that actual results may differ due to various factors in the business environment. As such, actual results may differ from the forecasts given in this document and guarantees are not made to achieving the announced results.

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