

Financial Report for FYE March 31, 2022

May 17, 2022

Hiroshi Hayakawa

Chairman & CEO

Consolidated Results

	FY21/3	FY22/3	YoY	YoY (%)
(millions of yen)				
Net Sales	264,557	298,276	+33,718	+12.7%
Operating Income	14,413	21,431	+7,018	+48.7%
Ordinary Income	17,980	26,443	+8,462	+47.1%
Profit attributable to owners of the parent	12,600	20,999	+8,399	+66.7%

Significant rise in revenue and profit with
record-high operating income!

FY22/3 - Results

1. Viewer Ratings

Individual All: No.1 in prime time!


Household: Recorded the commercial broadcaster triple crown (all day/golden/prime time) for **the first time!**




2. Advertising Revenue: **No.2 among commercial broadcasters** for both time and spot sales!

3. Other Businesses: **Strong performance** of Internet-related and shopping businesses

Viewer Ratings

(March 29, 2021 - April 3, 2022)

[Individual All]	TV Asahi	Nippon TV	TBS	Fuji TV	TV Tokyo
All Day (6:00 - 24:00)	② 3.8 (-0.3)	① 4.0 (-0.6)	③ 3.0 (-0.4)	④ 2.9 (-0.2)	⑤ 1.4 (-0.2)
Golden Time (19:00 - 22:00)	② 5.8 (-0.3)	① 6.2 (-0.8)	③ 4.6 (-0.6)	④ 4.5 (-0.3)	⑤ 3.5 (-0.4)
Prime Time (19:00 - 23:00)	①  5.8 (-0.4)	① 5.8 (-0.8)	③ 4.5 (-0.6)	④ 4.4 (-0.3)	⑤ 3.1 (-0.3)
Prime2 (23:00 - 25:00)	② 2.1 (-0.4)	① 3.0 (-0.5)	③ 2.0 (± 0.0)	④ 1.8 (-0.1)	⑤ 0.9 (-0.3)

[Household]	TV Asahi	Nippon TV	TBS	Fuji TV	TV Tokyo
All Day (6:00 - 24:00)	①  7.2 (-0.8)	① 7.2 (-1.2)	③ 5.6 (-0.8)	④ 5.3 (-0.5)	⑤ 2.6 (-0.4)
Golden Time (19:00 - 22:00)	①  10.1 (-0.7)	① 10.1 (-1.4)	③ 7.6 (-1.2)	④ 7.3 (-0.8)	⑤ 6.2 (-0.6)
Prime Time (19:00 - 23:00)	①  10.3 (-0.9)	② 9.7 (-1.4)	③ 7.7 (-1.2)	④ 7.3 (-0.7)	⑤ 5.5 (-0.7)
Prime2 (23:00 - 25:00)	② 4.1 (-0.9)	① 5.8 (-1.0)	③ 3.9 (-0.2)	④ 3.5 (-0.3)	⑤ 1.8 (-0.6)

Note: Ranking among commercial stations. Numbers in parentheses indicate YoY changes (Source: Video Research)

Individual All: No.1 in Prime Time
Household: First triple crown win (all day/golden/prime time)!

Drivers of strong viewer ratings!

News & Information



Individual All 5.7%
(Household 10.6%)

No.1 in time slot for two straight years



Individual All 6.6%
(Household 12.0%)

No.1 in time slot for three straight years



Individual All 5.9%
(Household 10.4%)

No.1 in time slot



Individual All 5.5%
(Household 9.9%)

All-time high

Dramas



No.1 drama series of the FY among commercial broadcasters



Four series entered the top 10 of the FY!

Variety Shows



No.1 regular variety show of the FY



No.3 regular variety show of the FY

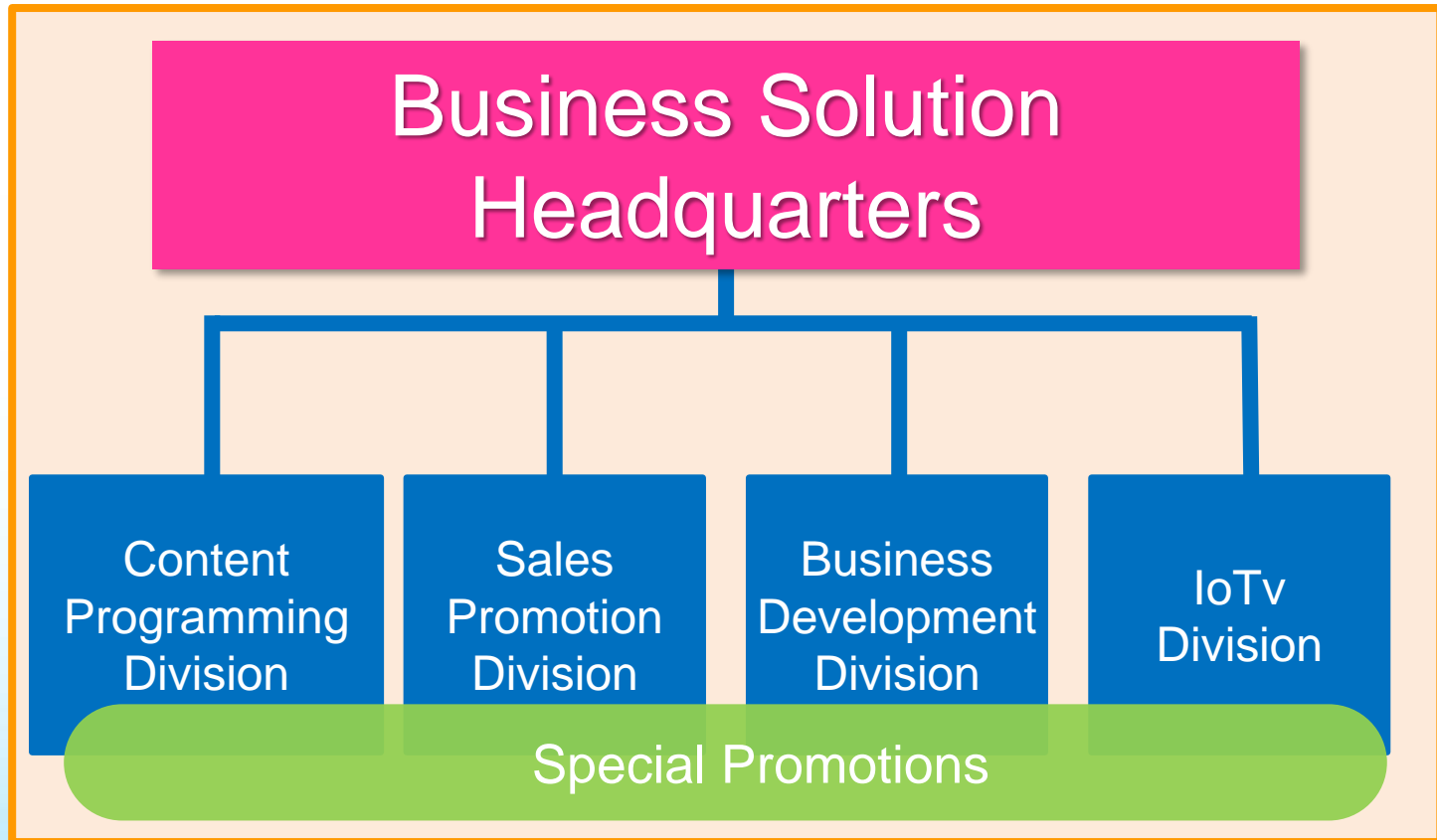


All-time high

Sports

- Top commercial broadcaster of Tokyo Olympics coverage
- Broadcast the Qatar World Cup Asian final qualifiers (5 home matches)

Organizational Reform



Integrated the operations of the four divisions
and **boosted revenue by 10 billion yen!**

Business Solution Headquarters

Internet tie-up projects



Commercial tie-ups with TV programs



激レアさんを連れてきた。



One-off and mini-slot projects



子どもたちの
未来のために
～地域に根ざす支援の現場～
Cabinet Office



The General Insurance Association of Japan



JICA, single-sponsored mini-slot

Business projects



No.2 in Tokyo for both time and spot advertising!

Preparing for Powerful Growth



New Tech

Digitalization

Sustainable

Growth Strategy

Powerful growth trajectory
for TV Asahi in the new era

Accelerating the **planning and implementation of specific growth initiatives**

Timetable reform (April programming season)

	Mon.	Tues.	Wed.	Thur.	Fri.	Sat.	Sun.
Morning							New TV Shopping Slot
19:00	Kaere Monday Mikketai!!	Kaji Yarou!!!	Nobunaka Nannan?	Ura Torechaimashita	Zawatsuku! Friday	Hakase-chan	Nani Kore Chin Hyakkei
20:00	Jyumanen de Dekirukana	Hayashi Osamu no Lesson! Ima Desho	Miracle 9	Keishichou Sousa Ikkachou Season 5	Karisode Tengoku	News So Datta no ka!!	Potsunto Ikkenya (ABC)
21:00	Q-Sama!!	Tuesday Prime (ABC)	Tokuso 9 season5	Mirai e no Ten Count	Music Station	Saturday Station	Sunday Station
22:00	Hodo Station					Denno World Wide Show	Cream Nantara
23:00	Super Barabara Daisakusen			Ame-Talk!	Mr. Housekeeper, Mitazono	Yokai Housemate 2 Ore no Kawaii wa mousugu Shouhikigen!?	Kanjam Kanzennen Show
	Geki Rare-san wo Tsurete Kita	London Hearts	Kamai Gachi			Selected varieties, etc.	Azatokute Naniga Waruino? (What's Wrong with Being Wily?)
	Anta Watch Man	Ariyoshi Quiz	NEW NEWYORK				
24:00	Hamasuka Hosobu	Sasa Rule	Kyoccorohee	TV Chidori	Tamori Club Nasu D	Selected varieties, etc.	ReAL eSports
						NUMAnimation	Netto! M League
26:00	Barabara Daisakusen					(ABC)	Get Sports



Variety/news/information programming change



Drama programming change

Spring Programming Season off to a Solid Start

Tokuso 9



**Six-episode average
viewer ratings**

**Individual All 6.1%
(Household 11.0%)**

Mirai e no 10 Count



**Five-episode average
viewer ratings**

**Individual All 5.9%
(Household 10.5%)**

Keishicho Sousa Ikkacho



**Five-episode average
viewer ratings**

**Individual All 5.5%
(Household 9.9%)**



*Shinichi Hatori's
Morning Show*

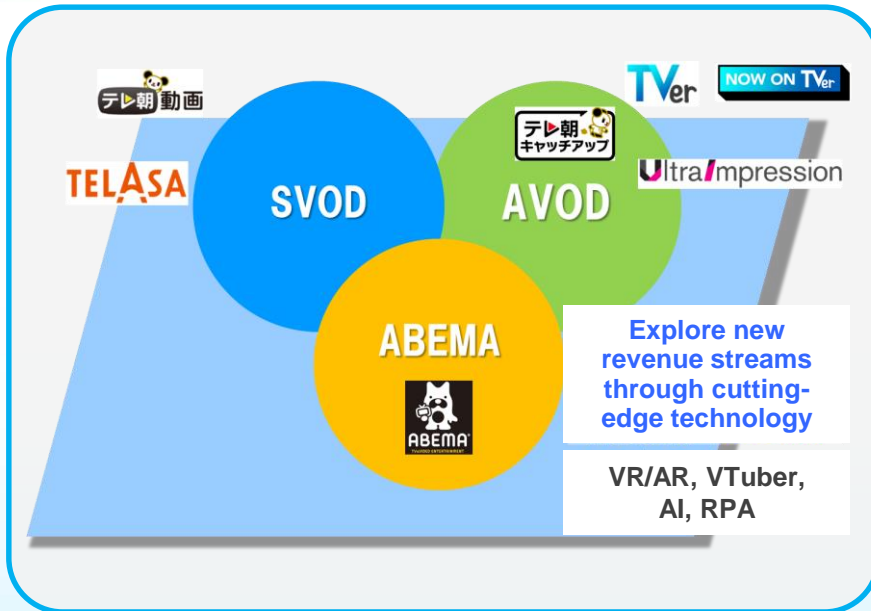


Hodo Station

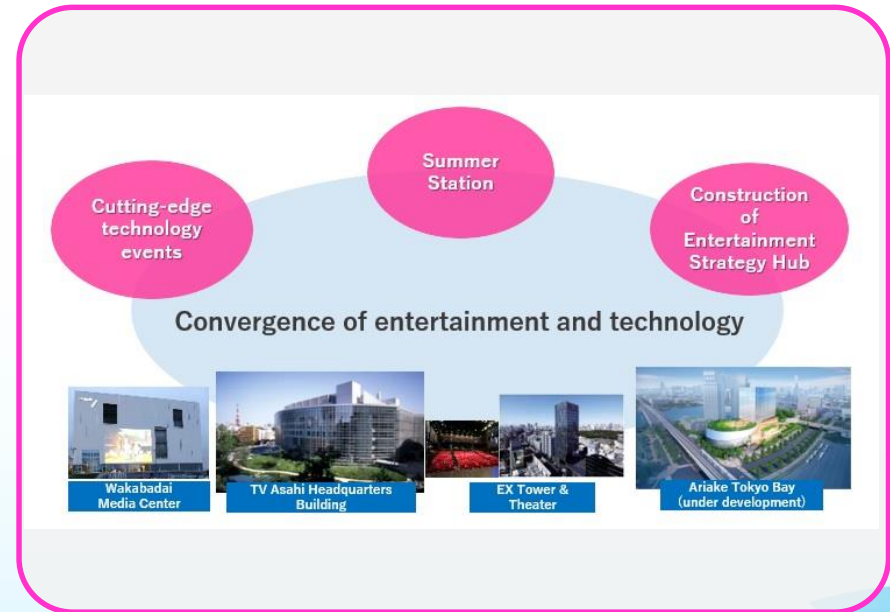
**Ongoing strong
performance of news
and information
programs!**

Focus Areas (3 Pillars)

Internet



Media City



Shopping



Thriving Internet Business

TELASA

- Functioning as the SVOD headquarters
- Terrestrial and original contents gaining membership!
- Aiming for further growth by leveraging strong content

Ultra/Impression

- Video ad streaming platform
- Implemented commercial slot sales, steadily increasing revenues
- Providing ad service for real-time live streaming service launched in April 2022




ABEMA

- Achieved 78 million+ downloads!
- Consistent achievement of 10 million+ WAUs
- Disaster news and breaking press conferences covered by ABEMA NEWS are driving WAU numbers



Catch-up

TVer

- Ad revenue in a growth trajectory
- April 2022: Launched real-time live streaming service 
- Strengthen operations for enhanced service

Cutting-edge Content Initiatives - 1

Metaverse: Linking terrestrial programs and VR space

- Building VR space (platform) as a pioneer broadcaster
- Tie-up with program *Voice Actor Park Construction Planning VR Department* (Renamed *Voice Actor Park Construction Planning Metaverse Department* as of April 1, 2022)
- Active use of the domestic top-class “Cluster” platform
- Carry out revenue-increasing events in VR space
- EC rollout in the VR space



VR Roppongi (renamed “Metaverse Roppongi” as of April 1, 2022)



Voice Actor Park Construction Planning VR Department



Lipovitan D Tower

(Example of revenue-boosting events)

Cutting-edge Content Initiatives - 2

AR/VR

AR guide for the Banksy exhibition

3D digital guide service jointly established with KDDI



Drama *Aibou* Special Unit's room

360 experience of *Aibou*'s drama set jointly created with group company



NFTs

Sale of program-related NFT

Selling program-based NFTs working with subsidiary company Mediaplex (first among Japanese TV stations!)

[Example of sales]



Anime *RyomansClub*



Toei Robot Anime

Aiming to Capture **New TV Content Experiences** and **Revenue Opportunities!**

Shopping Initiatives



- Recorded highest ever sales and operating income!
- Contribution to revenue from TV shopping specials and reruns in addition to regular programs *Jun Sanpo* and *Tada no Tsuuhan Ja Nee Yo!*
- Enhancing product development to expand sales in beauty, health, and household goods categories
- Further reach of younger audiences with additional broadcast slots
- Further develop TV Asahi EC sites to boost access



Continue to **grow revenue!**

Media City

Hosting Summer Station event
for the first time in 3 years!



Summer Station 2022

- Period (tentative): Sat, July 23 – Sun, August 28
- Fusing the real and digital so that the event can be enjoyed both at Roppongi and from home
- Renewed as a sustainable event in response to changing times

Media City

Constructing a content output hub where entertainment and technology converge!



A content distribution hub where **entertainment** and **technology** converge!

Entertainment hall

Concert hall

Digital art

New Reportable Segments

Former segments

TV
Broadcasting

Music
Publication

Other
Businesses

New segments

TV
Broadcasting

Internet

Shopping

Others

Clarifying the areas of focus to accelerate growth!

FY23/3 Forecast (new segments)

(millions of yen)

	FY22/3 results (segment figures are for reference only)	FY23/3 forecast	YoY	YoY (%)
Net Sales	298,276	312,000	+13,723	+4.6%
TV Broadcasting	236,664	238,500	+1,835	+ 0.8%
Internet	20,960	23,100	+2,139	+10.2%
Shopping	19,463	21,200	+1,736	+8.9%
Other Businesses	21,187	29,200	+8,012	+37.8%
Operating Income	21,431	20,000	(1,431)	(6.7)%
TV Broadcasting	16,653	13,300	(3,353)	(20.1)%
Internet	1,392	1,400	+7	+0.5%
Shopping	1,865	2,400	+534	+28.7%
Other Businesses	1,580	2,900	+1,319	+83.4%
Adjustments	(60)	—	+60	—
Ordinary Income	26,443	25,000	(1,443)	(5.5)%
Profit attributable to owners of the parent	20,999	17,000	(3,999)	(19.0)%

Aim for significant increase in revenue and
operating income **on par with previous fiscal year!**

SDGs and Sustainability

- Established SDG Management Department in December 2021
- Formulated “Sustainability Statement” and established “Five Key Issues for the Future”
- Enhanced output of ESG information in line with CG code

Contributing to the
future of earth

Creating a future
where everyone
fulfills their potential

Living together with
kindness



Building a new future
with technology

Becoming a company
that is forever
trustworthy

SDGs and Sustainability

“The Future Starts Here x SDGs” week

Week-long broadcast of projects/special features regarding SDGs

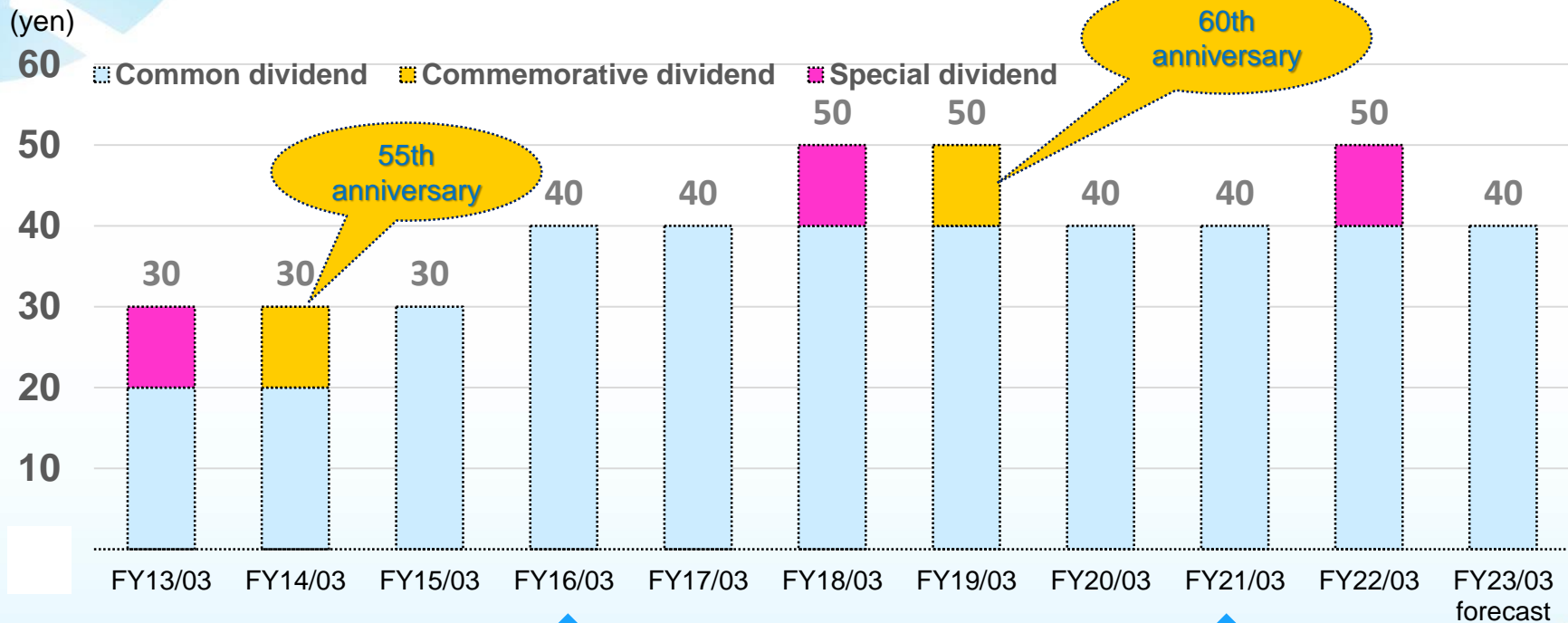


Broadcast: 1. Sun, Jan. 23 – Sat, 29, 2022
2. Sun, Apr. 10 – Sat, 16, 2022



Participation from all **news and information programs!**

Shareholder return



Share buyback
2.24 billion yen

Share buyback
3.11 billion yen

Basic Policy

- Stable payout of common dividends (= aiming for sustainable growth)
- Further returns through commemorative and special dividends
- Ongoing consideration of share buybacks

Masaya Fujinoki

Member of the Board

Consolidated Results

(millions of yen)

	<Reference> FY20/3	FY21/3	FY22/3	YoY	YoY (%)
Net Sales	293,638	264,557	298,276	+33,718	+12.7%
TV Broadcasting	239,283	213,205	241,321	+28,116	+13.2%
Music Publication	9,867	6,391	7,345	+953	+14.9%
Other Businesses	58,388	58,605	63,441	+4,836	+8.3%
Adjustments	(13,900)	(13,645)	(13,832)	(187)	—
Operating Income	12,565	14,413	21,431	+7,018	+48.7%
TV Broadcasting	7,000	11,059	18,842	+7,783	+70.4%
Music Publication	1,018	721	926	+204	+28.4%
Other Businesses	4,598	2,630	1,723	(907)	(34.5)%
Adjustments	(51)	2	(60)	(62)	—
Ordinary Income	32,048	17,980	26,443	+ 8,462	+47.1%
Profit attributable to owners of the parent	26,398	12,600	20,999	+ 8,399	+66.7%

TV Broadcasting Business

	FY21/3	FY22/3	YoY	YoY (%)
(millions of yen)				
Net Sales	213,205	241,321	+28,116	+13.2%
Time ad sales	75,206	85,596	+10,390	+13.8%
Spot ad sales	79,423	93,545	+14,122	+17.8%
Program sales	12,825	13,456	+631	+4.9%
BS/CS	24,903	25,951	+1,048	+4.2%
Others	20,846	22,771	+1,924	+9.2%
Operating Income	11,059	18,842	+7,783	+70.4%

Ad revenue and production costs (terrestrial)

	FY21/3	FY22/3	YoY	YoY (%)
(millions of yen)				
Time ad sales	75,206	85,596	+10,390	+13.8%
Spot ad sales	79,423	93,545	+14,122	+17.8%
Total ad revenue	154,629	179,141	+24,512	+15.9%
Program production costs	66,970	75,190	+8,220	+12.3%

Factors behind YoY difference

- Time: Big sports events such as the Tokyo Olympics and resurgence of ad buying by advertisers
- Spot: Share in the Tokyo Spot Market for FY22/3 22.2%, YoY (0.2)% (estimated figure)
- Production costs: Increase of big sports events such as the Tokyo Olympics



Music Publication Business

	FY21/3	FY22/3	YoY	YoY (%)
(millions of yen)				
Net Sales	6,391	7,345	+953	+14.9%
Operating Income	721	926	+204	+28.4%



Shonan no
Kaze
Kaze no Jidai



RED RICE
(Shonan no Kaze)
Ame Agari



Hirai Dai
Concert Tour 2021-22



HAN-KUN
(Shonan no Kaze)
Special Live
Musical Ambassador II
~ Juke Box Man ~

Other Businesses

	FY21/3	FY22/3	YoY	YoY (%)
(millions of yen)				
Net Sales	58,605	63,441	+4,836	+8.3%
Operating Income	2,630	1,723	(907)	(34.5)%

Revenue from Major Other Businesses

(millions of yen)

	FY21/3	FY22/3	YoY	YoY (%)
Internet-related	21,372	22,546	+1,174	+5.5%
Shopping	15,721	19,468	+3,747	+23.8%
Equipment sales/lease	4,544	4,956	+411	+9.1%
Motion pictures	3,482	1,226	(2,256)	(64.8)%
Events	1,370	3,606	+2,235	+163.1%
DVDs	1,173	990	(183)	(15.7)%

Other Businesses: Factors behind changes

Internet-related	<ul style="list-style-type: none">● Sales of content to SVOD platforms● ABEMA-related businesses and AVOD businesses also contributed to increase in sales and profits
Shopping	<ul style="list-style-type: none">● Increase in sales and profits from stable revenue from regular program <i>Jun Sanpo</i> and strategically slotted special programs● Renewed record of sales and profits!
Equipment sales/lease	<ul style="list-style-type: none">● Increase in sales and profits due to equipment lease related to events and concerts
Motion pictures	<ul style="list-style-type: none">● Decrease in sales and profits due to the releases of previous year's <i>STAND BY ME Doraemon</i> and <i>Movie Doraemon</i>
Events	<ul style="list-style-type: none">● Cancellations and postponements due to COVID-19 outbreak the previous year● Held more events in FY22/3 with participation limits which led to increase in sales but decrease in profits

Capex and Depreciation & Amortization

Capex

(billions of yen)

	FY21/3	FY22/3	YoY	YoY (%)	FY23/3 (Forecast)
Consolidated	10.22	8.02	(2.20)	(21.5)%	17.6
TV Asahi	9.52	7.57	(1.94)	(20.4)%	16.8

Depreciation & Amortization

(billions of yen)

	FY21/3	FY22/3	YoY	YoY (%)	FY23/3 (Forecast)
Consolidated	10.66	10.29	(0.36)	(3.4)%	10.5
TV Asahi	8.77	8.49	(0.28)	(3.3)%	8.7

New Reportable Segments

Former segments

TV
Broadcasting

Music
Publication

Other
Businesses

New segments

TV
Broadcasting

Internet

Shopping

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FY23/3 Forecast (new segments)

(millions of yen)

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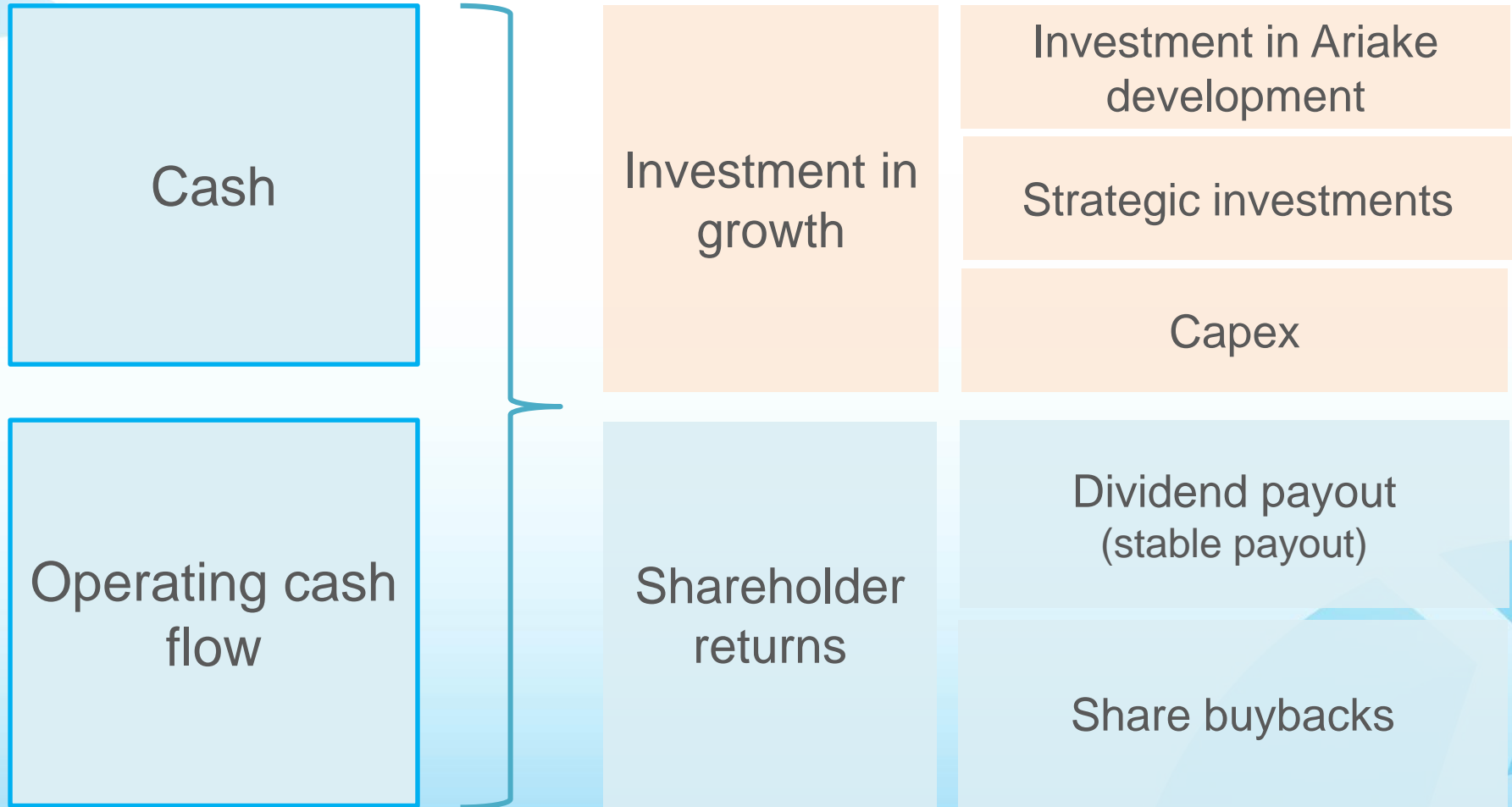
Advertising revenue (terrestrial)

Time	Spot	Total
(3.0)%	+3.2%	+0.2%

Program production costs (terrestrial) (millions of yen)

FY23/3 forecast	YoY
78,000	+3.7%

Promotion of Growth Strategies



Enhancement of corporate value and capital efficiency

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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