tv asahi holdings corporation

# FYE March 31, 2024

# Second Quarter Results

November 10, 2023

# Consolidated Results

(mm of yen)

| | FY23/3 1H (Apr-Sep 2022) | FY24/3* 1H** (Apr-Sep 2023) | YoY | YoY(%) |
|---|---|---|---|---|
| **Net Sales** | 144,775 | 146,829 | ＋2,054 | ＋1.4% |
| TV Broadcasting | 111,008 | 110,243 | (765) | (0.7)% |
| Internet | 11,818 | 13,265 | ＋1,447 | ＋12.2% |
| Shopping | 9,061 | 9,102 | ＋41 | ＋0.5% |
| Other Businesses | 19,302 | 21,534 | ＋2,232 | ＋11.6% |
| Adjustments | (6,415) | (7,317) | (901) | － |
| **Operating Income** | 7,340 | 4,336 | (3,004) | (40.9)% |
| TV Broadcasting | 4,917 | 1,173 | (3,744) | (76.1)% |
| Internet | 277 | 680 | ＋403 | ＋145.3% |
| Shopping | 755 | 770 | ＋14 | ＋2.0% |
| Other Businesses | 1,386 | 1,769 | ＋382 | ＋27.6% |
| Adjustments | 4 | (57) | (61) | － |
| **Ordinary Income** | 12,438 | 8,641 | (3,796) | (30.5)% |
| **Profit Attributable to Owners of the Parent** | 9,306 | 6,613 | (2,693) | (28.9)% |

Note *: "FY24/3" refers to fiscal year ending March 31, 2024 and all other fiscal years are referred to in the same manner.
**: "1H" refers to six months ended September 30 (April 1 ~ September 30).

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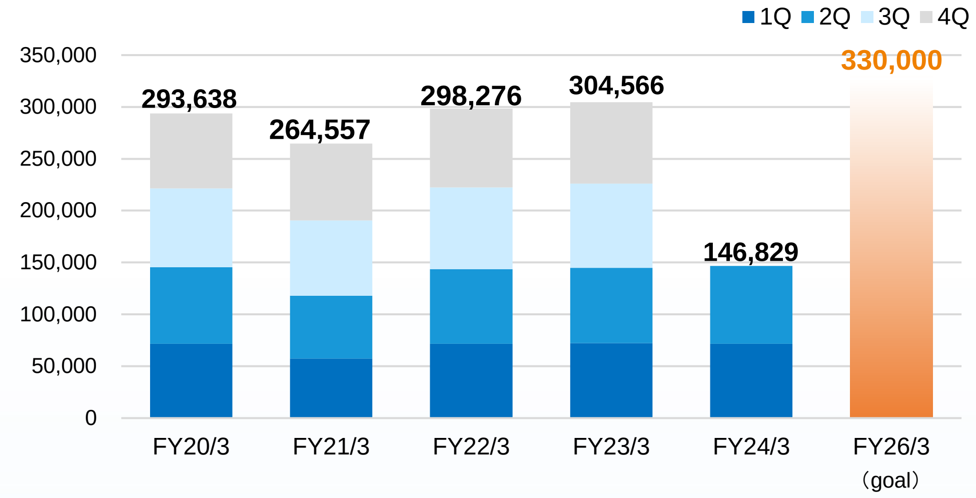
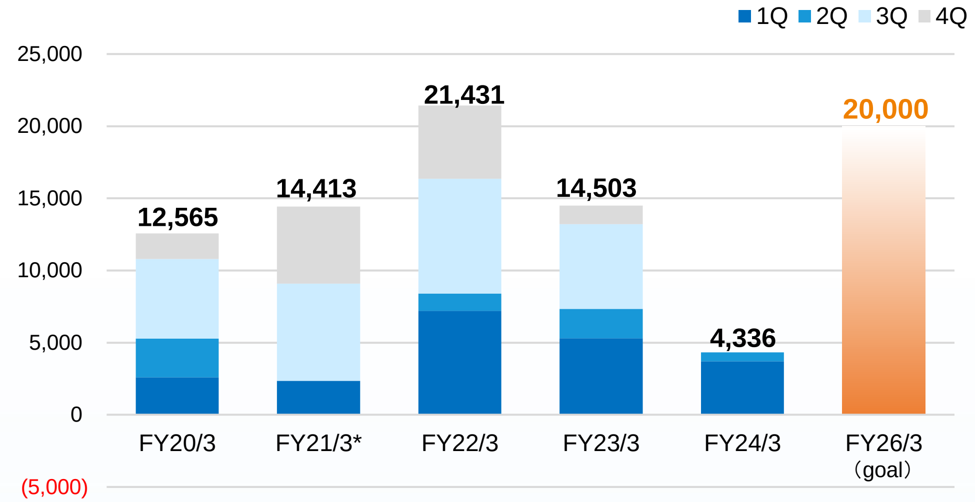
# Consolidated Results (Historical Trends)

(mm of yen)

## Net Sales

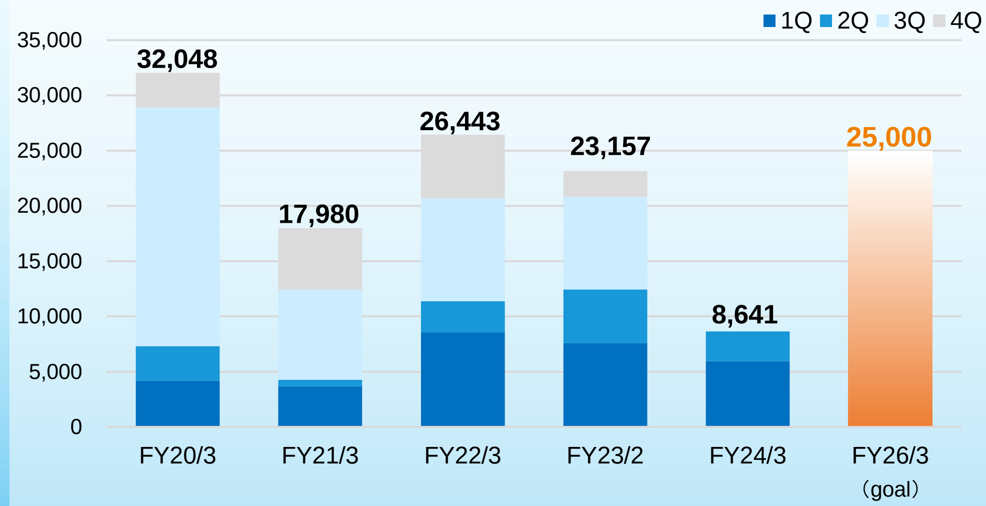



## Operating Income

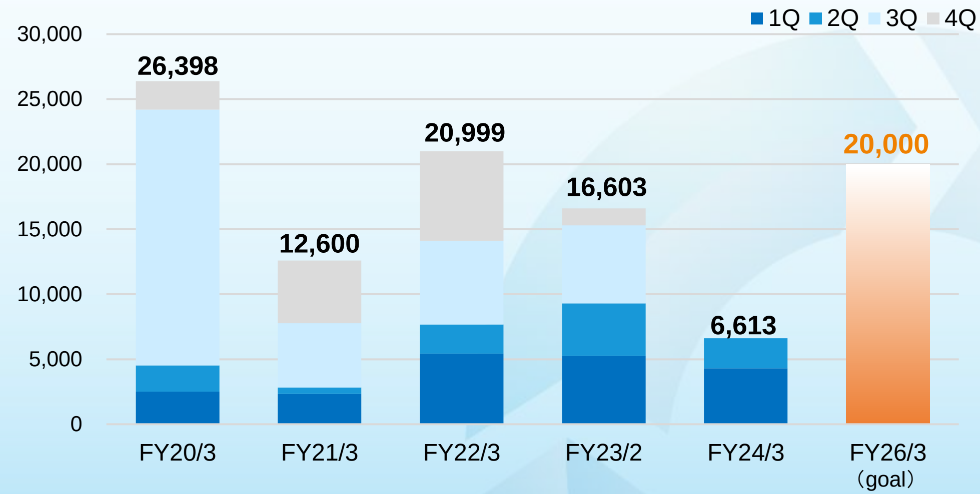



*FY21/3 2Q:(29)mm yen

## Ordinary Income




## Profit Attributable to Owners of the Parent



Consolidated

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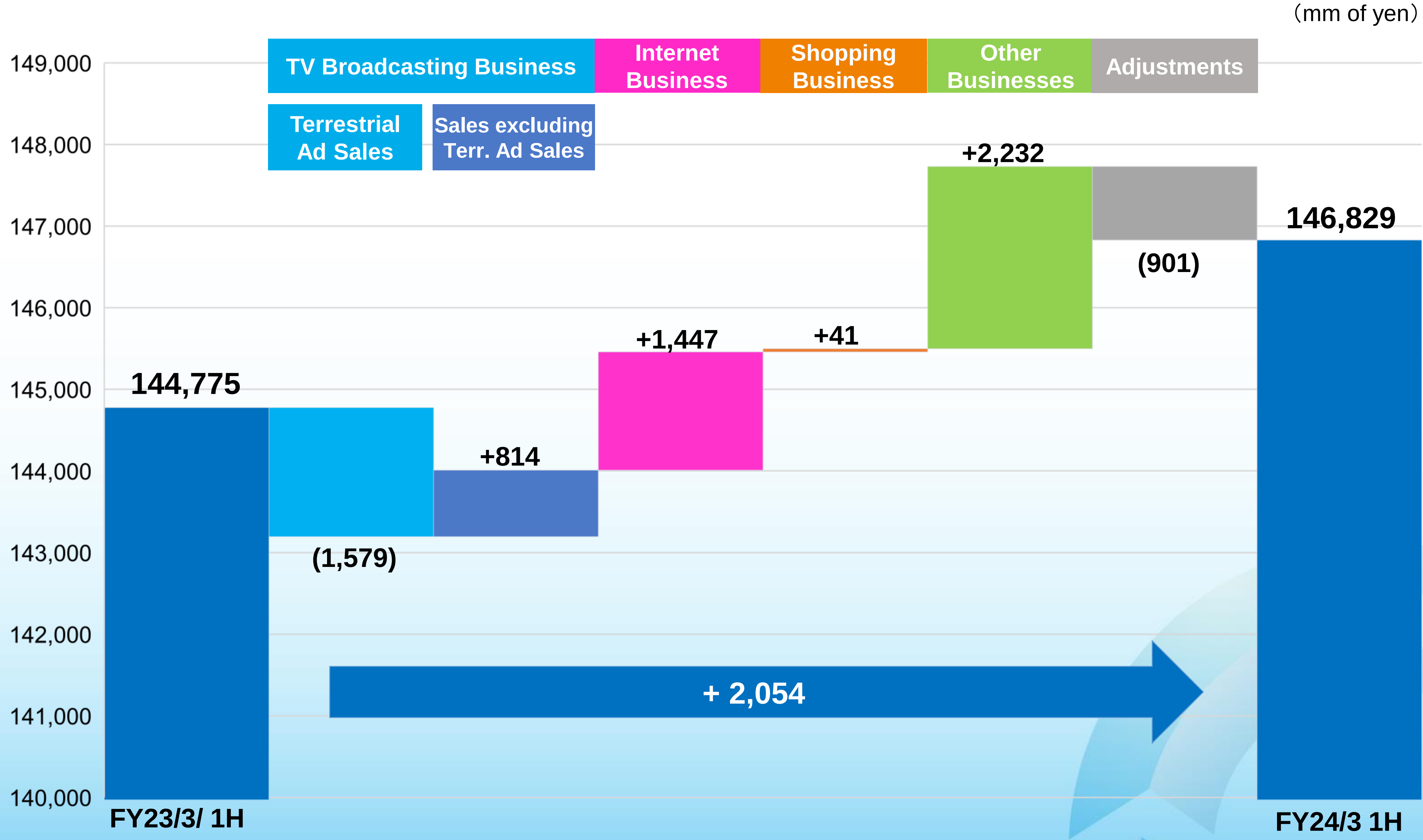
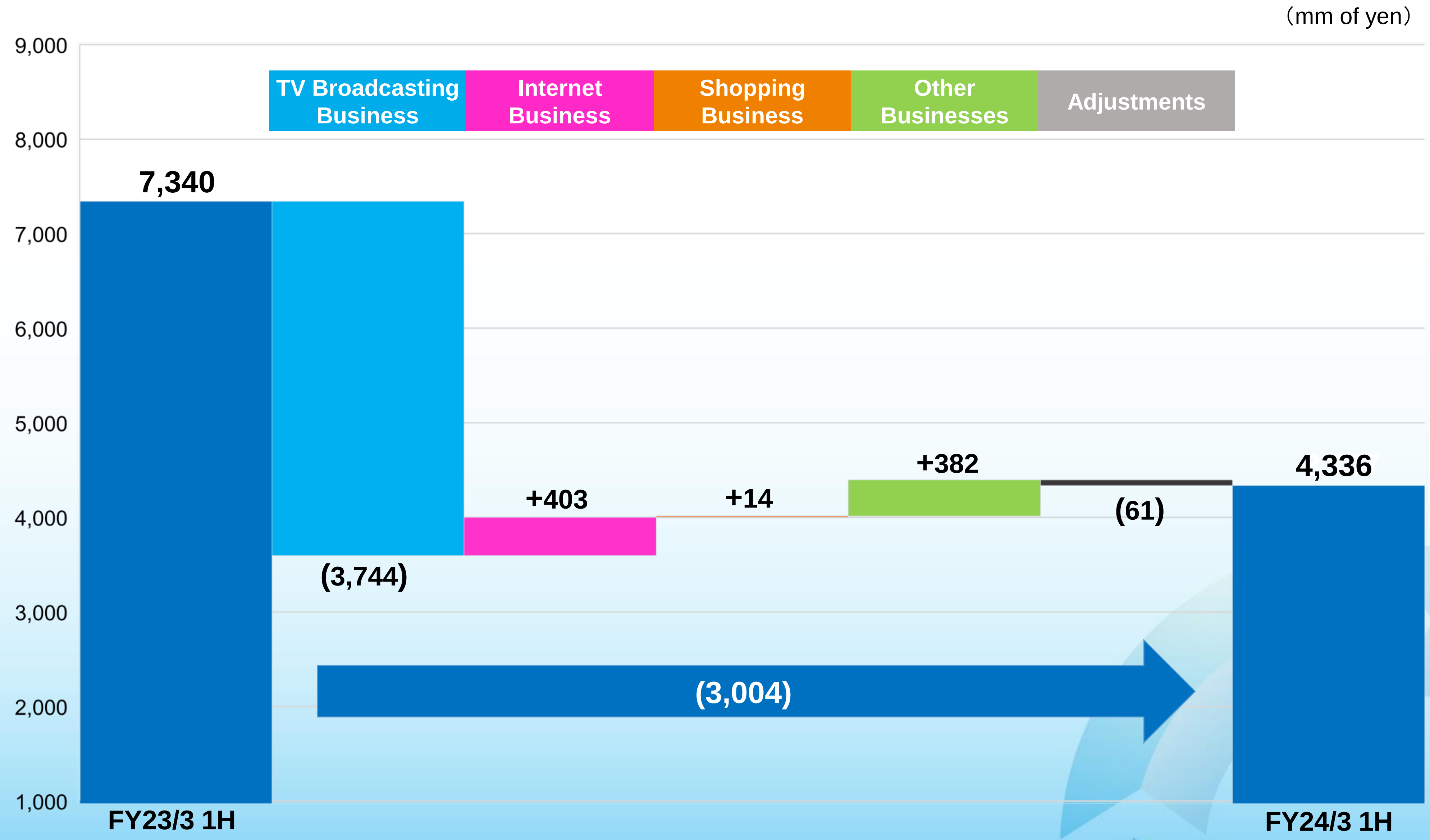
# Net Sales YoY Change



# Operating Income YoY Change



Consolidated

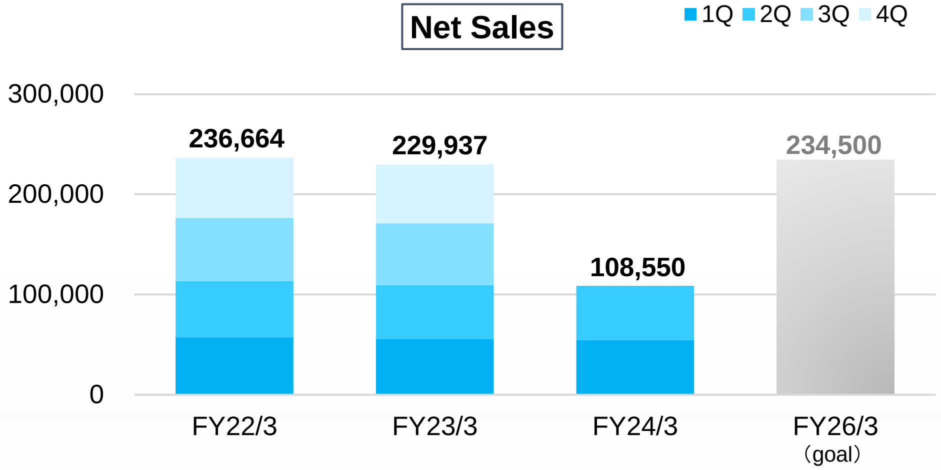


# Segment Sales and Income (Historical Trends)

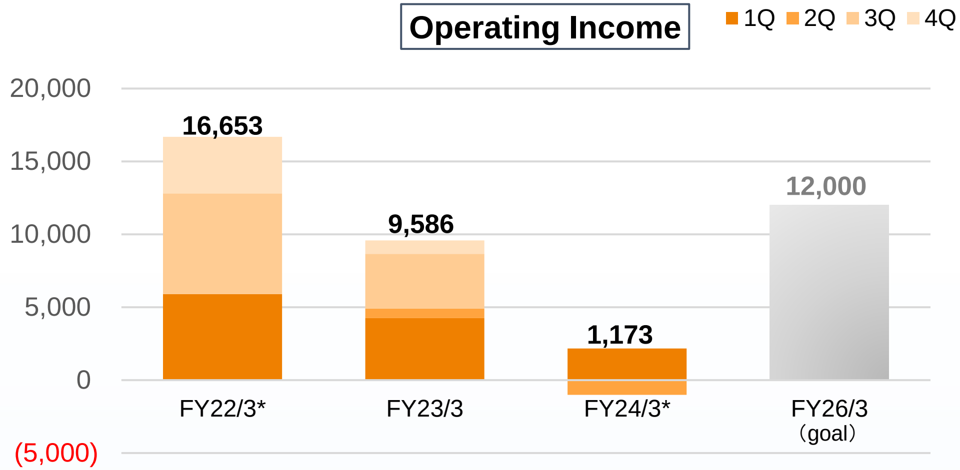
（mm of yen）

## TV Broadcasting Business

**Net Sales**



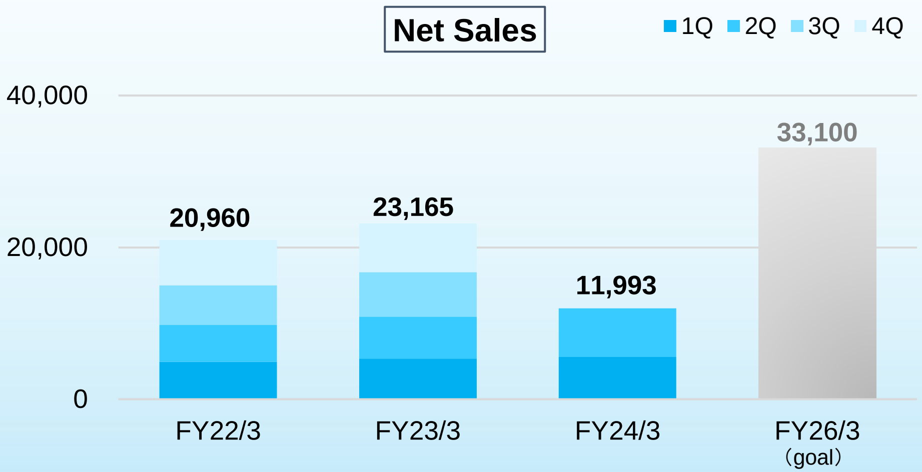

**Operating Income**



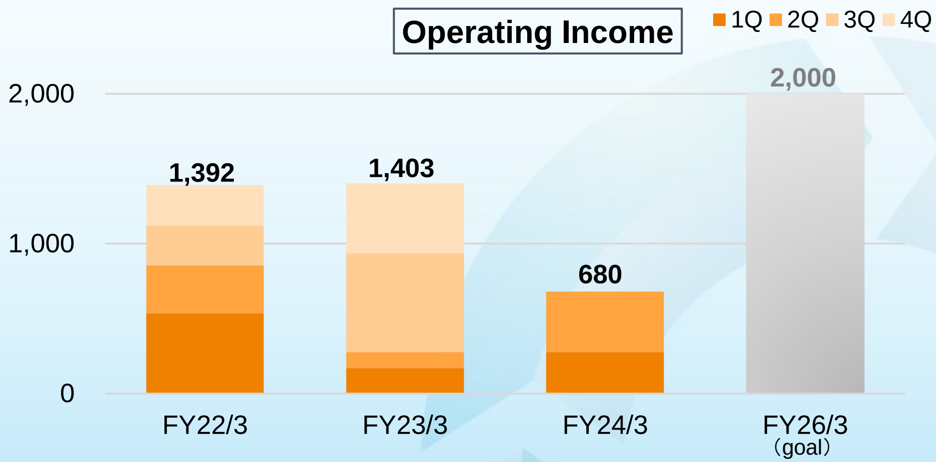

*FY22/3 2Q:(31)mm yen, FY24/3 2Q:(993)mm yen

## Internet Business

**Net Sales**




**Operating Income**

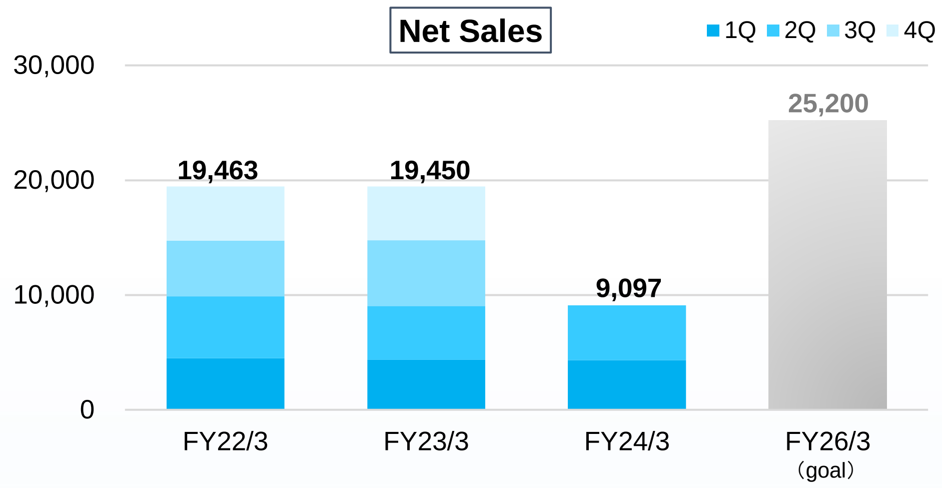


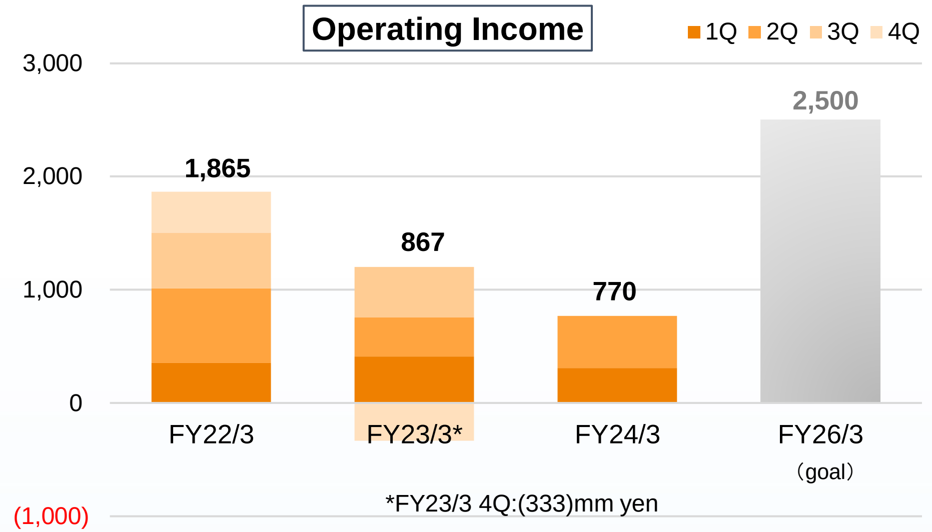

Note: - FY22/3 are reference figures due to the change in reportable segments from FY23/3.
- Net Sales are sales to outside customers.
- Operating Income is segment income adjusted to align it with Operating Income reported on the quarterly consolidated statements of income for the corresponding period.

# Segment Sales and Income (Historical Trends)

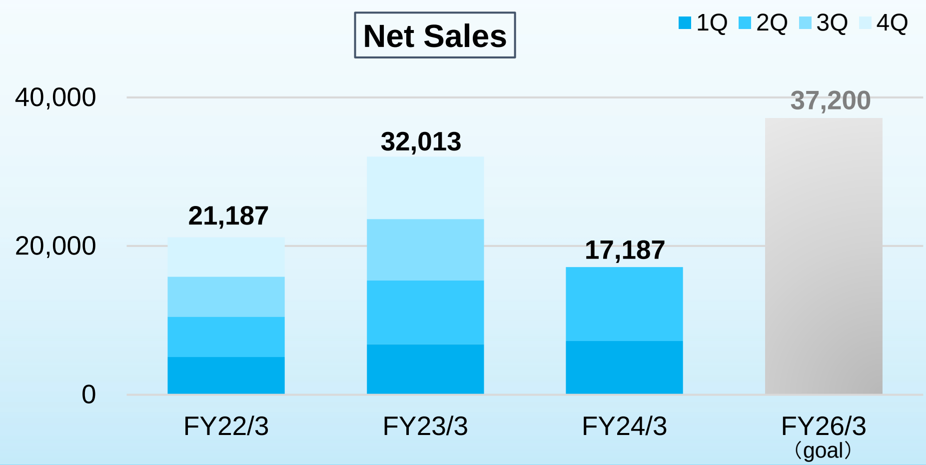
（mm of yen）

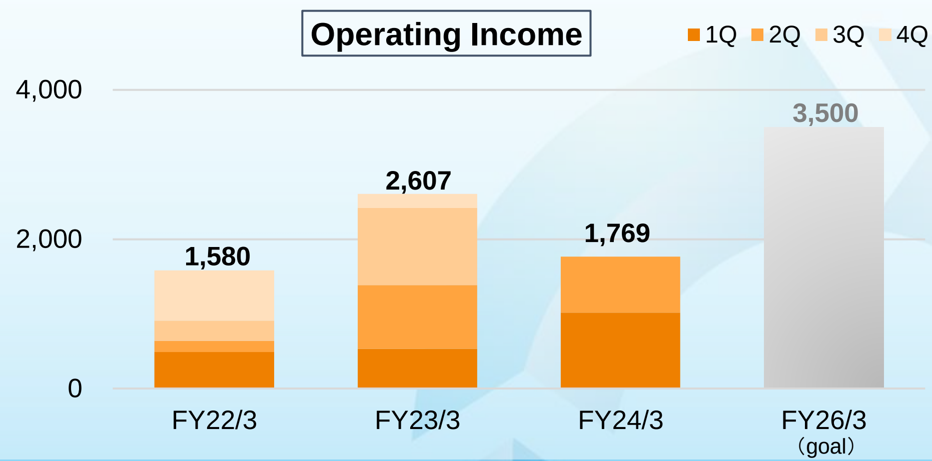
## Shopping Business




## Other Businesses




Note: - FY22/3 are reference figures due to the change in reportable segments from FY23/3.
- Net Sales are sales to outside customers.
- Operating Income is segment income adjusted to align it with Operating Income reported on the quarterly consolidated statements of income for the corresponding period.

Consolidated



# Financial Highlights of Major Group Companies

（mm of yen）

| | | FY23/3 1H | FY24/3 1H | YoY | YoY(%) |
|---|---|---|---|---|---|
| TV Asahi Corporation | Net Sales | 107,442 | 108,852 | ＋ 1,410 | ＋ 1.3% |
| | Operating Income | 1,935 | (1,523) | (3,459) | － |
| Asahi Satellite Broadcasting Limited | Net Sales | 8,454 | 9,189 | ＋ 735 | ＋ 8.7% |
| | Operating Income | 1,820 | 1,779 | (40) | (2.2)% |
| CS One Ten, Ltd. | Net Sales | 3,196 | 3,193 | (3) | (0.1)% |
| | Operating Income | 131 | 126 | (5) | (3.8)% |
| TV ASAHI MUSIC Co., LTD. | Net Sales | 4,719 | 5,831 | ＋ 1,111 | ＋ 23.5% |
| | Operating Income | 630 | 727 | ＋ 97 | ＋ 15.5% |
| ROPPING LIFE CO., Ltd. | Net Sales | 7,745 | 8,275 | ＋ 529 | ＋ 6.8% |
| | Operating Income | 482 | 360 | (121) | (25.3)% |

# TV Asahi Corporation Results

(mm of yen)

| | FY23/3 1H | FY24/3 1H | YoY | YoY(%) |
|---|---|---|---|---|
| **Net Sales** | 107,442 | 108,852 | ＋1,410 | ＋1.3% |
| Time Sales | 38,500 | 39,247 | ＋747 | ＋1.9% |
| Spot Sales | 42,615 | 40,287 | (2,327) | (5.5)% |
| Program Sales, CS, etc. | 10,324 | 11,552 | ＋1,227 | ＋11.9% |
| Internet Sales | 7,683 | 9,023 | ＋1,339 | ＋17.4% |
| Other | 8,318 | 8,740 | ＋421 | ＋5.1% |
| **Operating Income** | 1,935 | (1,523) | (3,459) | – |
| **Ordinary Income** | 4,813 | 1,981 | (2,832) | (58.8)% |
| **Net Income** | 3,913 | 2,199 | (1,714) | (43.8)% |

# Terrestrial Viewer Ratings

## (Spring and Summer Programming Season: Apr 3 – Oct 1, 2023)

### 【Individual(ALL)】

| | TV Asahi | | NTV | | TBS | | Fuji TV | | TV Tokyo | | PUT |
|---|---|---|---|---|---|---|---|---|---|---|---|
| All Day (6:00-24:00) | ① | 3.4 (-0.1) | ① | 3.4 (-0.2) | ③ | 2.6 (-0.2) | ④ | 2.3 (-0.1) | ⑤ | 1.2 (+0.0) | 18.8 (-0.9) |
| Golden Time (19:00-22:00) | ② | 5.0 (-0.1) | ① | 5.5 (-0.2) | ③ | 4.0 (-0.1) | ④ | 3.6 (-0.3) | ⑤ | 3.0 (-0.2) | 30.9 (-1.5) |
| Prime Time (19:00-23:00) | ① | 5.1 (-0.1) | ① | 5.1 (-0.3) | ③ | 4.0 (-0.1) | ④ | 3.6 (-0.2) | ⑤ | 2.6 (-0.2) | 28.9 (-1.5) |
| Prime2 (23:00-25:00) | ② | 1.8 (-0.2) | ① | 2.6 (-0.2) | ② | 1.8 (+0.0) | ④ | 1.6 (+0.0) | ⑤ | 0.7 (+0.0) | 11.1 (-0.7) |

### 【Household】

| | TV Asahi | | NTV | | TBS | | Fuji TV | | TV Tokyo | | PUT |
|---|---|---|---|---|---|---|---|---|---|---|---|
| All Day (6:00-24:00) | ① | 6.1 (-0.3) | ② | 6.0 (-0.5) | ③ | 4.7 (-0.4) | ④ | 4.0 (-0.4) | ⑤ | 2.1 (-0.2) | 32.8 (-2.0) |
| Golden Time (19:00-22:00) | ② | 8.5 (-0.3) | ① | 8.7 (-0.6) | ③ | 6.5 (-0.3) | ④ | 5.7 (-0.6) | ⑤ | 5.1 (-0.5) | 49.2 (-2.8) |
| Prime Time (19:00-23:00) | ① | 8.7 (-0.3) | ② | 8.3 (-0.6) | ③ | 6.5 (-0.3) | ④ | 5.8 (-0.5) | ⑤ | 4.5 (-0.4) | 46.7 (-2.7) |
| Prime2 (23:00-25:00) | ② | 3.5 (-0.3) | ① | 4.8 (-0.4) | ③ | 3.2 (-0.3) | ④ | 2.9 (-0.2) | ⑤ | 1.4 (-0.1) | 20.5 (-1.6) |

Note: Numbers in circles refer to ranking among commercial stations. Numbers in parentheses indicate YoY. (Source: Video Research)

# Time Sales Revenue（Terrestrial）

（mm of yen）

| | FY23/3 | FY24/3 | YoY | YoY(%) |
|---|---|---|---|---|
| 1Q | 18,935 | 18,511 | (424) | (2.2)% |
| 2Q | 19,564 | 20,736 | ＋ 1,172 | ＋ 6.0% |
| 1H | 38,500 | 39,247 | ＋ 747 | ＋ 1.9% |
| 3Q | 22,831 | | | |
| 4Q | 20,226 | | | |
| 2H | 43,058 | | | |
| Annual | 81,558 | | | |

＜YoY Growth＞

（%）

| | Apr | May | Jun | 1Q | Jul | Aug | Sep | 2Q | 1H | Oct | Nov | Dec | 3Q | Jan | Feb | Mar | 4Q | 2H | Annual |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| FY22/3 | +9.1 | +5.9 | +5.4 | +6.8 | +33.9 | +33.4 | +6.4 | +24.7 | +15.8 | +29.2 | +9.6 | +14.2 | +17.4 | +3.6 | +10.2 | +5.6 | +6.3 | +11.9 | +13.8 |
| FY23/3 | (5.4) | (4.4) | (3.6) | (4.5) | (17.6) | (22.7) | (5.8) | (16.1) | (10.8) | (12.8) | +16.6 | +2.9 | +1.8 | (4.3) | (9.8) | +16.2 | +1.1 | +1.5 | (4.7) |
| FY24/3 | (0.4) | (3.8) | (2.5) | (2.2) | +14.1 | +4.5 | (1.6) | +6.0 | +1.9 | | | | | | | | | | |

# Spot Sales Revenue (Terrestrial)

(mm of yen)

| | FY23/3 | FY24/3 | YoY | YoY(%) |
|---|---|---|---|---|
| 1Q | 22,644 | 21,965 | (679) | (3.0)% |
| 2Q | 19,970 | 18,322 | (1,648) | (8.3)% |
| 1H | 42,615 | 40,287 | (2,327) | (5.5)% |
| 3Q | 23,939 | | | |
| 4Q | 23,859 | | | |
| 2H | 47,799 | | | |
| Annual | 90,414 | | | |

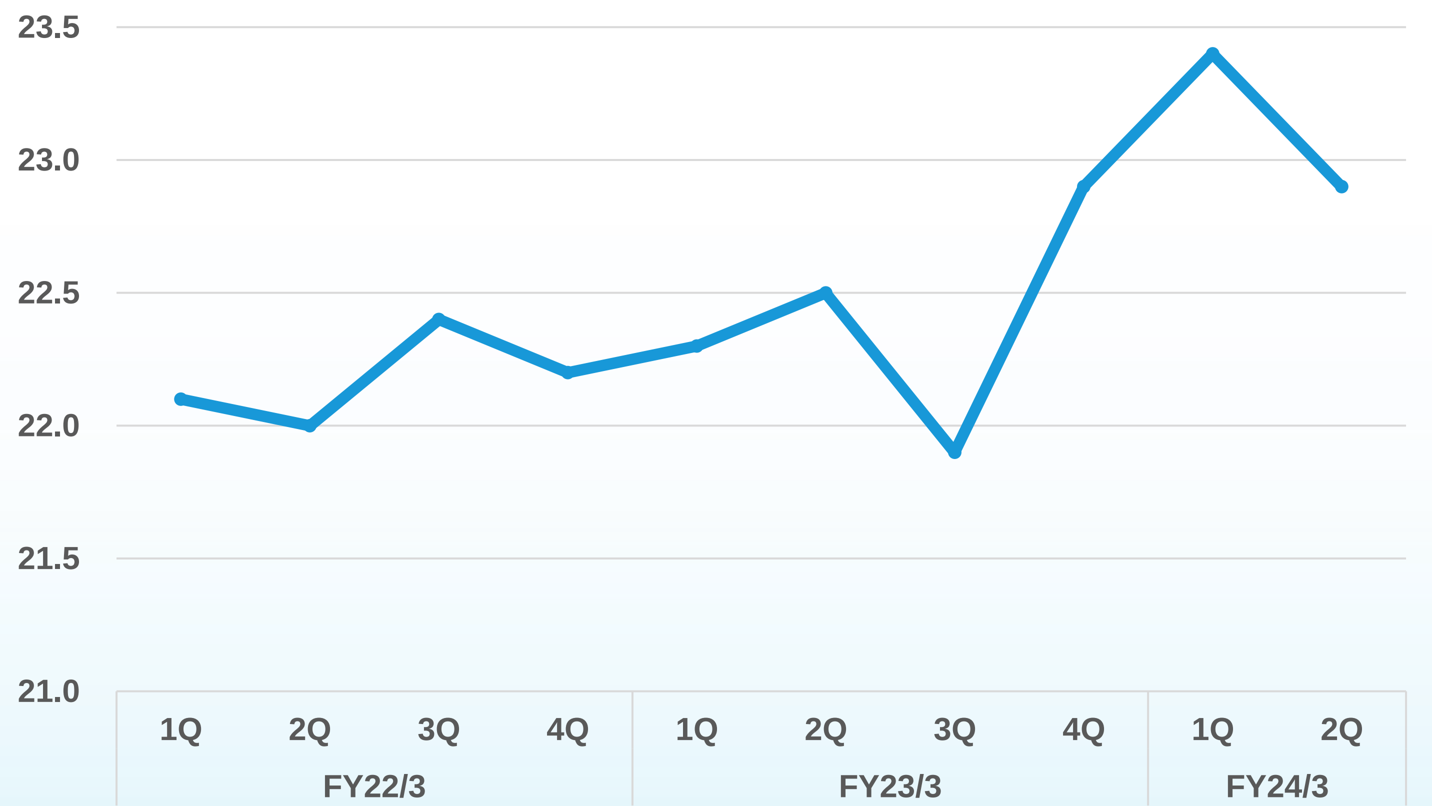
＜YoY Growth＞ (%)

| | Apr | May | Jun | 1Q | Jul | Aug | Sep | 2Q | 1H | Oct | Nov | Dec | 3Q | Jan | Feb | Mar | 4Q | 2H | Annual |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| FY22/3 | +27.1 | +76.9 | +76.9 | +55.9 | +27.6 | +22.8 | +26.1 | +25.6 | +40.7 | +7.9 | +11.4 | +0.0 | +6.1 | +7.6 | (4.5) | +0.1 | +0.8 | +3.5 | +17.8 |
| FY23/3 | +0.3 | (2.3) | (11.6) | (4.5) | +9.9 | +12.1 | (7.4) | +4.0 | (0.7) | (3.7) | (10.8) | (9.0) | (8.0) | (0.1) | +5.1 | (10.6) | (3.0) | (5.6) | (3.3) |
| FY24/3 | (3.7) | (2.0) | (3.2) | (3.0) | (9.8) | (5.3) | (9.4) | (8.3) | (5.5) | | | | | | | | | | |

# Spot Sales Revenue (Terrestrial)

Trend of Share in the Tokyo Spot Sales Market*

(%)




**Share in the Tokyo Spot Sales Market***

**1H: 23.2%**

(YoY +0.8 pts)

Note*: Share figures are estimated figures.

＜Share in the Tokyo Spot Sales Market*＞

(%)

| FY22/3 | | | | | | | FY23/3 | | | | | | | FY24/3 | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 1Q | 2Q | 1H | 3Q | 4Q | 2H | Annual | 1Q | 2Q | 1H | 3Q | 4Q | 2H | Annual | 1Q | 2Q | 1H | 3Q | 4Q | 2H | Annual |
| 22.1 | 22.0 | 22.0 | 22.4 | 22.2 | 22.3 | 22.2 | 22.3 | 22.5 | 22.4 | 21.9 | 22.9 | 22.4 | 22.4 | 23.4 | 22.9 | 23.2 | | | | |

# Spot Sales Industry Information (Terrestrial)

| | FY24/3 2Q (Jul-Sep 2023) | | FY23/3 2Q (Jul-Sep 2022) | |
|---|---|---|---|---|
| | YoY | Share | YoY | Share |
| Energy & Industrial Machines | 124.5% | 1.3% | 137.5% | 0.9% |
| Foods | 99.0% | 10.0% | 105.4% | 9.2% |
| Beverages & Liquors | 119.5% | 10.3% | 75.5% | 7.9% |
| Pharmaceuticals & Medical Supplies | 91.9% | 5.9% | 97.7% | 5.9% |
| Cosmetics & Toiletries | 95.6% | 4.5% | 78.4% | 4.3% |
| Fashion & Accessories | 95.6% | 0.8% | 69.4% | 0.8% |
| Business Machines & Office Supplies | 178.6% | 2.0% | 102.2% | 1.0% |
| Consumer Electronics | 64.7% | 1.5% | 169.4% | 2.2% |
| Automobiles | 64.2% | 4.0% | 86.3% | 5.7% |
| Homeware | 100.2% | 2.1% | 122.7% | 1.9% |
| Game, Software & Sporting Goods | 106.3% | 4.2% | 104.1% | 3.6% |
| Housing & Housing Materials | 90.9% | 5.4% | 118.6% | 5.4% |
| Publishing | 62.4% | 1.5% | 143.5% | 2.3% |
| Telecommunications, Media & Internet | 68.1% | 9.9% | 93.7% | 13.3% |
| Retail | 79.9% | 3.6% | 94.4% | 4.2% |
| Finance & Insurance | 85.0% | 6.6% | 154.1% | 7.1% |
| Transportation, Movies & Leisure | 110.8% | 6.6% | 138.9% | 5.5% |
| Food-services & Various Services | 99.0% | 15.6% | 118.1% | 14.4% |
| Government & Public Institutions | 65.5% | 1.0% | 60.6% | 1.4% |
| Education, Medical-services & Religion | 91.8% | 2.8% | 178.5% | 2.8% |
| Others | 535.4% | 0.4% | 24.0% | 0.1% |
| Total | 91.7% | 100.0% | 104.0% | 100.0% |

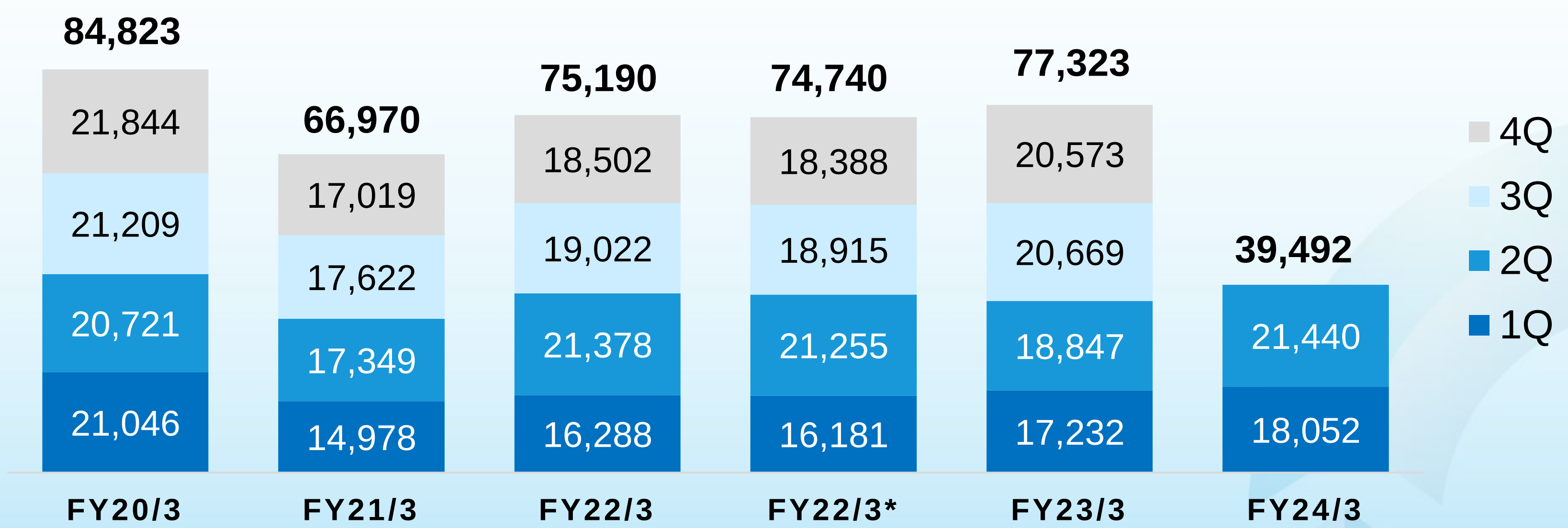
# Production Costs（Terrestrial）

（mm of yen）

| | FY23/3 | FY24/3 | YoY | YoY(%) |
|---|---|---|---|---|
| 1Q | 17,232 | 18,052 | ＋ 819 | ＋ 4.8% |
| 2Q | 18,847 | 21,440 | ＋ 2,592 | ＋ 13.8% |
| 1H | 36,080 | 39,492 | ＋ 3,412 | ＋ 9.5% |

## Trend of Production Costs (terrestrial)

（mm of yen）




Note*: Reference figures are provided for FY22/3, due to the change in reportable segments from FY23/3.

# TV Broadcasting Business

（mm of yen）

| | Net Sales | | | | Operating Income | | | |
|---|---|---|---|---|---|---|---|---|
| | FY23/3 | FY24/3 | YoY | YoY(%) | FY23/3 | FY24/3 | YoY | YoY(%) |
| 1Q | 56,156 | 55,084 | (1,071) | (1.9)% | 4,251 | 2,166 | (2,085) | (49.0)% |
| 2Q | 54,852 | 55,159 | ＋ 306 | ＋ 0.6% | 665 | (993) | (1,659) | (249.2)% |
| 1H | 111,008 | 110,243 | (765) | (0.7)% | 4,917 | 1,173 | (3,744) | (76.1)% |
| 3Q | 62,192 | | | | 3,742 | | | |
| 4Q | 59,468 | | | | 926 | | | |
| 2H | 121,660 | | | | 4,668 | | | |
| Annual | 232,669 | | | | 9,586 | | | |

# TV Broadcasting Business

(mm of yen)

| | FY23/3 1H | FY24/3 1H | YoY | YoY(%) |
|---|---|---|---|---|
| **Net Sales** | 111,008 | 110,243 | (765) | (0.7)% |
| Time Sales | 38,500 | 39,247 | ＋ 747 | ＋ 1.9% |
| Spot Sales | 42,615 | 40,287 | (2,327) | (5.5)% |
| Program Sales | 6,528 | 6,587 | ＋ 58 | ＋ 0.9% |
| BS & CS | 12,849 | 13,206 | ＋ 357 | ＋ 2.8% |
| Other | 10,514 | 10,913 | ＋ 398 | ＋ 3.8% |
| **Operating Income** | 4,917 | 1,173 | (3,744) | (76.1)% |

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# Internet Business

（mm of yen）

| | Net Sales | | | | Operating Income | | | |
|---|---|---|---|---|---|---|---|---|
| | FY23/3 | FY24/3 | YoY | YoY(%) | FY23/3 | FY24/3 | YoY | YoY(%) |
| 1Q | 5,761 | 6,105 | ＋ 343 | ＋ 6.0% | 170 | 277 | ＋ 106 | ＋ 62.4% |
| 2Q | 6,056 | 7,160 | ＋ 1,103 | ＋ 18.2% | 106 | 403 | ＋ 296 | ＋ 278.2% |
| 1H | 11,818 | 13,265 | ＋ 1,447 | ＋ 12.2% | 277 | 680 | ＋ 403 | ＋ 145.3% |
| 3Q | 6,428 | | | | 657 | | | |
| 4Q | 7,207 | | | | 468 | | | |
| 2H | 13,636 | | | | 1,125 | | | |
| Annual | 25,455 | | | | 1,403 | | | |

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# Shopping Business

（mm of yen）

| | Net Sales | | | | Operating Income | | | |
|---|---|---|---|---|---|---|---|---|
| | FY23/3 | FY24/3 | YoY | YoY(%) | FY23/3 | FY24/3 | YoY | YoY(%) |
| 1Q | 4,370 | 4,342 | (28) | (0.6)% | 410 | 307 | (103) | (25.2)% |
| 2Q | 4,691 | 4,760 | ＋ 69 | ＋ 1.5% | 344 | 463 | ＋ 118 | ＋ 34.4% |
| 1H | 9,061 | 9,102 | ＋ 41 | ＋ 0.5% | 755 | 770 | ＋ 14 | ＋ 2.0% |
| 3Q | 5,713 | | | | 445 | | | |
| 4Q | 4,715 | | | | △ 333 | | | |
| 2H | 10,428 | | | | 111 | | | |
| Annual | 19,490 | | | | 867 | | | |

# Other Businesses

(mm of yen)

| | Net Sales | | | | Operating Income | | | |
|---|---|---|---|---|---|---|---|---|
| | | FY24/3 | YoY | YoY(%) | FY23/3 | FY24/3 | YoY | YoY(%) |
| 1Q | 8,525 | 9,339 | + 813 | + 9.5% | 533 | 1,019 | + 485 | + 91.0% |
| 2Q | 10,776 | 12,195 | + 1,419 | + 13.2% | 853 | 750 | (102) | (12.1)% |
| 1H | 19,302 | 21,534 | + 2,232 | + 11.6% | 1,386 | 1,769 | + 382 | + 27.6% |
| 3Q | 10,357 | | | | 1,029 | | | |
| 4Q | 10,781 | | | | 190 | | | |
| 2H | 21,139 | | | | 1,220 | | | |
| Annual | 40,442 | | | | 2,607 | | | |

# Other Businesses

## ＜Results of Major Other Businesses＞

（mm of yen）

| | Sales | | | | Balance | | | |
|---|---|---|---|---|---|---|---|---|
| | | FY24/3 1H | YoY | YoY(%) | FY23/3 1H | FY24/3 1H | YoY | YoY(%) |
| Music Publication | 4,706 | 5,827 | ＋ 1,121 | ＋ 23.8% | 1,753 | 2,019 | ＋ 266 | ＋ 15.2% |
| Special Events | 4,560 | 5,105 | ＋ 544 | ＋ 11.9% | 562 | 606 | ＋ 43 | ＋ 7.7% |
| Equipment/ Lease | 2,531 | 2,936 | ＋ 404 | ＋ 16.0% | 1,282 | 1,580 | ＋ 297 | ＋ 23.2% |
| Motion Pictures | 1,380 | 1,880 | ＋ 499 | ＋ 36.2% | 391 | 751 | ＋ 359 | ＋ 92.0% |
| DVD | 975 | 223 | (752) | (77.1)% | 186 | 28 | (158) | (84.7)% |

Note: Balance figures do not include indirect costs.

# Capex and D&A

## Capex

（bn of yen）

| | FY23/3 1H | FY24/3 1H | YoY | YoY(%) | Outlook for FY24/3 |
|---|---|---|---|---|---|
| Consolidated | 11.42 | 2.95 | (8.46) | (74.1)% | 14.50 |
| TV Asahi Corporation | 11.10 | 2.13 | (8.97) | (80.8)% | 13.10 |

## Depreciation & Amortization

（bn of yen）

| | FY23/3 1H | FY24/3 1H | YoY | YoY(%) | Outlook for FY24/3 |
|---|---|---|---|---|---|
| Consolidated | 5.15 | 4.92 | (0.22) | (4.3)% | 10.10 |
| TV Asahi Corporation | 4.24 | 4.03 | (0.21) | (5.1)% | 8.20 |

# FY24/3 Forecast

（mm of yen）

| | FY23/3 Results | FY24/3 Forecast | YoY | YoY(%) |
|---|---|---|---|---|
| Net Sales | 304,566 | 313,000 | ＋ 8,433 | ＋ 2.8% |
| TV Broadcasting | 229,937 | 230,900 | ＋ 962 | ＋ 0.4% |
| Internet | 23,165 | 27,100 | ＋ 3,934 | ＋ 17.0% |
| Shopping | 19,450 | 21,100 | ＋ 1,649 | ＋ 8.5% |
| Other Businesses | 32,013 | 33,900 | ＋ 1,886 | ＋ 5.9% |
| Operating Income | 14,503 | 15,000 | ＋ 496 | ＋ 3.4% |
| TV Broadcasting | 9,586 | 8,300 | (1,286) | (13.4)% |
| Internet | 1,403 | 1,800 | ＋ 396 | ＋ 28.3% |
| Shopping | 867 | 2,200 | ＋ 1,332 | ＋ 153.7% |
| Other Businesses | 2,607 | 2,700 | ＋ 92 | ＋ 3.6% |
| Adjustments | 38 | — | (38) | — |
| Ordinary Income | 23,157 | 20,000 | (3,157) | (13.6)% |
| Profit Attributable to Owners of the Parent | 16,603 | 15,000 | (1,603) | (9.7)% |

## Ad Revenue （Terrestrial）

| Time | Spot | Total |
|---|---|---|
| (2.5)% | ＋ 2.9% | ＋ 0.3% |

## Production Cost （Terrestrial）

(mm of yen)

| FY24/3 | YoY |
|---|---|
| 78,500 | ＋ 1.5% |

Note: No changes have been made from that disclosed on August 4, 2023.

# Dividend per Share

（yen）

| | End of 2Q | End of FY | | Annual Total | Payout Ratio |
|---|---|---|---|---|---|
| | Common Dividend | Common Dividend | Special / Commemorative Dividend | | |
| FY20/3 | 20 | 20 | - | 40 | 16.1% |
| FY21/3 | 20 | 20 | - | 40 | 32.8% |
| FY22/3 | 20 | 20 | 10（Special） | 50 | 24.2% |
| FY23/3 | 20 | 20 | 10（Special） | 50 | 30.6% |
| FY24/3（Outlook） | 20 | 20 | 10（Commemorative） | 50 | 33.9% |

TV Asahi 360°

# Key Initiatives

# Original IP ①: *AIBOU: Tokyo Detective Duo*

## October 2023
## Start of *AIBOU Season 22*


- Started as a special original drama in 2000; first TV series was launched in 2002 （Produced by TV ASAHI and TOEI）
- Exceeded 400 episodes in January 2023
- Accelerating 360° content roll-out
- Contributing to viewer ratings and revenue increase for over 20 years

## 360° Roll-out

**Terrestrial TV**

**DVD Blu-ray**
TV Series, Movies

**Events**
*AIBOU Concert -Hibiki-, AIBOU Exhibition*, etc

**Merchandise**
HIMA Cup,Tea, Tote bag, etc

**Movies**
*AIBOU The Movie I～IV, KANSHIKI･YONEZAWA MAMORU NO JIKENBO, X DAY*

**Program tie-up Commercials**
Automobile

**Sound Tracks**
CD, Streaming

**Overseas Expansion**
Broadcast in 80+ countries

**Video Distribution**
TELASA, Teleasa Douga, Amazon Prime, etc
*AIBOU Season22 Just Before The Broadcast Special Live Streaming*, etc (YouTube、TELASA）

**Digital Contents**
LINE Stamps
VR Experience

**Tie-ups**
*AIBOU* bread

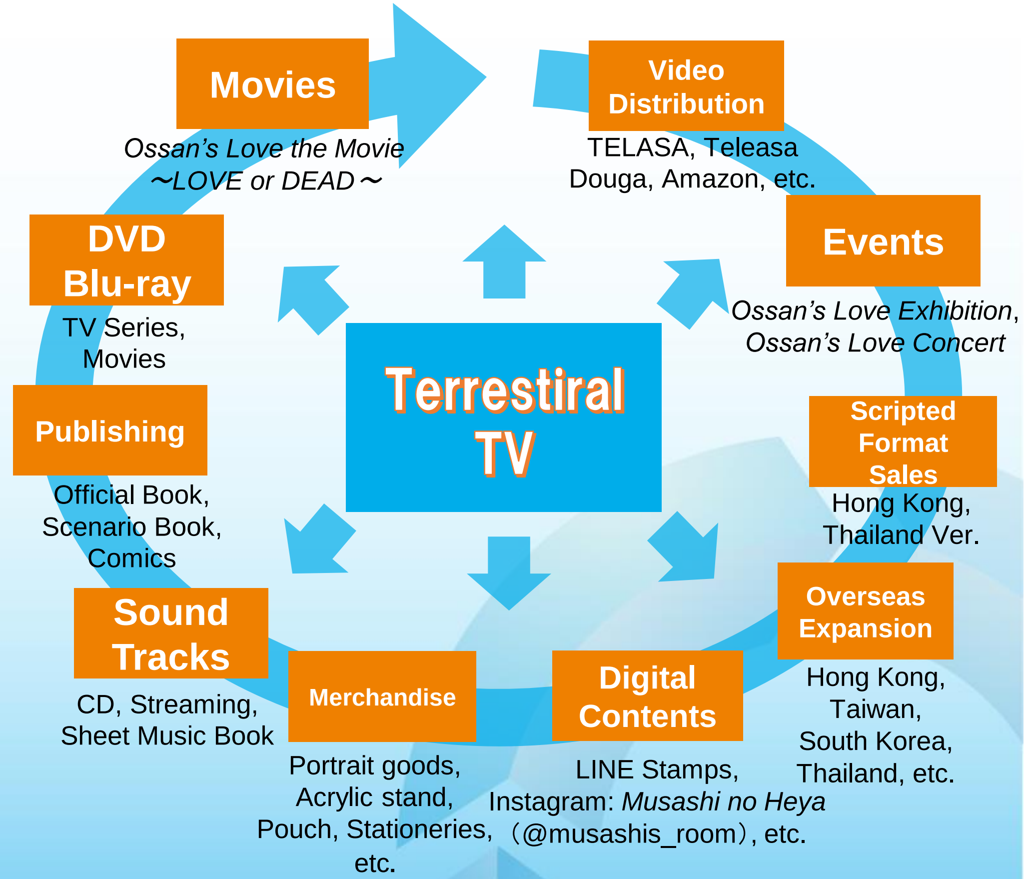
**Publishing**
Novelized books, Original novels, Official Books, etc

# Original IP ②: *Ossan's Love*

## January 2024
## *Ossan's Love Returns*
## Long-awaited Sequel


- **First TV series was launched in 2018 after one-off original drama became popular in 2016**
- **Went viral by word of mouth and SNS and, was the No.1 X(Twitter) trending topic worldwide and became a social phenomenon**
- **Won multiple prizes including "Buzz-words-of-the-year 2018", "Tokyo Drama Award 2018"**

## 360° Roll-out



# tv asahi iD Exceeded 2MM Membership*

*as of Sept 2023

- tv asahi iD, the TV Asahi Group universal ID, provides various entertainment services to holders
- April 2021: Introduced various new features and enhancements
- June 2023: Started collaboration with shopping service, “Ropping”
  Introduced “Teleasa Point” service which enables tv asahi iD holders to exchange earned points with goods, etc.
- Aiming to expand business by providing better services that build on data analysis of a wide range of customer demographics, usage trends and questionnaires
  - Deliver relevant information through "e-mails from TV Asahi"
  - In addition to TV Broadcasting, Video Streaming, Events and Shopping, integrate various new services into one ID
  - Create a loyalty system of repeat and sticky users (ex. exclusive videos, etc)

## tv asahi iD Major services

テレ朝 POINT

| テレ朝チケット | Ropp!ng | テレ朝動画 | touch!★テレアサメルマガ |
|---|---|---|---|
| Events | Shopping | Video Streaming | Presents, Programs and Events Information |

# "ARTBAY TOKYO Art Festival 2023"

## Prelude to the Construction of "Tokyo Dream Park", Planned and Operated a Large-Scale Art Event in Tokyo Waterfront City Area


【Period】September 15~24, 2023
【Place】Tokyo Waterfront City Area


TV Asahi "Tokyo Dream Park" planned construction site

## 【Various art programs related to TV Asahi】

Public Recording Event of *Jessica Art Club* broadcasted in "Barabara Daisakusen"

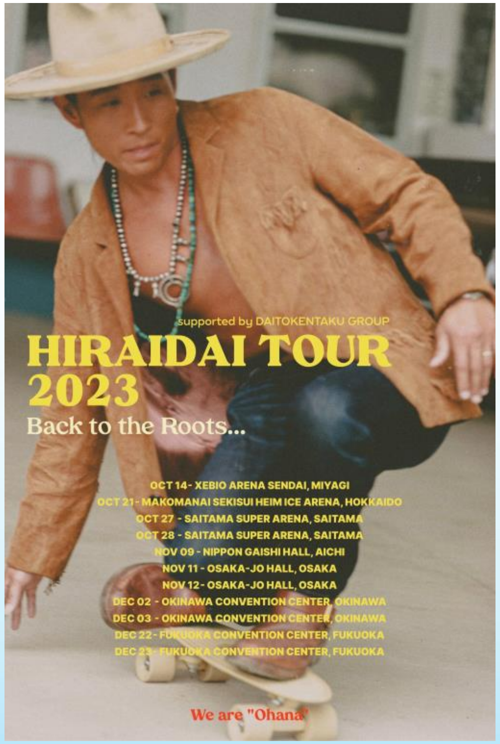
Huge mural art piece of Metaverse idol unit "META_SHIP"

"CIRCULATION BALL", an experiential AR art piece by ExMetaClub

TV Asahi's SDGs initiative Recycled Art Workshop by "art to ART Project"

# Other Businesses: Line-up for FY24/3 2H ①

## Music Publication




***HIRAIDAI TOUR 2023***

(Oct 14 ~ Dec 23, 2023,
7 concerts / 11 venues)


***Sonar Pocket***
***15th Anniversary Tour***
***~Bokura no Kiseki~***

(Sep 15 ~ Dec 3, 2023,
8 concerts / 8 venues)

***ATARSHII GAKKO!***
***First Areana One Man 2023***
***“HAMIDASHITEIKU”***

(Oct 29, 2023)

# Other Businesses: Line-up for FY24/3 2H ②

## Special Events


**Program•Music**

***Tetsuko No Heya Concert 2023***

(Nov 22 and 26, 2023)


**Program**

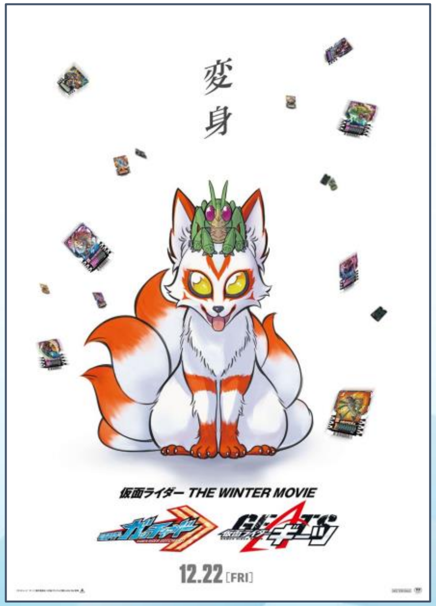
***TV Anime Series The Dangers in My Heart FAN FESTA 2023 ~karte12.5 Bokura wa Shibuya ni Atsumatta~***

(Dec 10, 2023)

## Motion Pictures


***Totto-Chan The Little Girl at the Window***

(Dec 8, 2023~)




***Kamen Rider THE WINTER MOVIE Gotchard & Geats***

(Dec 22, 2023~)

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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