

FYE March 31, 2025 Third Quarter Results

February 7, 2025

Consolidated Results

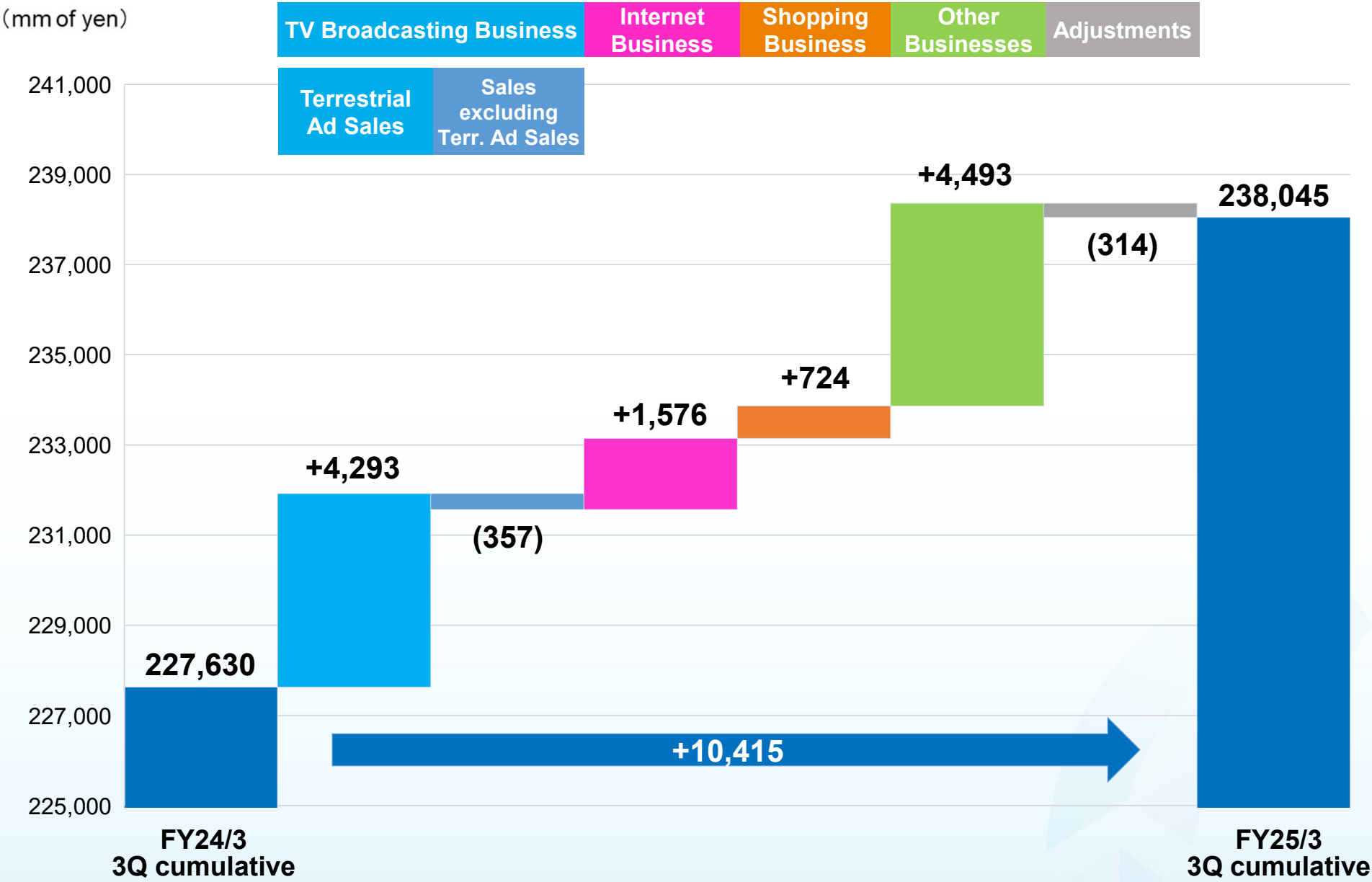
(mm of yen)

	FY24/3 3Q cumulative	FY25/3*1 3Q cumulative*2	YoY	YoY(%)
Net Sales	227,630	238,045	+ 10,415	+ 4.6%
TV Broadcasting	170,546	174,482	+ 3,936	+ 2.3%
Internet	20,275	21,851	+ 1,576	+ 7.8%
Shopping	14,649	15,374	+ 724	+ 4.9%
Other Businesses	32,888	37,381	+ 4,493	+ 13.7%
Adjustments	(10,730)	(11,044)	(314)	—
Operating Income	9,249	13,118	+ 3,869	+ 41.8%
TV Broadcasting	4,753	6,701	+ 1,948	+ 41.0%
Internet	1,325	2,077	+ 752	+ 56.8%
Shopping	1,055	1,177	+ 122	+ 11.6%
Other Businesses	2,218	3,240	+ 1,021	+ 46.0%
Adjustments	(103)	(78)	+ 25	—
Ordinary Income	15,510	19,638	+ 4,128	+ 26.6%
Profit Attributable to Owners of Parent	14,751	19,261	+ 4,509	+ 30.6%

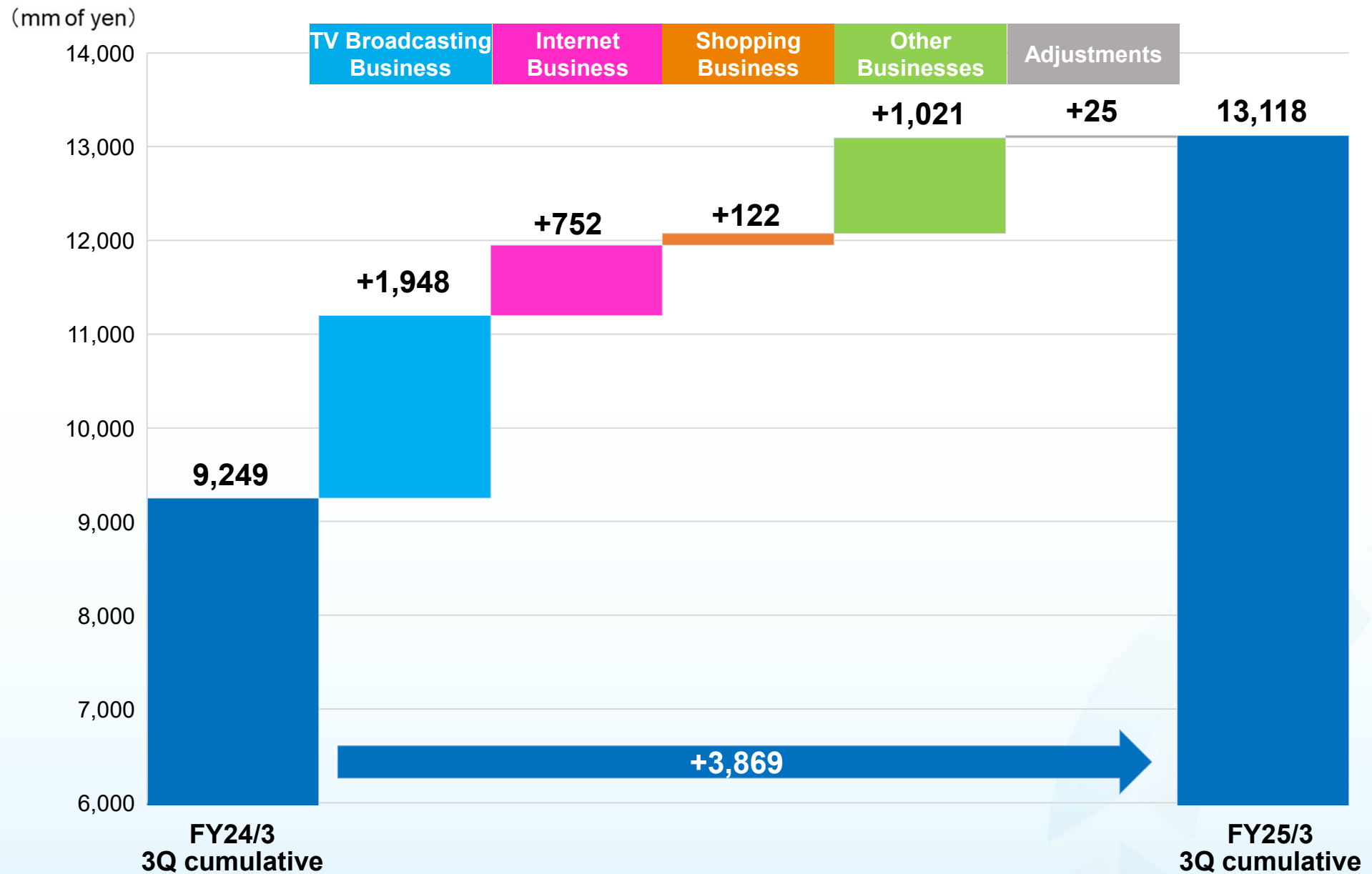
*1 "FY25/3" refers to fiscal year ending March 31, 2025 and all other fiscal years are referred to in the same manner.

*2 "3Q cumulative" refers to nine months ended December 31 (April 1–December 31).

Net Sales YoY Change



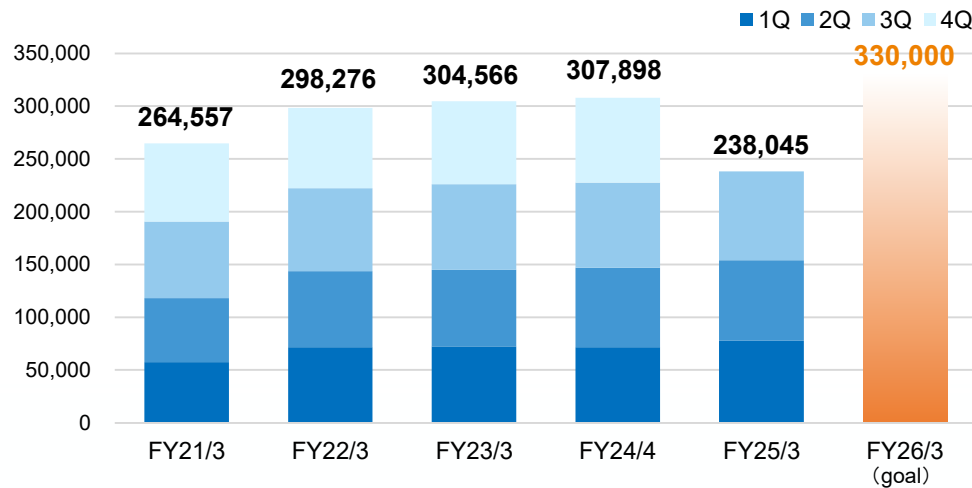
Operating Income YoY Change



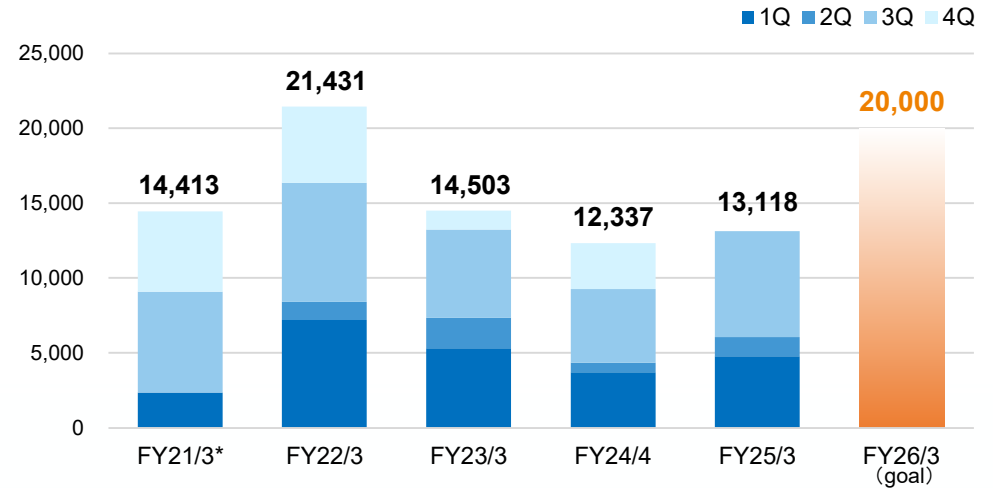
Consolidated Results (Historical Trends)

(mm of yen)

Net Sales



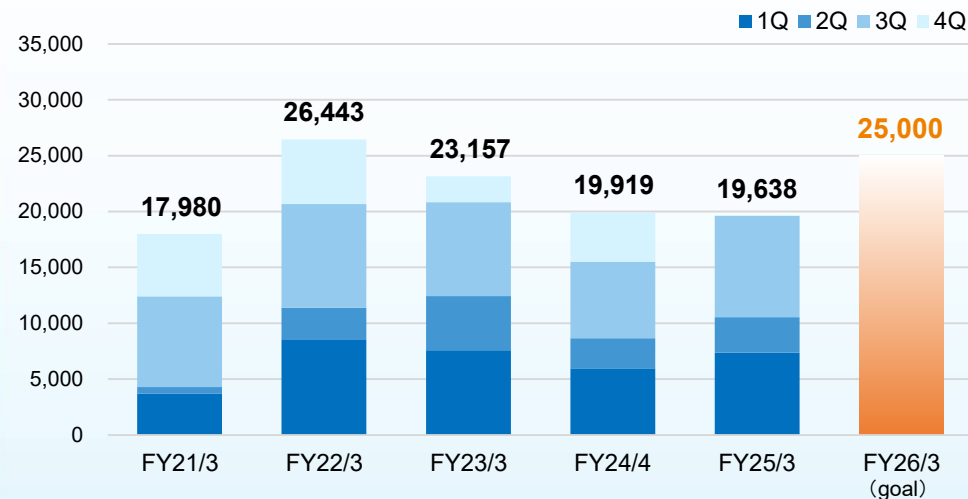
Operating Income



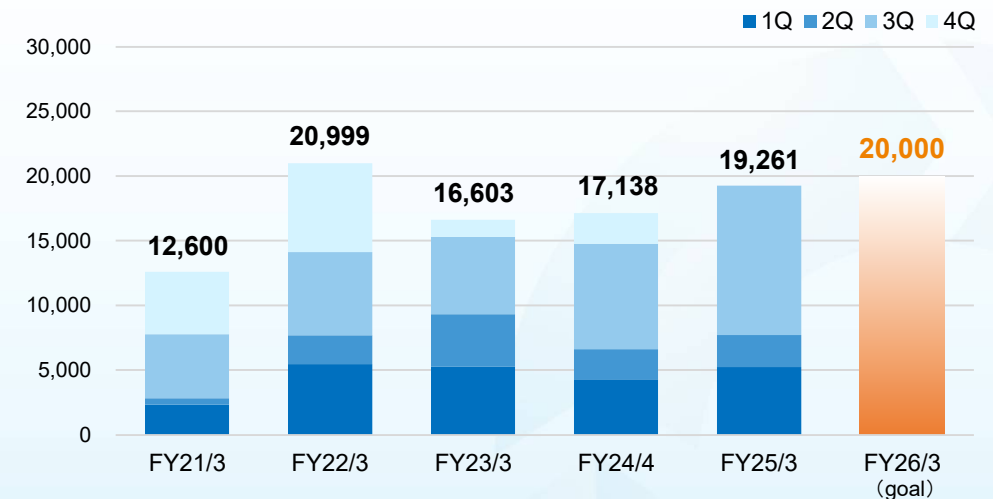
(5,000)

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

Ordinary Income



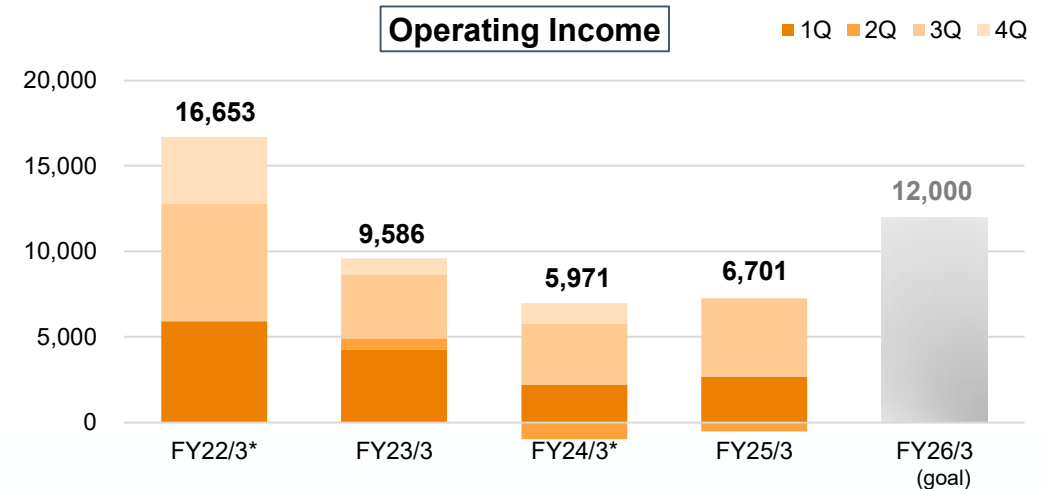
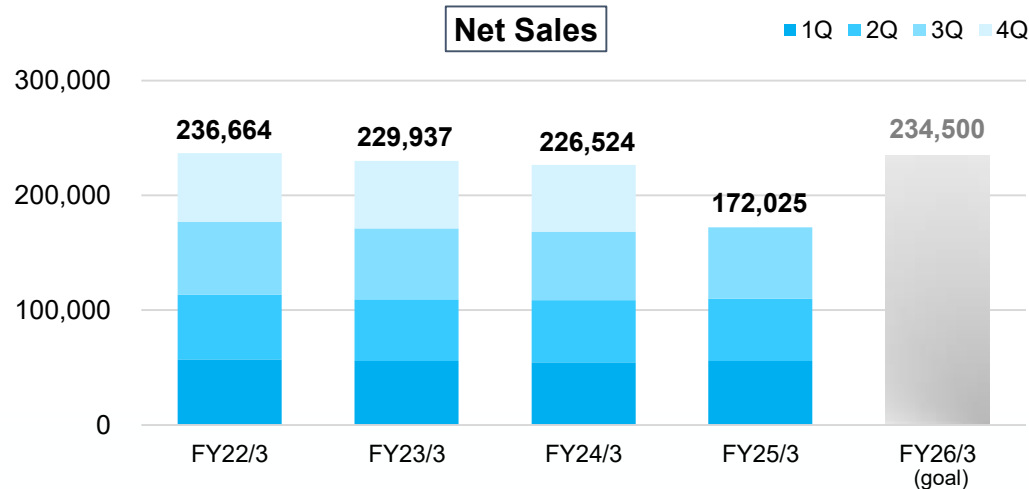
Profit Attributable to Owners of Parent



Segment Sales and Income (Historical Trends)

(mm of yen)

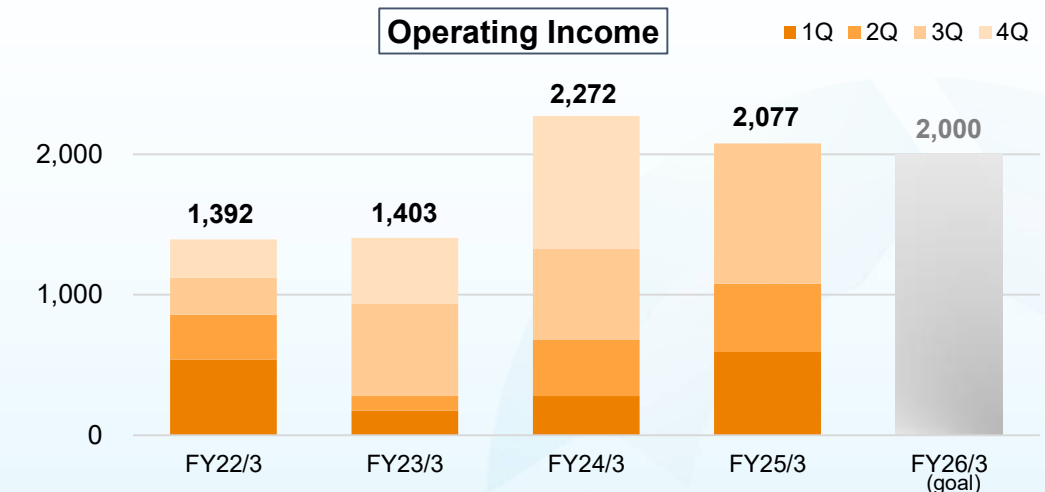
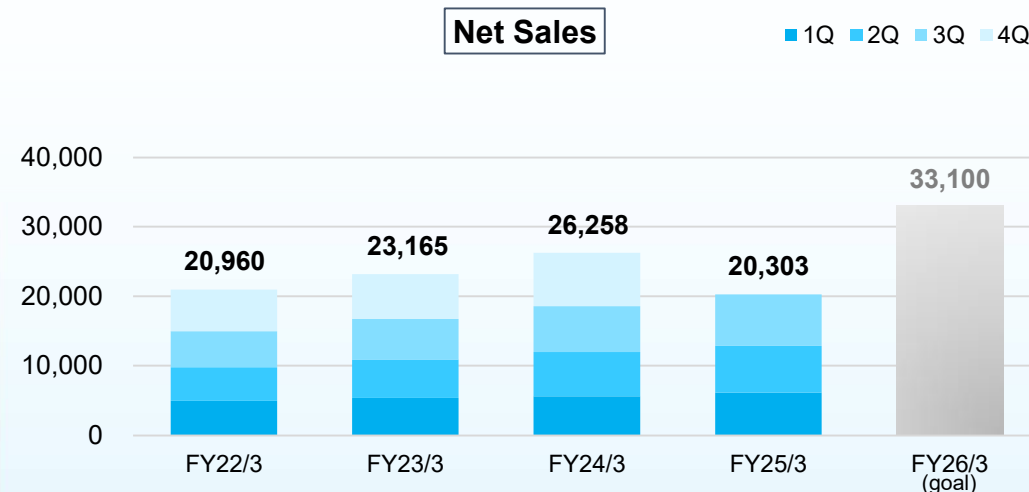
TV Broadcasting Business



(5,000)

*FY22/3 2Q:(31)mm yen, FY24/3 2Q:(993)mm yen, FY25/3 2Q:(546)mm yen

Internet Business



Notes: - FY22/3 are reference figures due to the change in reportable segments from FY23/3.

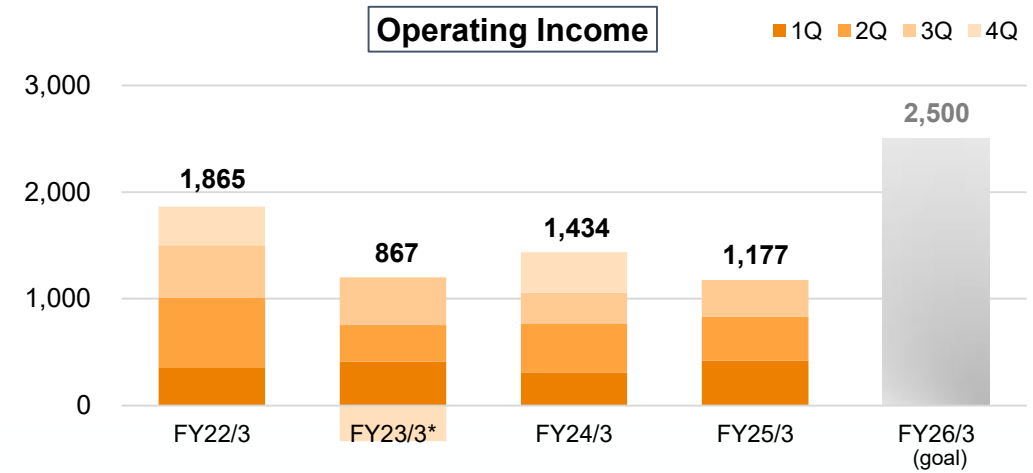
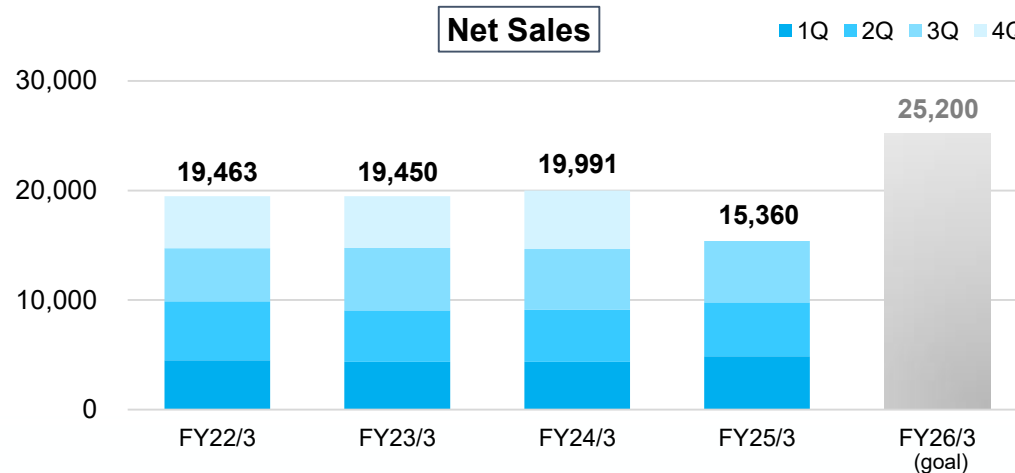
- Net Sales are sales to outside customers.

- 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)

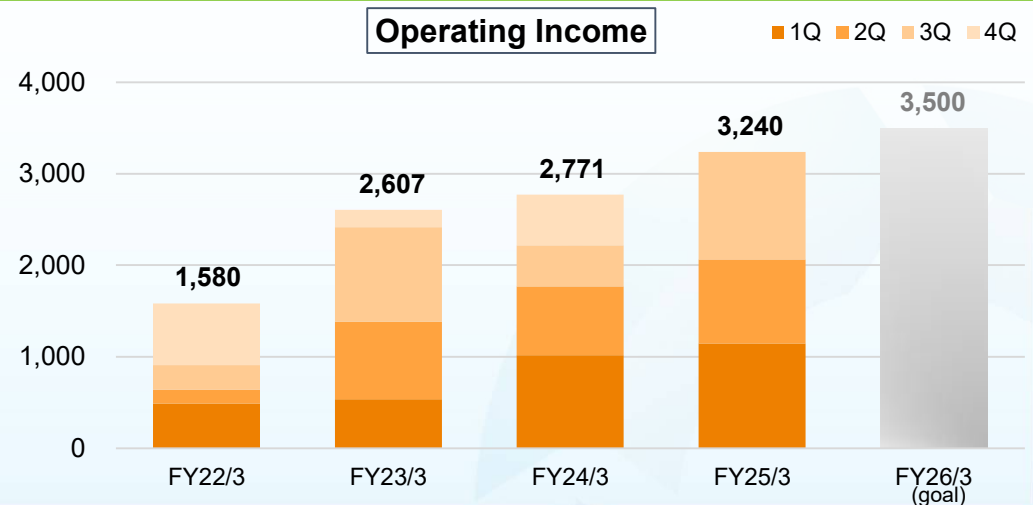
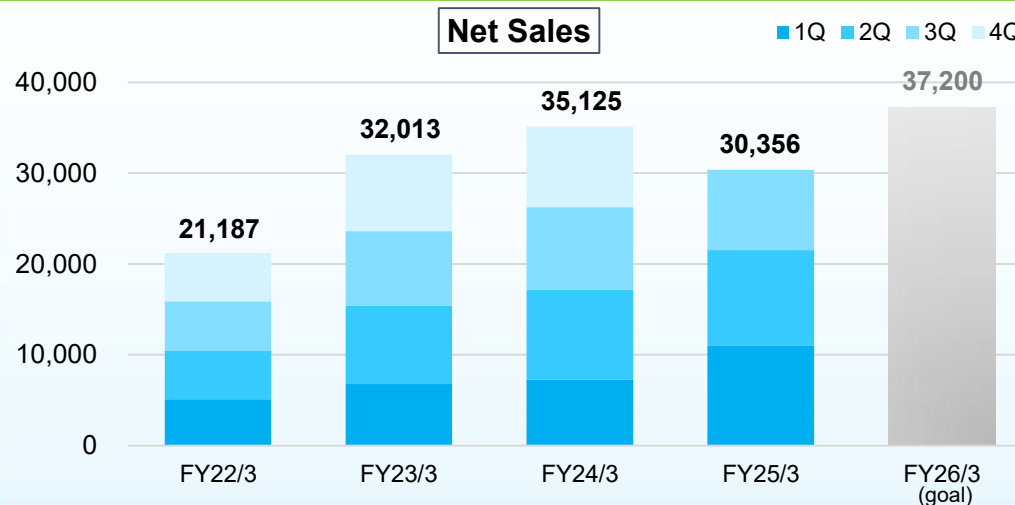
Shopping Business



(1,000)

*FY23/3 4Q: (333)mm yen

Other Businesses



Notes: - 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.

Financial Highlights of Major Group Companies

(mm of yen)

		FY24/3 3Q cumulative	FY25/3 3Q cumulative	YoY	YoY(%)
TV Asahi Corporation	Net Sales	167,473	174,555	+ 7,081	+ 4.2%
	Operating Income	988	3,343	+ 2,355	+ 238.4%
Asahi Satellite Broadcasting Limited	Net Sales	13,607	13,603	(3)	(0.0)%
	Operating Income	2,694	2,779	+ 85	+ 3.2%
CS One Ten, Ltd.	Net Sales	4,772	4,599	(172)	(3.6)%
	Operating Income	188	178	(10)	(5.5)%
TV ASAHI MUSIC Co., LTD.	Net Sales	9,235	11,672	+ 2,437	+ 26.4%
	Operating Income	1,130	1,275	+ 144	+ 12.8%
ROPPING LIFE CO., Ltd.	Net Sales	13,389	13,930	+ 541	+ 4.0%
	Operating Income	518	464	(53)	(10.3)%

TV Asahi Corporation Results

(mm of yen)

	FY24/3 3Q cumulative	FY25/3 3Q cumulative	YoY	YoY(%)
Net Sales	167,473	174,555	+ 7,081	+ 4.2%
Time Sales	59,607	60,330	+ 723	+ 1.2%
Spot Sales	64,449	68,019	+ 3,569	+ 5.5%
Program Sales, CS, etc.	16,877	16,317	(560)	(3.3)%
Internet Sales	13,812	14,812	+ 1,000	+ 7.2%
Other	12,727	15,075	+ 2,348	+ 18.4%
Operating Income	988	3,343	+ 2,355	+ 238.4%
Ordinary Income	4,343	12,897	+ 8,554	+ 197.0%
Net Income	3,668	10,990	+ 7,322	+ 199.6%

Time Sales Revenue (Terrestrial)

(mm of yen)

	FY24/3	FY25/3	YoY	YoY(%)
1Q	18,511	18,808	+ 297	+ 1.6%
2Q	20,736	20,269	(467)	(2.3)%
1H*	39,247	39,077	(170)	(0.4)%
3Q	20,359	21,253	+ 894	+ 4.4%
3Q cumulative	59,607	60,330	+ 723	+ 1.2%
4Q	19,137			
2H*	39,496			
Annual	78,744			

<YoY Growth>

(%)

	Apr	May	Jun	1Q	Jul	Aug	Sep	2Q	1H	Oct	Nov	Dec	3Q	Jan	Feb	Mar	4Q	2H	Annual
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	(5.0)	(14.6)	(12.0)	(10.8)	(3.1)	+2.4	(12.7)	(5.4)	(8.3)	(3.5)
FY25/3	+0.4	+0.9	+3.6	+1.6	(9.7)	+3.0	+1.5	(2.3)	(0.4)	+7.5	+8.7	(2.6)	+4.4						

* "1H" refers to six months ended September 30 (April 1–September 30) and "2H" refers to six months ended March 31 (October 1–March 31).

Spot Sales Revenue (Terrestrial)

(mm of yen)

	FY24/3	FY25/3	YoY	YoY(%)
1Q	21,965	22,000	+ 34	+ 0.2%
2Q	18,322	19,842	+ 1,520	+ 8.3%
1H	40,287	41,842	+ 1,555	+ 3.9%
3Q	24,161	26,176	+ 2,014	+ 8.3%
3Q cumulative	64,449	68,019	+ 3,569	+ 5.5%
4Q	23,700			
2H	47,861			
Annual	88,149			

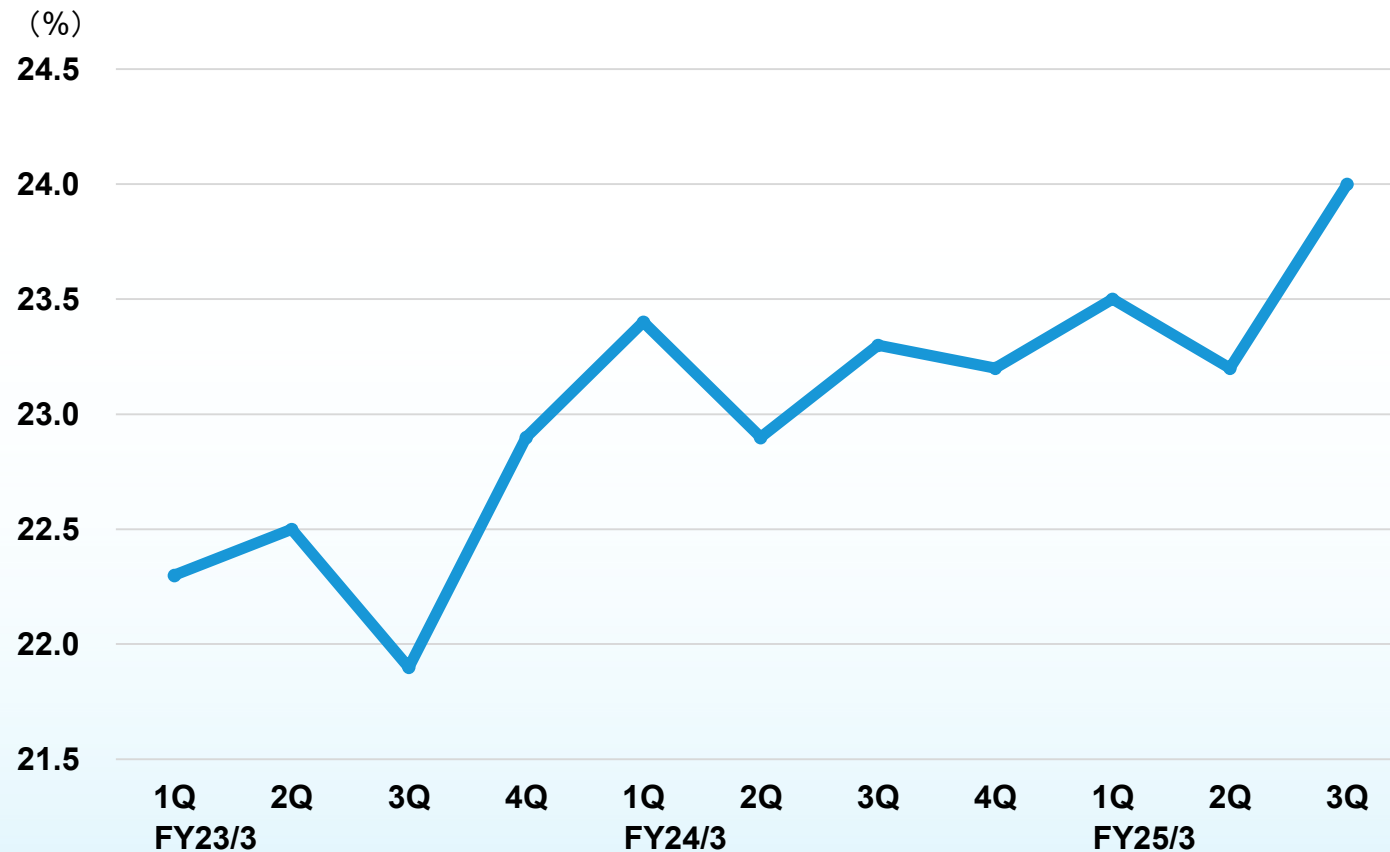
<YoY Growth>

(%)

	Apr	May	Jun	1Q	Jul	Aug	Sep	2Q	1H	Oct	Nov	Dec	3Q	Jan	Feb	Mar	4Q	2H	Annual
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)	+2.4	+0.4	+0.0	+0.9	(5.3)	(1.8)	+3.9	(0.7)	+0.1	(2.5)
FY25/3	+3.5	(1.4)	(2.0)	+0.2	+7.6	+4.4	+12.7	+8.3	+3.9	+5.9	+9.1	+10.0	+8.3						

Spot Sales Revenue (Terrestrial)

<Trend of Share in the Tokyo Spot Sales Market>



FY25/3
3Q cumulative
23.6%
(YoY +0.4 pts)

◆ FY25/3 3Q(Oct–Dec): **24.0%**
All-time high for TV Asahi

FY23/3							FY24/3							FY25/3						
1Q	2Q	1H	3Q	4Q	2H	Annual	1Q	2Q	1H	3Q	4Q	2H	Annual	1Q	2Q	1H	3Q	4Q	2H	Annual
22.3	22.5	22.4	21.9	22.9	22.4	22.4	23.4	22.9	23.2	23.3	23.2	23.2	23.2	23.5	23.2	23.3	24.0			

Note: Share figures are estimated figures.

Spot Sales Industry Information (Terrestrial)

	FY25/3 3Q (Oct–Dec 2024)		FY24/3 3Q (Oct–Dec 2023)	
	YoY	Share	YoY	Share
Energy & Industrial Machines	73.7%	1.4%	137.3%	2.0%
Foods	126.3%	13.8%	102.2%	11.8%
Beverages & Liquors	82.2%	8.2%	160.9%	10.8%
Pharmaceuticals & Medical Supplies	110.0%	9.7%	101.9%	9.5%
Cosmetics & Toiletries	100.9%	4.0%	100.1%	4.3%
Fashion & Accessories	138.7%	3.9%	127.0%	3.1%
Business Machines & Office Supplies	65.4%	0.6%	122.3%	1.0%
Consumer Electronics	89.6%	2.2%	83.5%	2.6%
Automobiles	168.8%	6.6%	88.6%	4.3%
Homeware	128.0%	2.3%	85.0%	2.0%
Game, Software & Sporting Goods	95.7%	2.6%	107.4%	2.9%
Housing & Housing Materials	122.9%	3.5%	94.0%	3.0%
Publishing	104.9%	0.7%	37.5%	0.8%
Telecommunications, Media & Internet	124.4%	11.7%	80.9%	10.2%
Retail	98.1%	3.4%	110.2%	3.8%
Finance & Insurance	90.1%	5.8%	119.9%	7.0%
Transportation, Movies & Leisure	116.7%	5.7%	104.6%	5.3%
Food-services & Various Services	91.9%	10.8%	95.6%	12.7%
Government & Public Institutions	154.0%	1.5%	50.7%	1.0%
Education, Medical-services & Religion	86.8%	1.4%	89.0%	1.8%
Others	156.0%	0.3%	283.4%	0.2%
Total	108.3%	100.0%	100.9%	100.0%

Production Costs (Terrestrial)

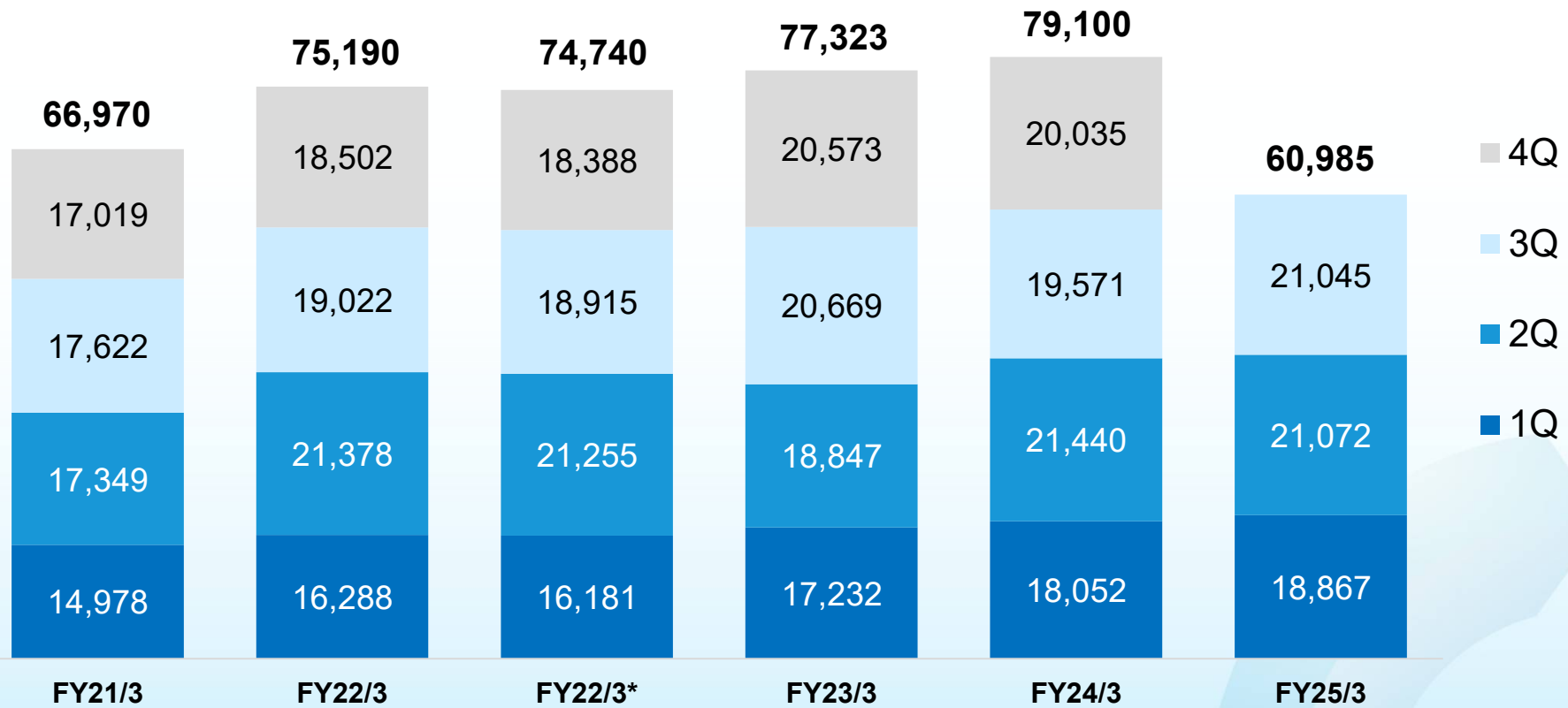
(mm of yen)

	FY24/3	FY25/3	YoY	YoY(%)
1Q	18,052	18,867	+ 815	+ 4.5%
2Q	21,440	21,072	(368)	(1.7)%
1H	39,492	39,940	+ 447	+ 1.1%
3Q	19,571	21,045	+ 1,473	+ 7.5%
3Q cumulative	59,064	60,985	+ 1,920	+ 3.3%
4Q	20,035			
2H	39,607			
Annual	79,100			

Production Costs (Terrestrial)

Trend of Production Costs (Terrestrial)

(mm of yen)



* 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			
	FY24/3	FY25/3	YoY	YoY(%)	FY24/3	FY25/3	YoY	YoY(%)
1Q	55,084	56,307	+ 1,222	+ 2.2%	2,166	2,636	+ 470	+ 21.7%
2Q	55,159	55,033	(125)	(0.2)%	(993)	(546)	+ 446	—
1H	110,243	111,340	+ 1,097	+ 1.0%	1,173	2,090	+ 916	+ 78.2%
3Q	60,302	63,141	+ 2,838	+ 4.7%	3,580	4,611	+ 1,031	+ 28.8%
3Q cumulative	170,546	174,482	+ 3,936	+ 2.3%	4,753	6,701	+ 1,948	+ 41.0%
4Q	59,079				1,217			
2H	119,382				4,797			
Annual	229,626				5,971			

TV Broadcasting Business

(mm of yen)

	FY24/3 3Q cumulative	FY25/3 3Q cumulative	YoY	YoY(%)
Net Sales	170,546	174,482	+ 3,936	+ 2.3%
Time Sales	59,607	60,330	+ 723	+ 1.2%
Spot Sales	64,449	68,019	+ 3,569	+ 5.5%
Program Sales	10,069	10,918	+ 848	+ 8.4%
BS & CS	19,751	19,599	(151)	(0.8)%
Other	16,669	15,615	(1,054)	(6.3)%
Operating Income	4,753	6,701	+ 1,948	+ 41.0%

Internet Business

(mm of yen)

	Net Sales				Operating Income			
	FY24/3	FY25/3	YoY	YoY(%)	FY24/3	FY25/3	YoY	YoY(%)
1Q	6,105	6,536	+ 431	+ 7.1%	277	592	+ 315	+ 113.6%
2Q	7,160	7,382	+ 222	+ 3.1%	403	484	+ 81	+ 20.3%
1H	13,265	13,919	+ 653	+ 4.9%	680	1,077	+ 396	+ 58.3%
3Q	7,009	7,932	+ 922	+ 13.2%	644	1,000	+ 355	+ 55.2%
3Q cumulative	20,275	21,851	+ 1,576	+ 7.8%	1,325	2,077	+ 752	+ 56.8%
4Q	8,485				947			
2H	15,495				1,592			
Annual	28,761				2,272			

TV Asahi Corporation: Digital Ads-related Revenue

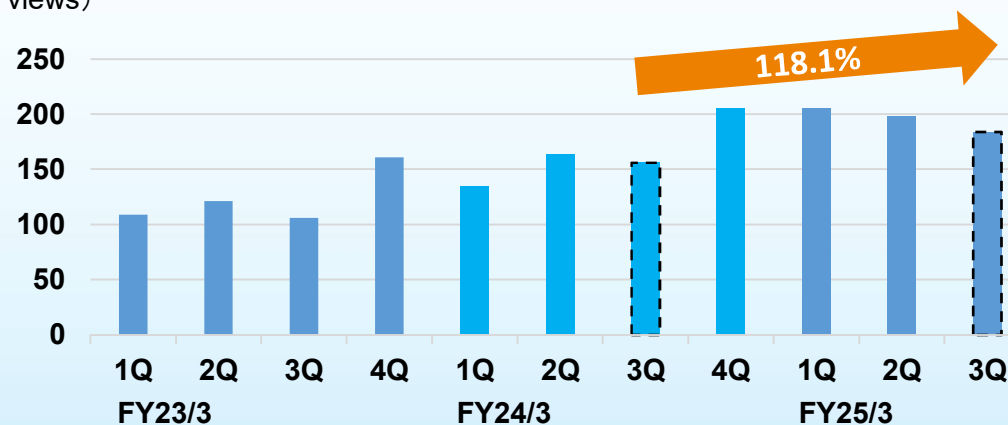
<Digital Ads-related Revenue (TVer, etc.) >

(mm of yen)

	FY24/3	FY25/3	YoY	YoY(%)
1Q	1,251	1,693	+ 442	+ 35.4%
2Q	1,165	1,787	+ 622	+ 53.4%
1H	2,416	3,481	+ 1,064	+ 44.1%
3Q	1,654	2,509	+ 855	+ 51.7%
3Q cumulative	4,070	5,991	+ 1,920	+ 47.2%

TV Asahi No. of Views on Catch-up Service (TVer)

(mm views)



Shopping Business

(mm of yen)

	Net Sales				Operating Income			
	FY24/3	FY25/3	YoY	YoY(%)	FY24/3	FY25/3	YoY	YoY(%)
1Q	4,342	4,910	+ 568	+ 13.1%	307	421	+ 114	+ 37.2%
2Q	4,760	4,914	+ 154	+ 3.2%	463	411	(51)	(11.1)%
1H	9,102	9,825	+ 722	+ 7.9%	770	833	+ 63	+ 8.2%
3Q	5,547	5,548	+ 1	+ 0.0%	285	344	+ 59	+ 20.7%
3Q cumulative	14,649	15,374	+ 724	+ 4.9%	1,055	1,177	+ 122	+ 11.6%
4Q	5,354				378			
2H	10,901				664			
Annual	20,003				1,434			

Other Businesses

(mm of yen)

	Net Sales				Operating Income			
	FY24/3	FY25/3	YoY	YoY(%)	FY24/3	FY25/3	YoY	YoY(%)
1Q	9,339	13,312	+ 3,973	+ 42.5%	1,019	1,142	+ 123	+ 12.1%
2Q	12,195	12,831	+ 636	+ 5.2%	750	922	+ 172	+ 23.0%
1H	21,534	26,144	+ 4,609	+ 21.4%	1,769	2,065	+ 296	+ 16.7%
3Q	11,353	11,237	(116)	(1.0)%	449	1,174	+ 725	+ 161.2%
3Q cumulative	32,888	37,381	+ 4,493	+ 13.7%	2,218	3,240	+ 1,021	+ 46.0%
4Q	11,794				552			
2H	23,148				1,002			
Annual	44,683				2,771			

Other Businesses

<Results of Major Other Businesses>

(mm of yen)

	Sales				Balance			
	FY24/3 3Q Cumulative	FY25/3 3Q cumulative	YoY	YoY(%)	FY24/3 3Q Cumulative	FY25/3 3Q cumulative	YoY	YoY(%)
Music Publication	9,222	11,323	+ 2,101	+ 22.8%	3,079	3,033	(46)	(1.5)%
Special Events	7,533	8,456	+ 923	+ 12.3%	1,053	1,595	+ 541	+ 51.4%
Equipment/ Lease	4,641	5,186	+ 544	+ 11.7%	2,487	2,661	+ 174	+ 7.0%
Motion Pictures	2,645	2,597	(48)	(1.9)%	515	1,258	+ 742	+ 144.1%
DVD	471	841	+ 369	+ 78.3%	110	307	+ 196	+ 177.2%

Note: Balance figures do not include indirect costs.

Capex and D&A

Capex

(bn of yen)

	FY24/3 3Q cumulative	FY25/3 3Q cumulative	YoY	YoY(%)	Outlook for FY25/3
Consolidated	14.26	18.70	+ 4.44	+ 31.1%	36.80
TV Asahi Corporation	12.92	15.81	+ 2.88	+ 22.3%	33.70

Depreciation & Amortization

(bn of yen)

	FY24/3 3Q cumulative	FY25/3 3Q cumulative	YoY	YoY(%)	Outlook for FY25/3
Consolidated	7.37	7.16	(0.20)	(2.8)%	9.50
TV Asahi Corporation	6.02	5.70	(0.32)	(5.4)%	7.60

FY25/3 Forecast

(mm of yen)

	Previous Forecast (as of Nov 8, 2024)	New Forecast (as of Feb 7, 2025)	Difference	Difference(%)
Net Sales	312,000	319,000	+ 7,000	+ 2.2%
TV Broadcasting	226,400	231,000	+ 4,600	+ 2.0%
Internet	27,200	28,100	+ 900	+ 3.3%
Shopping	20,400	20,100	(300)	(1.5)%
Other Businesses	38,000	39,800	+ 1,800	+ 4.7%
Operating Income	16,000	19,000	+ 3,000	+ 18.8%
TV Broadcasting	7,900	10,500	+ 2,600	+ 32.9%
Internet	2,500	2,800	+ 300	+ 12.0%
Shopping	1,900	1,600	(300)	(15.8)%
Other Businesses	3,700	4,100	+ 400	+ 10.8%
Adjustments	—	—	—	—
Ordinary Income	22,000	26,000	+ 4,000	+ 18.2%
Profit Attributable to Owners of Parent	20,000	24,000	+ 4,000	+ 20.0%

Ad Revenue (Terrestrial)

Time	Spot	Total
(0.3)% ⇒ + 1.1%	+ 3.8% ⇒ + 6.0%	+ 1.9% ⇒ + 3.7%

Production Costs (Terrestrial) (mm of yen)

FY25/3 Forecast*	YoY
79,000	(0.1)%

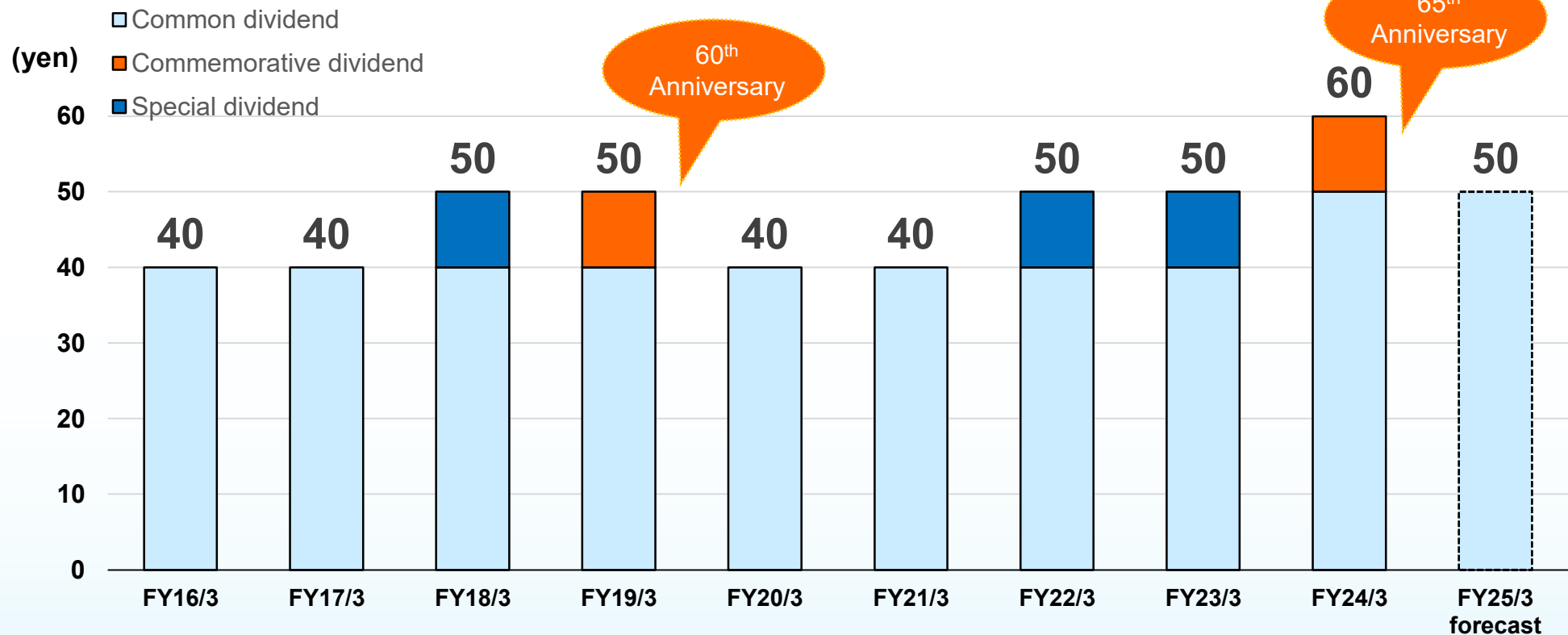
* The forecast for production costs has changed from the previous forecast of 78,500 mm yen (YoY (0.8)%).

FY25/3 Forecast (YoY)

(mm of yen)

	FY24/3 Results	FY25/3 Forecast	YoY	YoY(%)
Net Sales	307,898	319,000	+ 11,102	+ 3.6%
TV Broadcasting	226,524	231,000	+ 4,476	+ 2.0%
Internet	26,258	28,100	+ 1,842	+ 7.0%
Shopping	19,991	20,100	+ 109	+ 0.5%
Other Businesses	35,125	39,800	+ 4,675	+ 13.3%
Operating Income	12,337	19,000	+ 6,663	+ 54.0%
TV Broadcasting	5,971	10,500	+ 4,529	+ 75.8%
Internet	2,272	2,800	+ 528	+ 23.2%
Shopping	1,434	1,600	+ 166	+ 11.6%
Other Businesses	2,771	4,100	+ 1,329	+ 48.0%
Adjustments	(112)	—	+ 112	—
Ordinary Income	19,919	26,000	+ 6,080	+ 30.5%
Profit Attributable to Owners of Parent	17,138	24,000	+ 6,861	+ 40.0%

Shareholder Returns



Share buybacks	2.24 bn yen	-	-	-	-	3.11 bn yen	-	-	-	-
Dividend payout ratio	35.6%	26.9%	33.8%	41.6%	16.1%	32.8%	24.2%	30.6%	35.6%	21.2%
Total payout ratio	53.9%	26.9%	33.8%	41.6%	16.1%	58.6%	24.2%	30.6%	35.6%	21.2%

Basic Policy

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







Key Initiatives

Viewer Ratings: Fall Programming Season

(Sep 30–Dec 29, 2024)

Triple Crown in All Day, Golden Time and Prime Time!
(for both Individual All and Household viewer ratings)






Individual All	TV Asahi	Nippon TV	TBS	Fuji TV	TV Tokyo	PUT
All Day (6am–midnight)	①  3.7 (+0.1)	② 3.4 (+0.0)	③ 2.8 (+0.2)	④ 2.3 (+0.0)	⑤ 1.2 (+0.0)	18.2 (-0.1)
Golden Time (7pm–10pm)	①  5.8 (+0.4)	② 5.3 (-0.3)	③ 4.5 (+0.2)	④ 3.6 (-0.2)	⑤ 3.1 (+0.1)	30.5 (-0.4)
Prime Time (7pm–11pm)	①  5.7 (+0.4)	② 5.0 (-0.2)	③ 4.3 (+0.1)	④ 3.5 (-0.2)	⑤ 2.7 (+0.1)	28.3 (-0.4)
Prime2 (11pm–1am)	② 1.8 (+0.0)	① 2.1 (-0.4)	② 1.8 (+0.2)	④ 1.4 (+0.0)	⑤ 0.7 (-0.1)	9.9 (-0.7)
Household	TV Asahi	Nippon TV	TBS	Fuji TV	TV Tokyo	HUT
All Day (6am–midnight)	①  6.7 (+0.2)	② 5.8 (-0.2)	③ 5.0 (+0.3)	④ 4.2 (+0.2)	⑤ 2.1 (+0.0)	31.8 (+0.0)
Golden Time (7pm–10pm)	①  9.8 (+0.8)	② 8.4 (-0.5)	③ 7.2 (+0.3)	④ 5.9 (-0.1)	⑤ 5.2 (+0.1)	48.5 (-0.5)
Prime Time (7pm–11pm)	①  9.7 (+0.6)	② 7.9 (-0.5)	③ 7.1 (+0.3)	④ 5.8 (-0.1)	⑤ 4.5 (+0.0)	45.7 (-0.5)
Prime2 (11pm–1am)	② 3.4 (+0.0)	① 3.9 (-0.7)	③ 3.2 (+0.3)	④ 2.6 (+0.0)	⑤ 1.3 (-0.2)	18.3 (-1.3)

Note: Numbers in circles refer to ranking among commercial stations. Numbers in parentheses indicate YoY. (Video Research, Kanto region) **28**

Viewer Ratings: 2024

(Jan 1–Dec 29, 2024)

Individual All: Triple Crown for the First Time for TV Asahi
Household: Triple Crown for Two Straight Years

Individual All	TV Asahi	Nippon TV	TBS	Fuji TV	TV Tokyo	PUT
All Day (6am–midnight)	①  3.5 (-0.1)	② 3.4 (-0.1)	③ 2.7 (+0.0)	④ 2.2 (-0.1)	⑤ 1.2 (+0.0)	18.7 (-0.2)
Golden Time (7pm–10pm)	①  5.3 (-0.2)	① 5.3 (-0.3)	③ 4.3 (+0.0)	④ 3.5 (-0.2)	⑤ 3.1 (+0.1)	30.8 (-0.5)
Prime Time (7pm–11pm)	①  5.3 (-0.2)	② 5.0 (-0.2)	③ 4.2 (+0.0)	④ 3.4 (-0.2)	⑤ 2.7 (+0.1)	28.7 (-0.6)
Prime2 (11pm–1am)	② 1.8 (-0.1)	① 2.4 (-0.2)	③ 1.7 (-0.1)	④ 1.4 (-0.2)	⑤ 0.7 (+0.0)	10.6 (-0.5)
Household	TV Asahi	Nippon TV	TBS	Fuji TV	TV Tokyo	HUT
All Day (6am–midnight)	①  6.4 (+0.0)	② 6.0 (-0.1)	③ 4.9 (+0.1)	④ 4.0 (+0.0)	⑤ 2.1 (+0.0)	32.6 (-0.2)
Golden Time (7pm–10pm)	①  9.0 (-0.1)	② 8.4 (-0.4)	③ 6.9 (+0.0)	④ 5.5 (-0.3)	⑤ 5.2 (+0.1)	49.0 (-0.6)
Prime Time (7pm–11pm)	①  9.1 (-0.2)	② 8.0 (-0.4)	③ 6.8 (+0.0)	④ 5.5 (-0.3)	⑤ 4.6 (+0.1)	46.2 (-0.8)
Prime2 (11pm–1am)	② 3.5 (+0.0)	① 4.3 (-0.5)	③ 3.2 (-0.1)	④ 2.6 (-0.2)	⑤ 1.3 (-0.1)	19.5 (-0.9)

Note: Numbers in circles refer to ranking among commercial stations. Numbers in parentheses indicate YoY. (Video Research, Kanto region) 29

Triple Crown for 2024 Annual Viewer Ratings <Key Drivers>

<News & Information> Daily news shows captured high ratings

- All three Prime Time programs, *Hodo Station*, *Saturday Station* and *Udo Times*, achieved top spots in their respective time slots
- *Good! Morning*: The weekdays 7am slot recorded the highest rating among commercial stations for the first time, and its newly expanded Saturday and Sunday slots also delivered strong performance
- *Hatori Shinichi Morning Show* and *Oshita Yoko Wide! Scramble*: Both captured top positions in their respective time slots

<Drama> Five series ranked in the top 10 for commercial station drama series in 2024

- Broadcast popular series and talked-about shows in each quarterly programming season, such as *THE TRAVELNURSE*, *AIBOU season23*, *Believe -A Bridge to you-*
- *Rikon Shinai Otoko* and *Destiny*: Contributed greatly to number of views on catch-up service

<Variety> Weekend shows delivered consistently high ratings

- *Zawatsuku! Friday*: Garnered the top position among all variety shows across all stations for two straight years
- *Sandwich Man & Ashida Mana's Hakase-chan*: Captured the top in its time slot for annual viewer ratings for the first time
- *Ikegami Akira's News Sou Datta no ka!!*: No.1 in its time slot for three straight years

<Sports> Live coverage of large sporting events recorded outstanding ratings

- *Paris 2024 Olympic Games* (Jul, Aug): Recorded top average viewer rating among Prime Time broadcasts on commercial stations
- *AFC Asian Cup Qatar* (Jan, Feb): "Japan vs. IR Iran" match captured the top rating in Prime Time among commercial broadcasters for 2024 (Individual All 15.6%, Household 23.6%)
- *MLB Seoul Series* (Mar): "Dodgers vs. Padres" game recorded 10.6% (Individual All), 17.7% (Household)
- *WBSC Premier 12* (Nov): Broadcast five games with the "Super Round Final Japan vs. Taiwan" recording 10.9% (Individual All), 17.6% (Household)

<BS Asahi> Triple Crown in All Day, Golden Time and Prime Time for two straight years
(for both Individual All and Household viewer ratings)

Enhance IP Development

- Following “NUMAnimation” (Apr 2020-) and “IMAnimation” (Oct 2024-), will launch “IMAnimation W”, a new anime slot on Wednesdays late night, in April 2025, which will further expand our anime programming that includes *Doraemon* and *Shin chan*
- Aim to expand business by actively utilizing IPs, including titles managed as lead producer
- Announced the anime adaptation of KOTOBUKIYA's highly popular plastic model series ARCANADEA
- Working on the visual adaptation of an original manga from BookLive
- Continuing the three-party collaboration with BookLive and KOTOBUKIYA

<Up-coming Line-up and New Endeavor>

NEW



WED 11:45 pm *excluding some areas



SAT 11:30 pm



SAT 1:30 am (late night)

Film Adaptation

The Dangers in My Heart



- Broadcast on NUMAnimation in Apr 2023 and Jan 2024 programming seasons
- Produced by Shin-ei Animation Co., Ltd. (a consolidated subsidiary)
- Season 2 won Best 2D Animated Programme at the 29th Asian Television Awards 2024, Asia's largest program awards.

©Norio Sakurai(AKITASHOTEN)/The Dangers in My Heart Committee

Apr 2025—

YOUR FORMA



©2025 Mareho Kikuishi/KADOKAWA/Project YOUR FORMA

Jul 2025—

**Hell Teacher:
Jigoku Sensei Nube**



©Shou Makura・Takeshi Okano/SHUEISHA・Domori Elementary School Alumni

Apr 2025—

**From Old Country Bumpkin
to Master Swordsman**



©Shigeru Sagazaki,Tetsuhiro Nabeshima/SQUARE ENIX, From Old Country Bumpkin to Master Swordsman Project

Apr 2025—

**SHOSHIMIN: How to become Ordinary
(2nd Season)**



©Honobu Yonezawa・Tokyo Sogensha Co., Ltd. / SHOSHIMIN Committee

Motion Pictures

Box Office Revenue
over **3.1 billion yen !**
(as of Feb 5, 2025)



Doctor-X the movie FINAL
(Dec 6, 2024–)



©2024 Doctor-X the movie film partners

<Up-coming Line-up>



**Doraemon the Movie:
Nobita's Art World Tales**
(Mar 7, 2025–)

© Fujiko-Pro, Shogakukan, TV-Asahi,
Shin-ei, and ADK 2025



**Crayon Shinchan
the Movie:
Super Hot! The Spicy
Kasukabe Dancers**
(Summer 2025–)

©Usui Yoshito/Futabasha • SHIN-EI
Animation • TV Asahi • ADK 2025



**Babanba Banban
Vampire**
(coming soon)

©2025 "Babanba Banban Vampire"
Film Partners

Special Events

<Up-coming Line-up>

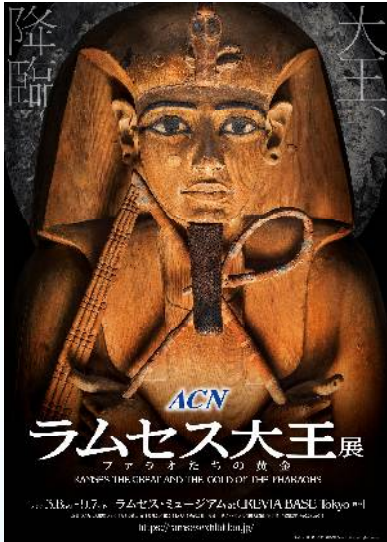


Exhibition

Joan Miró

Mar 1–Jul 6, 2025

@ TOKYO METROPOLITAN
ART MUSEUM



Exhibition

**ACN RAMSES THE
GREAT AND THE GOLD
OF THE PHAROHS**

Mar 8–Sep 7, 2025

@ RAMSES MUSEUM at CREVIA
BASE Tokyo (Toyosu)



Music

**Mynavi presents
The Performance**

Mar 28–30, 2025

@ K-Arena Yokohama



Music

**ROCK ANTHEM
- BY ROCK LOVERS,
FOR ROCK LOVERS -**

Apr 5, 6, 2025

@ Makuhari Messe Hall 9–11

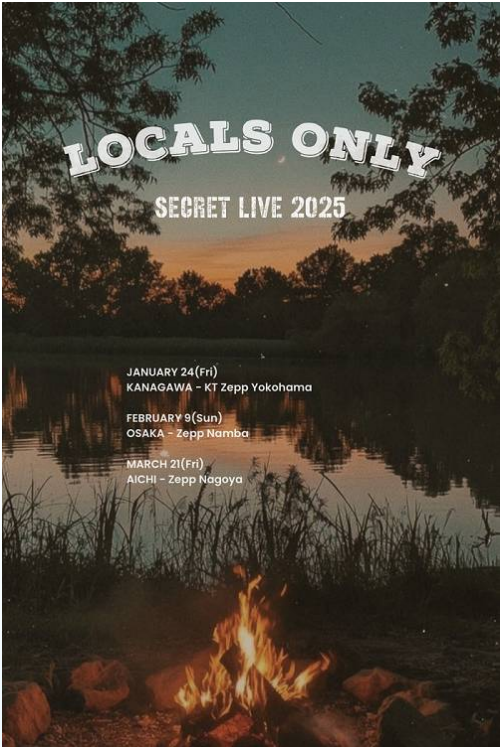
New Indoor Rock Festival

- Booked artists that attract music fans in their 30s and 40s who have drifted away from music festivals after COVID-19 Pandemic
- Family-friendly event

Music Publication



<Up-coming Line-up>



HIRAIDAI

LOCALS ONLY SECRET LIVE 2025

(Exclusive for official fan club members)

Jan 24–Mar 21, 2025
3 concerts @ 3 venues



Shonan no Kaze

Shonan no Kaze TOUR 2025
KAZENOSHINGEKI

Mar 1–Jun 7, 2025
12 concerts @ 11 venues

Sustainability Initiatives

The Future Starts Here × SDGs



- The 8th edition scheduled for broadcast with the participation of news and information programs (Feb 23–Mar 2, 2025)

Inclusion in FTSE's ESG Index



- Selected as a constituent of the FTSE Blossom Japan Sector Relative Index

FTSE Russell confirms that TV Asahi Holdings Corporation has been independently assessed according to the index criteria, and has satisfied the requirements to become a constituent of the FTSE Blossom Japan Sector Relative Index. The FTSE Blossom Japan Sector Relative Index is used by a wide variety of market participants to create and assess responsible investment funds and other products.

Integrated Learning Support Activities



TV Asahi
Cater Courses

“Looking at Disaster Prevention Measures from the Reporting Site” (Nov 2024)

- Providing unique “learning opportunities” as a TV station since 2003, including “Guided Tours” and “Cater Classes” led by TV Asahi employees at schools and other academic institutions
- For local governments and communities, offering TV Asahi Cater Courses that are lecture-based courses on topics such as “until news is aired” and “behind-the-scenes of program production,” as well as workshops such as “experience being a TV announcer”
- Courses on “disaster news coverage” and “local disaster prevention” are also held by TV Asahi personnel who have first-hand disaster reporting experience

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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