
Asahi Broadcasting Corporation

Earnings Presentation for the Second Quarter
(Cumulative) of Fiscal 2013

The Fiscal Year Ending March 31, 2014

November 18, 2013

Fiscal 2013 Second Quarter (Cumulative) Results Highlights

Fiscal 2013 Second Quarter (Cumulative)

Results Highlights

Consolidated

Increased Operating Revenue,
Decreased Operating Income

- ◆ Broadcasting, Housing, Golf: Increase in revenue in all three segments
- ◆ CS Broadcasting: Increase in expenses associated with greater number of live games covered and spread of HD broadcasting
- ◆ Housing Business: Increase in initial expenses associated with promotion expenses/ new housing-related facilities

Non-consolidated

Increased Operating Revenue and Income

- ◆ Increases in TV spots and time sales revenue
- ◆ For the first time in 30 years, ABC attains No. 1 position in terms of spot advertising share among the four TV stations in Osaka 
- ◆ No. 1 for TV viewer ratings in Golden Time (19:00-22:00), Prime Time (19:00-23:00), and Prime 2 (23:00-25:00) segments 

Consolidated Operating Revenue and Profit

Consolidated	FY2013 (First Half)	FY2012 (First Half)	% Change
Operating revenue	40,245	38,846	3.6 %
Operating income	1,943	2,083	(6.7)%
Ordinary income	2,029	2,147	(5.5)%
Net income	1,141	1,141	(0.0)%

Millions of yen

Consolidated Financial Results by Business Segment

	Operating revenue			Operating income		
	FY2013 (First Half)	FY2012 (First Half)	% Change	FY2013 (First Half)	FY2012 (First Half)	% Change
Consolidated	40,245	38,846	3.6%	1,943	2,083	(6.7)%
Broad-casting	34,963	33,929	3.0%	1,398	1,573	(11.1)%
Housing	4,787	4,493	6.6%	492	515	(4.5)%
Golf club	494	424	16.3%	52	(5)	—

Millions of yen

Non-Consolidated Financial Results

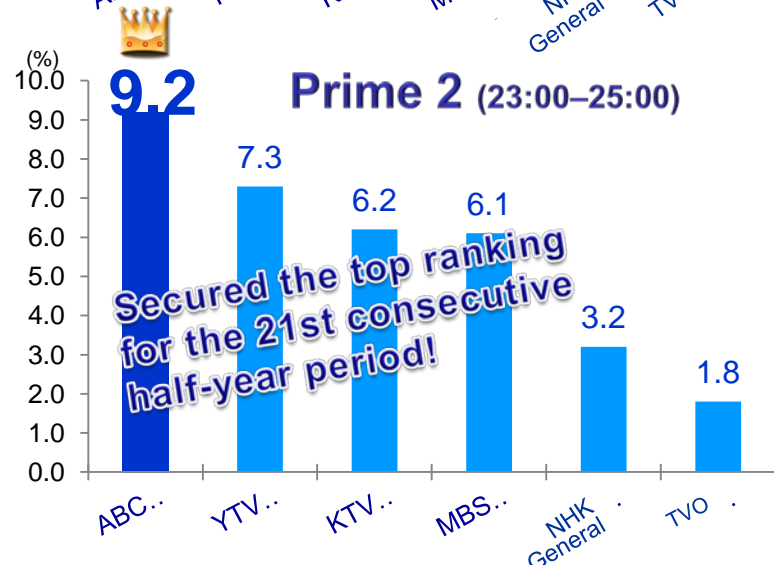
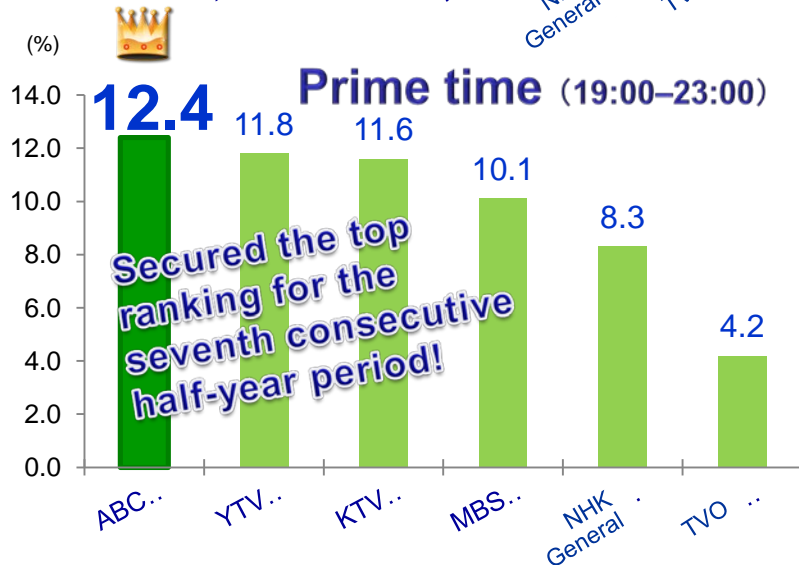
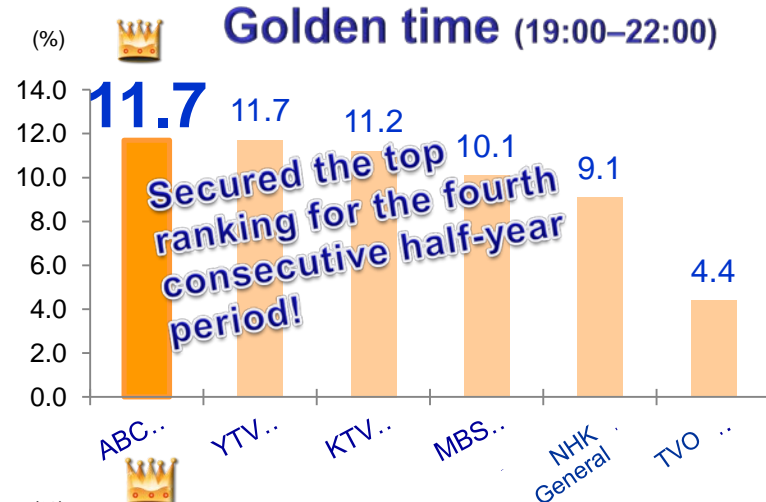
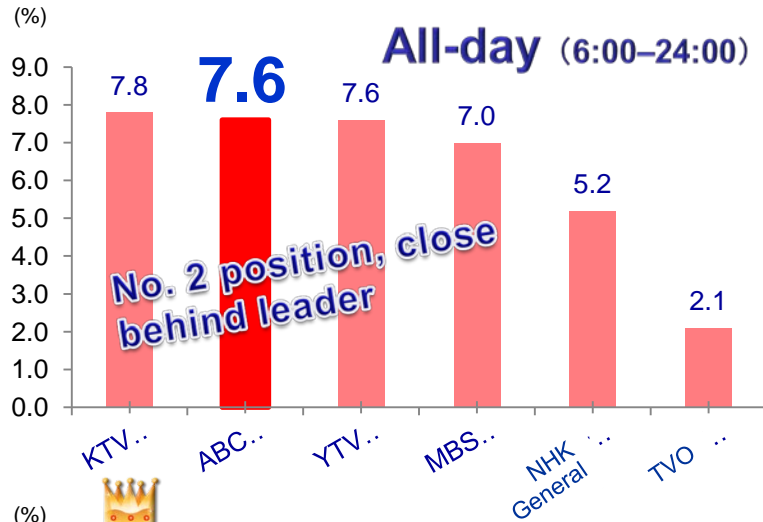
Non-consolidated	FY2013 (First Half)	FY2012 (First Half)	% Change
Operating revenue	32,779	31,864	2.9%
Operating income	1,638	1,574	4.1%
Ordinary income	1,834	1,735	5.7%
Net income	1,134	1,047	8.2%

Millions of yen

Television Viewer Ratings

April 1, 2013 to September 29, 2013

(Source: Video Research Ltd.)



Factors Contributing to Robust Television Viewer Ratings

◆ Popularity of our morning shows

Ohayo Call ABC

Mon.-Fri. 5:00-5:50 / 6:00-6:45



Part one: 2.9% Part 2: 6.6%
Share: 20.6% Share: 22.5%

Ohayo Asahi Desu

Mon.-Fri. 6:45-8:00



10.3%
Share: 21.6%

◆ Popularity of our local evening variety shows



"Gokigen! Bran' New"



"Ameagari no Yamato Nazeshiko"



"Ima-chan no Jitsuwa..."



"BE-BOP! HIGH HEEL"



"Tantei! Knight Scoop"

Fri. 23:17-24:12

Knight in night Mon.-Thurs. 23:17-24:17
Average viewer rating: 10.3% Share: 25.8%

Average viewer rating: 17.1%

Share: 36.9%

Figures are averages for the first six months of 2013 (Kansai).

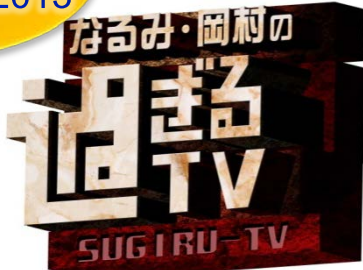
Source: Video Research Ltd.

TV Broadcasting Business Development

◆ Strength of variety software development for broadcast slots

Sunday 23:15-24:10
(Kansai Local Broadcasts)

New Program
from October 2013



"Narumi/Okamura no Sugiru TV"



Started Oct. 6

MCs Takashi Okamura,
Narumi

Initial viewer rating: 9.2%

No. 1 in same time slots!



Koji Higashino

Kunikazu
Katsumata

Average Viewer Rating 8.3%
No. 1 in same time Slots!



"Tozai Geinin Ikinari Futaritabi"

May 2012 to
March 2013



"Shitteru or Shittaka? Quiz
Barebel no Tou"

April 2013 to
September 2013



Atsushi Tamura
(London Boots Ichi-go, Ni-go)

Average Viewer Rating 7.4%

Source: Video Research Ltd.

Overseas Business Development

- ◆ August: Started broadcasting by format sales of Vietnamese edition *Shinkon-san Irasshai!* on Ho Chi Minh City Television (HTV)



- ◆ September: Started making and broadcasting for exclusive airing in Japan, and format sales of the *Grab It! Hold It! Count It!* program jointly developed with U.K.-based Zodiak Media program packaging company

- ◆ October: Commenced broadcasting by both stations of the joint production with HTV of *Nihon-Betonamu Nazo Toki Koryushi*, a special program commemorating the 40th anniversary of the establishment of Japan-Vietnam diplomatic relations



Housing Business Development

◆ April 26

Launched HDC (Housing Design Center) Osaka operations at Grand Front Osaka

Opened with nine stores fully occupied

Number of visitors from opening to September 30:
approx. 1.37 million



◆ September 14

Opened Totsuka Housing Park at JR Totsuka Station

Visited by 2,900 couples, exceeding the estimated number (2,000) expected, during opening period (September 14–29)



Photovoltaic Power Generation Business Development

◆ Started Photovoltaic Power Generation by Utilizing Land at Medium-Wave Radio Transmitter Station



Generation of power (annually), estimated	2,800 MWh to 2,300MWh (may change due to aging)
Operational duration	20 years
Electric power sales price	¥40/1kWh (excluding tax)
Start of electric power sales	November 1, 2013

One of the largest photovoltaic power generation facilities installed at a radio transmitter station in Japan

Results, Forecasts, and Key Points: Television Broadcasting Business

■ Advertising revenue

Television Broadcasting Business revenue (Breakdown)	FY2013					
	First Half (Results)		Second Half (Forecast)		Full Year (Forecast)	
Network revenue	7.57	+1.8 %	7.43	(1.9)%	15.00	(0.1)%
Local-time sales revenue	2.90	(1.9)%	2.61	(9.9)%	5.52	(5.9)%
Spot sales revenue	17.49	+1.5 %	18.90	+3.6 %	36.39	+2.6 %
Total	29.14	+1.4 %	30.05	+0.7 %	59.20	+1.0 %

Billions of yen

Note: Percentage figures represent the year-on-year increase or decrease.

■ Program expenses

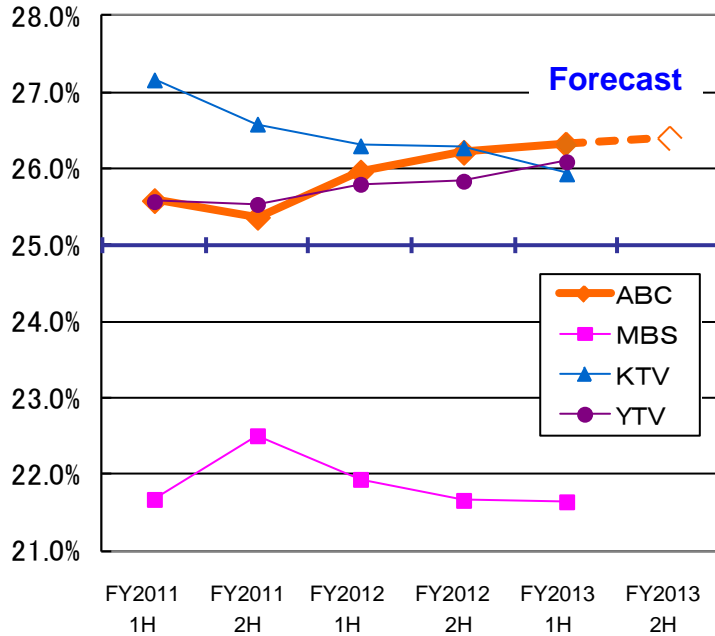
Program expenses	FY2013					
	First Half (Results)		Second Half (Forecast)		Full Fiscal Year (Forecast)	
Television	9.20	+1.9%	8.51	+0.5%	17.72	+1.2%

Billions of yen

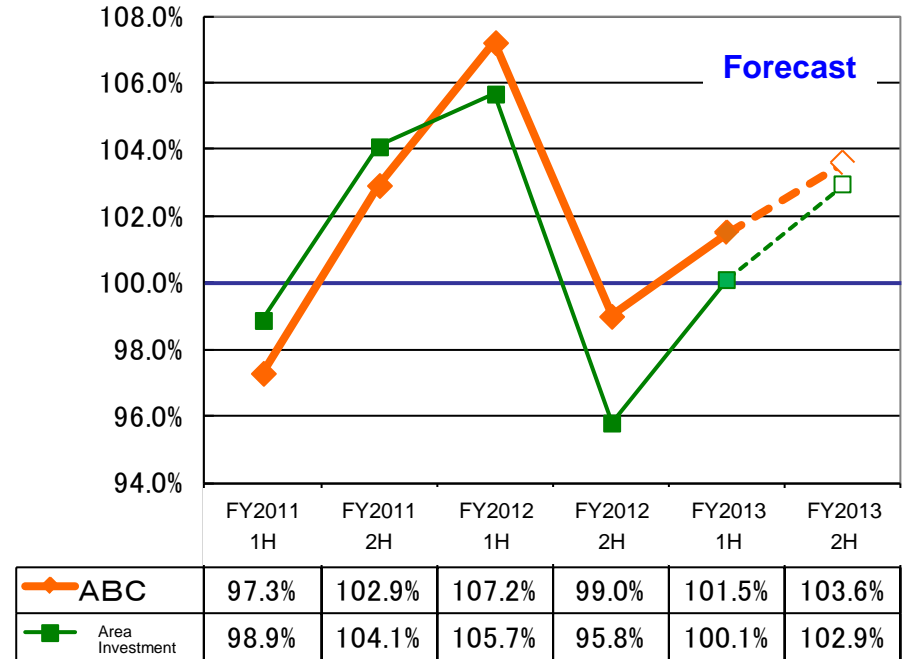
Note: Percentage figures represent the year-on-year increase or decrease.

Results, Forecasts, and Key Points: Television Spot Sales

■ Trends in the Market Shares of the Four Stations in Osaka



■ Trends in Area Investment and ABC growth rates (on an interim period basis)



First Half of FY2013

- Increase spot advertising share
- Leading share (0.2 point off)



Full-Year FY2013 Target

Gain No. 1 share position

ABC

Fiscal 2013 Consolidated Results Forecasts

	FY2013 (Forecast)	FY2012 (Results)	% Change
Operating revenue	80,400	78,847	2.0 %
Operating income	5,300	5,748	(7.8)%
Ordinary income	5,400	5,820	(7.2)%
Net income	3,000	2,774	8.1 %

Millions of yen

Fiscal 2013 Non-Consolidated Results Forecasts

	FY2013 (Forecast)	FY2012 (Results)	% Change
Operating revenue	65,700	64,749	1.5 %
Operating income	3,900	4,253	(8.3)%
Ordinary income	4,100	4,398	(6.8)%
Net income	2,500	2,287	9.3 %

Millions of yen

Ratio of ordinary income to operating revenue in fiscal 2013

6.2%

(Forecast)

ABC

Dividends

	FY2013 (Planned)	FY2012	FY2011
Interim dividend	6.0	4.5	4.5
Period-end dividend	6.0	7.5	4.5
Ordinary dividend	6.0	4.5	4.5
Special dividend, commemorative dividend	—	3.0	—
Annual dividend	12.0	12.0	9.0

Yen



Supplementary Materials

Television Broadcasting Business Revenue and Expenses

	FY2013 (First Half)	FY2012 (First Half)	Increase (Decrease)	% Change
Television broadcasting business earnings	29,141	28,740	401	1.4 %
Network revenue	7,577	7,446	131	1.8 %
Local-time sales revenue	2,905	2,961	(56)	(1.9)%
Spot sales revenue	17,495	17,231	263	1.5 %
Program sales revenue	1,163	1,101	62	5.6 %
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Program expenses	9,205	9,032	173	1.9 %

Millions of yen

Television Spots Revenue by Industry Sector

<Plus>

Industry Sector	Increase (Decrease)	YoY
Banks and finance	+180	+40.8%
Alcoholic and other beverages	+169	+9.1%
Communication	+146	+13.4%
Securities	+121	+687.2%
Wakes and weddings	+67	+107.0%

<Minus>

Industry Sector	Increase (Decrease)	YoY
Electric	(239)	(31.1)%
TV Shopping Sales	(231)	(51.9)%
Public Works	(140)	(54.3)%
Foods	(123)	(9.2)%
Cosmetics & Toiletries	(117)	(8.6)%

Millions of yen

Note: Amounts less than ¥1 million are rounded to the nearest whole unit.

Radio Broadcasting Business Revenue and Expenses

	FY2013 (First Half)	FY2012 (First Half)	Increase (Decrease)	% Change
Radio broadcasting business revenue (breakdown)	1,418	1,417	0	0.1 %
Time sales revenue	815	824	(8)	(1.0)%
Spot sales revenue	561	549	12	2.2 %
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Radio program expenses	<b>469</b>	504	(35)	(7.0) %

Millions of yen

## Other Business Revenue

	FY2013 (First Half)	FY2012 (First Half)	Increase (Decrease)	Principal Factor(s)
CS broadcasting business (SKY•A)	<b>1.55</b>	1.46	+0.09	Increase in number of live Hanshin Tigers baseball games, etc.
TV shopping (ABC Media Communications)	<b>0.76</b>	0.70	+0.06	Record-high revenue due to consecutive increases
Events	<b>1.25</b>	0.81	+0.44	Increase in revenue from Summer Sonic Osaka, etc.
Content related	<b>0.71</b>	0.61	+0.10	Increases in movie distribution revenue and fees from secondary copyright use

Billions of yen

## Capital Expenditure/Depreciation and Amortization

	FY2013 First Half (Results)		FY2013 (Outlook)	
	Consolidated	Non-consolidated	Consolidated	Non-consolidated
Capital investments	0.9	0.3	2.9	2.3
Depreciation and amortization	1.7	1.4	3.5	2.9

Billions of yen

Note: Amounts less than ¥0.1 billion are rounded to the nearest whole unit.

# Inquiries/Disclaimer

## Inquiries

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## Disclaimer

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