



# Presentation

for the Six Months Ended September 30, 2025

November 19, 2025

Securities Code: 9405

**Asahi Broadcasting Group Holdings Corporation**

# Matters to be reported

## Financial Results Briefing for the Six Months Ended September 30, 2025

- Points of the Financial Results and Revision of Financial Results Forecast for the FY3/2026 P4
- Consolidated Results and Segment Information P5-
- Results of Asahi Television Broadcasting (ABC TV) P12-
- Growth Strategy and Progress P22-

# Greetings

**Masayuki Nishide**  
**President & CEO**  
**Asahi Broadcasting Group Holdings Corporation**

# Points of the Financial Results

## Six Months Ended September 30, 2025

### Consolidated

- **Increase in net sales and profit**
- Increased net sales and profit, mainly in the broadcasting business
- Expo 2025 Osaka, Kansai, Japan contributed to content business results
- Posted a significant increase in net profit, recording a gain on sales of non-current assets

### Broadcasting and Content

- **Increase in net sales and profit**
- Significant increase in spot sales revenue due to market share expansion amid a recovery in the advertising market and high viewer ratings
- Local time revenue increased due to strong regular programming performance

### Lifestyle

- **Increase in net sales and profit**
- Increased net sales and profit with the new consolidation in the housing business

## Revised financial results forecast for FY3/2026 and increased dividends

- **Revised net sales and profit forecast upward; increased dividend**
- Upward revision amid a strong first half performance
- We expect the broadcasting and content business and the lifestyle business to perform largely in line with initial expectations over the second half of the fiscal year
- We raised our dividend and dividend forecast by 2 yen for the interim period and year-end, expecting to pay 18 yen per share for the full year

# Consolidated Results

**Yoko Kumada**

**Executive Officer (Accounting and Finance, Investor Relations)**





**Asahi Broadcasting Group Holdings Corporation**

## Consolidated Results

**Net sales and profits rose significantly year on year.**

**We posted a gain on sale of non-current assets as extraordinary income, boosting net profit significantly.**

(Millions of yen)

	H1 FY3/2025 (Apr to Sep 2024)	H1 FY3/2026 (Apr to Sep 2025)	YoY	% Change
Net Sales	41,657	46,687	5,029	12.1% 
Operating Expenses	42,817	45,407	2,589	6.0% 
Cost of Sales	29,743	31,889	2,145	7.2% 
Selling, General and Administrative Expenses	13,074	13,517	443	3.4% 
Operating Profit	(1,160)	1,280	2,440	—
Ordinary Profit	(1,047)	1,297	2,344	—
Profit Attributable to Owners of Parent	(852)	2,402	3,255	—

## Results by Consolidated Segment

The broadcasting and content business posted large **increases in net sales and profits**. The lifestyle business also saw **an increase in net sales and profits** due to the impact of the new consolidation.

### Broadcasting and Content

	H1 FY3/2025 (Apr-Sep 2024)	H1 FY3/2026 (Apr-Sep 2025)	YoY	% Change
Net Sales	35,198	<b>39,881</b>	4,683	13.3%
Broadcasting*	25,682	<b>27,356</b>	1,673	6.5%
Content*	9,486	<b>12,461</b>	2,975	31.4%
Other	29	<b>63</b>	34	116.0%
Operating Profit	(858)	<b>1,219</b>	2,078	—

### Lifestyle

	H1 FY3/2025 (Apr-Sep 2024)	H1 FY3/2026 (Apr-Sep 2025)	YoY	% Change
Net Sales	6,459	<b>6,805</b>	346	5.4%
Housing	4,205	<b>4,763</b>	557	13.3%
At-home shopping	1,586	<b>1,368</b>	(218)	(13.7)%
Golf	492	<b>522</b>	30	6.2%
Other	174	<b>151</b>	(23)	(13.4)%
Operating Profit	7	<b>79</b>	71	986.5%

\*Beginning with FY3/2026, revenue from TV program streaming, etc., of ABC TV has been moved from broadcasting business revenue to content business revenue. Therefore, the broadcasting and content business figures for FY3/2025 are for reference, calculated using the same method.

(Note) Operating profit related to items not allocated to a specific segment includes Adjustments (-308 million yen for H1 FY3/2025; -18 million yen for H1 FY3/2026).

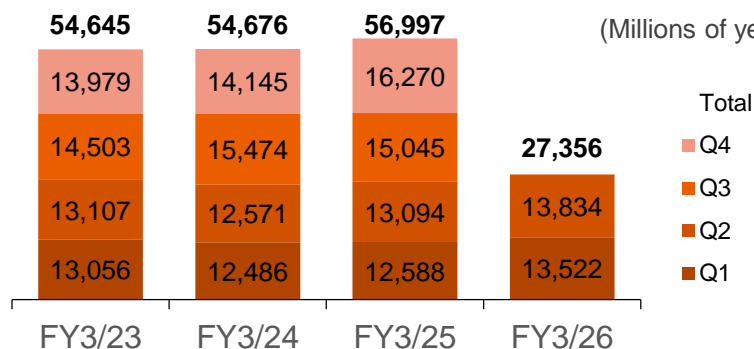


## Performance by Consolidated Segment

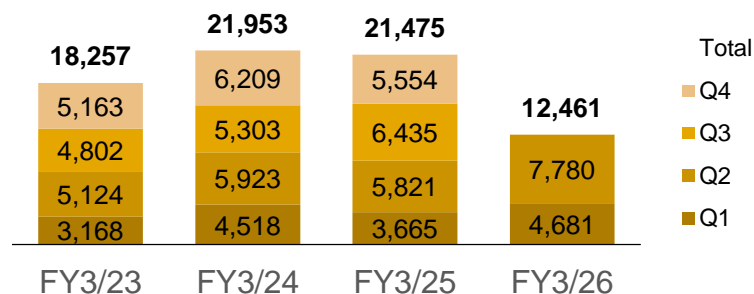
### Net Sales\*

(Millions of yen)

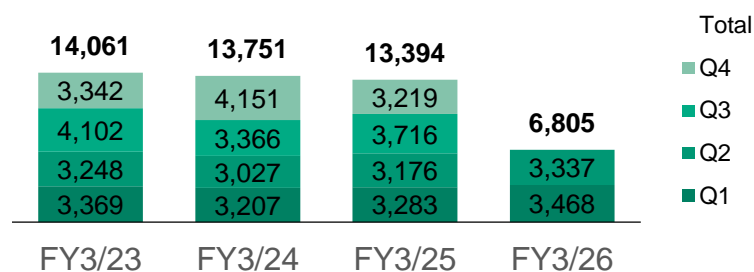
Broadcasting



Content

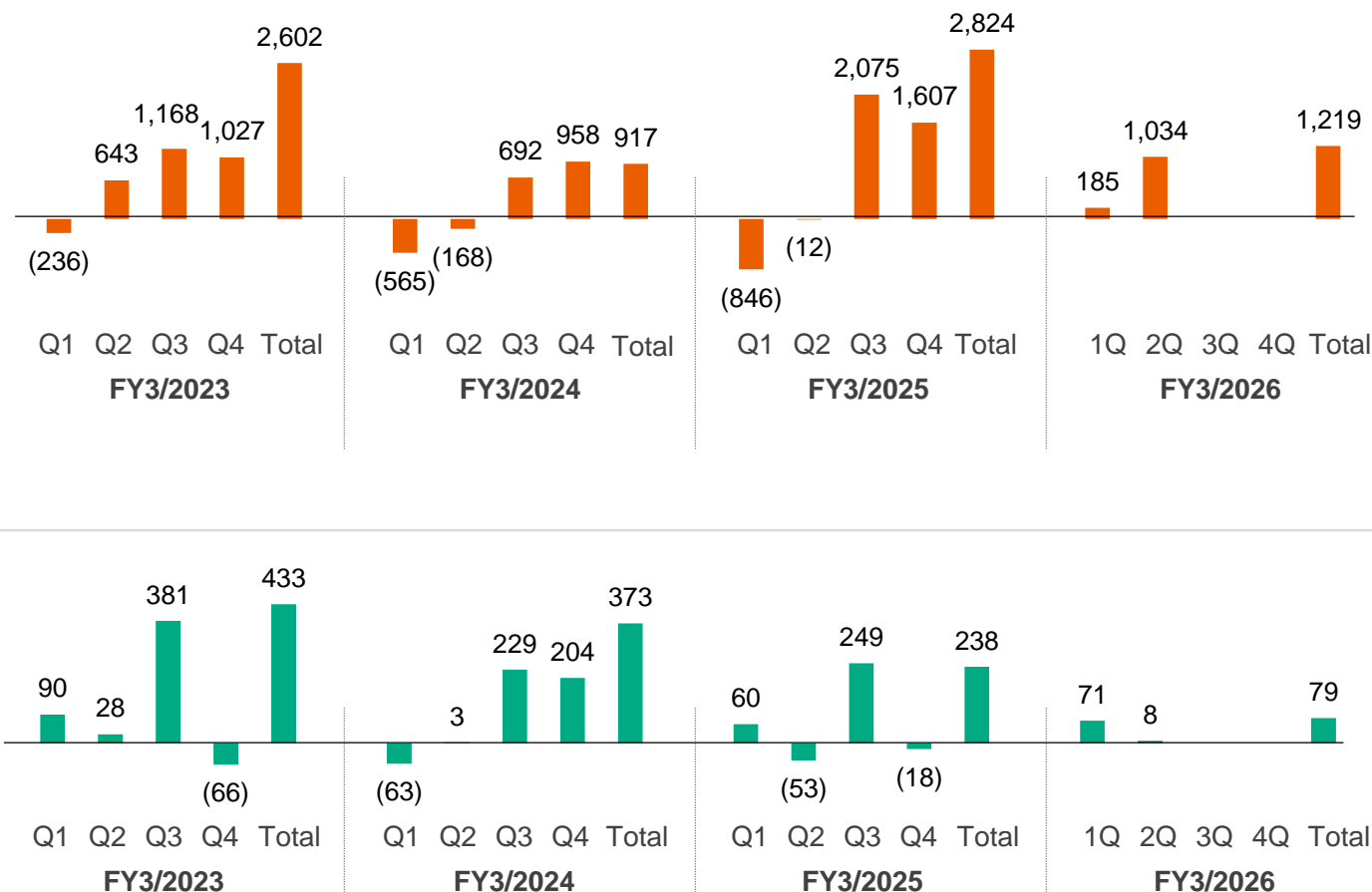


Lifestyle



### Operating Profit

(Millions of yen)



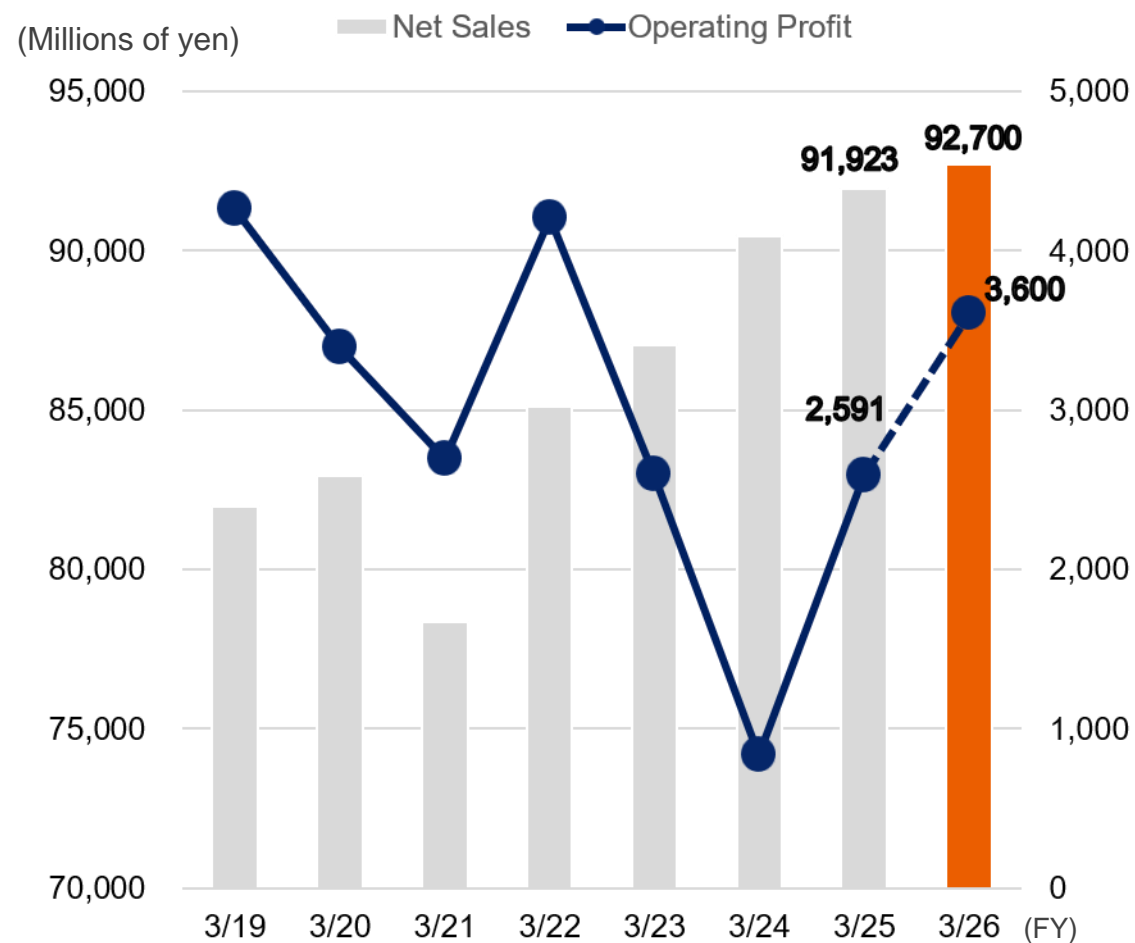
\*Beginning with FY3/2026, revenue from TV program streaming, etc., of ABC TV has been moved from the broadcasting business revenue to the content business revenue. Therefore, net sales of broadcasting and content business for FY3/2025 and earlier are for reference, calculated using the same method.



## FY3/2026 Consolidated Financial Results Forecasts (Revised in November)

**We revised our full-year forecasts upward, reflecting the strong performance of the broadcasting and content business through the first half of the fiscal year.**

	FY3/2025 (Actual)	FY3/2026 (Revised)	YoY	(Millions of yen) % Change
Net Sales	91,923	92,700	776	0.8%
Operating Profit	2,591	3,600	1,008	38.9%
Ordinary Profit	2,506	3,700	1,193	47.6%
Profit Attributable to Owners of Parent	2,502	4,100	1,597	63.8%



## FY3/2026 Financial Results Forecasts by Segment (Revised in November)

(Millions of yen)

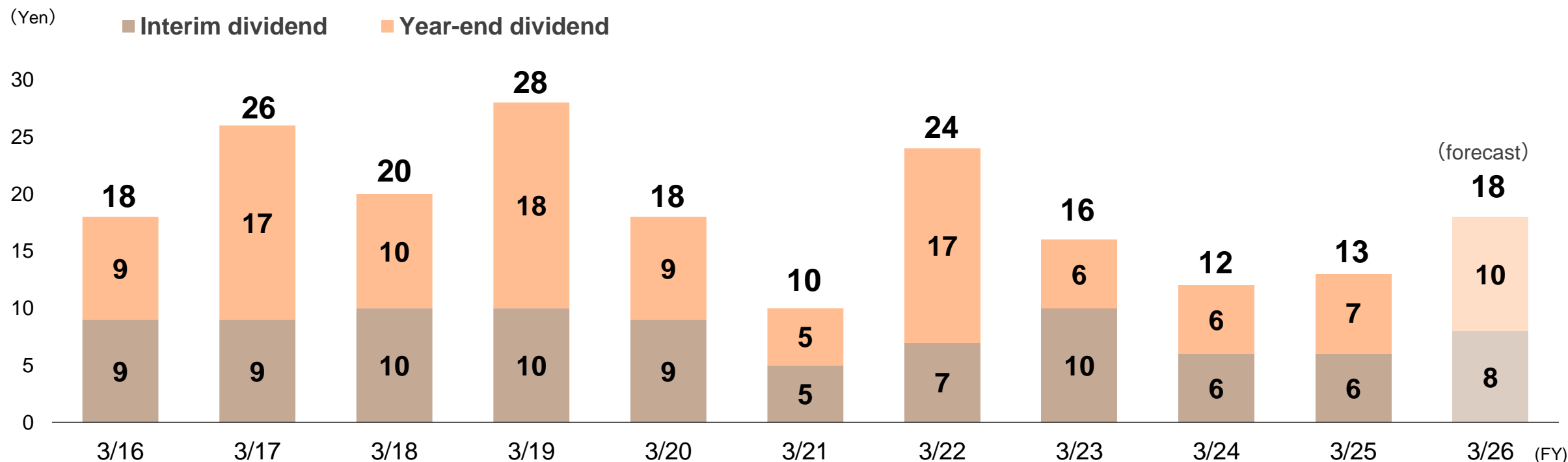
		FY3/2025 (Actual)	FY3/2026 (Revised)	YoY	% Change	
Net Sales	Broadcasting and Content (Total)		78,529	78,800	270	0.3%
	Details	Broadcasting*	56,997	56,300	(697)	(1.2)%
		Content*	21,475	22,400	924	4.3%
		Other	56	100	43	77.8%
	Lifestyle (Total)		13,394	13,900	505	3.8%
	Details	Housing	8,804	9,400	595	6.8%
		At-home shopping	3,277	3,200	(77)	(2.4)%
		Golf	1,017	1,000	(17)	(1.7)%
		Other	295	300	4	1.6%
		FY3/2025 (Actual)	FY3/2026 (Revised)	YoY	% Change	
Operating Profit	Broadcasting and Content (Total)		2,824	3,400	575	20.4%
	Lifestyle (Total)		238	300	61	25.8%
	Adjustments		(471)	(100)	371	—

\*Beginning with the FY3/2026, revenue from TV program streaming, etc., of ABC TV will be moved from broadcasting business revenue to content business revenue. Therefore, broadcasting and content business revenues for FY3/2025 are for reference, calculated using the same method.

## Dividends (Dividend Policy)

In line with our dividend policy, the Company revised the interim dividend up by 2 yen from the previous forecast to ¥8.00 per share. In addition, in light of the revision to the financial results forecasts, the Company also revised the year-end dividend up by 2 yen from the previous forecast to ¥10.00 per share. As a result, **the annual dividend is forecasted to be 18 yen.**

Returning appropriate levels of profits to all shareholders is one of the most important management issues for the Company. With respect to the distribution of profits, given the Company's responsibility as a certified broadcasting holding company, it will take into comprehensive account factors such as operating results, the dividend payout ratio, and an appropriate level of internal reserves, while also constantly being aware of the balance between strengthening and maintaining the Company's financial position and making investments for supporting increases in corporate value and growth strategies. In accordance with this policy, the Company plans to flexibly make decisions for continuous and stable dividend payment, targeting a dividend payout ratio of 30% for profit after deducting the amount equivalent to the effective statutory tax rate from consolidated operating profit, which indicates profit from the core business of the Group (deemed net profit). Moreover, the Company has set an annual dividend of 12 yen per share as the lower limit except in times of a significant decline in business performance due to a rapidly deteriorating business environment.



# Results of ABC TV

**Toshiaki Imamura**  
**Representative Director and Vice President**  
**Asahi Broadcasting Group Holdings Corporation**  
**Representative Director and President**  
**Asahi Television Broadcasting Corporation**

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## Results of ABC TV

We posted a significant increase in net sales and profits, with higher spot sales revenue stemming from market share expansion and strong local time advertising revenue. The content business, including TVer revenue (video streaming) and events, also performed well.

(Millions of yen)

	H1 FY3/2025 (Apr to Sep 2024)	H1 FY3/2026 (Apr to Sep 2025)	YoY	% Change
Net Sales	27,207	<b>29,315</b>	2,108	7.7%
Operating Expenses	27,265	<b>28,118</b>	853	3.1%
Cost of Sales	17,678	<b>17,925</b>	247	1.4%
Selling, General and Administrative Expenses	9,587	<b>10,193</b>	605	6.3%
Operating Profit	(58)	<b>1,196</b>	1,254	—
Ordinary Profit	(23)	<b>1,254</b>	1,277	—
Profit	(18)	<b>2,051</b>	2,069	—
Content Production Expenses*	9,898	<b>9,734</b>	(164)	(1.7)%

\*Beginning with FY3/2026, program expenses (TV program production expenses) and content-related expenses have been combined and categorized as content production expenses. Therefore, content production expenses for FY3/2025 are for reference, calculated using the same method. In addition, program expenses for H1 FY3/2025 are 8,400 million yen, and program expenses for H1 FY3/2026, calculated using the method from FY3/2025 and earlier, are 8,055 million yen.

## Details of ABC TV Revenue

(Millions of yen)

	H1 FY3/2023 (Apr to Sep 2022)	H1 FY3/2024 (Apr to Sep 2023)	H1 FY3/2025 (Apr to Sep 2024)	H1 FY3/2026 (Apr to Sep 2025)	YoY	Change Factors
<b>Broadcasting Business Revenue*</b>	23,012	22,057	22,493	<b>24,098</b>	1,604	• See the following pages for more details.
<b>Content Business Revenue*</b>	3,705	5,073	4,579	<b>5,050</b>	471	<ul style="list-style-type: none"> <li>• TVer revenues increased a significant 1.5 times year on year.</li> <li>• Events (Miffy exhibition, etc.) performed well.</li> <li>• Increased last-minute demand point rewards under the Furusato Nouzei hometown tax donation system, <i>Furulabo</i>.</li> </ul>
<b>Other</b>	140	143	134	<b>166</b>	32	

\*Beginning with FY3/2026, revenue from TV program streaming, etc., has been moved from broadcasting business revenue to content business revenue. Broadcasting and content business revenues for FY3/2025 and earlier are for reference, calculated using the same method.

## Trends of ABC TV Major Broadcasting Business Revenues

In addition to the highest viewer ratings in Kansai, we saw spot sales revenue increase significantly with an increase in spot sales in the local market and market share growth. Network time revenues decreased due to the absence of a major special program that was broadcast in the previous year, but local time revenues were strong.

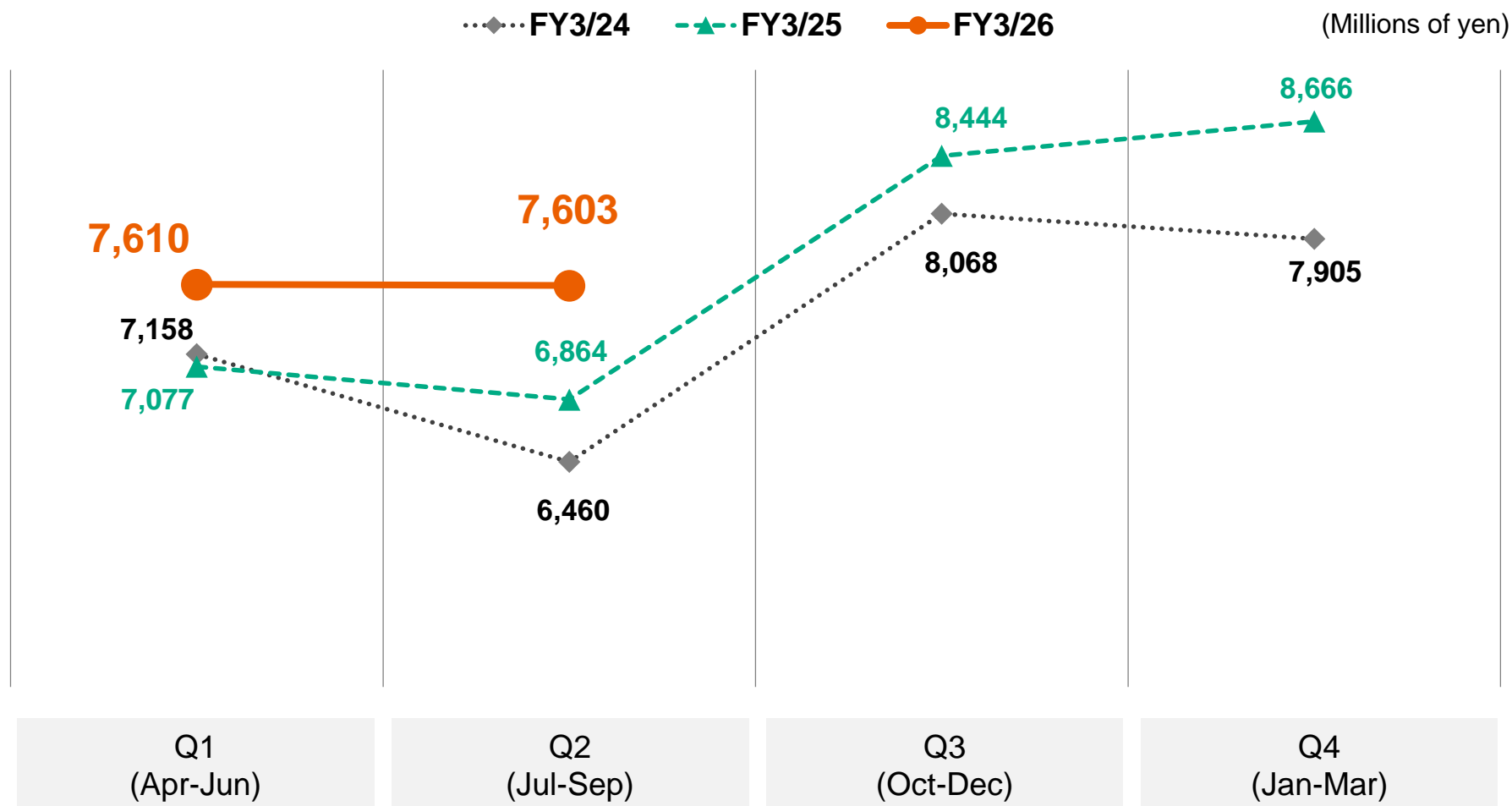
(Millions of yen)

	H1 FY3/2023 (Apr to Sep 2022)	H1 FY3/2024 (Apr to Sep 2023)	H1 FY3/2025 (Apr to Sep 2024)	H1 FY3/2026 (Apr to Sep 2025)	YoY	Change Factors
Spot	14,208	13,619	13,942	15,214	1,271	<ul style="list-style-type: none"> <li>Increased market share was achieved on the back of the highest viewer rating in Kansai.</li> <li>Spot sales in the local market in Kansai were strong at 103% of the previous year's level.</li> <li>Increase in ad placements from the leisure and other industries, impacted by Expo 2025 Osaka, Kansai, Japan.</li> </ul>
Network (Time)	5,581	5,435	5,596	5,463	(132)	<ul style="list-style-type: none"> <li>No broadcast this year of the major special program, <i>Chef-1 Grand-Prix</i>, which was broadcast in the previous year.</li> <li>Expenses and income decreased due to a change in broadcast slot for a Sunday national network drama.</li> </ul>
Local (Time)	2,985	2,745	2,700	3,168	467	<ul style="list-style-type: none"> <li>Regular programs including <i>Ohayo Asahi Desu</i> performed well.</li> </ul>



## ABC TV Spot Revenue (Quarterly Performance)

Increased spot sales in the local market amid a booming TV ad market. We expanded our market share and negotiated increased ad unit prices, resulting in a significant increase in spot sales revenue.



YoY

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H1

**109.1%**

# ABC TV Spot Revenue (By Top 20 Industries)

\*Year-on-year comparisons

Rank	Industry	H1 FY3/2025 (Apr to Sep 2024)		H1 FY3/2026 (Apr to Sep 2025)	
		YoY*	Composition Rate	YoY*	Composition Rate
1	Transportation/Leisure/Food Services/Services	101.0%	15.2%	107.5%	15.0%
2	Foods	113.0%	10.1%	109.6%	10.2%
3	Beverages/Liquors	97.7%	10.1%	93.1%	8.6%
4	Pharmaceuticals/Medical Supplies	108.9%	7.9%	115.7%	8.4%
5	Information/Communications	105.3%	7.1%	105.3%	6.8%
6	Home Electric Appliances/Computer	90.5%	6.0%	108.0%	5.9%
7	Finance	106.9%	6.4%	100.3%	5.9%
8	Automobiles	123.1%	4.8%	119.7%	5.3%
9	Cosmetics/Toiletries	117.5%	5.5%	93.6%	4.7%
10	Hobby (Movie/Game/Music etc.)	69.7%	3.9%	122.5%	4.4%
11	Housing/Real Estate/Construction	79.1%	2.7%	167.3%	4.2%
12	Publications	100.7%	2.4%	143.2%	3.2%
13	Government /Political Organization	106.1%	3.6%	87.4%	2.9%
14	Energy/Machines/Materials	147.9%	2.1%	145.1%	2.8%
15	Fashion (Apparel/Jewelry etc.)	91.6%	2.3%	131.5%	2.8%
16	Household Products	99.8%	2.2%	138.0%	2.7%
17	Distribution	138.7%	2.7%	103.2%	2.5%
18	At-Home Shopping	91.2%	2.8%	66.3%	1.7%
19	Various Organizations (Law Office etc.)	78.7%	1.0%	135.0%	1.3%
20	Logistics Services/Businesses/Events	154.1%	1.0%	59.0%	0.5%
21	Others	49.5%	0.1%	148.1%	0.1%
Total			100.0%		100.0%

## ABC TV Viewer Ratings in Kansai Region for April - September 2025\* [Individual All]

In addition to the strong performance of various regular programs, including high school baseball related programming and Hanshin Tigers league championship, we won viewer ratings for four slots. Winning four slots in three consecutive half-year periods was a great achievement, and a first ever since the station's inception.

	All Day (6:00-24:00)	Golden Time (19:00-22:00)	Prime Time (19:00-23:00)	Prime 2 (23:00-25:00**)
1	<b>ABC</b> 3.4%	<b>ABC</b> 4.9%	<b>ABC</b> 5.2%	<b>ABC</b> 2.6%
2	MBS · KTV · YTV 2.9%	YTV 4.7%	KTV · YTV 4.4%	YTV 2.3%
3	*** ***	KTV 4.5%	*** ***	MBS 2.0%
4	*** ***	MBS 4.4%	MBS 4.3%	KTV 1.7%
5	NHK 2.5%	NHK 4.1%	NHK 3.6%	NHK 0.9%

**ABC**  
(TV Asahi network)

**MBS**  
(TBS network)

**KTV**  
(Fuji TV network)

**YTV**  
(Nippon TV network)

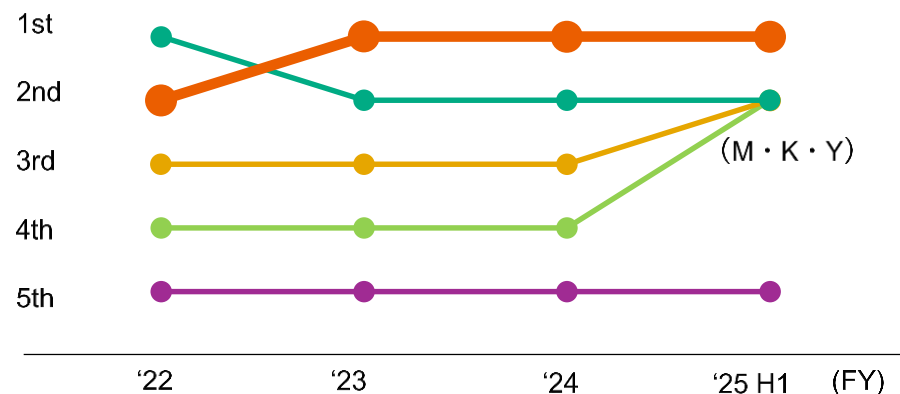
**NHK**

(\*March 31 to September 28, 2025 / Source: Video Research)

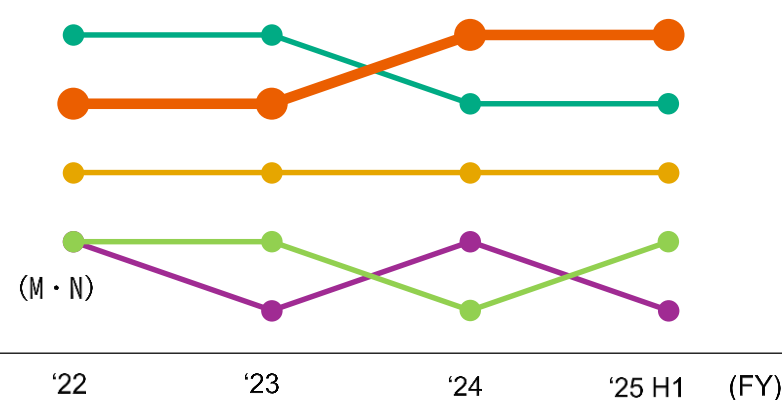
\*\*1:00 a.m. the next day

# Trends of Viewer Ratings Ranking in Kansai Region (Individual ALL) Over 4 Years

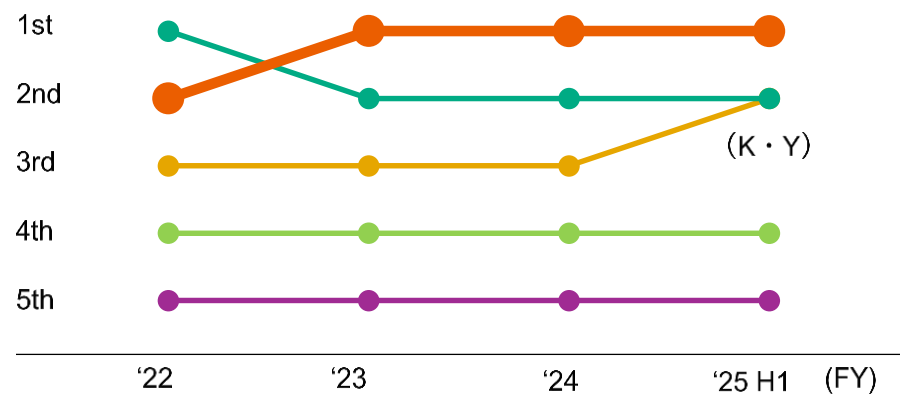
## All Day (6:00-24:00)



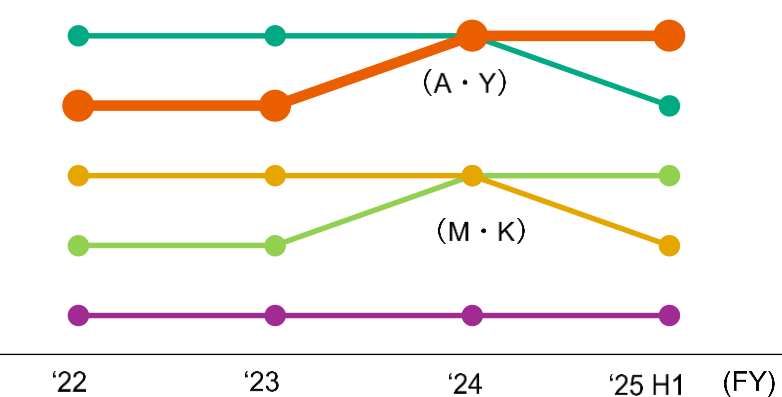
## Golden Time (19:00-22:00)



## Prime Time (19:00-23:00)



## Prime 2 (23:00-1:00 the next day)



ABC  
(TV Asahi network)

MBS  
(TBS network)

KTV  
(Fuji TV network)

YTV  
(Nippon TV network)

NHK

(Source: Video Research)

## TV Business Topics

### 1 Local media contributed to momentum for Expo 2025 Osaka, Kansai, Japan

#### ACN EXPO EKIDEN 2025 – Hosted on March 16

One month before the Expo, we broadcast the first-ever corporate team vs. university team relay live on a nationwide network.



#### Q-1 A show where U-18 changes the future with their research and presentation

We recorded the finals of the fourth year in the series at the EXPO Hall at the EXPO site. First national network broadcast.



#### We broadcast news and information programs, as well as a variety of other programs, from the venue every day



Ohayo Asahi Desu



Noimestation



DAIGO in the Kitchen

### 2 Increased points of interaction at live events Increased fan engagement

#### Summer Festival 2025 with DREAMS COME TRUE, Kokokarada! in Expo '70 Commemorative Park

The theme song for the ACN EXPO EKIDEN 2025 was written by DREAMS COME TRUE, and ABC also played a role in the summer event.



#### Hosted event at GLION ARENA KOBE, which opened in April

We held the *Toraban Aniki Festival* in the arena, invested in by the Company and Bestie as a venue to host Group events. Bestie hosted *Nettoh JAM*, an event arising from the *Nettoh Koshien* national network program.



#### New events from Ohayo Asahi Desu

Launch of the News IP Business Group, which manages various events related to *Ohayo Asahi Desu*.  
August: *Oha Asa Family Concert* held for the first time  
November: Held a fourth *Oha Asa Park* event



3

## Next-generation content creation and revenue diversification Co-creation with highly engaging IP

### Co-creation with ASOBISYSTEM idols

Broadcasting *Asobanyasonson*, a next-generation entertainment program that responds to the viewing habits of Generation Z, who are accustomed to short videos. Program-related events held on November 23 and 24. Also opened a limited-time collaboration CAFÉ.



### Co-creation with LDH artists

- Rolling out new attractions for entertainment projects, including documentary-style programs and dramas.
- THE JET BOY BANGERZ appointed as the project ambassador for *DARK13*.



### Co-creation with YK MUSIC ENTERTAINMENT

Launched the first flagship program in October for new boys group, WILD BLUE, formed with an eye toward global popularity.



### Co-creation with teamLab

Invested in teamLab Biovortex Kyoto, the largest permanent museum in Japan (opened in October).



teamLab Biovortex Kyoto © teamLab

### Exclusive coverage of the Hanshin Victory Parade

Exclusively live broadcast the Victory Parade Commemorating the Central League Championship on Saturday, November 22.

*Toraban Special! Special program covering the Midosuji parade to commemorate the Tigers' Central League championship!!*: On air at 10:45 a.m.



### Hanshin Tigers Fan Appreciation Festival

Broadcast Fan Appreciation Day on Sunday, November 23.

*Joshin presents Toraban Special Hanshin Tigers Fan Appreciation Day 2025*

On air: Saturday, November 29, 3:30–4:26 p.m.



### ABC TV performance has had a positive impact on Group companies



Nationwide release on Friday,  
November 14, 2025



Documentary film commemorating the 90th anniversary of the team's founding; covered the journey leading to the 2025 season league championship. Bestie participated in the production committee.

©Hanshin Tigers THE OFFICIAL MOVIE 2025 Production Committee

# Growth Strategy and Progress

**Masayuki Nishide**  
**President & CEO**  
**Asahi Broadcasting Group Holdings Corporation**



## Growth Strategy and Progress

### Developing overseas markets

–Co-production with Hollywood also in the works–

Co-creation with other entities  
inside and outside the Group

#### Animation film

### Production of *DEATH STRANDING MOSQUITO* (Working Title) began

KOJIMA PRODUCTIONS, Hollywood, and ABC ANIMATION to co-produce animated film based on DEATH STRANDING, an open-world game with a cumulative 20 million players.



#### Hiroshi Miyamoto

Animation Director/Filmmaker

With a career spanning Toei Animation, Production I.G, and Square Enix, Hiroshi Miyamoto founded ABC ANIMATION STUDIO in 2020. Work being produced as the studio's first film.

#### Original Game: *DEATH STRANDING*

An open-world game that created a worldwide buzz and passionate fan base, featuring world-renowned actors such as Norman Reedus and Mads Mikkelsen performing character motion-capture.



©KOJIMA PRODUCTIONS Co., Ltd.

## Growth Strategy and Progress

### Focusing on next-generation creator development

–Selected as an affiliate of the Tokyo Metropolitan Government project–

Co-creation with other entities  
inside and outside the Group

#### ABC ANIMATION

### Selected as an affiliate of the Project to Support the Development of Animators and Other Talented People Who Will Spread Their Wings Across the World

AtelierLab (located in the Tokyo Contents Incubation Center\*) designed for one-stop production of anime and manga works, including art production, sound recording, and editing.

Supporting business development for next-generation creators through knowledge and expertise in cutting-edge technologies, matching opportunities with content providers, etc.

#### \*Tokyo Contents Incubation Center (TCIC)

Incubation facility supported by the Tokyo Metropolitan Government, specializing in animation, games, and other content businesses. Providing multifaceted support for commercialization of creator works.



Creator's WORKING LAB (High-performance computers, etc.)



EDITING ROOM (Post-production)



SOUNDSTAGE (Recording Booth / Control Room)



MOTION-CAPTURE studio

## Growth Strategy and Progress

### Developing markets overseas

–Accelerating co-creation with international partners–

Co-creation with other entities  
inside and outside the Group

#### ContentAsia Awards 2025

### Two works won awards in international competitions

*Miracle100*, a joint production between ABC TV and companies in South Korea and Singapore, won Gold in two categories. This marks the first time in the competition's history that a single work has won awards in two categories.



*The Secret Gameshow* Season 2, developed with NBCUniversal Formats, won Silver in the same competition.



#### Joint development of original scripted drama

### Co-creation with a global content studio

Formed business alliance with IMAGINUS, a South Korean premium content production studio. Original scripted drama development in progress.



#### IMAGINUS

Global content studio established by a group of creators, including producers of many popular Korean productions



## Creation of the next medium-term management plan is in progress

The Company's recent performance has improved significantly.

Work on the next medium-term management plan is underway, scheduled to be announced in spring 2026.

### Next-Generation Group Reform Project

#### Profit Improvement Project

Emphasizing profit margin ratio, pursuing rationalization and efficiencies through group coordination

#### Business Reform Project

Business Strategy Committee drives the execution of strategies for each strategic business group and issue resolution

#### New Investment Guideline Formulation Project

Reviewed past investments and formulated New Investment Guidelines to improve discipline of new investments

#### Future Vision Formulation Project

We plan to announce our Future Vision in spring 2026 in conjunction with the next medium-term management plan

# Reference Materials

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## Capital Investments/Depreciation and Amortization

	H1 FY3/2025 (Apr to Sep 2024)		H1 FY3/2026 (Apr to Sep 2025)	
	Consolidated	ABC TV	Consolidated	ABC TV
<b>Capital Investments</b>	¥3.4 billion	¥0.9 billion	¥1.6 billion	¥0.4 billion
<b>Depreciation and Amortization</b>	¥1.8 billion	¥0.9 billion	¥1.8 billion	¥0.9 billion

## Major Group Companies ① &lt;Broadcasting and Content Businesses, excluding ABC TV&gt;

(Millions of yen)

	Net Sales				Operating Profit			
	H1 FY3/24 (Apr-Sep 2023)	H1 FY3/25 (Apr-Sep 2024)	H1 FY3/26 (Apr-Sep 2025)	YoY	H1 FY3/24 (Apr-Sep 2023)	H1 FY3/25 (Apr-Sep 2024)	H1 FY3/26 (Apr-Sep 2025)	YoY
■ ABC Radio	1,181	1,233	1,224	(8)	46	30	27	(2)
■ sky-A	2,056	2,094	2,129	34	(93)	(101)	(105)	(3)
■ ABC Frontier	929	1,042	1,030	(12)	52	(4)	153	158
■ ABC ANIMATION	990	946	1,057	111	6	(70)	(114)	(43)
■ MASH	1,327	968	2,958	1,989	70	(47)	293	341
■ SILVER LINK.	861	991	1,050	58	(163)	(162)	(161)	0



## Major Group Companies ② &lt;Lifestyle Business&gt;

(Millions of yen)

	Net Sales				Operating Profit			
	H1 FY3/24 (Apr-Sep 2023)	H1 FY3/25 (Apr-Sep 2024)	H1 FY3/26 (Apr-Sep 2025)	YoY	H1 FY3/24 (Apr-Sep 2023)	H1 FY3/25 (Apr-Sep 2024)	H1 FY3/26 (Apr-Sep 2025)	YoY
■ ABC Development	4,581	4,418	4,406	(11)	211	107	136	29
■ ABC FUN LIFE*	761	945	1,330	385	(220)	(26)	(13)	13
■ ABC GOLF CLUB	509	513	530	16	20	(8)	(22)	(14)

\*The sales increase of ABC FUN LIFE is mainly due to its acquisition of ONE DAY DESIGN through an absorption-type merger (an absorption-type merger between consolidated subsidiaries).

# ABC TV Viewer Ratings in Kansai Region for April - September 2025\* [Household]

	All Day (6:00-24:00)	Golden Time (19:00-22:00)	Prime Time (19:00-23:00)	Prime 2 (23:00-25:00**)
1	ABC 6.2%	ABC 8.4%	ABC 9.0%	ABC 4.7%
2	KTV 5.3%	YTV 7.5%	KTV 7.2%	YTV 4.2%
3	MBS 5.2%	NHK 7.4%	YTV 7.1%	MBS 3.7%
4	YTV 5.1%	KTV 7.3%	MBS 7.0%	KTV 3.1%
5	NHK 4.7%	MBS 7.1%	NHK 6.6%	NHK 2.0%

ABC  
(TV Asahi network)

MBS  
(TBS network)

KTV  
(Fuji TV network)

YTV  
(Nippon TV network)

NHK

(\*March 31 to September 28, 2025 / Source: Video Research)

\*\*1:00 a.m. the next day

# ANN's TV Network

ABC



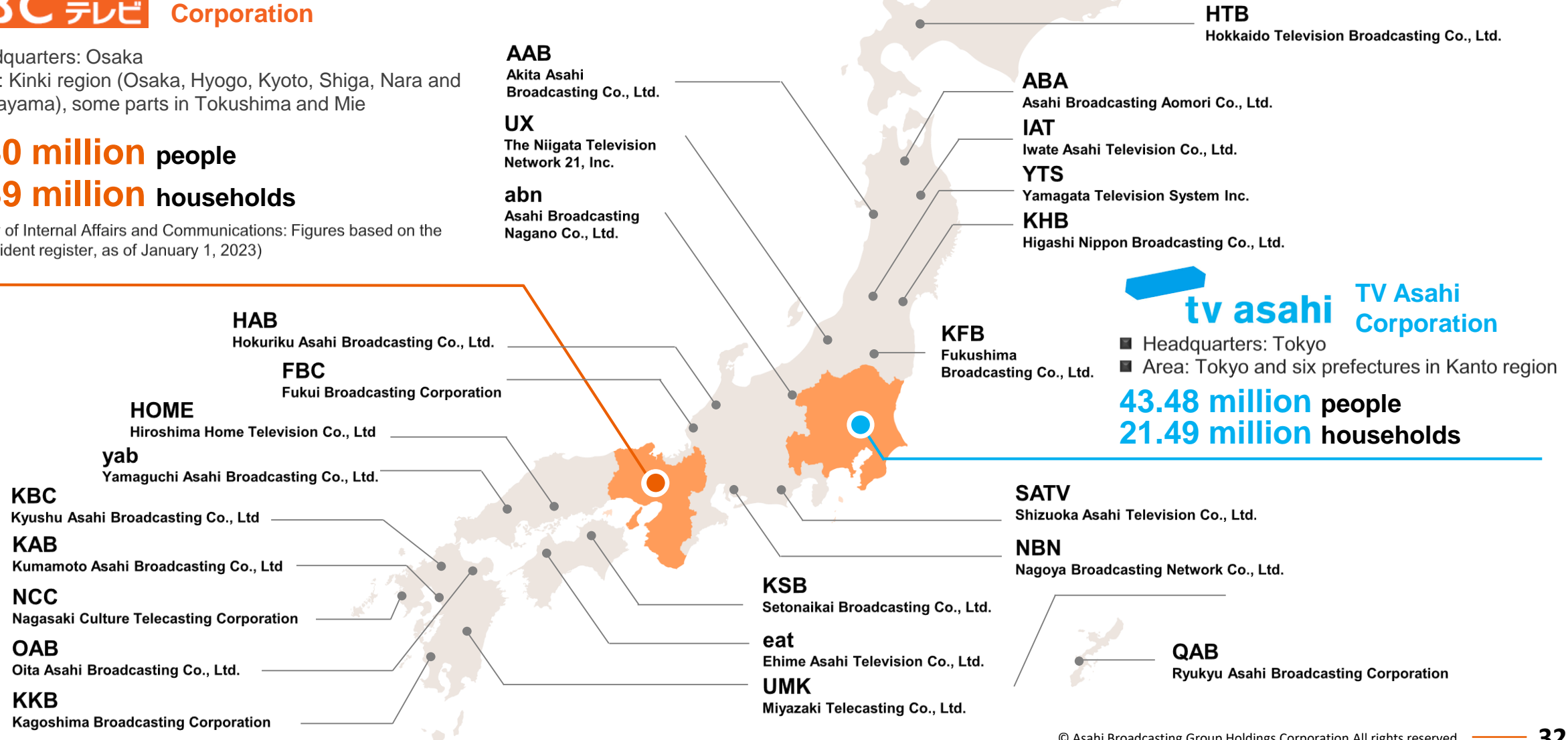
**Asahi Television Broadcasting Corporation**

- Headquarters: Osaka
- Area: Kinki region (Osaka, Hyogo, Kyoto, Shiga, Nara and Wakayama), some parts in Tokushima and Mie

**21.30 million people**

**10.39 million households**

(Ministry of Internal Affairs and Communications: Figures based on the basic resident register, as of January 1, 2023)



## Disclaimer

The financial results forecasts in the period in this presentation are determined on the information available at the moment. As a result, the information contains inherent risks and uncertainties. The outlook may significantly change due to external factors such as domestic and overseas economic trends in the future. Should any event arise that affects the financial results of the Group, the Company will promptly announce it.

Corporate Information Website

**<https://corp.asahi.co.jp/en/>**

For all shareholders, more detailed information such as integrated reports and sustainability reports (in Japanese) can be found on the website.