

Nippon Television Network Corporation
(Tokyo Stock Exchange 9404)

Revision of Financial Forecast

Nippon Television Network Corporation (NTV) announced today its revision of consolidated and non-consolidated financial forecasts for the second quarter and the fiscal year ending March 31, 2011 from those previously announced on May 13, 2010.

For the 2nd Quarter ending September 30, 2010 (April 1, 2010–September 30, 2010)

Consolidated basis

	Net sales	Operating profit	Recurring profit	Net income	Net income per share
Previous Forecast (A) (as of May 13, 2010)	Millions of yen 143,000	Millions of yen 8,100	Millions of yen 12,300	Millions of yen 7,000	Yen 285.89
Revised Forecast (B)	144,000	10,200	15,000	8,700	355.32
Change amounts (B – A)	1,000	2,100	2,700	1,700	
Change (%)	0.7	25.9	22.0	24.3	
FY09 2 nd Qtr results	144,313	8,200	10,335	6,469	263.26

For the Fiscal year ending March 31, 2011 (April 1, 2010–March 31, 2011)

Consolidated basis

	Net sales	Operating profit	Recurring profit	Net income	Net income per share
Previous Forecast (A) (as of May 13, 2010)	Millions of yen 293,500	Millions of yen 25,100	Millions of yen 30,900	Millions of yen 18,000	Yen 735.15
Revised Forecast (B)	293,500	25,700	31,700	18,600	759.66
Change amounts (B – A)	—	600	800	600	
Change (%)	—	2.4	2.6	3.3	
FY09 results	296,933	23,562	27,184	16,595	676.43

For the 2nd Quarter ending September 30, 2010 (April 1,2010–September 30, 2010)

Non-Consolidated basis

	Net sales	Operating profit	Recurring profit	Net income	Net income per share
Previous Forecast (A) (as of May 13, 2010)	Millions of yen 125,000	Millions of yen 6,200	Millions of yen 9,900	Millions of yen 5,500	Yen 222.08
Revised Forecast (B)	126,000	8,500	12,400	7,000	282.65
Change amounts (B – A)	1,000	2,300	2,500	1,500	
Change (%)	0.8	37.1	25.3	27.3	
FY09 2 nd Qtr results	129,313	8,773	10,612	5,534	222.75

For the Fiscal year ending March 31, 2011 (April 1, 2010–March 31, 2011)

Non-consolidated basis

	Net sales	Operating profit	Recurring profit	Net income	Net income per share
Previous Forecast (A) (as of May 13, 2010)	Millions of yen 258,000	Millions of yen 21,100	Millions of yen 25,500	Millions of yen 14,700	Yen 593.56
Revised Forecast (B)	258,000	21,900	26,300	15,200	613.74
Change amounts (B – A)	—	800	800	500	
Change (%)	—	3.8	3.1	3.4	
FY09 results	261,060	22,210	25,116	14,443	582.16

Reasons for Revision

Due to a favorable recovery of spot sales in Content Business, both consolidated and non-consolidated financial forecasts for the second quarter ending September 30, 2010 will be more than that previously forecast on May 13, 2010.

However, time sales for the second half of the fiscal year ending March 31, 2011 seem to be facing more difficult circumstances than previously forecast, leaving both consolidated and non-consolidated net sales forecasts for the fiscal year ending March 31, 2011 unchanged.

As cost-cutting controls continue, revisions will be made for operating profit, recurring profit and net income for both consolidated and non-consolidated forecasts for the second quarter ending September 30, 2010 and the fiscal year ending March 31, 2011.

Furthermore, there is no change to the dividend forecast announced on May 13, 2010.