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Animation for the Children Worldwide

Children's all-time favorite Manga hero "Doraemon" was first aired in 1979. "Doraemon" has captured the hearts of three generations with his fantastic stories on TV and films. The popularity of "Crayon Shin-chan" also continues to grow as it expands into markets around the world. Transformation heroes, "Masked Rider Wizard", "Tokumei Sentai Go-Busters" enthrall children with their superpowers.

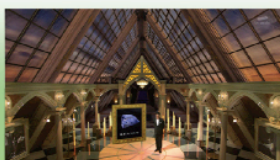
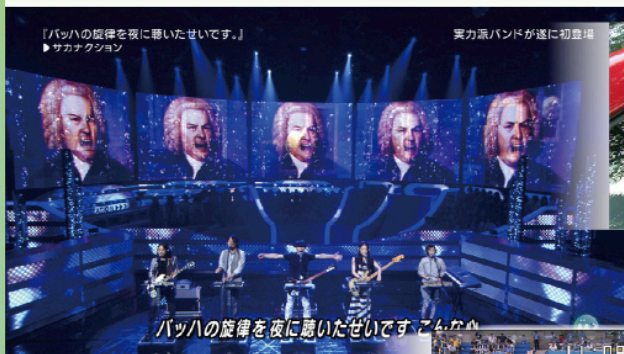


TV Asahi Contents on Multiple Devices

The environment surrounding TV broadcasting is changing at an unprecedented speed both in terms of hardware and software. Our content business activities are aggressively encompassing smartphones, wireless mobile devices, and other up and coming technology. We also launched a news distribution application "au Headline" that is developed and distributed in cooperation with KDDI.



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World Class CG Technology

TV Asahi has been an innovator in the use of computer graphics in real time images. The virtual world record line skimming the surface of the pool and the virtual image of national flags appearing on the surface of respective courses, now a familiar sight in live coverage of international swimming competitions, are innovative techniques developed by TV Asahi and introduced in sports broadcasting at the FINA World Championships. Our virtual CG technology, also used in live music shows, creates an entirely new world interweaving the real and the virtual using synthesis technology.

Partners



Card to Hell



Large Scale Quality Dramas

Our dramas are characterized by powerful stories, casting and high-quality HD production. **"Card to Hell"** is an adaptation of a masterpiece written by one of the most popular mystery writers in Japan. The daring portrayal of human drama and controversial themes of the milestone novel received high acclaim and wide support from the viewers. Our procedural series, **"Partners"** and **"Woman in the CrimeLab"** are national favorites that have aired for more than 10 years. A stoically cool but razorsharp detective and his young partner untangle complicated cases with clear-cut logic in **"Partners"**. In **"Woman in the Crime Lab,"** detailed forensic investigation fascinates viewers of all ages.

Cocorico Creates a Legend



Innovative Entertainment & Legendary Music Shows

Innovative programs in unique formats are what our entertainment is all about. **"Cocorico Creates a Legend"** is a popular reality/variety show that relentlessly challenges comedians in features such as surviving an ultimate pennypinching life. **"Beat Takeshi's TV Tackle"** is one of Japan's most popular talkshows in which world-famous film director Takeshi Kitano hosts a panel of intellectuals and active Diet members. Takeshi's sharp-edged questions and comments cut deep into controversial issues in politics, economy and society in this talk battle show. **"Neighborhood Treasures"** introduces bizarre scenes found in local neighborhoods using a distinctive fun-filled presentation appealing to viewers of all ages. TV Asahi is also renowned for long-running music shows. **"Untitled Concert"** has aired for over 50 years and remains a pioneer in the introduction of crossgenre music in Japan. The ever popular **"Music Station"**, is currently the longest running live music show and a pop-music institution.

Beat Takeshi's TV Tackle



The Ultimate Live Excitement

Our state-of-the-art visual and audio techniques, in-depth documentaries and interviews capture the passion of sports. TV Asahi covers major events including the **Olympic Games, FIFA World Cup, AFC (Asian Football Confederation) football events**, major golf tournaments including **The Open Championship** and **The U.S. Open Championship, FINA World Championships, ISU Grand Prix of Figure Skating** and **The ISU World Team Trophy**.



TV Asahi Evolving with its Spirit of Challenge

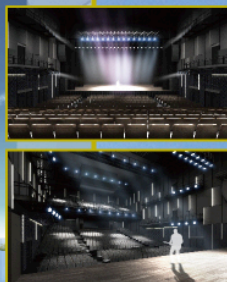
For more than 50 years, TV Asahi has created exciting programs and content with a strong spirit of challenge. With the support of our viewers, we will continue our challenge as a pioneer of Japanese TV broadcasting industry with our state-of-the-art technology and rich human resources.

TV Asahi Milestones

1957	Nov.	The company is founded as Nippon Educational Television Co., Ltd. (NET)
1959	Feb.	Launches TV broadcast
1973	Nov.	Programming shifts from educational to general
1977	Mar.	Acquires exclusive broadcasting rights for the Moscow Olympics
1977	Apr.	The corporate name changed to Asahi National Broadcasting Co., Ltd. (TV Asahi)
1977	Oct.	A major hit of an American serial drama "Roots"
1984	Apr.	Signs exclusive broadcast agreement with CNN
1985	Oct.	Launches a revolutionary news show "News Station"
1990	Nov.	"Sakura Campaign" plants cherry trees along the Berlin Wall strip with viewers' donations
1993	Sep.	"Cuban Missile Crisis" wins the Emmy Award
1996	Oct.	Completes its nationwide network structure of 26 stations including 2 co-affiliates
2000	Oct.	Listed on the first section of the Tokyo Stock Exchange
2000	Dec.	BS Asahi (Asahi Satellite Broadcasting Limited) launches digital satellite broadcast
2003	July	The Headquarters moves to Roppongi Hills
2003	Oct.	Adopts the present name TV Asahi Corporation
2004	May	"Mother Flew Away as Kite" wins the Peabody Award
2006	Apr.	Launches digital terrestrial broadcast for mobile terminals (One-seg)
		Undertakes CS (Communication Satellite) broadcasting operation (tv asahi channel)
2006	June	52.7% rating of the World Cup live coverage Croatia vs. Japan breaks the company's rating record
2009	Feb.	50th Anniversary
2009	June	Launches paid online video distribution, "tv asahi douga"
2011	May	TV Asahi mascot character "Gochan" debuts
2011	July	Nationwide digitization completed. TV Asahi's channel number changes to Channel 5
2012	Apr.	Acquires Asahi Newstar. TV Asahi expands its CS broadcast to two channels
2012	June	Achieves No.1 in audience ratings for all 4 timeslot categories (April-June 2012)

Premium Entertainment Venue at the Heart of Tokyo

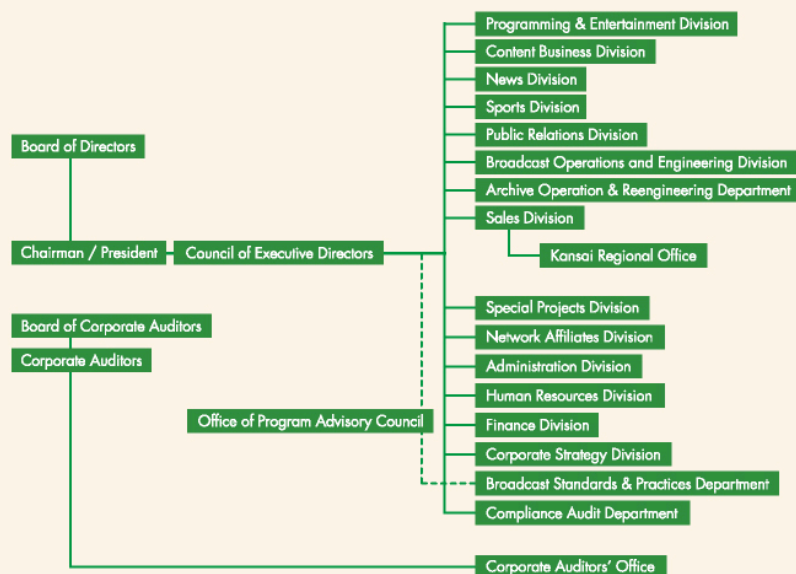
An exciting new venue owned and operated by TV Asahi will open at the end of 2013. Located at a prime location near Roppongi Hills, this versatile hall is capable of presenting live concerts, dance & ballets, straight plays and musicals with its state-of-the-art facilities: retractable seating system giving flexible seating capacity from 900 guests fully seated to a maximum of 1700 guests all-standing; cutting-edge lighting and audio facilities; mega stage-elevator capable of lifting an 11-ton truck up to the stagefloor(B3F); and a futuristic self-illuminating LED-installed mirror ball.



Corporate Social Responsibility

As part of our CSR activities and social action programs, TV Asahi is offering media literacy workshops including "TV Station Tour" and "Onsite Workshops" for children and for adults at schools and events. We are also active in supporting disaster victims in both Japan and abroad with fund-raising activities such as "Doraemon Fund-Raising"

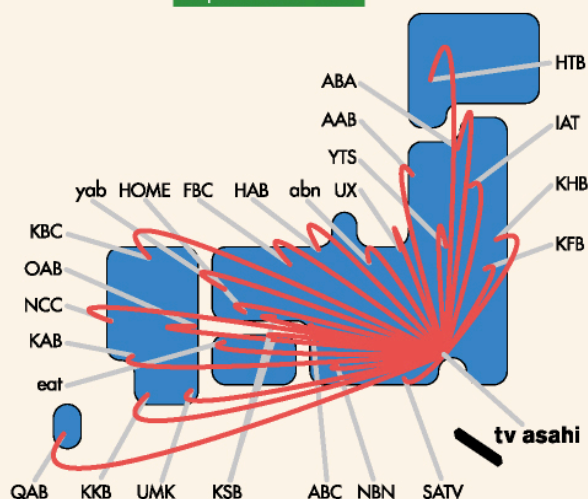
Organization Chart



President : Hiroshi Hayakawa

International Contacts

- International Relations: Tel: +81-3-6406-1275
- International News : Tel: +81-3-6406-1345
- International Sports : Tel: +81-3-6406-1470
- International Program Sales: Tel: +81-3-6406-1952
- Satellite Transmission : Tel: +81-3-6406-1335
- TV Asahi America, Inc : Tel: +1-212-644-6300



Domestic Network

- **HTB** Hokkaido Television Broadcasting Co., Ltd. ● **ABA** Asahi Broadcasting Aomori Co., Ltd. ● **IAT** Iwate Asahi TV Co., Ltd.
- **KHB** Higashi Nippon Broadcasting Co., Ltd. ● **AAB** Akita Asahi Broadcasting Corporation ● **YTS** Yamagata Television System Inc.
- **KFB** Fukushima Broadcasting Co., Ltd. ● **UX** The Niigata Television Network 21 Inc. ● **abn** Asahi Broadcasting Nagano Co., Ltd.
- **SATV** Shizuoka Asahi Television Co., Ltd. ● **HAB** Hokuriku Asahi Broadcasting Co., Ltd. ● **FBC** Fukui Broadcasting Corporation
- **NBN** Nagoya Broadcasting Network ● **ABC** Asahi Broadcasting Corporation ● **HOME** Hiroshima Home Television Co., Ltd.
- **yab** Yamaguchi Asahi Broadcasting Co., Ltd. ● **KSB** Setonaikai Broadcasting Co., Ltd. ● **eat** Ehime Asahi TV Inc.
- **KBC** Kyushu Asahi Broadcasting Co., Ltd. ● **NCC** Nagasaki Culture Telecasting Corporation
- **KAB** Kumamoto Asahi Broadcasting Co., Ltd. ● **OAB** Oita Asahi Broadcasting Co., Ltd. ● **UMK** Miyazaki Telecasting Co., Ltd.
- **KKB** Kagoshima Broadcasting Corporation ● **QAB** Ryukyu Asahi Broadcasting Corporation

Overseas Bureaus

- **New York** : Tel: 1-212-644-6300 875 Third Avenue, 3rd Fl., New York, NY 10022 USA
- **Washington, DC** : Tel: 1-202-347-2933 1280 National Press Bldg., 14th and F St., NW, Washington, D.C. 20045 USA
- **London** : Tel: 44-20-7284-3500 The Interchange, Oval Road, Camden Lock, London, NW 17DE UK
- **Paris** (ABC-ANN Bureau) : Tel: 33-1-4289-2345 52 Avenues des ChampsElysées, 75008 Paris, FRANCE
- **Moscow** : Tel: 7-495-735-4266 Ulitsa Mytnaya D.3, Kv. 53, Moscow, 119049 RUSSIA
- **Cairo** : Tel: 20-22-736-1918 Rm.29 8F., 15 Abu-El-Feda St., Zamalek, Cairo, EGYPT
- **Bangkok** : Tel: 66-2-254-3134 GPF Witthayu(A). Rm. 1504, 93/1 Wireless Rd., Bangkok, 10330 THAILAND
- **China General (Beijing)** : Tel: 86-10-6532-3301 11- 151 Jian Guo Men Wai, Diplomatic Compound, Beijing, CHINA
- **Shanghai** (ABC-ANN Bureau) : Tel: 86-21-6391-6336 Rm.721, Shanghai Central Plaza, 381 Huaihai Road, Shanghai, CHINA
- **Seoul** : Tel: 82-2-734-8725 Press Center 9F, 1-25 Taepyeongno, Chung-gu Seoul, KOREA

Network Stations across Japan and the World

TV Asahi is at the center of its newsgathering and broadcasting network of 25 affiliated stations across the country. This network of affiliated stations keep a watch on what is happening in the world together with its partners abroad including CNN and its own 10 bureaus around the world. TV Asahi provides breaking news to a wide variety of programs airing in every corner of Japan with thorough and on-target newsgathering and a wide-reaching network.



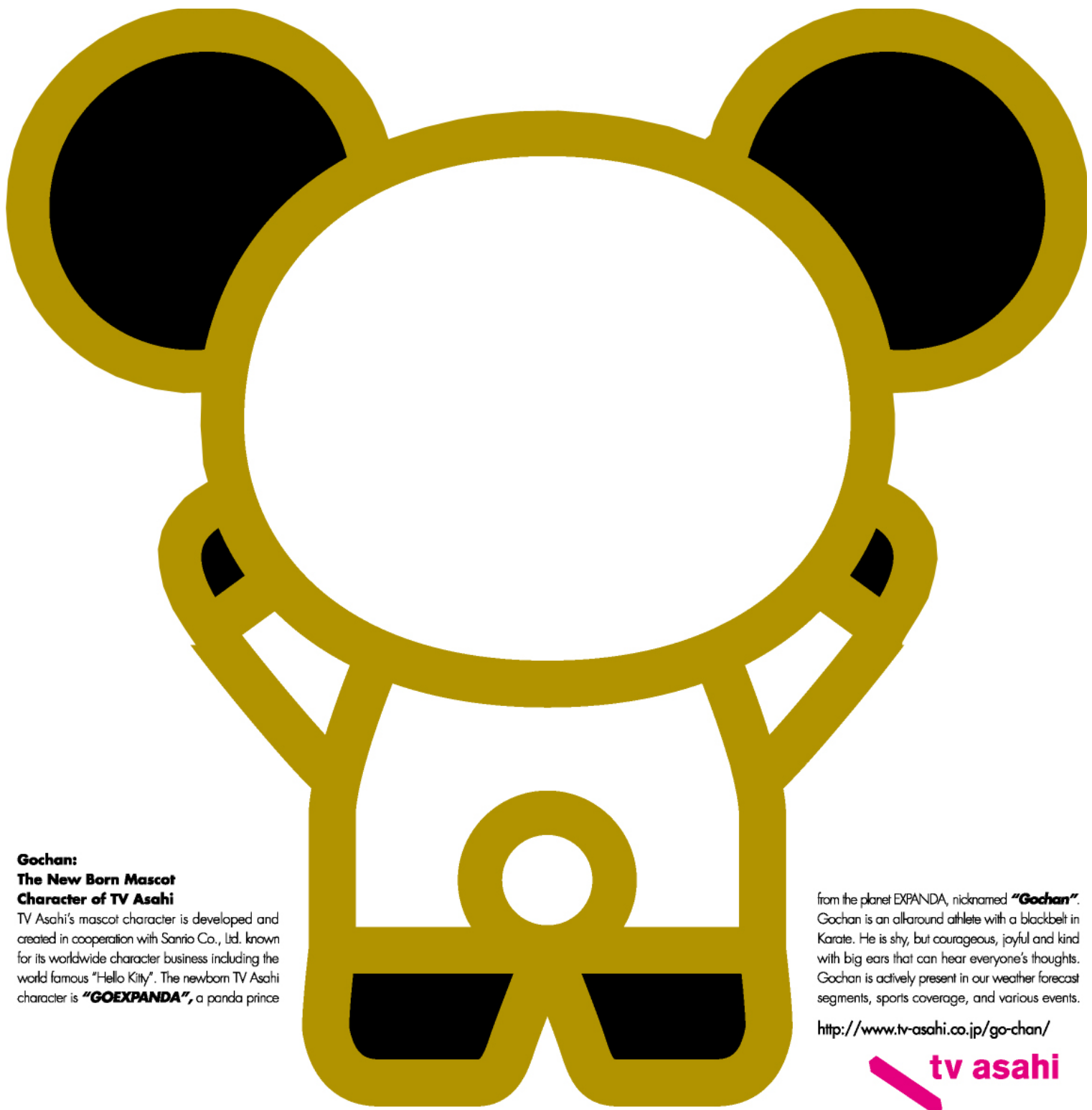
Beijing, CHINA



TV Asahi: A Respected Brand for News Programs

TV Asahi airs more than 10 hours of news and information programs live every weekday. **"Yajima TV"** and **"Morning Bird"** have changed the way Japanese viewers spend their morning hours by providing a sample of selected news clips from the morning papers and useful information with a down-to-earth approach. **"Super J Channel,"** an extensive 2-hour evening news and information show, covers the breaking news of the day. Its viewer-friendly presentation has achieved steady growth in popularity and now ranks as the top rating show in this highly competitive timeslot. Our flagship prime-time program **"Hodo Station"** has earned immense trust from the viewers with its in-depth coverage and commentary. Another prominent news related show is an innovative debate show, **"All Night Live Debate."** Focal political figures, specialists and viewers are invited to the debate in an all-night heated discussion that has now become a "national debate show" offering sleepless nights of excitement.





**Gochan:
The New Born Mascot
Character of TV Asahi**

TV Asahi's mascot character is developed and created in cooperation with Sanrio Co., Ltd. known for its worldwide character business including the world famous "Hello Kitty". The newborn TV Asahi character is **"GOEXPANDA"**, a panda prince

from the planet EXPANDA, nicknamed **"Gochan"**. Gochan is an all-around athlete with a black belt in Karate. He is shy, but courageous, joyful and kind with big ears that can hear everyone's thoughts. Gochan is actively present in our weather forecast segments, sports coverage, and various events.

<http://www.tv-asahi.co.jp/go-chan/>



tv asahi corporation

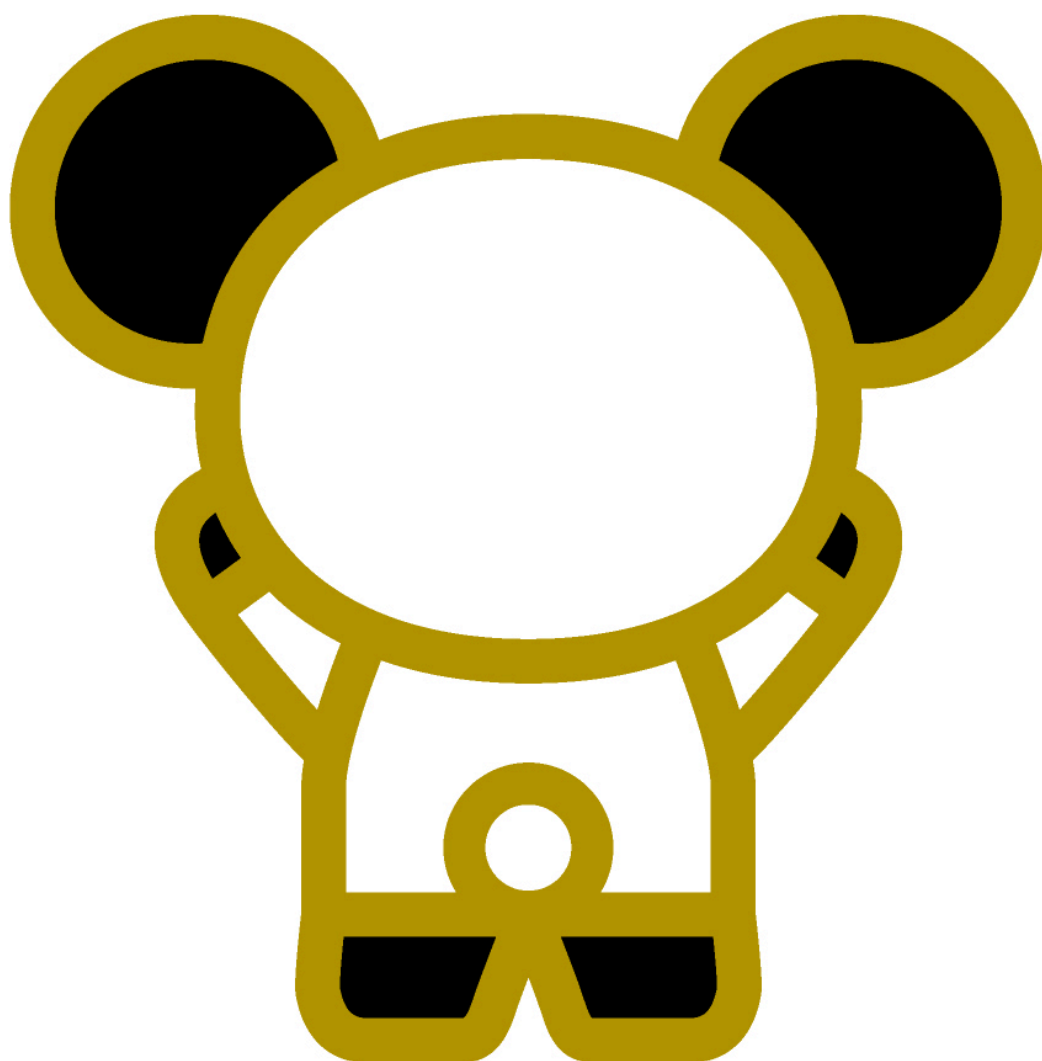
TV Asahi Logo is Always on the Move

The logo is designed as a "visual image in perpetual motion" that symbolizes an everlasting evolution. It is always on the move as it responds to the sounds it hears. The rectangular blocks in many sizes respond to the ever-changing sound and continually keeps forming new shapes. Each block represents our staff members, our programs and our businesses as they keep on reacting with each other to create an ever-evolving TV Asahi. The sounds we hear are those of breaking news, voices from our viewers and bursts of energy that is creating the history of the world.

<http://www.tv-asahi.co.jp/vi>



tv asahi



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<http://company.tv-asahi.co.jp/e/index.html>