



# **Supplementary Material for First Quarter Financial Results for the Fiscal Year Ending March 31, 2026**

**July 31, 2025**

**Securities code: 9413**



# TV TOKYO Holdings Corporation Summary of FY26/3 1Q

<Broadcast, Anime and Streaming are both strong. Consolidated sales and profit are both record highs.>

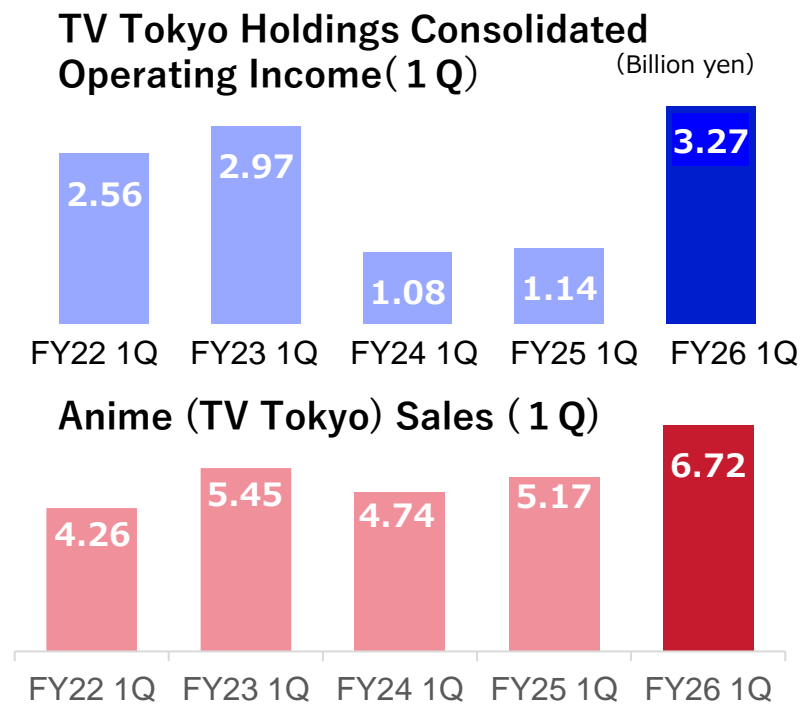
<Raise full-year forecast. Increase consolidated operating profit by 1 billion yen to 9 billion yen.>

- Consolidated net sales increased 10.5% to 39.53 billion yen, and operating income increased 2.9 times to 3.27 billion yen.
- TV Tokyo's broadcasting revenue increased 2.8% for Time and 16.9% for Spot. BS TV Tokyo was also strong, and "Terrestrial and BS broadcasting (consolidated)" Operating profit increased 89.8%
- Sales of Anime and Streaming (consolidated) increased 22.1% and operating profit increased 4.3 times. Sales of TV Tokyo's non-consolidated anime increased 30.0% due to strong overseas program sales and game adaptations. Sales of the Streaming business also increased 36.2% due to increased advertising revenue for new dramas and sales on Streaming platforms.

### Major anime and streaming contents

**Anime:** "NARUTO" and "BORUTO" games and commercialization are booming worldwide. Sales of "BLEACH" programs and royalty income from "Pocket Monster" and other products grew in Japan and overseas.

**Streaming business:**Revenue from the domestic Streaming of new dramas such as Drama “Missing Persons Unit: The Lost Truth“ ”Please Die My Beloved”and “ROAD TO KING:TOKYO SERIES” contributed to the increase. TV Tokyo BIZ saw steady sales of paid subscribers.



# Overview of Profit and Loss by Segment

(Million yen)

	FY25/3 1Q	FY26/3 1Q	YoY change	
			Amount	%
Net sales				
Terrestrial and BS broadcasting	23,232	<b>24,837</b>	1,604	6.9%
Anime and streaming	9,961	<b>12,158</b>	2,196	22.1%
Shopping and other	3,955	<b>4,178</b>	222	5.6%
Total consolidated net sales	35,771	<b>39,536</b>	3,764	10.5%
Expenses				
Terrestrial and BS broadcasting	22,419	<b>23,293</b>	874	3.9%
Anime and streaming	9,517	<b>10,268</b>	751	7.9%
Shopping and other	3,800	<b>4,074</b>	274	7.2%
Total consolidated operating expenses	34,628	<b>36,264</b>	1,635	4.7%
Operating income				
Terrestrial and BS broadcasting	813	<b>1,543</b>	730	89.8%
Anime and streaming	444	<b>1,889</b>	1,445	325.5%
Shopping and other	155	<b>103</b>	△ 51	△ 33.0%
Total consolidated operating income	1,142	<b>3,271</b>	2,128	186.3%
Consolidated ordinary income	1,368	<b>3,448</b>	2,080	152.0%
Profit (loss) attributable to owners of parent	896	<b>2,341</b>	1,445	161.3%

# Overview of Balance Sheets

## Consolidated Overview of Balance Sheets

Consolidated Overview of Balance Sheets					(Million yen)					
		FY25/3 year-end	FY26/3 1Q-end	Changes			FY25/3 year-end	FY26/3 1Q-end	Changes	
Assets	Current assets	90,436	87,269	△3,166	Liabilities	Current liabilities	42,362	38,343	△4,018	
	Non-current assets	57,407	57,923	516		Net assets	Non-current liabilities	3,580	4,333	752
	Property, plant and equipment	22,961	22,310	△651			Total liabilities	45,943	42,677	△3,266
	Intangible assets	6,476	6,373	△102	Shareholders' equity		96,628	96,319	△309	
	Investments and other assets	27,969	29,239	1,270	Valuation and translation adjustments		5,074	6,063	988	
					Non-controlling interests		196	133	△63	
					Total net assets	101,900	102,515	615		
	Total assets	147,843	145,192	△2,650		Total liabilities and net assets	147,843	145,192	△2,650	

# Overview of TV TOKYO Profit and Loss

(Million yen)

	FY25/3 1Q	FY26/3 1Q	YoY change	
			Amount	%
Net sales	26,325	<b>30,107</b>	3,781	14.4%
Operating expenses	25,739	<b>27,389</b>	1,649	6.4%
Operating income	585	<b>2,717</b>	2,132	364.3%
Ordinary income	1,849	<b>3,821</b>	1,971	106.6%
Profit before income taxes	1,849	<b>3,821</b>	1,971	106.6%

## Overview of broadcasting businesses

Broadcasting businesses sales (main items)	TIME (T)	10,585	<b>10,881</b>	295	2.8%
	SPOT (S)	6,581	<b>7,696</b>	1,114	16.9%
	T+S total	17,167	<b>18,578</b>	1,410	8.2%
	Program sales	1,049	<b>1,066</b>	17	1.7%
Broadcasting businesses total sales		18,723	<b>20,144</b>	1,420	7.6%
Broadcasting businesses expenses		14,705	<b>15,325</b>	620	4.2%
Of which, broadcasting contents production expenses		7,985	<b>8,212</b>	227	2.8%
Broadcasting businesses income		4,017	<b>4,818</b>	800	19.9%

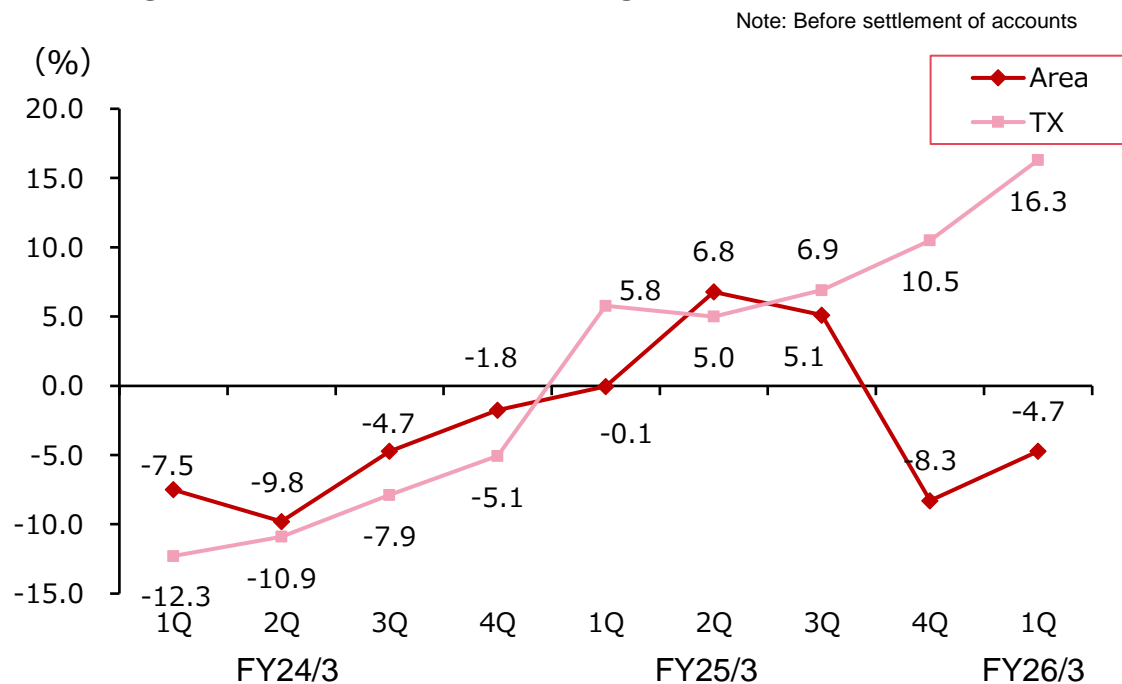
## Overview of rights businesses

Rights businesses sales	Anime	5,170	<b>6,722</b>	1,552	30.0%
	Streaming business	2,082	<b>2,835</b>	753	36.2%
	Events	230	<b>261</b>	30	13.4%
Rights businesses total sales		7,483	<b>9,819</b>	2,336	31.2%
Rights businesses expenses		4,557	<b>5,487</b>	929	20.4%
Rights businesses income		2,925	<b>4,331</b>	1,406	48.1%

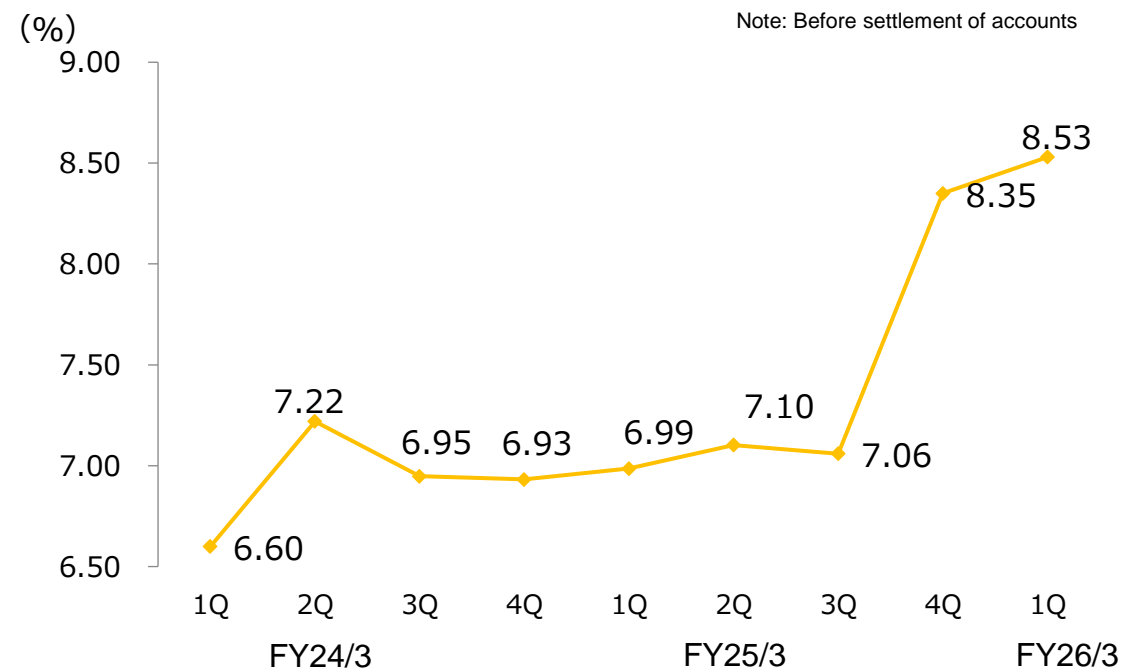
- The "Anime" category in the rights business revenue includes royalty income from secondary use of anime content, such as streaming, games, and merchandising.
- "Streaming business" of rights business sales includes revenues from content sales for external Streaming platforms, Streaming advertising such as TVer, TV Tokyo BIZ, movies, videograms, etc.
- Expenses related to content production for terrestrial broadcasting, previously presented as "Program production expenses," are presented as "Broadcast content production expenses."

# TV TOKYO Broadcasting Businesses

## Changes in SPOT Percentage



## Changes in Share of SPOT Area



## Monthly results of Time and Spot

(Million yen)

	2025									2026		
	Apr.	May	Jun.	Jul.	Aug.	Sep.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.
TIME	3,557	3,759	3,567									
SPOT	2,661	2,446	2,510									
Total	6,218	6,205	6,076									

Note: Before settlement of accounts

# TV TOKYO Broadcasting Businesses

1Q of the Fiscal Year Ending March 31, 2026

(Accounting Period: April to June)

Ranking by SPOT Business Type

Business type	1Q composition ratio	Difference from the previous year's composition ratio	YoY change in sales
Restaurants/services	13.0%	△0.2pt	14.6%
Beverages/luxury foods	12.5%	0.1pt	17.4%
Distribution/retail	9.3%	2.7pt	63.8%
Transportation/leisure	8.7%	0.4pt	22.5%
Financial/insurance	8.5%	△1.0pt	4.6%
Information/telecoms	7.7%	△1.8pt	△ 5.8%
Foods	7.5%	△1.1pt	1.1%
Chemicals/pharmaceuticals	7.4%	0.7pt	29.2%
Automobiles/related items	4.9%	△0.2pt	11.4%
Household appliances/AV/precision devices	4.8%	1.5pt	71.1%
Cosmetics/toiletries	3.0%	△0.6pt	△ 3.6%
Real estate/residential facilities	2.3%	△0.2pt	6.7%
Energy/materials/machinery	2.2%	0.6pt	59.7%
Hobbies/sports	2.0%	△2.4pt	△ 47.5%
Household furnishings and articles	2.0%	△0.5pt	△ 6.0%
Public sector/associations	1.9%	1.1pt	177.7%
Fashion/accessories	1.3%	0.6pt	117.7%
Education/medical services	0.6%	△0.1pt	2.0%
Publishing	0.5%	0.3pt	149.4%

## BS TV TOKYO Broadcasting Businesses

(Million yen)

	FY25/3 1Q	FY26/3 1Q	YoY change	
			Amount	%
Net sales	3,832	<b>3,881</b>	49	1.3%
TIME	2,406	<b>2,398</b>	△ 8	△ 0.4%
SPOT	1,259	<b>1,275</b>	15	1.3%
Others	165	<b>208</b>	42	25.6%
Operating expenses	3,269	<b>3,335</b>	66	2.0%
Cost of sales, Program production	1,539	<b>1,584</b>	45	2.9%
Other expenses	748	<b>788</b>	40	5.4%
Indirect expenses	981	<b>962</b>	△ 19	△ 2.0%
Operating income	563	<b>546</b>	△ 16	△ 2.9%

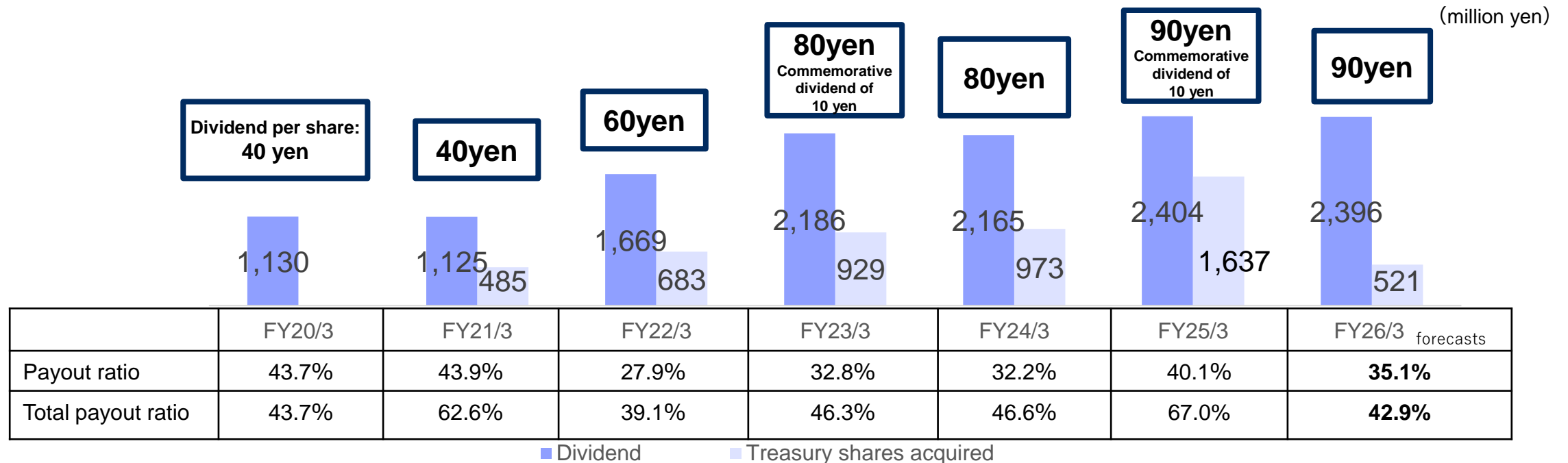


## Dividend policy

The Company recognizes shareholder returns as one of its important management issues and always works on stable and continuous dividend payments based on sharing the fruits of growth with stakeholders in a balanced manner. In addition to stable annual dividend of 20 yen per share as a minimum, the Company aims for dividend payout ratio of 30% on a consolidated basis as dividends linked to business results, and aims to increase this to 35% over the medium- to long-term.

## Acquisition of treasury shares

Acquisition of treasury shares will be considered in accordance with laws and regulations specific to the broadcasting industry while taking into consideration tradable share ratio and other factors.



Total payout ratio = (total amount of dividends + total amount of treasury shares acquired)/profit attributable to owners of parent

The forecast of dividend payout ratio and total return ratio for FY26/3 is based on the full-year earnings forecast announced on July 31, 2025.

# Full-Year Financial Results Forecasts for the Fiscal Year Ending March 31, 2026

**【The full-year consolidated earnings forecast for the fiscal year ending March 31 2026 has changed since the previous announcement (2025/5/14 announcement).】**

(Million yen)

	FY25/3 results	FY26/3 forecasts previous—A 2025/5/14	Comparison with FY25/3 results		FY26/3 forecasts latest—B 2025/7/31	Comparison with FY25/3 results		Change from the previous forecasts (B-A)	
			Amount	%		Amount	%	Amount	%
Net sales									
Terrestrial and BS broadcasting	98,696	<b>98,914</b>	217	0.2%	<b>100,757</b>	2,060	2.1%	1,842	1.9%
Anime and streaming	46,923	<b>48,211</b>	1,287	2.7%	<b>48,311</b>	1,387	3.0%	100	0.2%
Shopping and other	17,183	<b>17,672</b>	488	2.8%	<b>17,740</b>	556	3.2%	67	0.4%
Total consolidated net sales	155,837	<b>157,000</b>	1,162	0.7%	<b>159,000</b>	3,162	2.0%	2,000	1.3%
Expenses									
Terrestrial and BS broadcasting	94,627	<b>95,333</b>	706	0.7%	<b>96,320</b>	1,692	1.8%	986	1.0%
Anime and streaming	42,672	<b>43,364</b>	691	1.6%	<b>43,081</b>	408	1.0%	△ 282	△ 0.7%
Shopping and other	16,498	<b>16,922</b>	423	2.6%	<b>16,989</b>	491	3.0%	67	0.4%
Total consolidated operating expenses	148,047	<b>149,000</b>	952	0.6%	<b>150,000</b>	1,952	1.3%	1,000	0.7%
Operating income									
Terrestrial and BS broadcasting	4,069	<b>3,580</b>	△ 488	△ 12.0%	<b>4,437</b>	367	9.0%	856	23.9%
Anime and streaming	4,250	<b>4,846</b>	595	14.0%	<b>5,229</b>	978	23.0%	383	7.9%
Shopping and other	685	<b>749</b>	64	9.4%	<b>750</b>	64	9.5%	0	0.0%
Total consolidated operating income	7,789	<b>8,000</b>	210	2.7%	<b>9,000</b>	1,210	15.5%	1,000	12.5%
Consolidated ordinary income	8,255	<b>8,400</b>	144	1.8%	<b>9,400</b>	1,144	13.9%	1,000	11.9%
Profit (loss) attributable to owners of parent	6,034	<b>6,300</b>	265	4.4%	<b>6,800</b>	765	12.7%	500	7.9%

Note: Explanation of the proper use of financial results forecast and other notes

The financial results forecast and other forward-looking statements in this material are based on information that is currently available to the Company and certain assumptions that are deemed reasonable by the company.

A range of factors including trends in economic activity could cause actual business results to differ significantly.

# TV TOKYO Full-Year Financial Results Forecasts for the Fiscal Year Ending March 31, 2026

【TV TOKYO full-year earnings forecast for the fiscal year ending March 31 2026 has changed since the previous announcement.  
(2025/5/14 announcement) 】

(Million yen)

	FY25/3 results	FY26/3 forecasts previous—A 2025/5/14	Comparison with FY25/3 results		FY26/3 forecasts latest—B 2025/7/31	Comparison with FY25/3 results		Change from the previous	
			Amount	%		Amount	%	Amount	%
Net sales	115,836	<b>119,915</b>	4,079	3.5%	<b>121,912</b>	6,075	5.2%	1,996	1.7%
Operating expenses	110,147	<b>114,196</b>	4,048	3.7%	<b>114,899</b>	4,751	4.3%	702	0.6%
Operating income	5,688	<b>5,719</b>	30	0.5%	<b>7,012</b>	1,324	23.3%	1,293	22.6%
Ordinary income	7,003	<b>6,830</b>	△ 172	△ 2.5%	<b>8,155</b>	1,152	16.5%	1,325	19.4%
Profit before income taxes	7,208	<b>6,830</b>	△ 377	△ 5.2%	<b>8,155</b>	947	13.1%	1,325	19.4%

## Overview of broadcasting businesses

Broadcasting businesses sales (main items)	TIME (T)	44,924	<b>44,370</b>	△ 554	△ 1.2%	<b>44,851</b>	△ 72	△ 0.2%	481	1.1%
	SPOT (S)	28,158	<b>28,930</b>	771	2.7%	<b>30,376</b>	2,218	7.9%	1,446	5.0%
	T+S total	73,083	<b>73,300</b>	216	0.3%	<b>75,228</b>	2,145	2.9%	1,928	2.6%
Broadcasting businesses total sales	Program sales	4,279	<b>4,280</b>	1	0.0%	<b>4,290</b>	10	0.3%	9	0.2%
		78,973	<b>79,291</b>	318	0.4%	<b>81,182</b>	2,208	2.8%	1,890	2.4%
Broadcasting businesses expenses which, broadcasting contents production expenses		62,102	<b>62,242</b>	139	0.2%	<b>62,772</b>	669	1.1%	529	0.9%
		34,394	<b>34,150</b>	△ 244	△ 0.7%	<b>34,300</b>	△ 94	△ 0.3%	150	0.4%
Broadcasting businesses income		16,871	<b>17,049</b>	178	1.1%	<b>18,410</b>	1,538	9.1%	1,360	8.0%

## Overview of rights businesses

Rights businesses sales	Anime	23,103	<b>23,409</b>	305	1.3%	<b>24,080</b>	976	4.2%	671	2.9%
	Streaming business	11,759	<b>14,938</b>	3,179	27.0%	<b>14,368</b>	2,609	22.2%	△ 569	△ 3.8%
	Events	1,536	<b>1,676</b>	139	9.1%	<b>1,687</b>	151	9.8%	11	0.7%
Rights businesses total sales		36,398	<b>40,023</b>	3,624	10.0%	<b>40,136</b>	3,737	10.3%	112	0.3%
Rights businesses expenses		22,070	<b>24,766</b>	2,695	12.2%	<b>24,161</b>	2,091	9.5%	△ 604	△ 2.4%
Rights businesses income		14,328	<b>15,257</b>	928	6.5%	<b>15,974</b>	1,646	11.5%	717	4.7%

Note: Explanation of the proper use of financial results forecast and other notes

The financial results forecast and other forward-looking statements in this material are based on information that is currently available to the Company and certain assumptions that are deemed reasonable by the company.

A range of factors including trends in economic activity could cause actual business results to differ significantly.

Expenses related to contents production for terrestrial broadcasting, which were previously presented as “program production expenses” are presented as “broadcasting contents production expenses.”



# Reference Materials

# Overview of Business Segments

Segments	Operating Companies	Business Category		Main Business Operations
Terrestrial and BS broadcasting businesses	TV TOKYO Corporation	Broadcasting businesses		Broadcasting revenue through terrestrial broadcasting, sale of broadcast programs to other broadcasters
	BS TV TOKYO Corporation			Broadcasting revenue through BS broadcasting, sale of broadcast programs to other broadcasters
	TV TOKYO Medianet, Inc. and five other companies			Businesses that supplement broadcasting itself, such as program sales in Japan, program production, and broadcasting operations
Anime and streaming businesses	TV TOKYO Corporation	Rights businesses	Anime	Business revenue using peripheral rights for anime broadcast programs
			Streaming business	Business revenue using peripheral rights for non-anime broadcast programs
				Box-office revenue through investment in movies, and business revenue by using peripheral rights
			Events	Box-office revenue by organizing events, etc.
	TV TOKYO Music Corporation AT-X Corporation			Music publishing business, paid CS broadcasting channel business
	TV TOKYO Communications Corporation			Development, operations, and advertising businesses of digital media such as video streaming
Shopping and other businesses	TV TOKYO Direct, Inc. and three other companies			TV shopping, e-commerce business, services within the Group, etc.

# TV TOKYO Broadcasting Businesses

## Individual Viewing Rates Results for FY26/3 April Broadcasting

	All TV stations	TX Viewing rate	TX Share of total	NTV	TV Asahi	TBS	Fuji Television	NHK	Others
Golden Hours 19:00-22:00	29.5 -0.5	2.8 -0.2	9.6 -0.5	5.0 -0.1	4.9 -0.1	4.1 -0.1	3.4 +0.1	4.8 ±0	4.0 -0.1
All day 06:00-24:00	17.8 -0.3	1.1 ±0	— —	3.2 ±0	3.3 -0.1	2.6 ±0	2.0 -0.2	2.6 ±0	2.4 ±0
Prime Time 19:00-23:00	27.5 -0.4	2.5 -0.1	— —	4.6 -0.1	5.0 ±0	3.9 -0.1	3.3 ±0	4.2 +0.1	3.5 -0.2

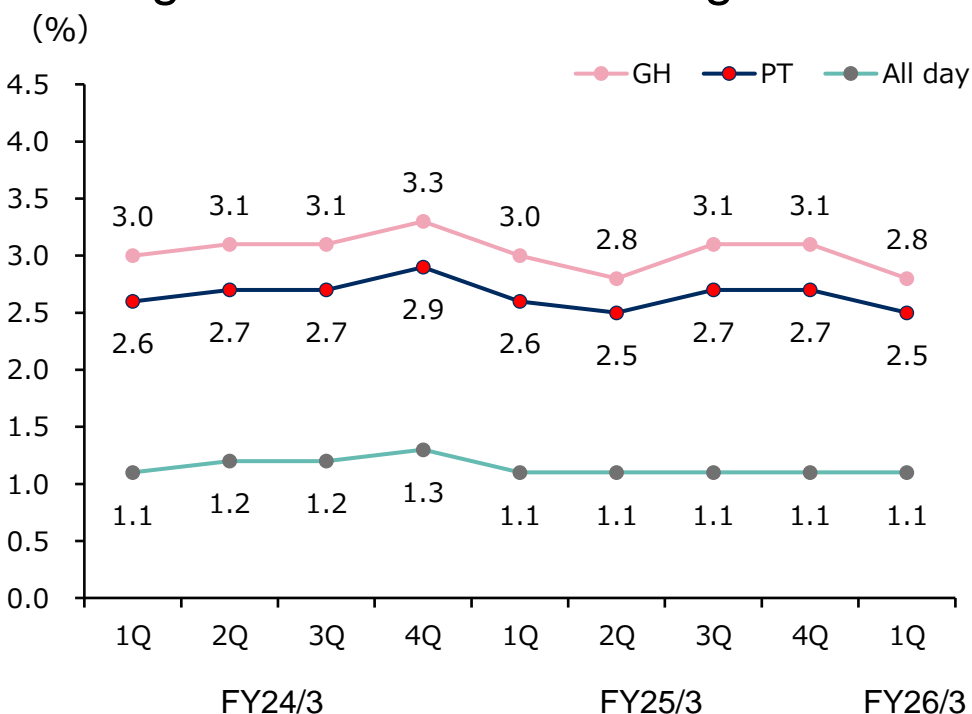
(Surveyed by Video Research Ltd.; Kanto region)

Upper figures: Viewing rates (%)

Lower figures: YoY change (% points)

Share of total: Percentage of the total viewing rate for all TV stations accounted for by the Company

## Changes in Individual Viewing Rates



## Inquiries

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**TV T TOKYO HD**

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