



## **Monthly Presidential Press Conference (April 22, 2004)**

On April 22, a monthly presidential press conference took place at TV TOKYO. The following is the summary of President Sadahiko Sugaya's utterance in response to the questions asked by newspaper reporters.

### **About Programming**

#### **<Ratings>**

The average audience viewing ratings of the 2003-04 season (March 31, 2003 through March 28, 2004) is as follows: GH (19-22:00) 8.3% (0.3% increase compared with the same period of last year), PT (19-23:00) 7.7% (0.4% increase), and All Day (6-24:00) 3.6% (unchanged).

During the period "Kanteidan" recorded the average rating of 14.4%. In addition "Inakani Tomaro," 8.8%, "Sunday Big Variety," 8.5% and "Debuya," 9.1%, all contributed to improve the average ratings of GH and PT.

#### **<New Programs in April>**

The new TV season of 2004-05 has begun. TV TOKYO introduced five new programs in the prime time, but their ratings during the first two weeks were not as good as expected. Previous prime time programs were less attractive to younger audiences. The new programs were intended to catch the younger generations. We need to wait some time to bring in new audiences.

As for non-prime time, "Asa wa Tanoshiku" or "Make Morning Enjoyable" in English literally is a new type of 3-hour morning show from Monday through Friday. In the afternoons "Shibusuta" or "Shibuya Studio" is a unique program targeted teens. "Shibusuta" are produced in conjunction with our subsidiary companies like Pront and TV TOKYO Broad Band Entertainment to expand its business to merchandizing and Internet.

A 40th anniversary drama "Akaituki" or "Red Moon" is put on air in the nights of May 5 and 6. Mr. Rei Nakanishi, author of the original novel, looked at the preview of the drama and was very much satisfied. We expect high audience ratings.

#### **<Programs for the Youth>**

TV Tokyo has named five programs recommended for the youth for the 2004-05 TV season. They include "Gaia no Yoake," documentary featuring business trends, "Bi no Kyojintachi," documentary featuring art and artists, "Pochitama," variety featuring dogs and cats, and "Naze! Nazo? Mystery," educational program regarding rice and cooking. The new program introduced in April 2004 "Tohoho Jinbutsuden," is hosted by popular comedians features famous historical figures.

Broadcasters Council for Youth Programs proposed last month that not only NHK but also commercial broadcasting stations should produce and broadcast more programs for children. Although I think TV Tokyo is now broadcasting quality programs for children including animation, we accept with sincerity as a problem of the whole commercial broadcasting about this proposal.

#### **<Iraq Coverage>**

TV Tokyo reported from Kuwait without having dispatched its reporter in Iraq about activities of the Japanese Ground Self-Defense Force troops and other daily



incidents in Iraq. We have hired some free-lance journalists and used Reuters as well as AP news to report the situation of Baghdad and Samawah.

When the Japanese hostage incident occurred, two reporters were immediately sent to Amman from the London branch and the Hong Kong branch. Then, both returned to each branch with hostage release. However, if the situation changes, we are always ready to dispatch reporters to cover the Iraq affairs.

TV Tokyo known as a leading business news and information network refrains from a too sensational report, and carries out the report set much on importance to the economic situation of the Middle East and its effects on the global market.

#### **<Athens Olympic>**

TV Tokyo can broadcast woman-wrestling finals during the coming Olympic held in Athens in August. All of four representative players of Japan are expected to win their gold medals. I do too very much.

The anchor of entire broadcast for TV TOKYO Athens Olympic programs is the actor, Mr. Tetsuya Bessho who played the role during the Salt Lake Winter Olympics in 2002. TV TOKYO announcer, Miss Mariko Oue assists him as co-anchor. Both stay in the TOKYO studio, and Mr. Kenta Aoshima, sportscaster, as well as two of our sports reporters Miss Eri Mizuhara and Miss Miho Ohashi are sent to Athens to cover the games and matches.

#### **About Ad Sales**

The advertising sales of the fiscal year of 2003 (April 2003 through March 2004) are tentatively as follows. Time sales are 57.5 billion yen, 1.6% decrease from the previous year result. Spot sales are 24.8 billion yen, 2.4% increase. The sum total is 82.3 billion yen. It is a slight 0.5% decrease from the previous year. Although it is a down, considering the market environment during the past year, I think it was a good job that the Sales Division exceeded the budget 1.3%.

The new fiscal year of 2004 has begun under a favorable market environment. As of April 20, Time sales are 4.5% increase and Spot sales are 4.9% increase. The sum total is a healthy 4.7% increase. Unless the Iraq problem and the North Korea problem do not get worse, the ad market continues to grow strongly for coming months.

#### **About Rights Business**

A fortieth anniversary movie "Quill" brings the top's result in TV TOKYO movie business history except animations. As of April 21, 1.6 million people already watched the movie at theaters throughout Japan. The box office revenue is over 1.9 billion yen that exceeded the highest record made by "Blair Witch Project" in 1999. "Quill" will be shown until April 30 at most theaters. We hope more than 2 million people enjoy it.

Another fortieth anniversary movie "NARUTO," theater version of our popular anime will be released on August 21 this year. The advance ticket sales are started last week along with the Pokemon movie. I have been informed that the beginning is good. In addition, the first theater version of "Yu-Gi-Oh Duel Monsters" will be released in August at more than 3,000 theaters in the United States.

#### **About Management Theme for 2004**

Although Sales Division and Content Businesses Division are always conscious



**of the profit, production-related divisions do not pay attentions to it. I think it is now much important to share “profit consciousness” in whole company to make TV TOKYO more competitive in business.**