

Annual Report 2007

Year ended March 31, 2007

Profile

Since it first began broadcasting in 1959, Fuji Television Network, Inc. has continually developed its operations to become one of the leading media companies in Japan and served as a driving force in media content production. In April 2006 the Fuji Television Group transitioned to a consolidated business structure, with Fuji Television as the operating holding company overseeing five business segments—Broadcasting; Program Production and Related Business; Direct Marketing; Video and Music; and Other Business. In November 2006 Fuji Television announced a new medium-term business plan that extends through this fiscal year to March 2012 and will guide the Company's efforts to strengthen both its function as a media company and its content production capabilities. The entire Group is devoting full efforts to achieving these goals.

The year 2007 marks a decade since the completion of Fuji Television's headquarters, with its 10 fully digitalized studios. With the expected completion in September 2007 of a new studio adjoining the headquarters, the Company is also ushering in the age of the "digital content factory." This advanced new facility, constructed in the project that followed the Fuji TV 50th Anniversary of Broadcasting Project, will allow Fuji Television to readily adapt to new challenges and to take advantage of new business opportunities.

Fuji Television has its sights set on capturing the "quadruple crown" in viewer ratings for the fourth consecutive year. The Company will put its new studio to use in producing higher-quality content and will work to maximize the value of that content so as to maximize the corporate value of the Fuji Television Group.

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Forward-Looking Statements

The figures contained in this annual report with respect to Fuji Television's plans and strategies and other statements that are not historical facts are forward-looking statements about the future performance of Fuji Television. Such statements are based on management's assumptions and beliefs in light of the information currently available to it and involve risks and uncertainties. Actual results may differ from those in the forward-looking statements as a result of various factors. Potential risks and uncertainties include, without limitation, general economic conditions in Fuji Television's market and changes in the size of the overall advertising market.