

**Quarterly Flash Report [Japanese GAAP] (Consolidated Basis)****Results for the six months ended September 30, 2010****Company name: Fuji Media Holdings, Inc.**Stock listing: Tokyo Stock Exchange Code number: 4676 URL <http://www.fujimediahd.co.jp>

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Quarterly supplemental explanatory material prepared: Yes

Quarterly results briefing held: Yes

(Figures less than ¥1 million have been omitted.)

**1. Consolidated Financial Results of Six Months ended September 30, 2010****(1) Business Performance**

Six Months ended September 30

Percentages indicate year-on-year increase/ (decrease).

	Net Sales		Operating Income		Recurring Profit		Net Income	
	Millions of Yen	%	Millions of Yen	%	Millions of Yen	%	Millions of Yen	%
2010	293,263	4.4	11,658	325.8	14,086	206.9	6,081	101.1
2009	280,774	(0.4)	2,738	(78.3)	4,590	(70.2)	3,023	(46.6)

	Net Income per Share Basic	Net Income per Share Diluted
	Yen	Yen
2010	2,640.63	—
2009	1,312.82	—

**(2) Financial Position**

	Total Assets	Net Assets	Equity Ratio	Net Assets per Share
	Millions of Yen	Millions of Yen	%	Yen
September 30, 2010	738,478	458,891	61.5	197,216.11
March 31, 2010	753,191	464,187	61.0	199,432.99

(Reference) Total shareholders' equity: September 30, 2010: ¥454,207 million, March 31, 2010: ¥459,313 million

**2. Dividends**

Year ended March 31, 2010/ Year ending March 31, 2011

	Dividends per share				
	1st Quarter	2nd Quarter	3rd Quarter	Year-end	Total
	Yen	Yen	Yen	Yen	Yen
2010	—	800.00	—	800.00	1,600.00
2011	—	800.00			
2011 (Forecast)			—	800.00	1,600.00

(Note) Revision of dividends forecast for this period: None

### 3. Forecasts of Consolidated Financial Results for Fiscal Year ending March 31, 2011

Percentages indicate year-on-year increase/ (decrease).

	Net sales		Operating income		Recurring profit	
	Millions of yen	%	Millions of yen	%	Millions of yen	%
Fiscal year	592,400	1.5	21,700	133.9	24,000	99.0

	Net income		Net income per share
	Millions of yen	%	Yen
Fiscal year	9,400	26.0	4,081.46

(Note) Revision of earnings forecast for this period: None

### 4. Other (For more information, please refer to "2. OTHER INFORMATION" on page 8.)

1. Significant changes in subsidiaries during the subject period: None

Additions: None

Deletions: None

Note: Indicates whether there was any change in specific subsidiaries related to a change in the scope of consolidation during the subject period.

2. Adoption of simplified accounting practices and special accounting practices: None

Note: Indicates whether simplified accounting practices or special accounting practices in the preparation of the quarterly consolidated financial statements were applied.

3. Changes in accounting principles, procedures and presentation methods:

1) Changes based on revision of accounting standards: Yes

2) Changes other than 1) above: None

Note: Indicates whether there were any changes in accounting principles, procedures or presentation methods related to the preparation of the quarterly consolidated financial statements noted in "Changes in Significant Matters Fundamental to the Preparation of Quarterly Consolidated Financial Statements."

4. Number of issued shares (Common share)

1) Number of issued shares (including treasury stock):

2) Number of treasury stock:

3) Average number of shares outstanding for each period (cumulative term):

Fiscal 2010 2Q	2,364,298	Fiscal 2009	2,364,298
Fiscal 2010 2Q	61,202	Fiscal 2009	61,202
Fiscal 2010 2Q	2,303,096	Fiscal 2009 2Q	2,303,096

Note: Fiscal 2010: Year ending March 31, 2011

Fiscal 2009: Year ended March 31, 2010

#### Notes

- This quarterly flash report is not subject to quarterly review procedures under the Financial Instruments and Exchange Act. The review of this quarterly flash report in accordance with the Financial Instruments and Exchange Act has not been completed at the time of disclosure.
- The forward-looking statements made in this document, including the aforementioned forecasts, are based on all information available to the management at the time of this document's release and certain assumptions considered rational. Actual results may differ from the results anticipated in the statements. Regarding the forecast of financial results, please refer to "Qualitative Information on Consolidated Results Forecasts" on page 8.

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# 1. QUALITATIVE INFORMATION ON THE CONSOLIDATED FINANCIAL RESULTS FOR THE SUBJECT PERIOD

## (1) Qualitative Information on Consolidated Financial Results

The Japanese government's *Monthly Economic Report* on the Japanese economy for the second quarter of FY2010 (July 1, 2010 to September 30, 2010) maintained its position that the economy "continues to recover" for three consecutive months. The report stated that the economy "is showing a trend toward self-sustained recovery" amid "continued improvement in corporate earnings." At the same time, the report noted that downside risks were increasing, including "concerns of a slowdown in overseas economies," "fluctuations in exchange rates and stock prices" and other factors, and that caution continued to be required with regard to "the impact from deflation," "concerns over deterioration in employment conditions" and other factors.

Amid this economic environment, a sense of uncertainty continued to linger as to when the trend toward curbs on advertising and promotional costs by advertisers would bottom out.

The Fuji Media Holdings Group posted consolidated net sales for the subject first half (April 1, 2010 to September 30, 2010) of ¥293,263 million, up 4.4% from the same period of the previous fiscal year. Revenue rose in the mainstay Broadcasting segment, and in the Life Information segment with the incorporation of earnings from new consolidated subsidiaries in the second quarter of the previous fiscal year, which offset declines in the Video and Music segment and the Advertising segment.

Operating income rose 325.8% from the same period of the previous fiscal year to ¥11,658 million, due mainly to greater revenues and lower expenses in the Broadcasting segment, along with greater earnings in the Video and Music segment and a surplus registered in the Life Information segment. Recurring profit rose 206.9% to ¥14,086 million, with net income up 101.1% to ¥6,081 million.

Results by operating segment are as follows:

Six months ended September 30

	Net sales			Operating income (loss)		
	2009	2010	Change	2009	2010	Change
	Millions of yen	Millions of yen	%	Millions of yen	Millions of yen	%
Broadcasting	173,964	<b>176,376</b>	1.4	3,362	<b>9,690</b>	188.2
Production	21,899	<b>22,417</b>	2.4	925	<b>878</b>	(5.1)
Video and Music	31,954	<b>31,434</b>	(1.6)	188	<b>1,460</b>	673.6
Life Information	49,256	<b>61,446</b>	24.7	(521)	<b>73</b>	—
Advertising	22,167	<b>21,083</b>	(4.9)	(119)	<b>(68)</b>	—
Other	14,658	<b>13,440</b>	(8.3)	69	<b>305</b>	337.2
Adjustments	(33,127)	<b>(32,934)</b>	—	(1,168)	<b>(683)</b>	—
Total	280,774	<b>293,263</b>	4.4	2,738	<b>11,658</b>	325.8

Note: From the first quarter of the subject fiscal year, Fuji Media Holdings has applied "Accounting Standard for Disclosures about Segments of an Enterprise and Related Information." The figures shown for the first half of the fiscal year ended March 31, 2010 have reflected the Company's reportable segment classifications for reference.

## Broadcasting

In the Television Broadcasting division, although revenue from both network and local time advertising sales declined from the same period of the previous fiscal year, revenue rose overall on growth in recovering spot advertising sales. In non-broadcasting income, revenue from other operations also rose from the same period of the previous fiscal year. The event business posted a year-on-year decline as popular shows such as “Walking with Dinosaurs” and “Luna Regalo” failed to match last year’s “Corteo,” which had boosted revenues throughout the year. The movie business, however, recorded an increase year on year on such hit productions as *Bayside Shakedown 3* and *Nodame Cantabile Finale Part 2*. As a result, sales rose in the Television Broadcasting division overall. In terms of expenses, costs from other operations and agency fees in selling, general and administrative (“SG&A”) expenses increased in line with the revenue gains, but operating expenses overall declined year on year mainly as a result of efficient cost controls in the Television Broadcasting division. As a result, operating income in the Television Broadcasting division rose year on year.

In the Radio Broadcasting division, revenue fell from the same period of the previous fiscal year on declines in broadcasting and event revenue, but operating income rose due to efforts to cut program production costs, personnel expenses and other expenditures.

As a result, for the Broadcasting segment overall, sales rose 1.4% from the same period of the previous fiscal year to ¥176,376 million, with operating income up 188.2% to ¥9,690 million.

### Sales by Broadcasting Operations

	Six months ended September 30		Change from the previous term
	2009	2010	
	Millions of yen	Millions of yen	%
Television broadcasting			
Broadcasting operations	137,386	<b>138,965</b>	1.1
Broadcasting	121,570	<b>123,240</b>	1.4
Network time	60,529	<b>58,193</b>	(3.9)
Local time	8,659	<b>7,800</b>	(9.9)
Spot	52,380	<b>57,245</b>	9.3
Broadcasting related business	15,816	<b>15,724</b>	(0.6)
Program sales	9,170	<b>9,056</b>	(1.2)
Other	6,646	<b>6,667</b>	0.3
Other operations	26,532	<b>28,045</b>	5.7
Subtotal	163,918	<b>167,010</b>	1.9
Radio broadcasting	10,106	<b>9,371</b>	(7.3)
Eliminations in the segment	(60)	<b>(6)</b>	—
Total	173,964	<b>176,376</b>	1.4

## **Production**

Sales in the Production segment rose 2.4% from the same period of the previous fiscal year to ¥22,417 million, as an increase in orders for serial dramas, specials and other programs offset declines for artistic and technical work. Operating income, however, decreased 5.1% from the same period of the previous fiscal year to ¥878 million, due mainly to rising costs.

## **Video and Music**

Pony Canyon, Inc.'s video division posted a year-on-year increase in revenue on strong sales of such DVD titles as *One Piece Film – Strong World* and *The Great Queen Seondeok*, along with *Brilliant Legacy* broadcast on Fuji Television's Hanryu Alpha timeslot. The music division, however, recorded a revenue decline despite such hit singles as aiko's "BABY," and Pony Canyon's sales declined overall. Operating income, however, rose considerably on a decrease in amortization of production costs, along with cuts in advertising and promotion cost, and other SG&A expenses.

Fujipacific Music Inc. posted declines in both revenue and earnings due mainly to a decrease in distributions from Japanese Society for Rights of Authors, Composers and Publishers (JASRAC).

As a result, sales in the Video and Music segment overall declined 1.6% from the same period of the previous fiscal year to ¥31,434 million, with operating income down 673.6% to ¥1,460 million.

## **Life Information**

Dinos Inc.'s catalogue shopping revenue rose on the popularity of fashion items, but television shopping sales declined due to sluggish growth from the weekday morning program *limono Premium*. Sales declined overall as a result, but operating income rose from the same period of the previous fiscal year due to successful efforts to cut catalogue shopping overhead and other costs.

Sankei Living Shimbun Inc. recorded a decline in advertising revenue from its mainstay publications *Living Shimbun* and *City Living*, but registered a surplus through a sustained effort to cut costs in such areas as printing and paper, as well as personnel expenses.

As a result of the inclusion of earnings from Cecile Co., Ltd., which was made a consolidated subsidiary from the second quarter of the previous fiscal year, sales in the Life Information segment increased 24.7% from the same period of the previous fiscal year to ¥61,446 million, and the segment posted operating income for the subject period of ¥73 million.

## **Advertising**

Quaras Inc. recorded a decrease in revenue from event contracting and advertising production volume, but sales rose overall on a year-on-year increase in advertising volume for television and newspapers, while earnings also improved as a result of cuts in administrative expenses.

Kyodo Advertising Co., Ltd. recorded a revenue decline due to the impact from the falloff in ad placements, and posted an operating loss.

As a result, sales in the Advertising segment decreased 4.9% from the same period of the previous fiscal year to ¥21,083 million, and the segment posted an operating loss for the period of

¥68 million.

### **Other**

Fujimic, Inc. recorded a revenue decrease on declines in orders for IT system development, and posted an operating loss despite cost reductions. Fusosha Publishing, Inc. also posted a decline in revenue as hit book titles such as *Momu-chan Diet Premium* failed to offset the impact from the end of publication of regular magazines, and the rebound falloff from the bestseller *Amalfi* in the previous fiscal year. In terms of earnings, however, Fusosha registered a surplus for the first time in five fiscal periods through efforts to cut editing expenses and administrative costs. Other companies recorded steady earnings.

As a result, sales in the Other segment overall declined 8.3% from the same period of the previous fiscal year to ¥13,440 million, though operating income rose 337.2% to ¥305 million.

### **Equity-Method Affiliates**

Fuji Satellite Broadcasting, Inc. (BS Fuji), boosted by recovery in the advertising market, recorded a revenue increase on year-on-year gains in time and spot advertising sales. Net income rose as a result of curbs on production expenses for regular programs such as *BS Fuji Live Prime News*.

The Sankei Building Co., Ltd. posted increases in both revenue and earnings, due mainly to condominium sales.

However, overall equity in earnings of affiliates decreased ¥400 million from the same period of the previous fiscal year to ¥438 million, due mainly to the absence of amortization of negative goodwill recorded until the previous fiscal year.

## **(2) Qualitative Information on the Consolidated Financial Position**

Total assets at the end of the subject first-half period (September 30, 2010) amounted to ¥738,478 million, a decrease of ¥14,712 million from the end of the previous fiscal year (March 31, 2010).

Total current assets amounted to ¥346,303 million, an increase of ¥1,697 million from the end of the previous fiscal year. This was due mainly to an increase of ¥55,636 million in marketable securities; against a decrease of ¥48,805 million in cash and deposits.

Noncurrent assets totaled ¥392,175 million, a decrease of ¥16,410 million. This was due mainly to decreases of ¥10,803 million in investment securities and ¥2,791 million in buildings and structures.

Total liabilities amounted to ¥279,587 million, a decrease of ¥9,416 million from the end of the previous fiscal year. This was due mainly to decreases of ¥4,810 million in notes and accounts payable-trade; ¥7,180 million in short-term loans payable included in the “Other” category of current liabilities; and ¥3,731 million in accrued expenses, against an increase of ¥4,978 million in corporate taxes payable included in the “Other” category of current liabilities.

Total net assets at the end of the subject first-half period amounted to ¥458,891 million, a decrease of ¥5,295 million from the end of the previous fiscal year. This was mainly the result of ¥6,081 million in net income; against a decrease of ¥8,454 million in valuation difference on available-for-sale securities; and ¥1,842 million in dividend payments from retained earnings.

Cash flows during the subject first-half period were as follows:

Cash provided by operating activities totaled ¥23,654 million, an increase of ¥20,880 million from the same period of the previous fiscal year. This was due mainly to a ¥5,846 million increase in income before income taxes; an ¥4,779 million increase in revenue from inventories; a ¥7,404 million decrease in payment of income taxes; a ¥3,374 million increase in prepaid expenses included in the "Others" item; and a ¥3,150 million increase in accounts receivable-other.

Cash used in investing activities totaled ¥51,537 million, an increase of ¥48,835 million from the same period of the previous fiscal year. This was due mainly to a ¥45,088 million increase in expenditures for the purchase of marketable securities; and a ¥7,992 million decrease in proceeds from sales and redemption of marketable securities.

Cash used in financing activities totaled ¥9,960 million, compared to ¥770 million in cash provided in the same period of the previous fiscal year. This was due mainly to an ¥8,751 million increase in expenditures for short-term loans payable, and the absence of ¥4,300 million in proceeds from long-term loans during the subject fiscal year.

As a result, the balance of cash and cash equivalents at the end the first-half period of FY2010 (September 30, 2010) amounted to ¥90,054 million, a decrease of ¥37,982 million from the end of FY2009 (March 31, 2010), and a decrease of ¥27,870 million from the end of the same period of FY2009 (September 30, 2009).

### **(3) Qualitative Information on Consolidated Financial Results Forecasts**

For the subject first-half period, Fuji Television's earnings in the Broadcasting segment exceeded forecasts on steady growth in recovering spot advertising sales, and amid a tight situation for time advertising sales. The Video and Music segment recorded considerable increases in package audio and video sales, as well as rights income, while costs were reduced in all segments. As a result, the Fuji Media Holdings Group's earnings exceeded initial projections. For the second half of the subject fiscal year, since the economic outlook remains unclear, we maintain unchanged our initial forecasts for both sales and earnings.

Reflecting these circumstances, Fuji Media Holdings' forecasts for the full fiscal year, as announced in "Notice of Revision to Forecasts of Financial Results" released on November 1, 2010, are net sales of ¥592.4 billion, with operating income of ¥21.7 billion, recurring profit of ¥24.0 billion and net income of ¥9.4 billion.

## **2. OTHER INFORMATION**

### **(1) Significant Changes in Subsidiaries during the Subject Period**

None

### **(2) Adoption of Simplified Accounting Practices and Special Accounting Practices**

None

### **(3) Changes in Accounting Principles, Procedures and Presentation Methods**

#### **i. Changes due to Revisions to Accounting Standards**

##### ***Application of "Accounting Standard for Asset Retirement Obligations"***

From the first quarter of the subject fiscal year, Fuji Media Holdings has applied "Accounting Standard for Asset Retirement Obligations" (ASBJ Statement No. 18, March 31, 2008) and "Guidance on Accounting Standard for Asset Retirement Obligations" (ASBJ Guidance No. 21, March 31, 2008).

As a result, operating income and recurring profit for the first half of FY2010 each decreased by ¥3 million, while net income before income taxes decreased by ¥287 million. The variation in asset retirement obligations as a result of the application of this accounting standard is ¥382 million.

##### ***Application of "Accounting Standards for Business Combinations"***

From the first quarter of the subject fiscal year, Fuji Media Holdings has applied "Accounting Standard for Business Combinations" (ASBJ Statement No. 21, December 26, 2008); "Accounting Standard for Consolidated Financial Statements" (ASBJ Statement No. 22, December 26, 2008); "Partial Amendments to 'Accounting Standard for Research and Development Costs'" (ASBJ Statement No. 23, December 26, 2008); "Accounting Standard for Business Divestitures" (ASBJ Statement No. 7, December 26, 2008); "Accounting Standard for Equity Method of Accounting for Investments" (ASBJ Statement No. 16, December 26, 2008); and "Guidance on Accounting Standard for Business Combinations and Accounting Standard for Business Divestitures" (ASBJ Guidance No. 10, December 26, 2008).

#### **ii. Changes other than "i." above**

None

### 3. CONSOLIDATED FINANCIAL STATEMENTS

#### (1) Consolidated Balance Sheets

Millions of yen

	September 30, 2010	March 31, 2010
<b>ASSETS</b>		
Current assets:		
Cash and deposits	60,300	109,106
Notes and accounts receivable-trade	117,284	115,581
Marketable securities	107,417	51,780
Inventories	27,231	28,243
Other	34,623	40,497
Allowance for doubtful accounts	(553)	(603)
Total current assets	346,303	344,606
Noncurrent assets:		
Property, plant and equipment		
Buildings and structures	105,012	107,803
Other	56,177	55,383
Total property, plant and equipment	161,189	163,187
Intangible assets		
Goodwill	5,665	6,641
Other	42,816	44,605
Total intangible assets	48,481	51,246
Investments and other assets		
Investment securities	156,281	167,084
Other	28,020	28,928
Allowance for doubtful accounts	(1,798)	(1,862)
Total investments and other assets	182,504	194,151
Total noncurrent assets	392,175	408,585
Total assets	738,478	753,191

	September 30, 2010	March 31, 2010
<b>LIABILITIES</b>		
Current liabilities:		
Notes and accounts payable-trade	53,513	58,323
Provision for sales returns	924	816
Provision for directors' bonuses	133	231
Provision for point card certificates	929	1,019
Other	92,474	95,486
Total current liabilities	147,975	155,877
Noncurrent liabilities:		
Bonds payable	60,033	60,302
Provision for retirement benefits	39,651	38,604
Provision for directors' retirement benefits	1,863	2,300
Provision for loss on interest repayment	124	124
Other	29,939	31,795
Total noncurrent liabilities	131,611	133,126
Total liabilities	279,587	289,004
<b>NET ASSETS</b>		
Shareholders' equity:		
Capital stock	146,200	146,200
Capital surplus	173,664	173,664
Retained earnings	160,466	156,200
Treasury stock	(15,505)	(15,505)
Total shareholders' equity	464,826	460,559
Valuation and translation adjustments:		
Valuation difference on available-for-sale securities	(7,460)	993
Deferred gains or losses on hedges	(170)	124
Revaluation reserve for land	337	365
Foreign currency translation adjustment	(3,324)	(2,728)
Total valuation and translation adjustments	(10,619)	(1,246)
Minority interests	4,683	4,873
Total net assets	458,891	464,187
Total liabilities and net assets	738,478	753,191

## (2) Consolidated Statements of Income

Millions of yen

	Six months ended September 30	
	2009	2010
Net sales	280,774	<b>293,263</b>
Cost of sales	196,237	<b>195,812</b>
Gross profit	84,536	<b>97,450</b>
Selling, general and administrative expenses	81,798	<b>85,792</b>
Operating income	2,738	<b>11,658</b>
Non-operating income:		
Dividends income	1,169	<b>2,198</b>
Equity in earnings of affiliates	839	<b>438</b>
Other	1,298	<b>1,448</b>
Total	3,307	<b>4,086</b>
Non-operating expenses:		
Interests	522	<b>590</b>
Loss on investments in partnership	528	<b>557</b>
Rent expenses	277	<b>271</b>
Other	126	<b>239</b>
Total	1,455	<b>1,658</b>
Recurring profit	4,590	<b>14,086</b>
Extraordinary gain:		
Gain on sales of noncurrent assets	2,138	—
Gain on negative goodwill	—	<b>109</b>
Other	199	<b>57</b>
Total	2,337	<b>166</b>
Extraordinary loss:		
Loss on retirement of noncurrent assets	303	—
Losses on sale of investment securities	254	—
Valuation losses on investment securities	—	<b>1,269</b>
Other	158	<b>925</b>
Total	716	<b>2,195</b>
Income before income taxes	6,211	<b>12,057</b>
Income taxes-current	3,063	<b>6,888</b>
Income taxes-deferred	146	<b>(1,015)</b>
Total	3,210	<b>5,873</b>
Income before minority interests in income	—	<b>6,184</b>
Minority interests in income (loss)	(22)	<b>102</b>
Net income	3,023	<b>6,081</b>

### (3) Consolidated Statements of Cash Flows

Millions of yen

	Six months ended September 30	
	2009	2010
Cash flows from operating activities:		
Income before income taxes	6,211	<b>12,057</b>
Depreciation and amortization	11,192	<b>10,895</b>
Interest and dividend receivable	(1,326)	<b>(2,352)</b>
Interest expenses	522	<b>590</b>
Equity in (earnings) losses of affiliates	(839)	<b>(438)</b>
Decrease (increase) in notes and accounts receivable-trade	1,962	<b>(1,747)</b>
Decrease (increase) in inventories	(3,767)	<b>1,012</b>
Increase (decrease) in notes and accounts payable-trade	2,635	<b>(4,810)</b>
Others	(3,896)	<b>8,348</b>
Subtotal	12,695	<b>23,555</b>
Interests and dividend income received	1,604	<b>2,562</b>
Interests expenses paid	(523)	<b>(548)</b>
Income taxes paid	(11,156)	<b>(3,751)</b>
Income taxes refunded	154	<b>1,837</b>
Net cash provided by operating activities	2,774	<b>23,654</b>
Cash flows from investing activities:		
Purchase of marketable securities	—	<b>(49,191)</b>
Proceeds from sales and redemption of marketable securities	11,000	<b>3,007</b>
Purchase of property, plant and equipment	(2,948)	<b>(4,419)</b>
Purchase of intangible assets	(2,240)	<b>(1,757)</b>
Purchase of investment securities	(240)	<b>(1,249)</b>
Purchase of investments in subsidiaries resulting in change in the scope of consolidation	(7,042)	—
Others	(1,230)	<b>2,074</b>
Net cash used in investing activities	(2,701)	<b>(51,537)</b>
Cash flows from financing activities:		
Net increase (decrease) in short-term loans payable	1,571	<b>(7,180)</b>
Proceeds from long-term loans payable	4,300	—
Repayment of long-term loans payable	(622)	<b>(512)</b>
Dividends paid	(4,145)	<b>(1,842)</b>
Dividends paid to minority shareholders	(36)	<b>(56)</b>
Others	(296)	<b>(368)</b>
Net cash provided by (used in) financing activities	770	<b>(9,960)</b>
Effect of exchange rate changes on cash and cash equivalents	437	<b>(139)</b>
Increase (decrease) in cash and cash equivalents	1,280	<b>(37,982)</b>
Cash and cash equivalents at the beginning of the term	116,598	<b>128,036</b>
Increase in cash and cash equivalents from newly consolidated subsidiaries	45	—
Cash and cash equivalents at the end of the term	117,925	<b>90,054</b>

#### (4) Note on Assumptions for Going Concern

Not applicable

#### (5) Segment Information

##### **Business segment information**

Six months ended September 30, 2009

Millions of Yen

	Broadcasting	Production	Video and Music	Life Information	Advertising	Other	Total	Eliminations	Consolidation
Net sales:									
1. Net sales to third parties	164,431	8,602	31,473	48,925	20,983	6,358	280,774	—	280,774
2. Intersegment net sales and transfers	9,533	13,297	481	330	1,184	8,299	33,127	(33,127)	—
Total sales	173,964	21,899	31,954	49,256	22,167	14,658	313,901	(33,127)	280,774
Operating income (loss)	3,362	925	188	(521)	(119)	69	3,907	(1,168)	2,738

Notes: 1. The business segments adopted below are those used for internal control purposes.

2. Major operations, products, and services by business segment

Business segment	Major operations, products and services
Broadcasting	TV broadcasting business and radio broadcasting business
Production	Planning, production, engineering and relay operations as well as other businesses for TV programming
Video and Music	Production and sale of music and video content, management of music copyrights, etc.
Life Information	Direct marketing and paper publishing, etc.
Advertising	Advertising, etc.
Other	Publishing, temporary agency services, movables leasing, software development, etc.

3. Fuji Media Holdings reclassified its business segments from the third quarter of FY2008. Segment information for the second quarter of the previous fiscal year after the reclassification is as follows:

Six months ended September 30, 2008

Millions of Yen

	Broadcasting	Production	Video and Music	Life Information	Advertising	Other	Total	Eliminations	Consolidation
Net sales:									
1. Net sales to third parties	177,164	9,931	33,804	39,064	14,411	7,597	281,975	—	281,975
2. Intersegment net sales and transfers	10,129	14,020	808	420	606	8,754	34,740	(34,740)	—
Total sales	187,294	23,951	34,613	39,485	15,018	16,351	316,715	(34,740)	281,975
Operating income (loss)	11,177	1,284	1,369	(537)	(170)	140	13,262	(621)	12,641

4. Assets in the Advertising segment increased by ¥4,900 million compared to the end of the previous fiscal year (March 31, 2009). This was due mainly to the addition of Kyodo Advertising Co., Ltd. to the scope of consolidation during the subject first-quarter period.

5. The value of assets in the Life Information segment increased ¥27,815 million compared to the end of the previous fiscal year (March 31, 2009). This was due mainly to the addition from the second quarter of the subject fiscal year of the consolidated subsidiaries Cecile Co., Ltd., Almado, Inc., Cecile Communications Co., Ltd., Cecile Business & Staffing Co., Ltd. and Cecile Logistics Co., Ltd.

### **Geographical segment information**

For the six months ended September 30, 2009, geographical segment information is not disclosed because businesses within Japan occupied more than 90% of total net sales of all segments.

### **Overseas net sales**

For the six months ended September 30, 2009, overseas net sales are not disclosed because it was under 10% of consolidated net sales.

### **Segment information**

#### Additional Information

From the first quarter of the fiscal year ending March 31, 2011, Fuji Media Holdings has applied "Accounting Standard for Disclosures about Segments of an Enterprise and Related Information" (ASBJ Statement No. 17, March 27, 2009), and "Guidance on the Accounting Standard for Disclosures about Segments of an Enterprise and Related Information" (ASBJ Guidance No. 20, March 21, 2008).

#### **1. Overview of Reportable Segments**

Fuji Media Holdings' reportable segments allow it to acquire financial data separated into the various components of the corporate group. The scope of the segments is reviewed on a regular basis in order to allow the Board of Directors to determine the allocation of management resources and evaluate earnings performance.

The Fuji Media Holdings Group comprises affiliated companies under the certified broadcast holding company Fuji Media Holdings. These affiliates conduct broadcast-related business activities centering on the general broadcast business as prescribed by the Broadcast Act. The group's five reportable segments are "Broadcasting," "Production," "Video and Music," "Life Information" and "Advertising."

The "Broadcasting" segment includes TV broadcasting business and radio broadcasting business; the "Production" segment includes planning, production, engineering and relay operations for broadcast programs; the "Video and Music" segment includes the production and sale of music and video content and the management of music copyrights; the "Life Information" segment includes direct marketing and newspaper publishing; and the "Advertising" segment includes advertising business.

#### **2. Net Sales and Earnings (or Loss) by Reportable Segment**

Six months ended September 30, 2010

Millions of Yen

	Reportable segment						Other (Note 1)	Total	Adjust- ment (Note 2)	Consolidated statement of income (Note 3)
	Broad- casting	Produc- tion	Video and Music	Life Informa- tion	Advertis- ing	Total				
Net sales:										
1. Net sales to third parties	167,306	7,970	30,882	61,028	19,840	287,027	6,235	293,263	—	293,263
2. Intersegment net sales and transfers	9,069	14,447	551	418	1,242	25,730	7,204	32,934	(32,934)	—
Total sales	176,376	22,417	31,434	61,446	21,083	312,758	13,440	326,198	(32,934)	293,263
Segment earnings (loss)	9,690	878	1,460	73	(68)	12,035	305	12,341	(683)	11,658

- Notes: 1. The “Other” category is a business segment not included in reportable segments. It includes such operations as publishing, temporary agency services, movables leasing and software development.
2. The segment earnings adjustment of minus ¥683 million mainly comprises ¥1,380 million in eliminations of intersegment business and minus ¥2,063 million in group-wide expenses not allocated to a particular reportable segment. Group-wide expenses are the expenses of the parent company as a certified broadcast holding company.
3. Segment earnings (or loss) are adjusted to the operating income figure on the Consolidated Statement of Income.

**(6) Notes in the Event of Major Change in Shareholders' Equity**

Not applicable.