

The logo for WOWOW, featuring the word "WOWOW" in a white, serif, all-caps font. A thin white horizontal line is positioned beneath the letters "O", "W", and "O".

WOWOW

CORPORATE PROFILE

"Fill your life with WOW and  
increase the number of adults who live enthusiastically."

# Delivering Unique Value

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Since its first broadcast on April 1, 1991, WOWOW has delivered the world's finest movies, music, sports, theater, dramas, and other content. These 33 years of service have been possible only because of the support of our stakeholders, from our shareholders and business partners to our employees and local communities, and above all, because our customers continue to find unique value in what WOWOW delivers. We would like to express our heartfelt gratitude to all of our stakeholders.

Today, the world continues to change at an accelerating pace. In addition, Japan's population has entered an era in which more than half of the population is over 50 years old. Furthermore, with the rise of video streaming services, content is easier than ever to view, and the type of content the world demands is changing with the times. Against this backdrop, WOWOW takes a step forward with Purpose.

"Fill your life with WOW and increase the number of adults who live enthusiastically."

We believe that significance of our existence in society is to fill people's lives with emotions and surprises, make their everyday lives more enjoyable, and create a rich culture through entertainment.

WOWOW wants to be an entity that not only a WOWOW that offers customers something to watch but a WOWOW that delivers unique value.

We intend to keep taking on the challenge of understanding our customers more deeply, delivering more carefully selected content than ever before, and creating emotionally moving experiences and a wide variety of services that go beyond broadcasting and transmission. To this end, I promise to create a company where each one of our employees can make entertainment with confidence, creativity, and enjoyment.

I invite all of you to expect much from WOWOW's evolution and challenges.

A portrait of Hitoshi Yamamoto, Representative Director, President & CEO of WOWOW. He is an older man with grey hair, wearing glasses, a dark blue suit, a white shirt, and a dark blue tie. He is sitting in an office chair, smiling slightly, with his hands clasped in front of him. The background is a blurred view of a city skyline through a window.

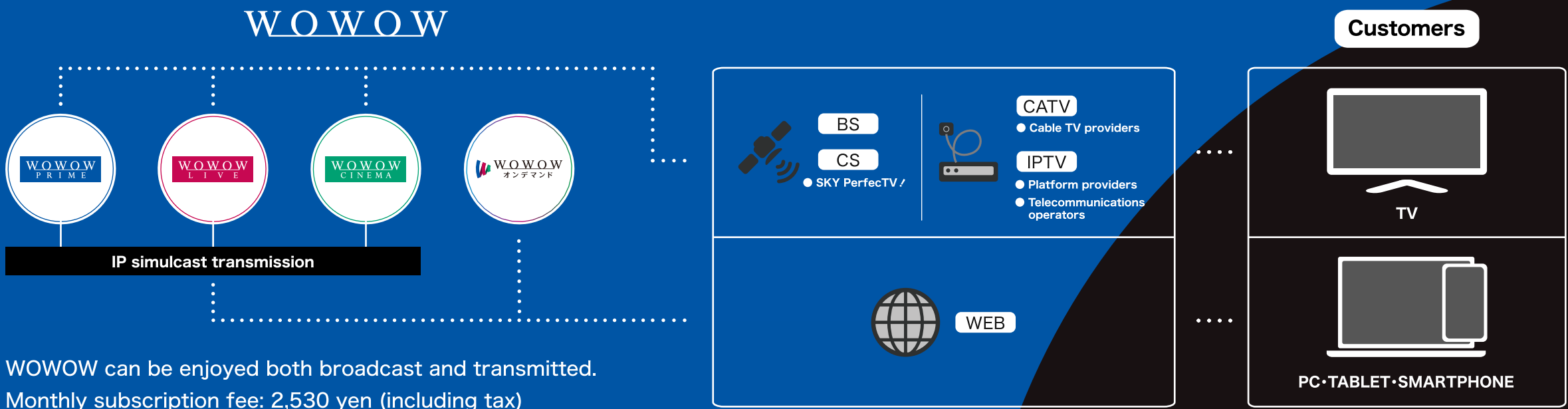
## Hitoshi Yamamoto

Representative Director, President & CEO



# Delivering WOWOW appeal through a variety of media.

Viewers now enjoy television through various measures, so we offer diverse options to enjoy WOWOW. Accessibility through diverse media is one of WOWOW's strengths.



WOWOW can be enjoyed both broadcast and transmitted.  
Monthly subscription fee: 2,530 yen (including tax)

## Transmitted

### WOWOW On-Demand for Smartphones and TVs

Our On-Demand Services Provide the Followings.

#### Live Transmission

Real-time delivery of live sports games, live music concerts, and other live programs.

#### Archived On-Demand Programs

A service that allows customers to watch programs that were broadcast on WOWOW and other exclusive WOWOW On-Demand programs.

#### Simultaneous Broadcast Over the Internet

A service that delivers WOWOW's three channels (Prime, Live, and Cinema) online at the same time they are broadcast on TV.

\*Some programs are not distributed online. \*There is a slight delay in the online broadcast compared to the TV broadcast.

#### Free Programming

Services available to non-WOWOW subscribers.

#### Useful Features

##### Dedicated Soccer/Tennis Schedule Display

See schedules for soccer/tennis content on a dedicated page during tournaments.

This allows customers to find the match they want to see more easily.

#### WOWOW On-Demand Exclusive Content

##### LPGA Tour Japanese Featured Player Live Streaming

Watch exclusively Japanese players from dedicated cameras.



## Broadcast

### BS Broadcasting with Recording Available at High Image Quality

With a BS viewing environment, you can start watching BS in about 15 minutes by going through the BS TV broadcast viewing procedures (registering your TV's B-CAS card/ACAS number).

#### Record All Broadcasted Programs

By registering the B-CAS card/ACAS number of your recording device instead of that of your TV, you can watch BS TV broadcasts and record the programs via your recording device.





# Multi-layered Service Development Centered on Content

In addition to delivering attractive programs through broadcast/transmission, we are focusing on multi-layered service development centered on content, including merchandise sales, tours, events, and film adaptations, especially in the music and sports genres.

## UEFA Champions League 2023/24 Season Final Live Viewing UEFA EURO 2024™ European Football Championship Semifinals & Final Live Viewing

With the collaboration between WOWOW and AEON Entertainment Co., Ltd., live viewing of the UEFA Champions League 2023/24 Season Final and UEFA EURO 2024™ European Football Championship Semifinals and Final were held at AEON Cinemas across the country. A gem of an experience that lets you feel the stadium's excitement of a big screen. Especially, the UEFA Champions League 2023/24 Season Final live viewing was highly praised by customers, with a total attendance exceeding 10,000 people nationwide.



## Hospitality Package Tour to the 2024 US Open Tennis Championships

The producer of WOWOW negotiated to create a unique tennis viewing plan. In collaboration with H.I.S. Co., Ltd., We sold a hospitality package that included tickets, food and beverages in a special area, guided tours, official merchandise, and many other attractive benefits. Specifically, subscribers watched the Day Session of the tournament's second day at Arthur Ashe Stadium. Then, they joined a behind-the-scenes tour, including the player area, dining at the Hospitality Lounge OVERLOOK, and smoothly entered the stadium via the priority gate (hospitality entrance).



## ATEEZ 2024 FANMEETING<ATINY'S VOYAGE : FROM A TO Z> IN JAPAN

ATEEZ, whose second full album "THE WORLD EP.FIN: WILL" released in December 2023, achieved their highest rank of No. 1 on the US Billboard 200 chart and No. 2 on the UK's Official Albums Chart, is garnering global attention. ATEEZ's first fan meeting in Japan, "ATEEZ 2024 FANMEETING <ATINY'S VOYAGE: FROM A TO Z> IN JAPAN," held on August 21 (Wed.) and 22 (Thu.) at Tokyo Garden Theater.



# Development of Products and Services to Increase Revenue

## "WOWOW On-Demand on a pay-per-view basis"

"WOWOW On-Demand on a pay-per-view basis" is a video transmission service with a transaction-based payment system (including some package-type content) that can be used even by non-WOWOW subscribers.\* It offers a wide range of exclusive content such as sports and music live performances.

The "UEFA Champions League/UEFA Europa League 2024/25 Season Pass" is available for 17,499 yen (tax included) and allows you to enjoy only WOWOW's soccer programs, including the UEFA Champions League 2024/25, UEFA Europa League 2024/25, and UEFA Europa Conference League 2024/25, on WOWOW On-Demand.

\*Purchase becomes available after registering for a WOWOW WEB account.



## WOWSPO A New Service to Watch Sports Content

"WOWSPO" is a package of selected sports content transmitted by WOWOW, which can be used even by non-WOWOW subscribers. For 1,980 yen per month (tax included), you can enjoy transmissions of top-tier sports, including the UEFA Champions League, UEFA Europa League, NBA basketball, Roland-Garros International Tennis Championships, US Open Tennis Championships (two of the four major tennis championships), and Super Rugby Pacific.





# Delivering only the very best of entertainment in a diverse variety of genres

Viewers can access both select entertainment from all over the world as well as WOWOW original shows both on broadcast and on demand.

## Movies



Wonka

## Sports



US Open Tennis Championships

## Original Drama



Serial Drama W GOLDEN KAMUY —The Hunt of Prisoners in Hokkaido—

## Original Drama



Serial Drama W THE SNITCH'S SERENADE Season2

## Foreign Series



CSI: Vegas Season3

## Music



SUMMER SONIC 2024 / SONICMANIA

## Others



Satomi Kobayashi NIGHT SPECTACLES  
Chappy Kobayashi & Tokyo Tutankhamuns



# WOWOW Originals

Nobody is as dedicated to quality of expression as WOWOW - hence the acclaim of WOWOW originals in Japan and abroad. We continue to create outstanding entertainment of all genres with a focus on drama series.

## Drama W, Serial Drama W

Our Drama W brand launched in 2003 with the concept of pursuing production quality to its utmost in order to deliver true entertainment. In a move to extend this vision, we launched the Serial Drama W brand in April 2008 to provide viewers with a continuous supply of WOWOW-original drama, and we have been rolling out unique, quality productions ever since. Serial Drama W "FENCE" written by Akiko Nogi, is an entertainment crime suspense that follows the truth behind a sexual assault set in Okinawa, having marked 50 years since the island chain's reversion to Japan. It has won numerous awards and received high acclaim both domestically and internationally.



Serial Drama W "FENCE"

### Awards

62th Monte Carlo Television Festival for Golden Nymph Awards fiction category nominee  
Incentive Award in MIPCOM BUYERS' AWARD for Japanese Drama 2023  
Excellence Award in Serial Drama category at Tokyo Drama Awards 2023  
Akiko Nogi, the 74th (fiscal year 2023) Minister of Education, Culture, Sports, Science and Technology's Art Encouragement Prize Broadcasting category  
Banff World Media Festival for Rockie Award Limited Series category nominee  
Broadcast Creators Grand Prix 2024 Grand Prix Excellence Award  
Grand Prize in TV category at 61th Galaxy Awards  
Outstanding performance Award in Drama category at ATP Award the 40th Grand Prix

## An Original Drama Co-Produced with Hollywood

The epic drama series was co-produced by WOWOW and U.S. Max (formerly HBO Max). The highly anticipated Season 2 was broadcast in Japan and is being transmitted on these platforms exclusively. All 8 episodes of Season 1 are also available on WOWOW On-Demand.



TOKYO VICE Season2

## Animation

Since WOWOW's first original animation "Brain Powerd" in 1998, we have brought numerous animation titles to life.



Bye Bye, Earth



# WOWOW Originals

WOWOW produces not only content for broadcast and transmitted but also theatrical movies and also hosts original live events.

## WOWOW Original Events

WOWOW hosts many live events such as the Fuji & Sun camp festival where renowned artists perform in the foothills of Mt. Fuji, the one-night-only special live project "JAZZ NOT ONLY JAZZ," featuring sessions with next-generation talented musicians, and the special concert "Ghibli Wo Utau [Sing Ghibli's songs] concert produced by Satoshi Takebe" gathering artists who participated in the Studio Ghibli tribute album "Ghibli Wo Utau [Sing Ghibli's songs]".



FUJI & SUN'24



JAZZ NOT ONLY JAZZ



Ghibli Wo Utau [Sing Ghibli's songs]  
concert produced by Satoshi Takebe

## WOWOW FILMS

WOWOW Films is a label launched in 2007 under which we produce theatrical movies of uncompromising entertainment quality for movie lovers not only in Japan, but all over the world.

WOWOW has won over countless movie fans with its diverse lineup from high-budget blockbusters sharing a plotline with WOWOW-original dramas to quality films that are invited to compete in prestigious film festivals.



GOLDEN KAMUY



missing



Dear Family



# The Latest Technology that underlies "WOWOW Quality"

WOWOW's cutting-edge productions utilizing 3D audio and Virtual Production enables the high-quality content and viewing experiences unique to WOWOW.

## Broadcast Center

We are constantly evolving our technical system for broadcast and transmitted, including the broadcasting center that flexibly responds to diversifying domestic and overseas video circuits, and the web distribution center that speedily distributes WOWOW On-Demand (WOD).

In particular, the WOWOW Group's technical staff play a central role in the production of live music broadcasts, which are trusted by many artists and provide viewers with an experience as if they were at the event, utilizing outstanding camera shooting, switching, and recording technologies.



## WOWOW Lab [Visual](#) / [Sound](#) / [xR](#) / [Connected Media](#)

WOWOW Lab pursues potential of new content and services through technology.

WOWOW producers collaborate with various corporations, artists, engineers, and creators to create new entertainment.

### VR Titles

We have been co-producing VR titles with CinemaLeap since 2020 as part of our xR initiative. As of today we have produced three titles: "Beat," "Clap," and "Typeman," all directed by Keisuke Ito and each title has been highly acclaimed both within Japan and overseas.



Typeman WOWOW × CinemaLeap

### Remote Production

As part of our efforts in Connected Media, we have been jointly developing a remote production system with TOKYO BROADCASTING SYSTEM TELEVISION, INC. since 2019.



Remote destination (Tokyo)

### Virtual Production

Virtual production is a method of production where instead of filming on an actual location, background images are displayed on a monitor, and the performance is filmed in front of it.

This allows various scenes to be recreated, reducing the costs of traveling to locations, the burden on performers, and the production time.



### 3D audio

By producing spatial audio and delivering it through cinemas or transmitting, we are creating a new viewing experience.



# Policy on Human Rights and DEI

We established the WOWOW Group Policy on Human Rights and DEI to raise awareness of our corporate to respect human rights, and to foster a corporate culture that respects diversity.

We are strongly aware that there should be no human rights violations against our stakeholders, and we are committed to raise awareness of human rights among employees of our Group employees and working with our business partners and partner companies, to eliminate and prevent any negative impact on human rights.

At the same time, we believe that delivering new value to our customers is only possible when diverse individuals involved in our business activities can feel that they can be themselves and are safe in the knowledge that they can work together with mutual respect for each other's individuality. Thus, we are committed to fostering a corporate culture in which "DEI" permeates. "DEI" is an acronym of the following three words.

Diversity, Equity, Inclusion

## Human Capital Initiatives

We at WOWOW believe that developing a diverse workforce where everybody can demonstrate their unique talent is paramount in creating new value for our customers.

### A Diverse Workforce

We actively recruit career professionals with practical experience in various fields and industries in addition to new graduate hires who bring fresh perspective and vibrant energy to the table.

We aim to be an organization where everybody flourishes in their own way, to their full potential, regardless of age, educational background, SOGI, nationality or disabilities.

<Diversity in Recruitment>	2023	2022	2021
Ratio of mid-career hires to employees (%)	41.1	39.7	35.8
Percentage of employees with disabilities (%)	2.45	3.15	3.13

### Creating a Supportive Workplace

We believe that enabling our employees to utilize their diverse experiences, values, and perspectives at all stages of life leads to corporate value.

We aim to support all employees throughout various lifestages such as parenting, nursing and personal treatment, we encourage all

employees to take childcare leave, offer work options of no overtime as well as shorter hours, and have implemented full-flexitime and remote work to enhance flexibility and work life balance. We also provide measures such as financial aid for babysitter expenses in order to further career support for our employees.

<Statistics by Gender>	2023		2022		2021	
	Men	Women	Men	Women	Men	Women
Average age (years)	42.9	37.3	43.2	37.5	43.5	36.8
Employees taking childcare leave (%)	100.0	100.0	50.0	100.0	50.0	100.0
Employees returing after childcare leave (%)	100.0	66.7	100.0	100.0	100.0	100.0

### Enhancing the Employee Experience

In order to maximize organizational performance, it is important that our employees feel that their work is meaningful and are motivated to pursue excellence. At WOWOW we work on continuously improving our HR programs and initiatives so that evaluation and promotion are based on demonstrated ability, autonomous learning is supported

and individual career development is encouraged. We promote frank communication while ensuring a psychologically safe environment and work to identify issues and areas of improvement through one-on-one meetings and periodic surveys.



# Social Initiatives

WOWOW's corporate philosophy is to contribute to the happiness of people and the creation of a rich culture through entertainment. We hope to contribute as an entertainment company to a society where diverse values are respected and inclusion is fostered.

## WOWOW Original "WHO I AM" Series

Since its launch in 2016 as a collaborative project between WOWOW and the International Paralympic Committee (IPC), the "WHO I AM" series has featured 40 top athletes from 25 countries. It expanded to two lines with an additional new series, and leveled up through the use of educational materials, events, corporate collaborations, and other developments beyond broadcasting and streaming.



## Original Event based on WHO I AM "No Barrier Games: Everyone Is Different, Everyone Is Accepted"

A new form of universal sports event born from the WHO I AM series, where anyone can participate regardless of age, gender, nationality, or disability status. It was first held in 2019, and the fourth event was held in Kochi Prefecture in March 2024.



## WHO I AM Forum

A special event held in conjunction with the broadcast of the new season of the WHO I AM series, featuring talk sessions with medalists and various guests from the series, as well as special preview screenings. As of 2023, it has been held 10 times, including online events.



## Para-sports Support Project

We sold original merchandise and other items through our official online store "wowshop". From the proceeds, we donated competitive wheelchairs to junior wheelchair basketball players, also funding to step up activities for the federation. Additionally, Akira Toyoshima, and Takuya Furusawa also hold lectures and hands-on workshops throughout Japan.

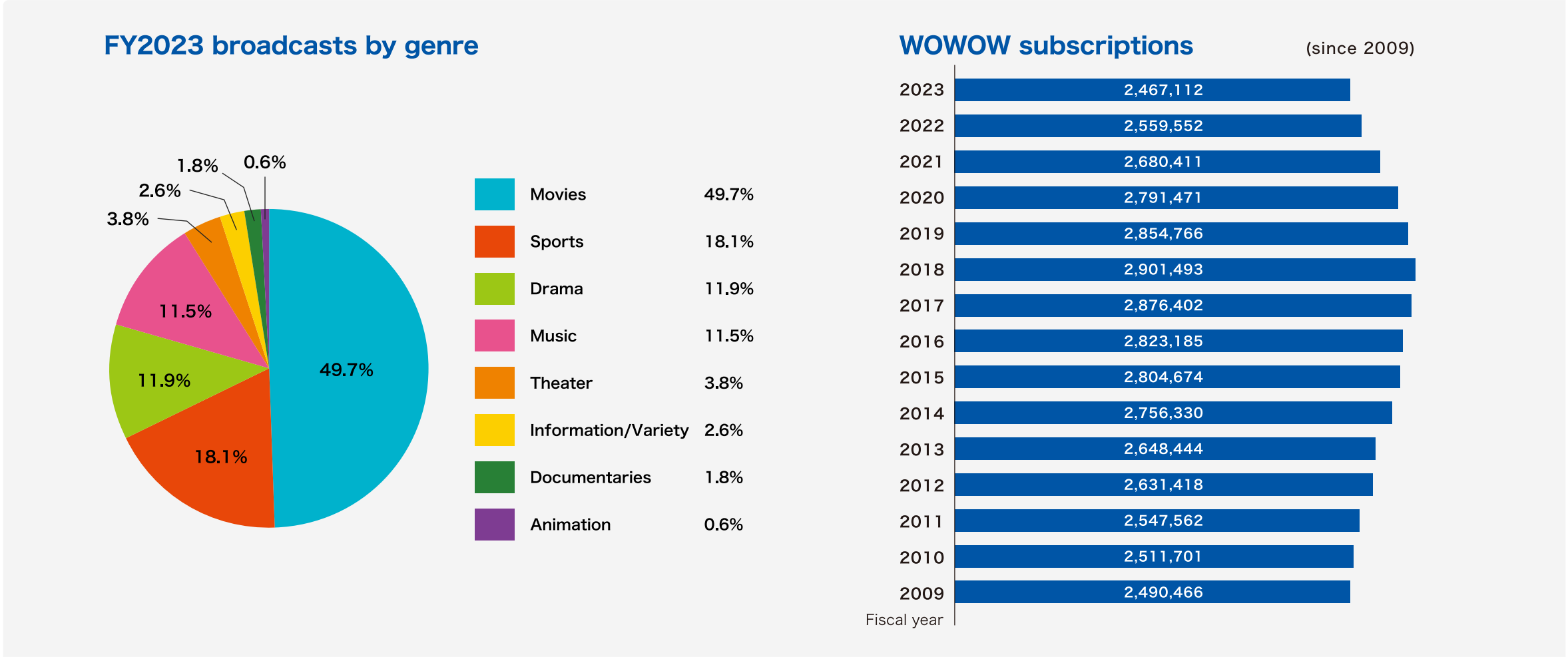


**Akira Toyoshima**  
Tokyo 2020 Paralympic Games Wheelchair Basketball Silver medalist  
Joined WOWOW in April 2015 (Corporate Communications & Investor Relations Department)



**Takuya Furusawa**  
Tokyo 2020 Paralympic Games Wheelchair Basketball Silver medalist  
Joined WOWOW in April 2021 (Human Capital Department)

# Broadcast Track Record and Subscriptions



## Chronology

1984	Established as Japan Satellite Broadcasting (currently WOWOW), Japan's first private satellite broadcaster
1989	Channel is named "WOWOW"
1990	Opened Customer service center in Chuo-ku, Tokyo; Opened broadcast center in Koto-ku, Tokyo Trial startedbroadcasting (12 hrs daily, free-to-air)
1991	Officially launched channel and commercial broadcasting (24/7, Pay TV service). Launched HDTV trial broadcast. Entrusted with transmission of five Tokyo anchor TV networks
1992	Net cumulative subscriptions exceed 1 million households in world-record short time for Pay TV services
1996	Net cumulative subscriptions exceed 2 million households
1998	Opened Yokohama Customer Center. Net cumulative subscriptions exceed 2.5 million households
2000	Changed company name to WOWOW Inc. Launched digital satellite broadcasting
2001	Listed on the Tokyo Stock Exchange (TSE) Mothers market
2003	Launched the Drama W brand with its first series, "Sensei no Kaban"
2005	Paid first dividend. Established as WHD Entertainment, Inc.(currently WOWOW Entertainment, Inc)
2010	HD broadcasts carried on SKY PerfecTV./ (channels 621–623) and the Hikari TV internet TV service
2011	Switched market listing to TSE First Section. Sunset analog satellite broadcasting
2012	Launched WOWOW Members On Demand, a free streaming service for existing subscribers
2013	Premier broadcast of Drama W: Chicken Race, WOWOW's first 4K program
2014	Broadcast the MOZU drama series, a WOWOW-TBS coproduction
2015	Coverage of all four Grand Slam wheelchair tennis tournaments. Broadcast Serial Drama W Umi ni Furu, first 4K HDR production Launched closed-captioning
2016	Broadcast first season of WHO I AM IPC–WOWOW Paralympic documentary series
2017	Corporate acquisition of Actvila Corporation and IMAGICA TV Corp.
2018	Launched simultaneous streaming of broadcast
2019	Launched broadcast via SKY PerfecTV./ 110°
2021	Launched WOWOW On-Demand and WOWOW 4K
2022	Switched market listing to Tokyo Stock Exchange's Prime Market. Transitioned to a Board with an Audit & Supervisory committee
2023	Established WOWOW CROSS PLAY, Inc. (joint venture). Made Frost International Corporation a sub-subsidiary. Launched WOWOW On-Demand on a pay-per-view basis.
2024	Established WOWOW BRIDGE INC. Made CINRA, Inc. a sub-subsdiaary.



# About the company

## Company Overview

Name	WOWOW Inc.
Websites	WOWOW Online : <a href="https://www.wowow.co.jp">https://www.wowow.co.jp</a> Corporate Website : <a href="https://corporate.wowow.co.jp">https://corporate.wowow.co.jp</a>
Principal businesses	Basic and general broadcasting as defined by the Broadcasting Act
Broadcast channels	Digital TV broadcasting BS Digital channels 191, 192, and 193 Data broadcasts BS Digital channels 791 and 792
Established	December 25, 1984
Commercial broadcast launch	Analog: April 1,1991 (sunset July 24, 2011) Digital: December 1, 2000 4K: March 1, 2021 (sunset February 28, 2025)
Capital	5 billion yen
Employees	312(as of March 31,2024)
Address	〈THE HEAD OFFICE〉 21F, Akasaka Park Building, 5-2-20,Akasaka, Minato-ku Tokyo 107-6121, Japan Tel.+81-3-4330-8111  〈BROADCAST CENTER〉 2-1-58, Tatsumi, Koto-ku, Tokyo 135-0053, Japan

## Directors

Representative Director, Chairman	Akira Tanaka
Representative Director, President & CEO	Hitoshi Yamamoto
Board Director, Senior Managing Executive Officer	Junichi Onoue
Board Director, Senior Managing Executive Officer	Tami Ihara
Board Director, Audit & Supervisory Committee Member	Kazuhiko Ohkuma
Board Director	Jun Otomo
Board Director	Kenji Shimizu
Board Director	Kiyoshi Nagai
Board Director	Tatsuo Matsumoto
Board Director, Audit & Supervisory Committee Member	Mitsuru Murai
Board Director, Audit & Supervisory Committee Member	Makoto Okayama
Board Director, Audit & Supervisory Committee Member	Shinobu Fujisaki

## Share Data

(as of March 31,2024)

Shares Issued	28,844,400
Shareholders	32,614

## Major Shareholders

(as of March 31,2024)

Fuji Media Holdings, Inc.  
TBS Holdings, Inc.  
Nippon Television Network Corporation  
The Master Trust Bank of Japan,Ltd. (Trust Account)  
The Master Trust Bank of Japan,Ltd.  
(Retirement Benefit Trust Account for Dentsu Inc.)

## Consolidated Financial Highlights

(FY2023)

Net sales	74,869 million yen
Operating income	1,450 million yen
Ordinary income	2,057 million yen
Profit attributable to owner of parent	1,092 million yen

## Consolidated Balance Sheet

(FY2023)

Total assets	89,146 million yen
Total liabilities	20,920 million yen
Net assets	68,225 million yen

## Affiliated Companies

- [WOWOW Communications Inc.](#) Telemarketing, digital marketing services, etc.
- [WOWOW Entertainment, Inc.](#) Program production, live broadcasting, etc.
- [Broadcasting Satellite System Corporation](#)
- [BS Conditional Access Systems Co., Ltd.](#)
- [WOWOW PLUS INC.](#) BS/CS digital broadcasting, etc.
- [WOWOW CROSS PLAY, Inc.](#)
- [Frost International Corporation](#)
- [WOWOW BRIDGE INC.](#)
- [CINRA, Inc.](#)