

[www.wowow.co.jp](http://www.wowow.co.jp)

**W O W O W**

**CORPORATE PROFILE**



# Becoming a comprehensive entertainment and media group

WOWOW commenced broadcasting in 1991 as Japan's first private satellite broadcaster, and for the past two decades has been the frontrunner of pay TV in Japan. We deliver entertainment gems of both domestic and international origin on both television and other various devices through WOWOW PRIME, LIVE, CINEMA and WOWOW MEMBERS ON DEMAND.

These days, people view entertainment via various methods according to their lifestyle. We at WOWOW will continuously evolve our services to adapt to the changing needs of our customers. We will produce unique content that sets WOWOW apart from our competition. We will constantly aim to be leaders of Japan's creative arena and produce unique content, and aspire to be a group of top-league producers. We will strive to provide exciting and poignant experiences by collaborating with creators from all parts of the globe.

By continuing to create value that only we can provide, we aim to become a comprehensive entertainment and media group that contributes to a prosperous society and culture, and is trusted, loved and irreplaceable. We hope to exceed your expectations for us.

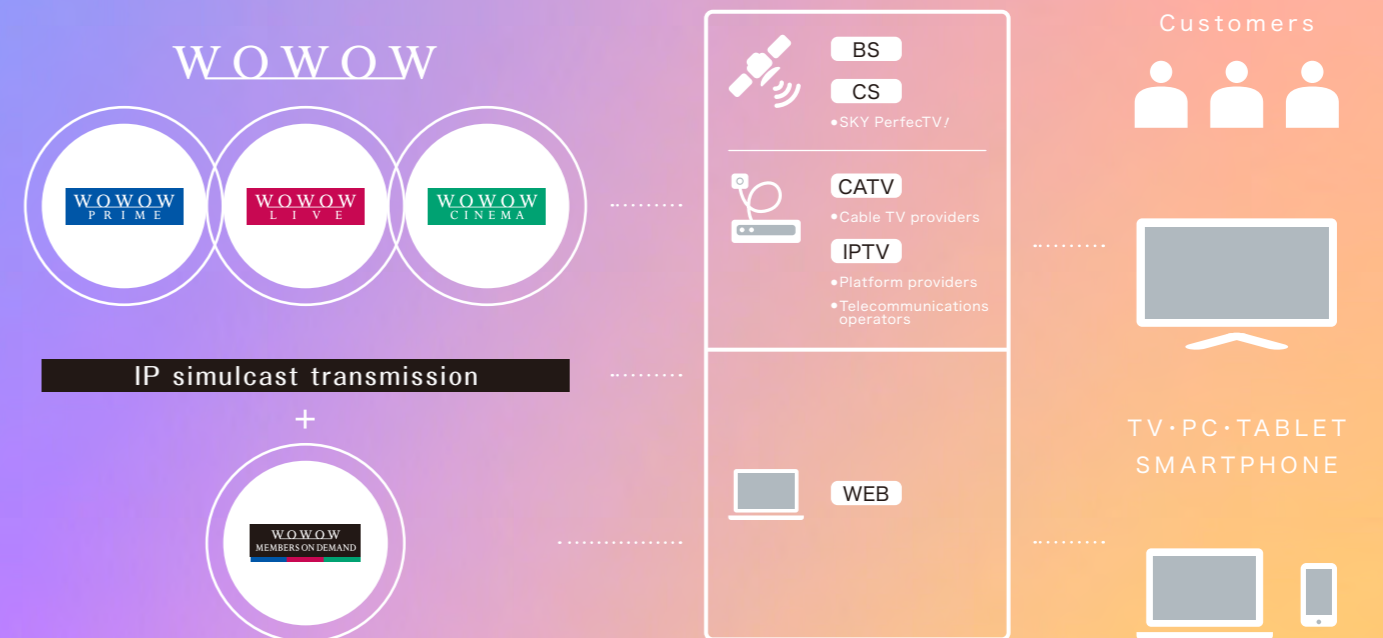


President  
**Akira Tanaka**

# All entertainment in every form

## ■ Delivering WOWOW appeal through a variety of media

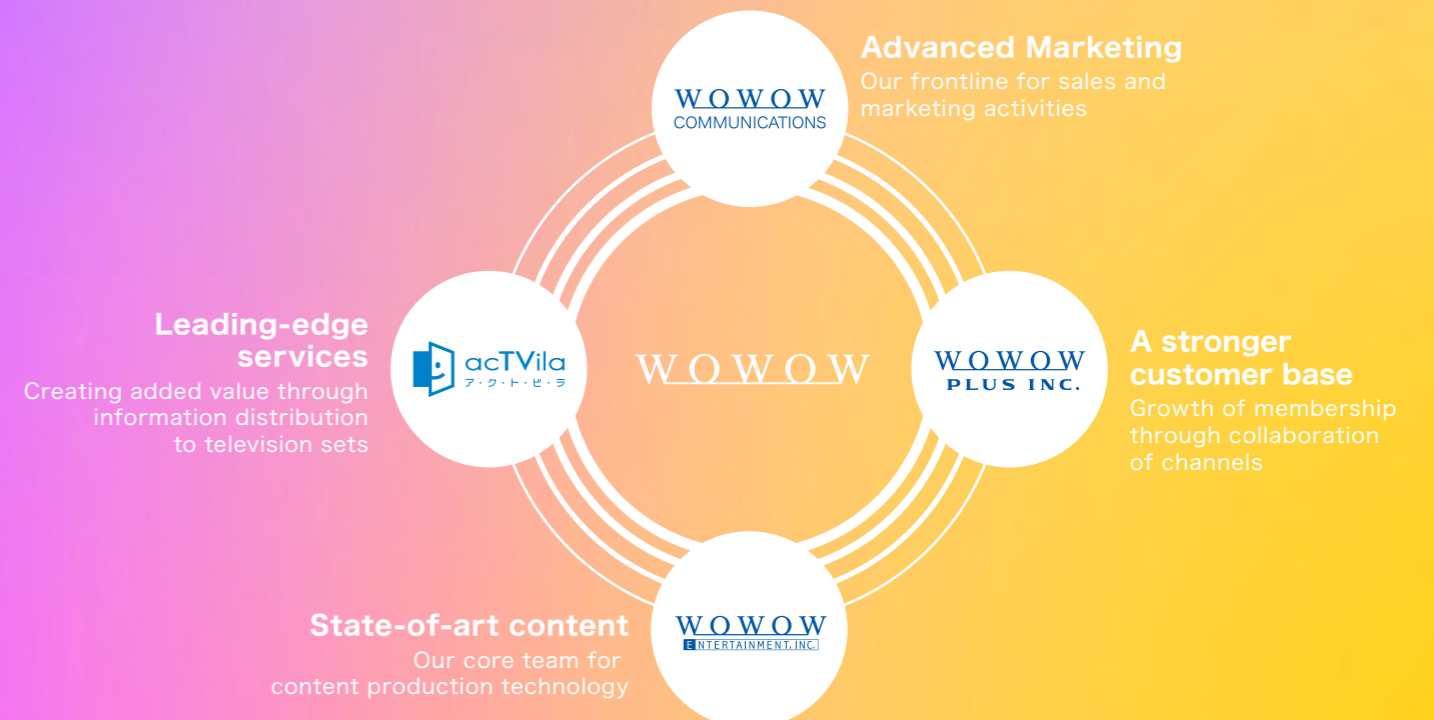
Viewers now enjoy television through various measures, so we offer diverse options to enjoy WOWOW. Accessibility through diverse media is one of WOWOW's strengths.



Monthly subscription fee: **2,300 yen** (excluding tax)  
 WOWOW PRIME (ch. 191) + WOWOW LIVE (ch. 192) + WOWOW CINEMA (ch. 193) + WOWOW MEMBERS ON DEMAND + Monthly program guide

## ■ Maximizing WOWOW Group Synergy

We aim to become a platform where outstanding entertainment is accumulated, offering fresh surprises and emotion.



# Delivering the very best of all entertainment genres

Select entertainment from all ends of the globe and original programs that are available only on WOWOW. Through both linear programming and on-demand distribution, we aim to offer quality entertainment that enriches viewer experiences

**Flagship Programs** 3 full hi-vision channels + On Demand

**WOWOW PRIME**

WOWOW's main channel for select programming

**WOWOW LIVE**

A live channel delivering the emotion and excitement of being in the moment

**WOWOW CINEMA**

A 24-hour movie channel with 700 first broadcasts per year

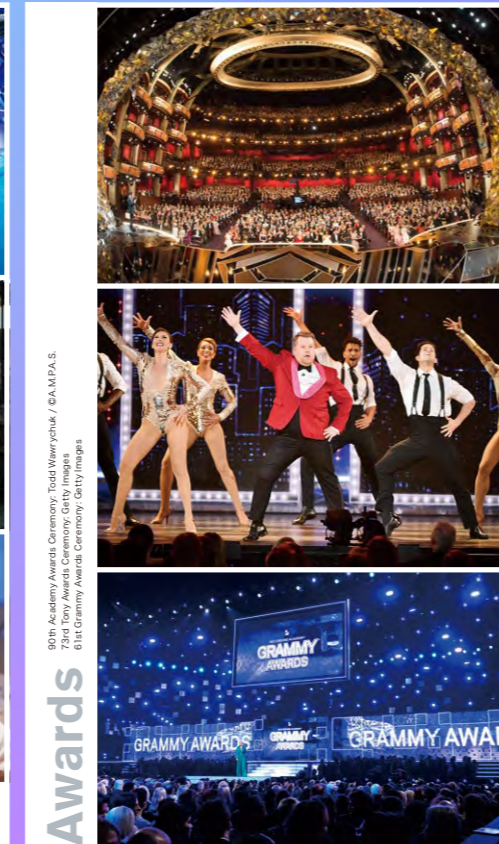
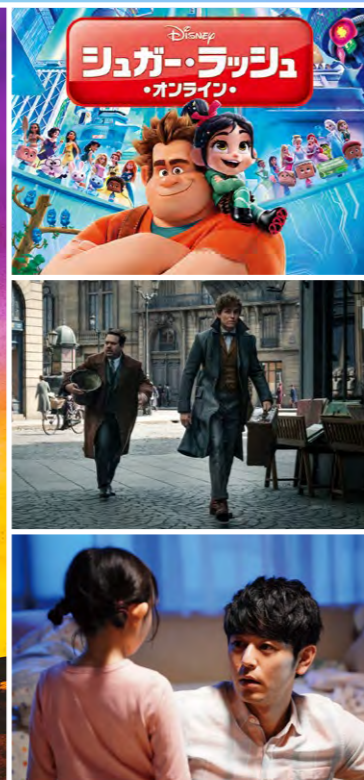
**WOWOW MEMBERS ON DEMAND**

A program distribution service available anytime, anywhere



**Movies**

Bohemian Rhapsody © 2018 Twentieth Century Fox Film Corporation. All rights reserved. First Broadcast Oct 2019 (Repeat runs to be aired)  
 Ralph Breaks the Internet © Disney Enterprises, Inc. First Broadcast Oct 2019 (Repeat runs to be aired)  
 Fantastic Beasts: The Crimes of Grindelwald © 2019 WBEI. Publishing Rights © J.K.R. TM J.K.R. & WBEI. It Comes © 2019 TOHO CO., LTD. / GAGA Corporation / Storm Inc. / East Japan Marketing & Communications, Inc. / KADOKAWA CORPORATION / NIPPON SHUPPAN HANBAI INC. / Lawson Entertainment, Inc. / GEEK PICTURES INC. / LINE Corporation All Rights Reserved.



**Awards**

90th Academy Awards Ceremony: Todd Wernyck / © A.M.P.A.S.  
 73rd Tony Awards Ceremony: Getty Images  
 61st Grammy Awards Ceremony: Getty Images



**Original Drama**

AND LIFE GOES ON  
 I AM TREME: Prequel of 'The Murder Analysis Team' © 2019 WOWOW-TBS SPARKLE/TREME/PARTNERS  
 Afro Tanaka © のつづき漫画/小学館 © 2019 WOWOW



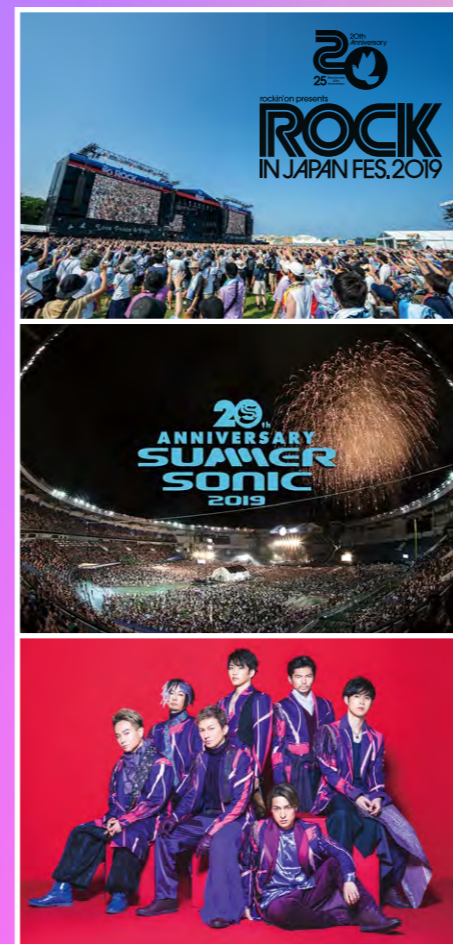
**Animation**

© 2019 CRAFT © Shoji Gato, Shogakukan /STPD  
 © Myu Kusan, Tohokushinsha/Ascendance of a Bookworm Project



**Sports**

Tennis Grand Slam: Afro/Getty Images Spain Soccer LaLiga: Getty Images Excite Match: Getty Images © NAOKI FUKUDA  
 LPGA Women's Golf Tour: Getty Images



**Music**

ROCK IN JAPAN FESTIVAL 2019 SUMMER SONIC 2019 © A.PUMP LIVE DA PUMP 2019 THANNHINH FINAL at Osaka Jo Hall



**Foreign Drama**

The Good Doctor Season 2 © 2018, 2019 Sony Pictures Television Inc. and Disney Enterprises, Inc. All Rights Reserved.  
 New Amsterdam © 2018 Universal Television LLC. ALL RIGHTS RESERVED.  
 Ru Yi's Royal Love in the Palace © 2018 New Classics International Media Limited All Rights Reserved



**Others**

American Idol © 2019 American Broadcasting Companies, Inc. All rights reserved Metropolitan Opera Verdi (La Traviata) © Marty Soh/Metropolitan Opera  
 BADDY: The Bad Lot Comes from the Moon © Takarazuka Revue Company/Takarazuka Creative Arts. Metal Macbeth disc3 © TBS/Village  
 BBC Earth Serengeti © BBC Studios/Shutterstock/Simon Eema/Tracy Immordino/muratart/Papa Bravo: Getty Images Bernd Zoller/  
 Westend61/Alberto Cassani, John Downer Productions/Geoff Bell

# WOWOW Originals

WOWOW's original productions are highly acclaimed both within and without Japan for their quality and uniqueness. From drama

series and movies to documentaries and live events, we continuously produce entertainment of all colors.

## Drama W Serial Drama W

We launched our drama brand Drama W in 2003 with a vision to produce dramas that deliver true entertainment value and to pursue production quality to its utmost. Building further upon this vision, we launched our Serial Drama W brand in April 2008, so that our viewers can continuously enjoy our original dramas on a regular basis. We are proud of the fact that we have been consistent in producing high-quality dramas ever since.



Serial Drama W  
**The Unbroken**

Excellence Award in Drama Series category at Tokyo Drama Awards 2016, September 2016 Monthly Award at Galaxy Awards, Excellence Award for TV Drama in Program category at 2017 Japan Commercial Broadcasters Association Awards



Serial Drama W  
**Pandora**

Excellence Award for TV Drama in Program category at 2008 Japan Commercial Broadcasters Association Awards, Grand Prix/Screenwriter Award/Director Award in Drama Series category at Tokyo Drama Awards 2008, April 2008 Monthly Award at Galaxy Awards



Serial Drama W  
**THE FLYING TIRE**

Grand Prix for TV Drama in Program category at 2009 Japan Commercial Broadcasters Association Awards, Grand Prix in Drama category at 26th ATP Award TV Grand Prix 2009, Excellence Award in Drama Series category at Tokyo Drama Awards 2009

WOWOW x TBS co-production  
**MOZU**

Excellence Award in Drama Series category at Tokyo Drama Awards 2014, Best Supporting Actor Award (Kotaro Yoshida) in Actor category in Individual Awards (MOZU Season 1: "Mozu no Sakebu Yoru"), Special Award at Kitakyushu Film Commission (MOZU Season 1: "Mozu no Sakebu Yoru"), July 2014 Monthly Award at Galaxy Awards (MOZU Season 2: "Maboroshi no Tsubasa")



Serial Drama W  
**Hokuto: The Conversion of a killer**

Banff World Media Festival Rockie Awards, Drama Series: Non-English Language



Serial Drama W  
**COLD CASE JAPAN**

Finalist in Drama category at ABU Prizes, Special Award at Tokyo Drama Awards 2017

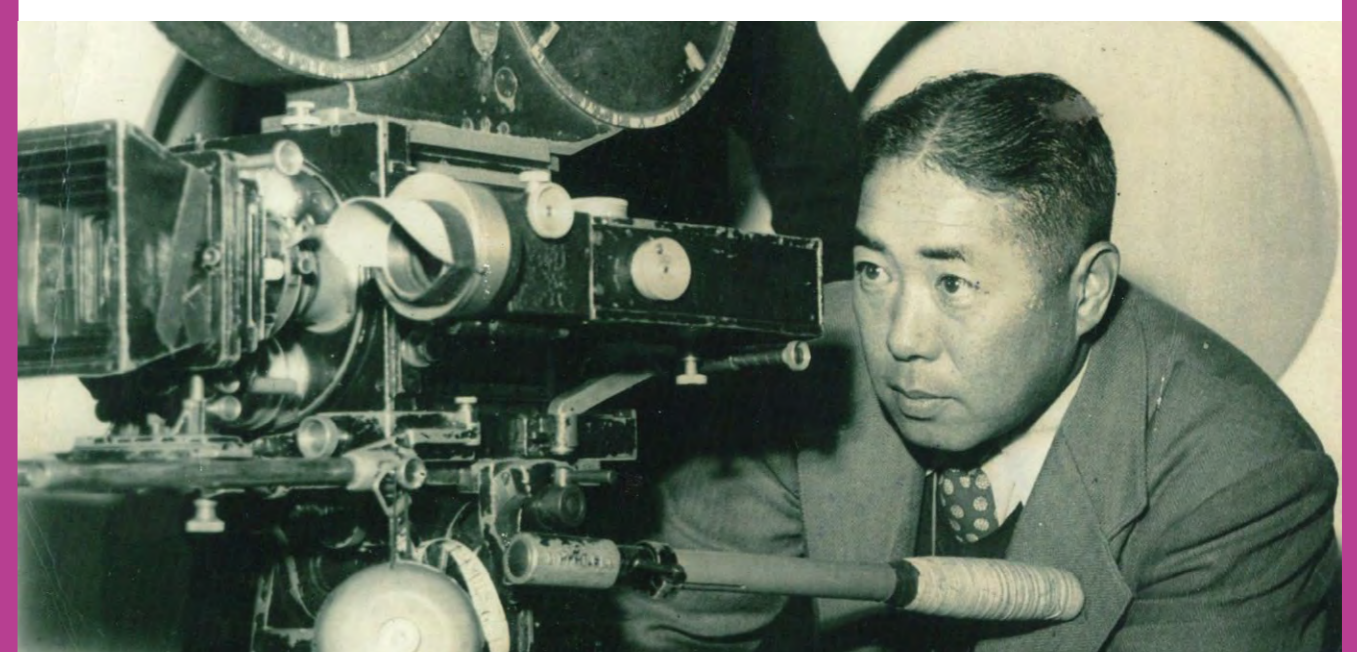


Serial Drama W  
**Akira and Akira**

Grand Prix at 34th ATP Award TV Grand Prix

## WOWOW Original Documentaries Nonfiction W

Our original documentary brand launched in 2009 with the goal of producing nonfiction entertainment that would stimulate intellectual curiosity. The quality of our documentaries has drawn attention both in Japan and overseas, and has resulted in accumulating numerous awards including the International Emmy Awards and the Japan Broadcast Culture Awards.



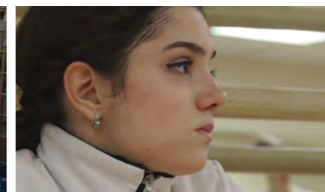
Nonfiction W  
**The Man Who Shot Hiroshima**

Arts Programming category at 44th International Emmy Awards, Top Award for Educational TV Show in Programming category at 2016 Japan Broadcast Culture Awards



Nonfiction W  
**Yonghi Yang - Reaching Out Across Borders With Films -**

Grand Prize for Television at 9th Japan Commercial Broadcasters Association Awards, Honorable Mention in Documentary category at 30th ATP Award TV Grand Prix 2013



Nonfiction W  
**Figure Skater Evgenia Medvedeva**

Captivating documentary following the invincible queen of figure skating during the months leading up to the PyeongChang Olympics.



Nonfiction W  
**The Three Generations of the Nomura Kyogen Family Mansaku, Mansai and Yuki: Divine Dance in Paris.**

Excellence Award in TV Documentary category at 73th Agency for Cultural Affairs Media Arts Festival



Nonfiction W  
**Charles and His Island of Fantasy**

Excellence Award for Educational Program in Programming category at 2018 Japan Commercial Broadcasters Association Awards

## WOWOW Original Programs

We produce original programs across a wide variety of genres including musicals, talk shows and live performances of upcoming artists.



Yuichi Fukuda x Yoshio Inoue  
**GREEN & BLACKS**



**Oshaberi A La Mode**

## WOWOW Produced Events

WOWOW also produces various original events such as concerts, music events and camping festivals.



**FUJI&SUN**



**SONGS&FRIENDS Chu Kosaka "HORO"**



**Disney's Broadway Hits**

# WOWOW Originals

## Paralympic Documentary Series WHO I AM

WHO I AM is a documentary series that we launched in 2016 that depicts the world's top para-athletes. The documentary is a 5 year joint project of WOWOW and the International Paralympic Committee and will be aired up to 2020. Our aim is to contribute to the Paralympics movement and we are collaborating with multiple parties to utilize the series for education and other purposes as we believe that broadcasting the series is only a starting point.

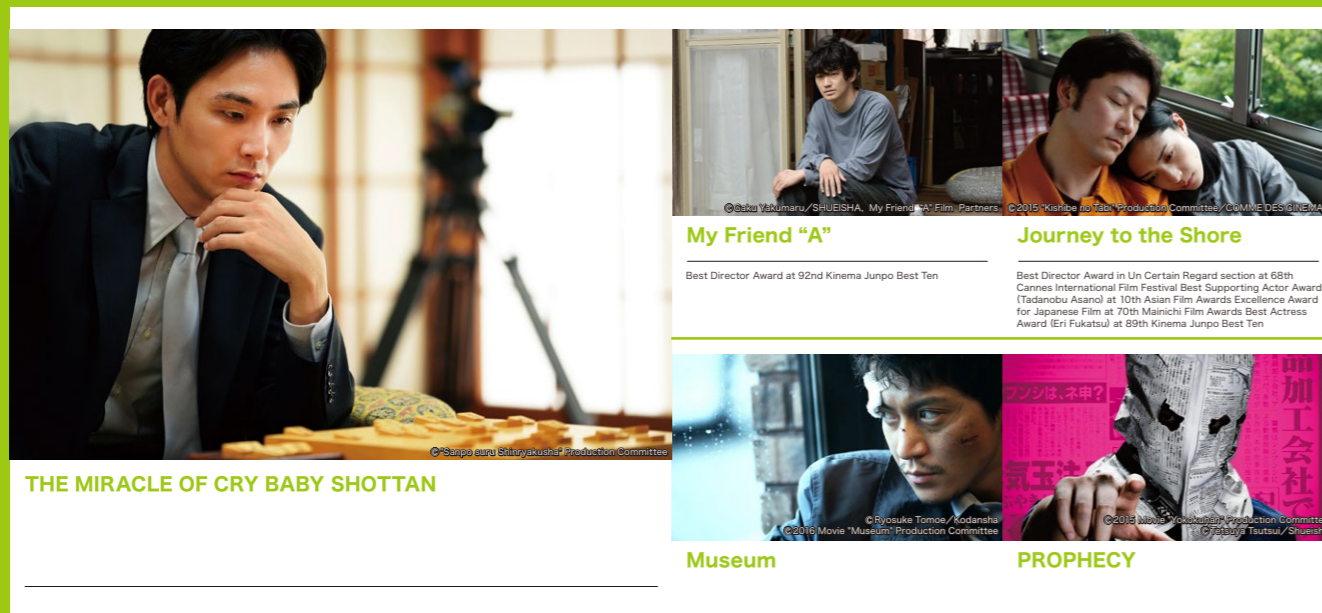


IPC & WOWOW Paralympic Documentary Series  
**WHO I AM**

WHO I AM Season1: Excellence Award for Youth Programming in Special Mention category of 2017 Japan Commercial Broadcasters Association Awards  
WHO I AM Season2: 46th International Emmy Awards, documentary category nominee \*23th Asian Television Awards, documentary series category nominee \*Grand Prix of Sports category of ABU Prizes 2018(Beatrice Via)  
- Excellence Award in special category at 2018 Japan Commercial Broadcasters Association Awards -Grand Prix of the 49th Takayanagi Science and broadcasting Award(Talki Mori)  
-the Award from the Minister of Education, Culture, Sports, Science and Technology in the 60th Science and Technology Film Festival(Talki Mori)

## WOWOW FILMS

WOWOW FILMS was launched in 2007 as a theatrical film label. We produce movies with high entertainment value and deliver them to a vast audience. The label is renown for originality that does not conform to patterns of past hits, and we have won domestic and international awards including the Cannes International Film Festival.



# Excellent entertainment is not the work of one person.

The entertainment and services that WOWOW delivers are produced by our employees. Here we share the voices of our employees who work in our production, engineering and marketing divisions.

## I want the program to be an encounter that can change one's set of values.

Entertainment & Informative Programs Production Department, Production Division

### Rie Izumi

I joined WOWOW in 2013 with the aspiration to deliver exciting entertainment from all over the world to viewers in Japan as I believed that WOWOW was a company that delivered the very best of world class entertainment. I was first assigned to the digital marketing division, and worked on the WOWOW website, social media and user communication tools. My next assignment was to a division that produces original programs. In 2015, I started working as a producer on the launch of the Paralympic documentary series "WHO I AM"; a co-production with



## At WOWOW, I can be involved in both new technology and entertainment.

Engineering & ICT Planning Department, Engineering & ICT Division

### Naoshi Jimbo

I joined WOWOW because I wanted to work on new services using new technology, and WOWOW offered the opportunity of being involved in both new technology and entertainment. I worked on launching the WOWOW MEMBERS ON DEMAND service during my fourth year and the experience of accomplishing a wide range of tasks to create a completely new framework in a short period of time, gave me a lot of confidence. I am now working within the Engineering & ICT Planning Department, and my mission is to research new technologies and develop technologies related to visuals that can be utilized in the future. Recently we



## At WOWOW, all employees are producers.

Digital Development & Management Department, Marketing Division

### Yuki Konda

I joined WOWOW because I wanted to deliver emotion and excitement to entertainment lovers all over Japan and have had the privilege of working from various angles of marketing. I worked on services for current subscribers in the Customer Relations Department and then I moved on to the Programming Department where I was responsible for programming of sports and informational programs. I currently work in the Digital Development & Management Department and devise strategies for email marketing and distribution of advertisements using a data



the International Paralympic Committee (IPC). I work on a wide range of activities not only those that are directly related to producing the program itself, but also involve promotion of the "WHO I AM" series to a broad audience. Utilizing my experience abroad, I interview athletes, build connections with sports federations and work with people involved in para sports all over the world. The new encounters I have made and the experiences I have built through the series have changed my view of the world, and I hope that viewers of the series will learn about the Paralympics and experience a change in their set of values, as I did. I really want people to learn about the Paralympics as it is a truly captivating event. I work on the series every day looking forward to new encounters.

developed a video distribution application called Live Multi Viewing with TBS TV. The app delivers video and audio so close to real time that you can use it inside an actual event venue and not experience time lag. It has been used at various music festivals and sports events and is permanently installed in some stadiums. Moving forward, we hope to utilize new technologies such as 5G and augmented reality within the app. I personally think that the scale of the company and the position it is in is the best combination. WOWOW is of a scale where all employees know each other and so working with other departments is quick and easy. In terms of positioning, we are an independent pay TV broadcaster so we can work with any free to air broadcasting network. We are also in a position where we can contact vendors with cutting-edge technologies. We meet with developers from major manufacturers and engineers from vendors all over the world, and participate in global technology expos. I think that the key to innovation is the interlocking of various factors. We are always looking for new technologies and services that we can interlock with to make something more interesting.

management platform (DMP) that collects data of customer activities. One of the most memorable projects I have worked on so far was the launch of "The Prime Show" in 2011. The show was a daily Monday to Friday live-broadcast show, and was unscrambled because we wanted to showcase WOWOW to customers who were not subscribers. We went through many trials and errors to develop content that would reach as many viewers as possible and this experience now serves me well when building marketing strategies. I think that WOWOW still has plenty of potential for growth and believe that we can build exciting services and content by analyzing the needs of our customers further. Moving forward our business model will become more diverse and we will move toward a service that is more recommendation oriented. I believe that WOWOW is a challenging and rewarding environment for people interested in communicating with customers using new technologies and developing business through real channels.

# Affiliates

We aim to become a comprehensive entertainment and media group, and these are the companies that make up our group.

## WOWOW Communications Inc.



WOWOW Communications offers a wide range of solutions to reach and better understand customers - from launching and operating customer contact centers to online digital marketing support through web, social media and e-mail, as well as planning and operation of e-commerce, package tours and events.

Business: Telemarketing services (call center operation, customer center development and other client management, call center quality consulting and training, membership and administrative services), digital marketing services (social media services, email marketing, website/app development), real services (e-commerce, travel [tour planning], event management support)

Headquarters: Yokohama i-Mark Place 3F, 4-4-5 Minatomirai, Nishi-ku, Yokohama, Kanagawa 220-8080

## WOWOW Entertainment, Inc.



WOWOW Entertainment handles acquisitions of music programs, package creation of CDs, sales of artist merchandise, music copyright management and other aspects of music content business. In addition, WOWOW Entertainment provides technical services for coverage of music and sports events and produces visual content using the latest technologies such as 4K and HDR.

Business: Broadcast program production, program relaying, subtitling, video content procurement, planning/production/sales of CDs, DVDs and artist merchandise, music copyright management

Headquarters: WOWOW Broadcasting Center, 2-1-58, Tatsumi, Koto-ku, Tokyo 135-8080

## Actvila Corporation



Actvila handles businesses related to IP video distribution portals and platforms mainly for television. Next-generation TV services are developed with state-of-the-art video distribution technologies such as video on demand, 4K video distribution and services combining broadcast and telecom. Actvila aims to enable the TV of the future by fusing broadcast and telecom and advancing broadcasting and visual technology.

Actvila offers a service that allows the viewer to watch movies, dramas, etc. by connecting a compatible TV, Blu-ray recorder or cable TV set-top box to the internet. It also offers Japan's first open internet 4K video on demand service for TV. Dedicated equipment rental is not necessary for use. Because compatible devices can be operated with a single remote control, it can be enjoyed as a home appliance as well as on PC, smartphone and tablet.

Business: Portal service for digital TV, etc.

Headquarters: Toda Building Aoyama 5F, 8-5-34 Akasaka, Minato-ku, Tokyo 107-0052

## WOWOW PLUS Inc.



WOWOW PLUS operates satellite TV channels Cinefil WOWOW and The Kayo Pops Channel and publishes DVDs and Blu-rays under the Cinefil brand. WOWOW PLUS also handles theatrical distribution and licensing of visual content to hotels etc.



Cinefil is a dedicated channel for carefully selected movie and drama masterpieces. From theatrical hits to timeless classics, it broadcasts without commercial breaks. It delivers WOWOW's Serial Drama W as well as British dramas.



Japan's only enka and pop music TV channel, The Kayo Pops broadcasts concerts by popular singers and original content such as informational variety shows with very special guests.

Business: Planning and organization of BS/CS digital broadcasting and broadcast programs, original program production and contract video production, DVD/Blu-ray planning, production and sales, hotel pay TV system planning, sales, operation and content supply

Headquarters: Shiroyama Trust Tower 26F, 4-3-1 Toranomon, Minato-ku, Tokyo 105-6026

# Technology, Support and Overseas Business

Advanced video and audio technology, customer support and negotiations with overseas licensors are also key responsibilities.

## Tatsumi Broadcast Center supports broadcasting with the latest technology

Our Broadcast Center is constantly evolving, serving as a network center that flexibly adapts to the expansion of 4K production sites as well as the diverse domestic and international networks and feeds, a web distribution center for our WOWOW MEMBERS ON DEMAND service, an archive system for our invaluable video assets, etc. Tatsumi also boasts equipment that supports bilingual 5.1-channel surround audio and the very latest speakers to enhance the realism of live music performances and sports.

Our technical staff are renowned for their high quality live music productions and are trusted by many artists for the outstanding camera work, switching technology and audio recording that provide viewers with a sense of immersion that makes them feel as if they were at the actual venue. With pioneering efforts such as original drama production using 4K HDR\*, and 3D audio production using state-of-the-art 3D audio systems still rare in Japan, we are constantly evolving with the next era in mind.

## Customer centers: The front line of customer service

We believe that as the No.1 premium pay channel in Japan, it is our mission to provide world class customer service to all our viewers, so we have set up customer contact centers with state-of-the-art systems in Sapporo, Yokohama, Osaka and Okinawa. We aim to better understand and be close to our customers providing "one-to-one" hospitality, and in order to do so, collect and analyze customer

marketing data. The centers communicate with viewers to find out not only "what" they wish to watch, but also "why" they want to watch it. By listening carefully to individual viewer comments on various subjects ranging from how to use our MEMBERS ON DEMAND app to requests to view a specific program or genre, we hope to offer helpful support and follow-up that will lead to further engagement.

## LA Branch Office

WOWOW established its branch office in Los Angeles to strengthen relations with influential overseas media and Hollywood major studios. We are continuously exploring opportunities for co-production and

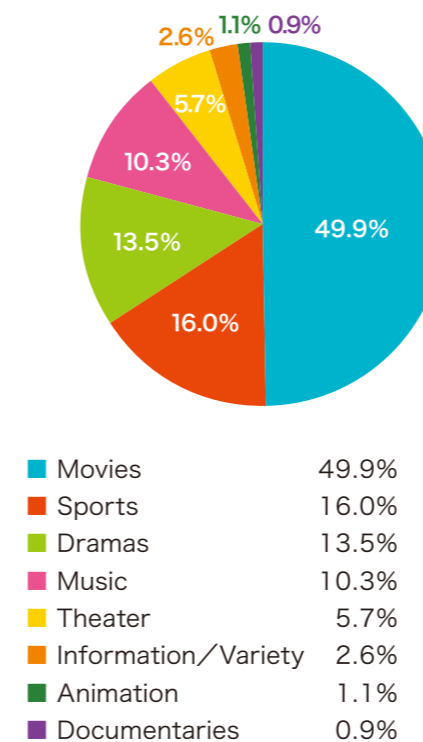
collaboration with major broadcasters from all over the world and our developing relations every day.

(※)HDR: High Dynamic Range. A technology that increases the dynamic range of luminosity of images thereby exposing both the brightest images and the darkest.

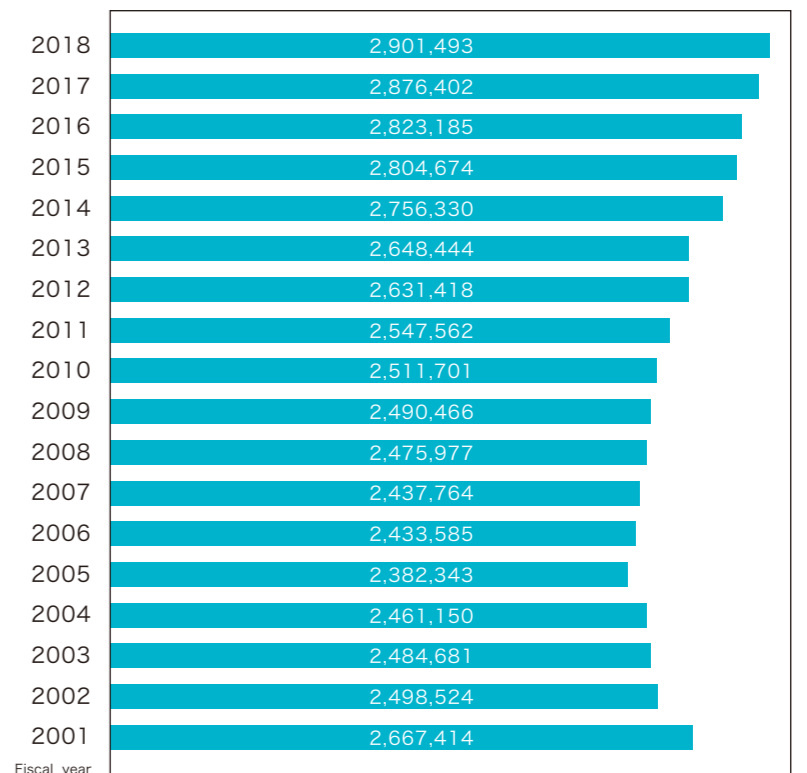
# Broadcast Track Record

We will continue to evolve as Japan's No. 1 premium pay channel.

## FY2018 broadcasts by genre



## WOWOW subscriptions



# History

- 1984 First private satellite broadcasting company, Japan Satellite Broadcasting (now WOWOW), established
- 1989 "WOWOW" chosen as channel nickname
- 1990 Viewer service center opened in Chuo Ward, Tokyo, Broadcast Center completed in Koto Ward, Tokyo, Service broadcasting started (12-hour free broadcast)
- 1991 Station opened. Commercial broadcasting started (24-hour paid broadcast), high-definition test broadcast started, entrusted with transmission of five flagship stations in Tokyo
- 1992 Number of net cumulative subscription contracts exceeds one million households (in world's shortest period for pay TV)
- 1996 Number of net cumulative subscription contracts exceeds two million households
- 1998 Yokohama Customer Center opened, number of net cumulative subscription contracts exceeds 2.5 million households
- 2000 Name changed to WOWOW Inc., BS digital broadcast started
- 2001 Shares listed on the Tokyo Stock Exchange Mothers market
- 2003 "Drama W" broadcast started with first series, "Sensei no Kaban"
- 2005 First dividends paid out since founding
- 2010 SKY PerfecTV/ starts broadcasting (ch. 621-623), IPTV service Hikari TV starts broadcasting
- 2011 Market listing switched from Tokyo Stock Exchange Mothers to First Section, BS analog broadcast ended
- 2012 Free program distribution service "WOWOW MEMBERS ON DEMAND" started exclusively for subscribers
- 2013 First 4K production "Drama W: Chicken Race" broadcast
- 2014 WOWOW × TBS co-production, serial drama "MOZU" broadcast
- 2015 4 wheelchair tennis Grand Slams broadcast, first 4K HDR production "Serial Drama W: Umi ni Furu" broadcast Closed-caption subtitle broadcasting started
- 2016 IPC & WOWOW Paralympics documentary series "WHO I AM" broadcast started
- 2017 Acquired shares of Actvila Corporation and IMAGICA TV Corp. and made them subsidiaries
- 2018 IP simulcast transmission started



## Company Information

### Company Overview

<b>Name</b>	WOWOW Inc.
<b>URL</b>	WOWOW ONLINE https://www.wowow.co.jp
	<b>Corporate Website</b> https://corporate.wowow.co.jp/en/
<b>Main business</b>	Basic broadcasting and general broadcasting as defined by the Broadcasting Act
<b>Channels</b>	Digital TV broadcasting: BS Digital channels 191, 192, 193 Data broadcasting: BS Digital channels 791, 792
<b>Established</b>	December 25, 1984
<b>Initial broadcast dates</b>	Analog: April 1, 1991 (Ended on July 24, 2011) Digital: December 1, 2000
<b>Capital</b>	5 billion yen
<b>Employees</b>	302(as of September 30, 2019)
<b>Address</b>	107-6121 Akasaka Park Building 21F, 5-2-20 Akasaka, Minato-ku, Tokyo TEL: +81-3-4330-8111

### Directors And Auditors

<b>President</b>	Akira Tanaka
<b>Vice President</b>	Noriaki Kuromizu
<b>Senior Managing Director</b>	Ichiro Yamazaki
<b>Board Director</b>	Kenji Noshi
<b>Board Director</b>	Masahiko Mizuguchi
<b>Board Director</b>	Hideki Tashiro
<b>Board Director</b>	Hitoshi Yamamoto
<b>Board Director</b>	Junichi Onoue
<b>Board Director</b>	Kazunobu Iijima
<b>Board Director</b>	Yutaka Ishikawa
<b>Board Director</b>	Masashi Nakao
<b>Board Director</b>	Takashi Kusama
<b>Board Director</b>	Akira Ishizawa
<b>Audit &amp; Supervisory Board Member</b>	Fumihiko Yamanouchi
<b>Audit &amp; Supervisory Board Member</b>	Hajime Tonegawa
<b>Statutory Auditor</b>	Tomohiro Tohyama
<b>Statutory Auditor</b>	Masayuki Umeda

### Share Data (as of September 30, 2019)

Total number of shares issued: 28,844,400
Total number of shareholders: 18,659

### Main Shareholders (as of September 30, 2019)

Fuji Media Holdings, Inc.
Tokyo Broadcasting Systems Holdings, Inc.
Nippon Television Network Corporation
The Master Trust Bank of Japan, Ltd. (employee pension trust account held for Dentsu Inc.)
State Street Bank and Trust Company 505224 (Standing proxy: Settlement & Clearing Services Department, Mizuho Bank)
NTT Communications Corporation

### Consolidated Financial Highlights (FY2018)

Net sales: 82,623 million yen
Operating income: 6,779 million yen
Ordinary income: 7,531 million yen
Profit attributable to owners of parent: 5,182 million yen

### Consolidated Balance Sheet (FY2018)

Total assets: 92,555 million yen
Total liabilities: 34,524 million yen
Net assets: 58,030 million yen

Always a new encounter  
**WOWOW**