

WOWOW

1Q FY2017 Earnings Summary Q&A

Q The number of net new subscriptions decreased by 21,000 in the first quarter of fiscal year 2017. Although there seem to be no major programs in fiscal year 2017, such as the UEFA EURO 2016™ soccer tournament broadcasted in fiscal year 2016, with what kind of content do you plan to achieve the target of 30,000 net new subscriptions?

A While the number of net new subscriptions did decrease in the first quarter of fiscal year 2017, this was within the scope of our assumptions. From the second quarter on, we plan to steadily achieve the target with attractive content such as music, sports, overseas dramas and original dramas.

