

Sales

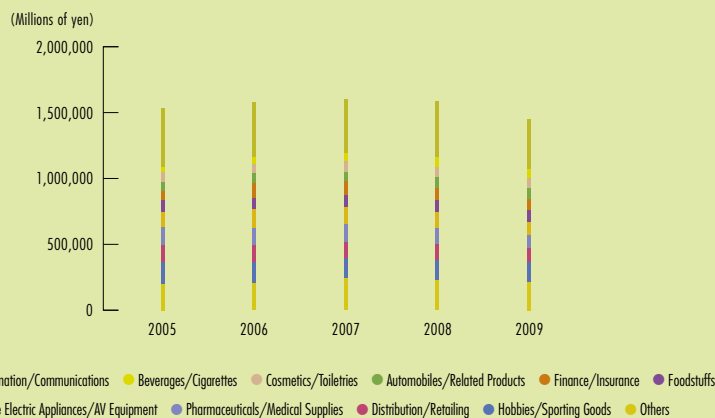
(Years ended March 31)



Net Sales by Business Category (Non-Consolidated)

Years ended March 31	Millions of yen									
	2005		2006		2007		2008		2009	
Television	¥ 749,349	48.9%	¥ 750,302	47.6%	¥ 748,856	46.7%	¥ 734,205	46.3%	¥ 692,992	47.9%
Time	346,135	22.6	347,147	22.0	357,603	22.3	348,098	21.9	343,431	23.7
Spot	403,214	26.3	403,155	25.6	391,252	24.4	386,107	24.3	349,561	24.2
Newspapers	203,314	13.3	197,745	12.5	193,731	12.1	181,545	11.4	146,766	10.1
Magazines	72,514	4.7	74,670	4.7	73,703	4.6	69,914	4.4	60,010	4.1
Radio	26,289	1.7	25,844	1.6	24,746	1.5	23,704	1.5	22,014	1.5
Interactive Media ⁽¹⁾	11,293	0.7	18,767	1.2	21,545	1.3	23,990	1.5	26,220	1.8
OOH Media ⁽²⁾	37,445	2.4	36,152	2.3	43,075	2.7	48,904	3.1	42,056	2.9
Creative	165,099	10.8	171,008	10.8	188,230	11.7	198,792	12.5	177,438	12.3
Marketing/Promotion	172,518	11.3	185,266	11.7	173,321	10.8	179,051	11.3	170,868	11.8
Content Services ⁽³⁾	76,838	5.0	92,089	5.8	109,980	6.9	100,578	6.3	82,104	5.7
Others	17,276	1.1	25,283	1.6	24,871	1.6	25,294	1.6	26,938	1.9
Total	¥ 1,531,939	100.0%	¥ 1,577,131	100.0%	¥ 1,602,062	100.0%	¥ 1,585,982	100.0%	¥ 1,447,410	100.0%

Notes: (1) Interactive Media refers to Internet and mobile-related media. (2) OOH Media stands for out-of-home media, and comprises transportation and outdoor billboard advertising. (3) Content Services refers to rights sales, planning and production and other content-related services in the sports and entertainment fields.



Net Sales by Industry (Non-Consolidated)

Years ended March 31	Millions of yen									
	2005		2006		2007		2008		2009	
Information/Communications	¥ 198,782	13.0%	¥ 204,243	13.0%	¥ 240,657	15.0%	¥ 227,675	14.4%	¥ 214,144	14.8%
Beverages/Cigarettes	161,674	10.6	156,944	10.0	157,784	9.8	152,749	9.6	144,963	10.0
Cosmetics/Toiletries	136,179	8.9	130,240	8.3	121,126	7.6	117,011	7.4	106,299	7.3
Automobiles/Related Products	134,895	8.8	130,968	8.3	130,130	8.1	123,701	7.8	103,493	7.2
Finance/Insurance	111,409	7.3	144,237	9.1	133,429	8.3	123,375	7.8	99,716	6.9
Foodstuffs	85,277	5.6	84,793	5.4	86,894	5.4	88,300	5.6	88,752	6.1
Home Electric Appliances/ AV Equipment	71,707	4.7	110,826	7.0	106,876	6.7	91,677	5.8	85,920	5.9
Pharmaceuticals/Medical Supplies	73,617	4.8	76,755	4.9	75,623	4.7	85,057	5.4	78,508	5.4
Distribution/Retailing	69,175	4.5	73,134	4.6	79,788	5.0	77,683	4.9	76,505	5.3
Hobbies/Sporting Goods	44,555	2.9	50,907	3.2	56,939	3.6	73,067	4.6	75,211	5.2
Others	444,665	29.0	414,081	26.3	412,812	25.8	425,682	26.8	373,893	25.8
Total	¥ 1,531,939	100.0%	¥ 1,577,131	100.0%	¥ 1,602,062	100.0%	¥ 1,585,982	100.0%	¥ 1,447,410	100.0%

Notes: (1) The above ranking is based on data for the fiscal year ended March 31, 2009. (2) Dentsu reviews the criteria for each industry category frequently for the purposes of its own accounts. Accordingly, these categories may differ qualitatively from those used in *Advertising Expenditures in Japan* for the respective years. Figures for previous years have been recalculated to reflect the current industry breakdown, as of March 31, 2009.