

Hakuhodo DY holdings

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Non-Consolidated Billings of Hakuhodo Inc., Daiko Advertising Inc. and Yomiko Advertising Inc. for January 2014

Monthly billings of the company's three main advertising agencies (non-consolidated), all of which are subsidiaries of the company, were as follows;

(1) Billings by Type of Service for January 2014 (Millions of yen)

		January			Cumulative		
		Results	Y-o-Y	Share (%)	Results	Y-o-Y	Share (%)
Hakuhodo	Newspapers	4,265	134.5%	8.3%	33,017	96.5%	6.6%
	Magazines	840	96.0%	1.6%	13,324	103.9%	2.6%
	Radio	597	108.1%	1.2%	6,440	90.1%	1.3%
	Television	25,686	106.6%	50.0%	244,788	99.7%	48.6%
	Subtotal	31,389	109.4%	61.1%	297,571	99.3%	59.0%
	Internet media	2,313	146.0%	4.5%	21,010	127.2%	4.2%
	Outdoor media	1,689	110.0%	3.3%	16,598	105.8%	3.3%
	Creative	6,662	96.9%	13.0%	65,305	103.0%	13.0%
	Marketing/Promotion	7,445	90.5%	14.5%	96,775	102.8%	19.2%
	Others	1,884	94.2%	3.7%	6,807	110.4%	1.4%
	Subtotal	19,995	98.9%	38.9%	206,497	105.4%	41.0%
	Total	51,385	105.0%	100.0%	504,069	101.7%	100.0%
Daiko	Newspapers	1,278	100.5%	12.8%	10,657	96.9%	11.3%
	Magazines	154	123.1%	1.5%	1,813	96.8%	1.9%
	Radio	218	79.7%	2.2%	2,284	90.6%	2.4%
	Television	4,833	89.6%	48.2%	44,931	92.5%	47.6%
	Subtotal	6,485	91.7%	64.7%	59,686	93.3%	63.3%
	Internet media	225	82.5%	2.2%	2,904	103.4%	3.1%
	Outdoor media	861	117.4%	8.6%	8,251	96.0%	8.8%
	Creative	686	102.8%	6.8%	7,135	91.2%	7.6%
	Marketing/Promotion	1,624	115.7%	16.2%	14,741	99.3%	15.6%
	Others	141	116.4%	1.4%	1,581	109.6%	1.7%
	Subtotal	3,538	110.6%	35.3%	34,615	97.5%	36.7%
	Total	10,024	97.6%	100.0%	94,302	94.8%	100.0%
Yomiko	Newspapers	788	130.1%	10.4%	5,660	90.1%	9.1%
	Magazines	136	113.6%	1.8%	1,255	110.6%	2.0%
	Radio	96	92.9%	1.3%	1,038	109.6%	1.7%
	Television	2,359	106.9%	31.3%	21,487	94.8%	34.4%
	Subtotal	3,380	111.3%	44.8%	29,441	94.9%	47.2%
	Internet media	159	115.2%	2.1%	1,634	116.9%	2.6%
	Outdoor media	296	104.7%	3.9%	2,772	106.2%	4.4%
	Creative	791	128.3%	10.5%	7,421	101.8%	11.9%
	Marketing/Promotion	1,672	98.0%	22.2%	18,833	110.6%	30.2%
	Others	1,247	99.9%	16.5%	2,337	104.9%	3.7%
	Subtotal	4,167	104.4%	55.2%	32,999	108.0%	52.8%
	Total	7,548	107.4%	100.0%	62,440	101.4%	100.0%

(2) Billings by Regional Service Area for January 2014

(Millions of yen)

		January			Cumulative		
		Results	Y-o-Y	Share (%)	Results	Y-o-Y	Share (%)
H a k u h o d o	Tokyo area	47,323	105.5%	92.1%	456,912	102.1%	90.6%
	Kansai area	2,840	96.6%	5.5%	33,806	98.1%	6.7%
	Chubu area	464	111.3%	0.9%	4,992	95.6%	1.0%
	Kyushu area	756	104.5%	1.5%	8,358	97.7%	1.7%
	Others	—	—	—	—	—	—
	Total	51,385	105.0%	100.0%	504,069	101.7%	100.0%
D a i k o	Tokyo area	5,853	100.0%	58.4%	55,912	94.9%	59.3%
	Kansai area	3,687	93.2%	36.8%	33,650	94.3%	35.7%
	Chubu area	483	104.4%	4.8%	4,740	97.7%	5.0%
	Kyushu area	—	—	—	—	—	—
	Others	—	—	—	—	—	—
	Total	10,024	97.6%	100.0%	94,302	94.8%	100.0%
Y o m i k o	Tokyo area	6,654	105.8%	88.2%	55,366	101.3%	88.7%
	Kansai area	614	114.9%	8.1%	4,747	92.5%	7.6%
	Chubu area	53	126.2%	0.7%	551	149.8%	0.9%
	Kyushu area	56	197.7%	0.7%	286	94.9%	0.5%
	Others	169	124.6%	2.2%	1,488	131.2%	2.4%
	Total	7,548	107.4%	100.0%	62,440	101.4%	100.0%

※ For each set of figures, the total may not match the sum because figures are rounded down to the nearest million yen.

※ Billings include the following advertising services.

"Newspapers", "Magazines", "Radio" and "Television" are the total expenses for placement of domestic and export advertising.

"Television" includes advertising expenses for CS/BS media related.

"Internet media" are the transactions for placement of advertising spots on the Internet and cell phones. However, transactions concerned with creating and producing advertisements for the Internet and cell phones are included in "Creative".

"Outdoor media" is the total of space charge and production billings involving outdoor advertising, train and other transportation advertising, insertions and other advertising media.

"Creative" includes billings for creating and producing advertisements for newspapers, magazines, radio, television and the Internet, including contract money for advertising performers.

"Marketing/promotion" includes transactions concerned with consulting, planning and surveys in the marketing, communication and brand management domains, and other consulting, planning and implementation transactions in such areas as sales promotion, special events, public relations and customer relationship management.

"Others" includes transactions concerned with sports, entertainment and other similar content.

※ Figures in this Monthly Billings Report are based on the monthly billings of the company's three main advertising agencies and have not been audited by an independent auditor. Accordingly, there may be discrepancies between these figures and the company's Consolidated Financial Results.