

Net Sales (Non-Consolidated)

Net Sales by Business Category

		Millions of yen									
Years ended March 31	2011/3		2012/3		2013/3		2014/3		2015/3		
Television	658,056	47.1%	658,179	46.9%	666,480	47.2%	700,039	46.2%	690,700	45.0%	
Time	285,668	20.5	286,724	20.4	302,164	21.4	304,266	20.1	300,313	19.6	
Spot	372,387	26.7	371,454	26.4	364,315	25.8	395,773	26.1	390,387	25.4	
Newspapers	119,643	8.6	115,502	8.2	110,553	7.8	116,870	7.7	107,916	7.0	
Magazines	39,159	2.8	36,500	2.6	35,896	2.5	34,669	2.3	33,643	2.2	
Radio	18,580	1.3	17,420	1.2	16,027	1.1	15,055	1.0	14,112	0.9	
Interactive Media ⁽¹⁾	45,392	3.2	48,984	3.5	54,808	3.9	67,865	4.5	78,036	5.1	
OOH Media ⁽²⁾	43,911	3.1	48,396	3.4	49,780	3.5	54,597	3.6	52,550	3.4	
Creative	178,959	12.8	187,981	13.4	187,804	13.3	203,845	13.5	201,801	13.1	
Marketing/Promotion	181,381	13.0	179,120	12.8	166,068	11.8	190,668	12.6	186,238	12.1	
Content Services ⁽³⁾	89,721	6.4	83,904	6.0	89,358	6.3	90,480	6.0	128,656	8.4	
Others	21,992	1.6	28,672	2.0	35,598	2.5	40,970	2.7	41,448	2.7	
Total	1,396,798	100.0%	1,404,663	100.0%	1,412,376	100.0%	1,515,062	100.0%	1,535,105	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 as well as other content-related services in the sports and entertainment fields.

Net Sales by Industry

		Millions of yen									
Years ended March 31	2011/3		2012/3		2013/3		2014/3		2015/3		
Information/Communications	191,217	13.7%	186,341	13.3%	191,816	13.6%	198,551	13.1%	238,242	15.5%	
Beverages/Cigarettes	141,725	10.1	142,894	10.2	143,452	10.2	146,672	9.7	153,629	10.0	
Finance/Insurance	95,771	6.9	95,158	6.8	99,696	7.1	120,083	7.9	122,396	8.0	
Cosmetics/Toiletries	114,359	8.2	122,568	8.7	120,431	8.5	117,830	7.8	113,080	7.4	
Automobiles/Related Products	69,266	5.0	73,197	5.2	86,549	6.1	108,864	7.2	109,619	7.1	
Foodstuffs	84,466	6.0	85,875	6.1	89,776	6.4	95,657	6.3	97,249	6.3	
Distribution/Retailing	71,773	5.1	88,809	6.3	96,708	6.8	97,350	6.4	95,920	6.2	
Food Services/Other Services	84,595	6.1	79,070	5.6	77,133	5.5	85,893	5.7	84,695	5.5	
Pharmaceuticals/Medical Supplies	82,541	5.9	75,485	5.4	73,672	5.2	76,569	5.1	72,546	4.7	
Transportation/Leisure	56,988	4.1	58,033	4.1	60,379	4.3	64,927	4.3	60,934	4.0	
Government/Organizations	70,528	5.0	66,193	4.7	54,864	3.9	58,838	3.9	59,046	3.8	
Hobbies/Sporting Goods	60,511	4.3	57,916	4.1	56,783	4.0	66,055	4.4	57,492	3.7	
Home Electric Appliances/ AV Equipment	74,913	5.4	68,528	4.9	56,200	4.0	56,337	3.7	49,673	3.2	
Real Estate/Housing Facilities	37,853	2.7	44,021	3.1	42,304	3.0	46,892	3.1	44,875	2.9	
Apparel/Fashion, Accessories/ Personal Items	38,425	2.8	43,132	3.1	44,997	3.2	43,331	2.9	40,013	2.6	
Others	121,861	8.7	117,436	8.4	117,609	8.3	131,204	8.7	135,689	8.8	
Total	1,396,798	100.0%	1,404,663	100.0%	1,412,376	100.0%	1,515,062	100.0%	1,535,105	100.0%	

Note: The above ranking is based on data for the fiscal year ended March 31, 2015. 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, 2015.