



August 2, 2012
SKY Perfect JSAT Holdings Inc.

Number of Subscribers as of the end of July 2012

SKY Perfect JSAT Holdings Inc. (Head Office: Minato-ku, Tokyo; Representative Director, President: Shinji Takada) is pleased to announce that SKY Perfect JSAT Corporation (Head Office: Minato-ku, Tokyo; Representative Director, President & Chief Executive Officer; Shinji Takada), a 100% owned subsidiary of SKY Perfect JSAT Holdings Inc., today released attached news release regarding the number of subscribers*¹ as of the end of July 2012.

*1 Subscribers: Subscribers who concluded a pay-subscription agreement and have been actually paying subscription fees.



Number of Subscribers as of the end of July 2012

SKY Perfect JSAT Corporation (Head Office: Minato-ku, Tokyo; Representative Director, President & Chief Executive Officer: Shinji Takada) announced the number of subscribers*¹ as of the end of July 2012.

As to the totals for three services of SKY PerfecTV!, SKY PerfecTV! e2 and SKY PerfecTV! HIKARI, the number of new subscribers was 43,701, the number of re-subscribers was 4,670 and the number of churn was 50,565. New subscribers and re-subscribers increased and churn decreased from the previous month, but net increase was -2,194.

The number of the subscribers who have shifted to SKY PerfecTV! HD was as healthy as 31,649, which is larger than the value for the previous month: 26,130, due to the continued effects of the campaigns for promoting the shift.

Totals for SKY PerfecTV!, SKY PerfecTV! e2 and SKY PerfecTV! HIKARI	Subscribers
New Subscribers	43,701
Re-registered Subscribers ^{*2}	4,670
Churn	50,565
Monthly Churn Rate ^{*3}	1.3%
Net Increase	-2,194
Cumulative Total	3,828,983

* The cumulative number of SKY PerfecTV! and SKY PerfecTV! e2 subscribers is 3,716,409.

SKY PerfecTV!	Subscribers
New Subscribers ^{*4}	5,232
Re-registered Subscribers ^{*2}	742
Churn	20,622
Monthly Churn Rate ^{*3}	1.1%
Net Increase	-14,648
Cumulative Total ^{*5}	1,892,066
SKY PerfecTV! e2	Subscribers
New Subscribers ^{*6}	37,005
Re-registered Subscribers ^{*2}	3,925
Churn	28,237
Monthly Churn Rate ^{*3}	1.6%
Net Increase	12,693
Cumulative Total ^{*7}	1,824,343
SKY PerfecTV! HIKARI ^{*8} (Multichannel Broadcasting Service)	Subscribers
New Subscribers ^{*9}	1,464
Re-registered Subscribers ^{*2}	3
Churn	1,706
Monthly Churn Rate ^{*3}	1.5%
Net Increase	-239
Cumulative Total ^{*10}	112,574

*1 Subscribers: Number of subscribers who concluded a pay-subscription agreement and have been actually paying subscription fees.

*2 Number of Re-registered Subscribers: Number of individuals who concluded a new pay-subscription agreement within one year of cancellation and have been actually paying subscription fees.

*3 Monthly Churn Rate: The following formula is used to calculate the monthly churn rate.

$$\text{Monthly Churn Rate} = \text{Churns during the current month} / \text{Total subscribers at the end of the previous month}$$

*4/*5 The number of new subscribers for SKY PerfecTV! HD in the current month is as follows (along with the cumulative total including the current month).

	New Subscribers	Cumulative Total
SKY PerfecTV! HD	4,719	739,536

The cumulative total includes 31,649 subscribers who switched from regular picture quality SKY PerfecTV! to SKY PerfecTV! HD during the month.

*6/*7 The number of new registrations for SKY PerfecTV! e2 retransmission services (provided by OptiCast Inc. using optical fibers) in the current month is as follows (along with the cumulative total including the current month).

The cumulative number of SKY PerfecTV! e2 retransmission service subscribers is included in the number of SKY PerfecTV! e2 subscribers (not included in the number of SKY PerfecTV! HIKARI).

* From FY2012, a method for counting new subscribers and cumulative number of subscribers was changed. It doesn't affect the total number of subscribers to SKY PerfecTV! e2.

	New Subscribers	Cumulative Total
SKY PerfecTV! e2 retransmission	2,417	90,713

*8 The multichannel broadcasting service in Fukuyama City, Hiroshima Prefecture, jointly operated with Energia Communications, Inc. and the channel lease service in Achi Village, Nagano Prefecture, and Ena City, Gifu Prefecture that uses available fiber-optic network bandwidth will remain under the name of HIKARI PerfecTV!.

*9/*10 The number of new subscribers during the month and cumulative total based on SKY PerfecTV! HIKARI HD tuners are as follows:

	New Subscribers	Cumulative total
Number based on SKY PerfecTV! HIKARI HD tuners	1,455	65,406

The cumulative total includes 1,767 subscribers who switched from regular picture quality tuners to HD tuners during the month.

●Number of households connected to SKY PerfecTV! HIKARI (as of the end of July 2012)

	Cumulative Total
Number of households connected to SKY PerfecTV! HIKARI	1,334,055

The number means the number of households to which we provide the broadcasting service (retransmission or multichannel broadcasting service) to be billed at the end of the month. This number does not include the multichannel broadcasting services provided by utilizing the available bandwidth in the optical fiber network possessed by Cable City Yokohama, Achi Village in Nagano Prefecture, Ena City in Gifu Prefecture and others.