



May 7, 2013
SKY Perfect JSAT Holdings Inc.

Number of Subscribers as of the end of April 2013

SKY Perfect JSAT Holdings Inc. (Head Office: Minato-ku, Tokyo; Representative Director, President: Shinji Takada) announces 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 regarding the number of subscribers*¹ as of the end of April 2013.

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



Number of Subscribers as of the end of April 2013

SKY Perfect JSAT Corporation (Head Office: Minato-ku, Tokyo; Representative Director, President & Chief Executive Officer: Shinji Takada) announced the number of subscribers^{*1} to SKY PerfectTV! as of the end of April 2013.

The number of new subscribers this month was 48,447, the number of re-subscribers was 14,255, and the number of churns was 59,784, for a net increase of 2,918.

The shift towards the Premium Service is developing steadily, with 39,220 subscribers making the transition.

	New Subscribers	Re-registered Subscribers ^{*2}	Churn	Monthly Churn Rate ^{*3}	Net Increase	Cumulative Total
Total for SKY PerfectTV!	48,447	14,255	59,784	1.6%	2,918	3,832,327

Breakdown	New Subscribers	Re-registered Subscribers ^{*2}	Churn	Monthly Churn Rate ^{*3}	Net Increase	Cumulative Total
SKY PerfectTV! ^{*4}	42,220	12,346	35,401	1.8%	19,165	1,981,875
Premium Service ^{*5}	5,014	1,905	21,611	1.2%	-14,692	1,747,672
Of these, users of HD services ^{*6}	4,184	784	8,341	0.8%	35,847	1,067,492
Premium Service HIKARI ^{*7}	1,213	4	2,772	2.7%	-1,555	102,780

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

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

*3 The following formula is used to calculate the monthly churn rate.

Monthly Churn Rate = Churns during the current month / Total subscribers at the end of the previous month

*4 East longitude 110 degree satellite broadcasts. It includes the cumulative total (106,518) for the re-transmission service based on the optical fibers provided by OptiCast Inc.

*5 It includes the standard definition (SD) services.

*6 Broadcasts using H.264/MPEG4 AVC compression.

The number of subscribers using Premium Service tuners supporting high-definition broadcasts. This month, 39,220 customers made the transition from the standard definition service. This figure is incorporated in the net increase and the cumulative total.

*7 It includes the standard definition (SD) services. The cumulative number of subscribers to Premium Service HIKARI, excluding the SD services, is 83,980. The number of shifts from the SD services for this month was 2,854.

* Number of households connected to Premium Service HIKARI is 1,464,077. (as of the end of April 2013)

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.