

July 15, 2022

SKY Perfect JSAT Corporation
FRAME00, Inc.

SKY Perfect JSAT Aims to Open Up the Creator Economy Market Through a Capital and Business Alliance with FRAME00, Developer of Web 3*-Related Products

SKY Perfect JSAT Corporation (Head Office: Minato-ku, Tokyo; Representative Director, President & Chief Executive Officer; Eiichi Yonekura) will acquire capital in FRAME00, Inc. (Head Office: Shibuya-ku, Tokyo; Chief Executive Officer; Mayumi Hara) concentrating the technologies and assets owned by both parties, and conclude a contract about business alliance to begin collaboration with the aim of creating Web 3-related businesses in the media and entertainment industry.

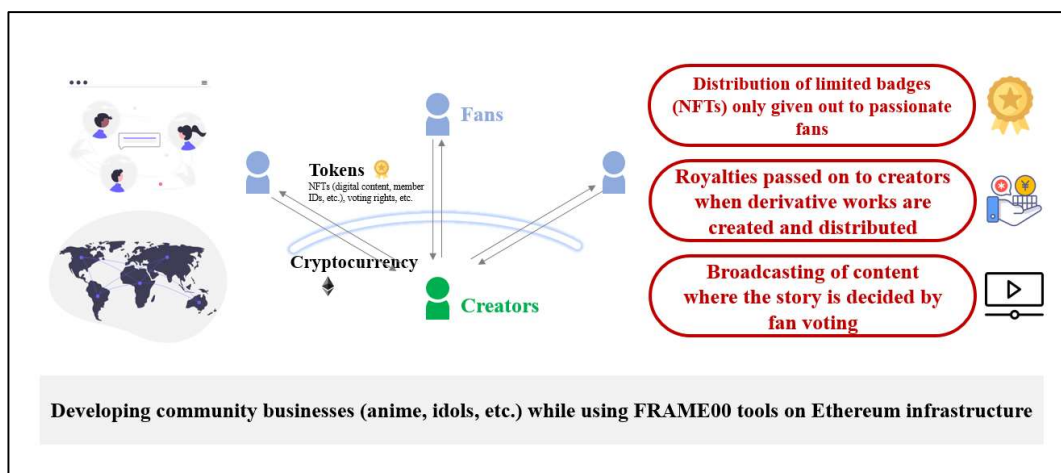
The use of blockchain-related technology—a core element of Web 3—has the potential to update the activities and experiences of both content creators and fans, and both SKY Perfect JSAT and FRAME00 will promote business development with a grasp of new markets and needs, such as the expanding creator economy.

Examples of business development:

Offering new experiences to communities in various genres, including anime and idols

- Distribution of limited badges (NFTs) only given out to passionate fans
- Royalties passed on to creators when derivative works are created and distributed
- Broadcasting of content where the story is decided by fan voting

In addition, regarding the issue of unauthorized use of copyright, which is often seen as a problem in the media and entertainment industry, SKY Perfect JSAT and FRAME00 will also consider the development of unprecedented and innovative solutions which utilize blockchain technology for issues such as copyright protection.



<Image of the project under consideration>

For over 20 years, SKY Perfect JSAT has operated SKY PerfecTV!, the largest multi-channel pay-TV broadcasting service in Japan, as well as on-demand video streaming service SPOOX, to deliver a variety of video content to many customers.

FRAME00, which has stated its vision of "creating a society where all innovators are valued and can take on challenges in a sustainable manner," develops and offers various products and services to support business development in the Web 3 field, including the DEV protocol, open-source distributed middleware that can be used on blockchain infrastructure, as well as Clubs, a support kit for DAO development.

The two companies will move forward with cooperative efforts, uniting SKY Perfect JSAT's wide range of assets in the media and entertainment business with FRAME00's Web 3-related products and technical capabilities through this business partnership, with the aim of developing Web 3-related businesses and making them successful.

* Web3 (or Web 3.0) is a new concept in the Internet industry characterized by the open ownership of content on blockchain infrastructure, which follows the eras of browsing content (Web 1.0) and writing content (Web 2.0). (Proposed by Gavin Wood, co-founder of the cryptocurrency Ethereum, in 2014)

■About SKY Perfect JSAT Corporation

SKY Perfect JSAT Corporation is a leader in the converging fields of broadcasting and communications. It is Asia's largest satellite operator with a fleet of 16 satellites, and Japan's only provider of both multi-channel pay-TV broadcasting and satellite communications services. SKY Perfect JSAT delivers wide range of entertainment through "SKY PerfecTV!", the most extensive broadcasting platform in Japan with a total of 3 million subscribers. In addition, SKY Perfect JSAT's satellite communications services, which cover Asia, Russia, Middle East, Oceania, North America and Indian Ocean to Pacific Ocean regions, play a vital role in supporting communications infrastructures for mobile backhaul, government, aviation, maritime, oil & gas and disaster recovery. For more information, visit our corporate website (<https://www.skyperfectjsat.space/en/>).

■About FRAME00

With the mission of "creating a society where all innovators are fairly valued and can sustainably take on challenges", FRAME00 was founded in 2015, and has developed its blockchain business from two locations, Japan and Switzerland. They are developing Dev Protocol, a technology for a sustainable creator economy, with an open source community of more than 500 people worldwide. (<https://corp.frame00.com/>)