

February 5, 2009  
SKY Perfect JSAT Corporation

### **Could Television Be The Secret To Marital Harmony in the Golden Years?**

Over 70% of retired couples report that watching more television together has improved their relationship

**Internet use outstrips meals as a background activity 70% to 62%**

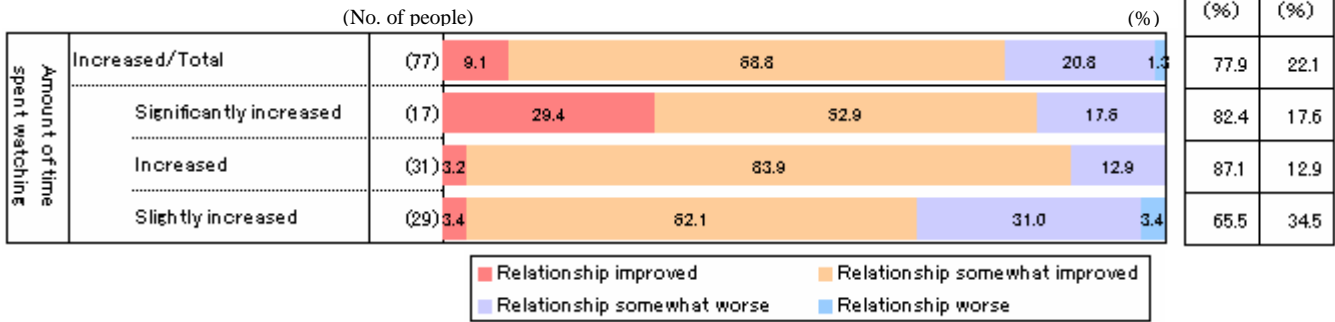
SKY Perfect JSAT Corporation (Head Office: Minato-ku, Tokyo; President and Chief Executive Officer: Masanori Akiyama) has conducted a survey of the general public in order to better understand at-home television viewing and relationships to television. The survey, entitled Contemporary Views on Television 2009, was conducted January 4-5, 2009.

Administered over the Internet, the survey targeted 1,040 men and women over the age of 20 living in the Tokyo Metropolitan Area (Tokyo, Kanagawa, Chiba, Saitama) and the Kansai area (Osaka, Kyoto, Hyogo, Nara).

Of the respondents who had reached retirement age themselves or whose spouse had retired (155 people), **nearly half (49.7%) said that the amount of time they spent watching television together as a couple had increased** post-retirement, with 18.7% responding that their television time was "slightly increased," 20% responding "increased," and 11% responding "significantly increased."

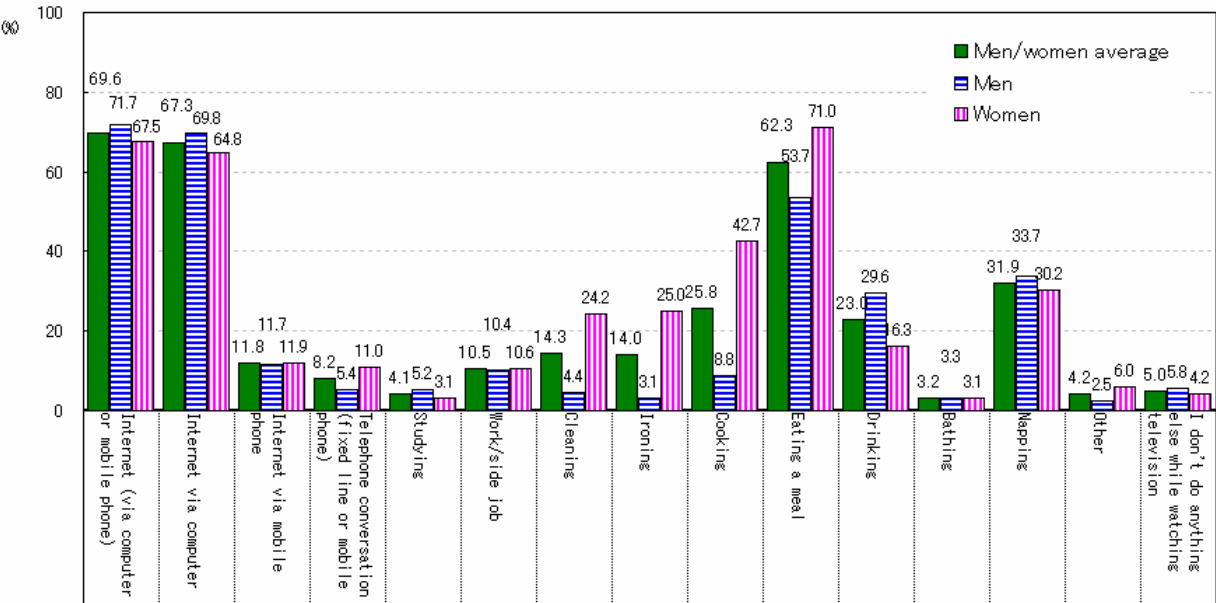
Of those who reported an increase in television viewing together, a total of **77.9% of couples said that their relationship had improved**, with 68.8% responding that their relationship had somewhat improved, and 9.1% responding that it had definitely improved. These results suggest that for post-retirement couples, increased time viewing television together can spark conversations, and may contribute to marital harmony.

Relationship Changes in Couples Who Spend More Time Watching TV Together After Retirement



The survey also asked about the activities people perform while watching television. The responses revealed that **approximately 70% watched television while using the Internet**, with 67.3% connecting through their computer and 11.8% via mobile phone. This exceeded the number who said they watched television while eating meals (62.3%). By far the most common Internet pastimes were surfing the net (77.9%) and using e-mail (66.6%), followed by auctions at 20%. The results also shed light on television viewing patterns in the Net generation, with 37% of males in their 20s reporting using online chat, social networking sites, or web forums while watching television, using their computers or mobile phones to search for information and discussing programs' content over e-mail or chat.

Background Activities While Watching Television



Meanwhile, when asked about the first thing they do when they come home to an empty house, the most popular response was "Turn on the television," with 53% of all survey respondents. This answer was especially common among women in their 30s and 50s, totaling 65% and 64% respectively. "Turn on the computer" was the second most common response at 35.9%. The survey also included an open-ended question asking respondents to describe "What television means to you." The most common answer was "a source of information/news" (235 out of 1,040 respondents) followed by "entertainment/interest" (206), "a necessity" (112), "a way to pass the time" (197), and "a way to cheer up" (72).

Television is no longer an appliance to be switched on just for the purpose of watching it. Instead, in contemporary society it has come to be a crucial information tool that is integral to interpersonal relationships, providing entertainment, setting the mood, and offering companionship.

Contemporary Views on Television 2009 marks SKY Perfect JSAT Corporation's first survey of this kind., which explored these and many other questions about our relationships with our homes and televisions.

For detailed survey results (available in Japanese only), visit SKY Perfect JSAT Corporation's website at <http://www.sptvjsat.com>.

**About SKY Perfect JSAT Corporation: The Evolving Broadcast and Communications Company**

SKY Perfect JSAT Corporation is a broadcast and communications company formed in October 2008 by a merger between multi-channel pay TV platform provider SKY Perfect Communications, Inc. and satellite operators JSAT Corporation and Space Communications Corporation. As Japan's largest multi-channel pay TV platform, boasting 4.2 million subscribers, and the largest satellite communications operator in Asia, with 11 satellites, SKY Perfect JSAT Corporation leads the way in the hybrid between broadcasting and communications.

## Reference

### Overview of Contemporary Views on Television 2009

Survey title: Contemporary Views on Television 2009

Purpose: Television is no longer the centerpiece of the living room where the entire family gathers to watch. Instead, some say we have entered an era in which people watch and enjoy television on their own. The way that we watch television and its role in our lives have changed over time. The range of television programs (content) has also expanded from the traditional news, drama and sports programs to include variety shows and food programs. Transmission methods are also diversifying, with broadcasts accessible over 1-seg, cable, Internet television, and IPTV as well as terrestrial and BS and CS broadcasting.

As the 2011 analog shutdown approaches, SKY Perfect JSAT Corporation conducted this study in order to shed new light on how the Japanese public spend their free time at home, and on their relationship with television.

Survey period: January 4-5, 2009

Survey method: Internet survey (Macromill, Inc.)

Sample number: 1,040 people

Survey area: Tokyo Metropolitan Area (Tokyo, Kanagawa, Chiba, Saitama) and Kansai area (Osaka, Kyoto, Hyogo, Nara).

Age/Sex: Men and women over the age of 20

Breakdown		20s	30s	40s	50s	60s	Subtotal
Tokyo Metropolitan Area	Men	52	52	52	52	52	260
	Women	52	52	52	52	52	260
Kansai Area	Men	52	52	52	52	52	260
	Women	52	52	52	52	52	260
Subtotal		208	208	208	208	208	1,040

Major questions (of a total of 25)

- Was the amount of time you spent watching television over the New Year holiday (January 1-3) this year higher or lower than last year?
- What does television mean to you?
- Please tell us what times of day you watch television on weekdays versus weekends.
- What is the screen size of the largest television in your home?
- What do you expect of multi-channel pay TV?
- Do you ever engage in another activity while watching television? If so, what do you most commonly do?
- When you watch television with your spouse or significant other, who decides which channel to watch?
- If you or your spouse has retired: Has the amount of television you watch increased since retirement?
- Do you think that your relationship with your spouse has improved as a result of watching more television together?
- When you get home and no one else is there, what is the first thing you usually do?