

SKY Perfect JSAT Acquires CS Broadcasting Rights for Serie A Italian Professional Football League 2009-2010 Season

Photo: Aflo

SKY Perfect JSAT Corporation (Head Office: Minato-ku, Tokyo; President and CEO: Masanori Akiyama) has acquired CS broadcasting rights for 11 major teams playing in the 2009-2010 season of Serie A, the top division of the Italian football league.

The broadcast rights acquired are for matches hosted by the 11 teams in the Serie A division: Inter Milan, Juventus, AC Milan, Fiorentina, Genoa, AS Roma, Cagliari, SS Lazio, Catania, Bologna, and Bari.



SKY PerfectTV! plans to broadcast at least three matches per multi-match round over the course of the season, focusing mainly on live broadcast of matches featuring Inter Milan, Juventus, AC Milan, and Catania, the team of Japanese footballer Takayuki Morimoto. SKY PerfectTV! e2 will also broadcast at least three matches per season, mainly live broadcast but also including recorded broadcast. Certain matches will also be broadcast in high-definition via SKY PerfectTV! HD and SKY PerfectTV! e2.

SKY PerfectTV! and SKY PerfectTV! e2 will offer the initial broadcast of the opening matches on Saturday, August 22 and Sunday, August 23, for free. Details of the broadcast will be made available on the official website (<http://www.skyperfectv.co.jp/>).

We hope that all viewers will enjoy watching SKY Perfect JSAT's multi-channel broadcasts of the 2009-2010 season of Serie A, one of Europe's top football leagues.

Broadcasting Overview

- **Start date:** Saturday August 22, 2009 (Local schedule)
- **Matches:** Live broadcast of at least three matches per round of the total 209 matches to be hosted by the 11 teams Inter Milan, Juventus, AC Milan, Fiorentina, Genoa, AS Roma, Cagliari, SS Lazio, Catania, Bologna, and Bari, with focus on matches hosted by Inter Milan, Juventus, AC Milan, and Catania.
- **Broadcast channels:** Ch 181 (SKY PerfectTV!) / Ch 800 (SKY PerfectTV! e2) / Ch190 (SKY PerfectTV! HD) and others
- **Available viewing sets:** European Soccer Set, European Soccer Selection, European Soccer Set + HD, and others.

Other broadcast schedules will be made available on the official website (<http://www.skyperfectv.co.jp/>) and the electronic programming guide.