

November 7, 2013  
SKY Perfect JSAT Corporation

### Broadcasting Rights Agreement Signed to Relay Consadole Sapporo Soccer Matches for Broadcast in Vietnam

SKY Perfect JSAT Corporation (Head Office: Minato-ku, Tokyo; Representative Director, President & Chief Executive Officer: Shinji Takada) has concluded a broadcasting rights agreement with VTC Digital Television Station (VTC), a major television service covering all of Vietnam, allowing VTC broadcasting rights in Vietnam for two matches of the Consadole Sapporo soccer club. VTC will carry the Sunday, November 17, 2013 away match vs. FC Gifu and the Sunday, November 24, 2013 home match vs. Giravanz Kitakyushu

The broadcasting rights agreement with VTC was concluded following the loan of Le Cong Vinh to Consadole Sapporo. He is the first athlete from Vietnam or Southeast Asia to play in the J. League. The agreement was reached with help from the Hokkaido Tourism Organization/Central Hokkaido Regional Bureau and the Hokkaido Shimbun Press. Under the agreement, VTC will relay matches scheduled for broadcast on SKY Perfect JSAT, together with English subtitles. The broadcasts will also introduce Vietnamese viewers to Hokkaido's attractions by featuring a variety of local scenes.

Going forward, SKY Perfect JSAT will work to bring coverage of J. League matches to Vietnam on a continuing basis. Those future broadcasts as well will include a variety of information to inspire Vietnamese citizens' interest in Consadole Sapporo, J. League, and Hokkaido. SKY Perfect JSAT will also work with various local governments and businesses in Japan to promote Japanese products and information about Japan beyond soccer.

SKY Perfect JSAT is also planning broadcasts and content development for audiences outside Japan, especially in Asia. Our hope is to use broadcasting as a tool to promote Japanese products and information about Japan and promote the idea of "Cool Japan" overseas.

SKY Perfect JSAT is working to be more than a Japanese multichannel pay TV company and seeks to develop content for viewers outside Japan, using broadcasting to bring the best of Japanese culture to a wider audience

[Reference]

#### ■VTC Digital Television Station

VTC Digital Television Station is Vietnam's second-largest broadcasting service, which is under the jurisdiction of the Vietnam Posts and Telecommunications Group (VNPT), and operates the VTC channel broadcast throughout Vietnam. The service offers a number of channels on multiple platforms, including terrestrial, satellite, cable, and IPTV. Under the recent agreement, its VTC-3 sports channel will carry the two above-mentioned matches live.

#### ■Soccer popular in Vietnam

Soccer is extremely popular in Vietnam. Last July, a friendly match between Arsenal FC and the Vietnamese national team sold out, in spite of ticket prices as high as those in Japan. The press conference in Vietnam announcing the loan of player Le Cong Vinh drew a crowd of journalists and became a major topic on TV and Internet news and in newspapers. At another press conference at Sapporo Dome upon his induction into the team, the player remarked, "There are about 90 million people in Vietnam, and certainly 45 million of them know about Consadole Sapporo." That comment shows how much interest Vietnamese people have taken in his loan to the Japanese team.

#### ■Player information

Name: Le Cong Vinh      Position: Forward      No.: 19

Born: December 10, 1985 (age 27)

From: Vietnam      Height and weight: 171 cm / 68 kg

Clubs:

2004–08: Sông Lam Nghệ An (Vietnam) (61 appearances / 49 goals)

2008–09: Hà Nội T&T (Vietnam) (40 appearances / 33 goals)

2009: Leixões SC (Portugal) (2 appearances / 1 goal)

2010–12: Hà Nội T&T (Vietnam) (23 appearances / 11 goals)

2013: Sông Lam Nghệ An (Vietnam) (16 appearances / 14 goals)

National teams:

2001–03: Vietnam U-20 (9 appearances / 5 goals)

2003–07: Vietnam U-23 (10 appearances / 8 goals)

2004 ~ : Vietnam (52 appearances / 35 goals)

National team achievements:

•AFF Suzuki Cup 2008: Champions

•ASEAN Football Championship (now known as AFF Suzuki Cup) 2007: Third place

Individual titles:

•Vietnamese Golden Ball (MVP): 2004, 2006, 2007



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