

March 4, 2015

SKY Perfect JSAT Corporation

J. League Now Viewable Overseas!
Acquisition of Exclusive Overseas Broadcasting Rights
for J1 League, J2 League, and More for 2015-2019 (5 Seasons)

SKY Perfect JSAT Corporation (Head Office: Minato-ku, Tokyo; Representative Director, President & Chief Executive Officer: Shinji Takada, “SKY Perfect JSAT”) has reached an agreement with J. League Media Promotion Inc. (Head Office: Bunkyo-ku, Tokyo; President: Takao Konishi; hereinafter, “JMP”) regarding overseas broadcasting rights for the J1 and J2 Leagues. Under the agreement, SKY Perfect JSAT has acquired exclusive overseas broadcasting rights for the five seasons from 2015 through 2019.

The details of the agreement are as follows.

- Contract Period: 2015-2019 (5 seasons)
- Contract Content: Exclusive broadcasting rights and Internet transmission rights for the Leagues and Cups listed below
 1. Meiji Yasuda J1 League
 2. Meiji Yasuda J2 League
 3. J. League Yamazaki Nabisco Cup
 4. FUJI XEROX SUPER CUP
- Regions/Languages: Worldwide and all languages * Rights within Japan already held.

Now that SKY Perfect JSAT has acquired exclusive overseas Internet transmission rights, subscribers will be able to enjoy J. League coverage overseas using the app “J. League On Demand” and support their favorite teams even during trips abroad for work or pleasure. For details regarding viewable matches and eligible countries, viewing methods, etc., please refer to the official SKY PerfecTV! On Demand website.

Through the newly acquired overseas broadcasting rights, J. League broadcasts will also be available on the WAKUWAKU JAPAN channel currently run by SKY Perfect JSAT in Indonesia and Myanmar. Continuing from the previous season, WAKUWAKU JAPAN will provide live coverage of at least one match in every section, with play-by-play commentary in the Bahasa Indonesian. Starting from this season, the channel will also produce and air highlight shows and football clinic programs to further expand the appeal of J. League. Also, as a contribution to League’s further growth abroad, WAKUWAKU JAPAN will partner with J. League and clubs in their active efforts toward overseas.

Outside the regions where WAKUWAKU JAPAN is broadcast, SKY Perfect JSAT will cooperate with existing J. League

broadcast partners and provide support so that J. League matches can be viewed in even more countries and regions.

SKY Perfect JSAT acquired the domestic broadcasting rights for J. League in 2007, and its multi-channel satellite broadcasting service “SKY PerfecTV!” delivers live coverage of all J1 and J2 League matches as the “J. League Official Broadcasting Partner.” Thanks to the new agreement, it will be more convenient than ever for the subscribers of SKY PerfecTV! to view this content not just in Japan, but also in overseas, and even the many WAKUWAKU JAPAN viewers overseas will be able to experience the excitement of J. League content.

□ **About WAKUWAKU JAPAN**

* Official WAKUWAKU JAPAN Website: <http://www.wakuwakujapan.tv/>

WAKUWAKU JAPAN is a channel developed by SKY Perfect JSAT that delivers selected Japanese content aimed at local viewers through 24-hour programming in local languages. It is currently broadcast in Indonesia and Myanmar.

WAKUWAKU JAPAN aims further expansion of its service area.

□ **About SKY PerfecTV! On Demand**

* Official SKY PerfecTV! On Demand Website: <http://vod.skyperfectv.co.jp/>

SKY PerfecTV!/On-Demand was first launched October 2011 by SKY Perfect JSAT, as a multiscreen on-demand service linked to a user's SKY PerfecTV!/DTH subscription. SKY PerfecTV!/On-Demand lets its subscribers enjoy a wide range of content, such as sports, dramas, movies, animation, with PCs, smartphones and tablets through the internet, featuring SKY Perfect JSAT multi-channel DTH service.

Website is only accessible from Japanese region.