



## Online Streaming of SKY PerfectTV!'s 2016 J2 League Coverage Launched Worldwide on EverSport!

SKY Perfect JSAT Corporation (Head Office: Minato-ku, Tokyo; Representative Director, President & Chief Executive Officer: Shinji Takada) announces that from April 3, 2016 (Sun.), online streaming of SKY PerfectTV!'s 2016 J2 League coverage will be launched on EverSport (Operated by: EverSport Media, Inc.; Headquarters: California, USA; CEO: Wayne Sieve). EverSport is one of the largest OTT platforms for professional sports that can be accessed by users around the world. The online video streaming will include Japanese-language play-by-plays, commentary, graphics and will be available globally except from the territories of Japan and Vietnam.

SKY Perfect JSAT already holds five-year exclusive overseas broadcasting rights and exclusive online streaming rights for J. League matches from the 2015 season through the 2019 season, and the newly launched streaming service makes use of exclusive online streaming rights. From now on, including J1 League, SKY Perfect JSAT will expand the online video streaming.

SKY Perfect JSAT currently airs all J1 and J2 League matches for viewers in Japan through "SKY PerfectTV!" and "SKY PerfectTV! On Demand", which operates as Japan's largest multi-channel pay-TV service. Now, it is finally launching streaming for viewers worldwide on the video streaming platform EverSport.

"We are excited to partner with SKY Perfect JSAT to deliver premium sports content to regions where it was not previously available. Now through EverSport, fans of the J-League can engage with their favorite teams in a compelling new way that did not exist before," said Wayne Sieve, CEO of EverSport.

### Overview of Streaming:

|                               |   |
|-------------------------------|---|
| ■ Streaming Start Date:       | April 3, 2016 (Sun.) *Japan Standard Time   |
| ■ Streamed Programming:       | J2 League   |
| ■ Number of Streamed Matches: | Livestreaming and full VOD streaming of all matches per for the J2 League               |
| ■ Streamed Content:           | Footage airing on SKY PerfectTV! with Japanese play-by-plays and commentary             |
| ■ Streaming Platform:         | EverSport ( <a href="http://eversport.tv/">http://eversport.tv/</a> )                   |
| ■ Subscription Fee:           | \$19.99/month   |
|                               | <b>* Free of charge from the start of the streaming service to the end of June 2016</b> |

By making it possible to view J. League matches overseas in addition to its broadcasts in Japan, SKY Perfect JSAT hopes to help Japan's finest soccer reach a wider audience so that the J. League can gain greater global recognition and a larger base of supporters.

Going forward, SKY Perfect JSAT will continue to provide opportunities for many viewers to enjoy a wide range of content more easily and conveniently through various media.