

SKY Perfect JSAT Corporation

News Release



April 3, 2007
SKY Perfect JSAT Corporation

Total Registrations and Individual Subscribers **as of the end of March 2007**

SKY Perfect JSAT Corporation (Headquarters: Chiyoda-ku, Tokyo; President: Masao Nito; “SKY Perfect JSAT”) is pleased to announce that SKY Perfect Communications Inc. (Headquarters: Shibuya-ku, Tokyo; President: Masao Nito), a 100% owned subsidiary of SKY Perfect JSAT, today released attached news release regarding the number of total registrations and individual subscribers as of the end of March 2007.

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SKY Perfect Communications Inc.

Total Registrations and Individual Subscribers as of the end of March 2007

SKY Perfect Communications Inc. (Head Office: Shibuya-ku, Tokyo; President and Representative Director; Masao Nito; “SKY Perfect”) announced the number of total registrations and individual subscribers as of the end of March 2007.

TOTAL	Total Subscribers*¹	Individual Subscribers*²
New Subscribers	60,530	45,987
Churn	47,572	35,848
Churn Rate* ³	13.5%	11.9%
Net Increase	12,958	10,139
Cumulative Total	4,231,021	3,628,312

* The total column shows the summed-up figure of cumulative totals of DTH Services and Wired Broadcasting Services.

SKY PerfecTV!	Total Subscribers*¹	Individual Subscribers*²
New Subscribers	29,956	26,291
Churn	35,426	32,428
Churn Rate* ³	11.5%	12.1%
Net Increase	-5,470	-6,137
Cumulative Total	3,685,453	3,202,011
e2 by SKY PerfecTV!	Total Subscribers*¹	Individual Subscribers*²
New Subscribers	24,853	15,752
Churn	11,261	2,600
Churn Rate* ³	29.4%	9.1%
Net Increase	13,592	13,152
Cumulative Total	473,735	357,406
Cumulative Total of DTH Services	4,159,188	3,559,417

Multichannel Broadcasting Service through SKY PerfecTV! HIKARI *⁴	Total Subscribers*¹	Individual Subscribers*²
New Subscribers	5,102	3,452
Churn	303	238
Churn Rate* ³	14.2%	11.5%
Net Increase	4,799	3,214
Cumulative Total	30,428	28,067
Other Wired Broadcasting Services*⁵	Total Subscribers*¹	Individual Subscribers*²
New Subscribers	619	492
Churn	582	582
Churn Rate* ³	16.9%	17.1%
Net Increase	37	-90
Cumulative Total	41,405	40,828
Cumulative Total of Wired Broadcasting Services	71,833	68,895

- *1 Total Subscribers: The total numbers of provisional subscribers before executing pay- subscription agreement (provisional subscribers for SKY PerfecTV! only), institutional subscribers including retailers exhibition and registrations for technical development in addition to individual subscribers.
- *2 Individual Subscribers: Subscribers who agreed with pay-subscription agreement and have been actually paying subscription fee.
- *3 Monthly Churn Rate: The churn rate is the figure obtained by converting the monthly number of churns into yearly basis.

$$\text{Monthly Churn Rate} = \text{Churns during the current month} / \text{Total subscribers at the end of the previous month} \times 12 \text{ months}$$
- *4 The multichannel broadcasting service in Fukuyama-shi, Hiroshima, jointly operated with Energia Communications, Inc. and the channel lease service in Achi-mura, Nagano, that uses available fiber-optic network bandwidth will remain under the name of “HIKARI PerfecTV!”
- *5 Other Wired Broadcasting Services: Other Wired Broadcasting Services refer to the number of multichannel broadcasting contract using SKY Perfect’s digital broadcasting system, including cable television, excluding SKY PerfecTV! HIKARI.

The breakdown of properties that have approved SKY PerfecTV! HIKARI and properties receiving the service as of the end of March 2007.

SKY PerfecTV! HIKARI	Properties that have approved service provision ^{*6}	Properties currently receiving service ^{*7}
Number of properties	614	1,239
Number of households ^{*8}	67,490	108,983

- *6 Properties that have approved service provision: Those properties that, as of the end of each month, have concluded a broadcasting service (retransmission or multichannel broadcasting service) provision agreement. This figure also includes some properties for which service provision will commence in the following month or later, depending on when construction will be completed.
- *7 Properties currently receiving service: Those properties to which, as of the end of each month, broadcasting services (retransmission or multichannel broadcasting service) are being provided and which are being charged for such.
- *8 The number of households also includes as-yet-unoccupied households in new condominiums.