

SKY Perfect JSAT Corporation

News Release



May 7, 2007
SKY Perfect JSAT Corporation

Total Registrations and Individual Subscribers **as of the end of April 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 April 2007.

SKY Perfect Communications Inc.

News Release



May 7, 2007
SKY Perfect Communications Inc.

Total Registrations and Individual Subscribers as of the end of April 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 April 2007.

TOTAL	Total Subscribers*¹	Individual Subscribers*²
New Subscribers	59,815	50,496
Churn	43,739	35,947
Churn Rate* ³	12.4%	11.9%
Net Increase	16,076	14,549
Cumulative Total	4,246,514	3,642,566

* 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	29,830	26,743
Churn	33,987	32,504
Churn Rate* ³	11.1%	12.2%
Net Increase	-4,157	-5,761
Cumulative Total	3,681,296	3,196,250
e2 by SKY PerfecTV!	Total Subscribers*¹	Individual Subscribers*²
New Subscribers	25,964	18,884
Churn	8,906	2,685
Churn Rate* ³	22.6%	9.0%
Net Increase	17,058	16,199
Cumulative Total	490,793	373,605
Cumulative Total of DTH Services	4,172,089	3,569,855

Multichannel Broadcasting Service through SKY PerfecTV! HIKARI *⁴	Total Subscribers*¹	Individual Subscribers*²
New Subscribers	3,587	4,357
Churn	338	250
Churn Rate* ³	13.3%	10.7%
Net Increase	3,249	4,107
Cumulative Total	33,677	32,174
Other Wired Broadcasting Services*⁵	Total Subscribers*¹	Individual Subscribers*²
New Subscribers	434	512
Churn	508	508
Churn Rate* ³	14.7%	14.9%
Net Increase	-74	4
Cumulative Total*⁶	40,748	40,537
Cumulative Total of Wired Broadcasting Services	74,425	72,711

- *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 PerfecTV!’s digital broadcasting system, including cable television, excluding SKY PerfecTV! HIKARI.
- *6 From April 2007, the method used to calculate subscriber numbers for Cabletelevision Adachi Corporation (CTA) has been thoroughly reviewed. Accordingly, the cumulative totals of total registrations and individual subscribers is revised. As a result of this, in calculating total registrations and individual subscribers for CTA as of the end of April, 583 has been deducted from total registrations and 295 from individual subscribers as of the end of the previous month.

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

SKY PerfecTV! HIKARI	Properties that have approved service provision^{*7}	Properties currently receiving service^{*8}
Number of properties	596	1,335
Number of households ^{*9}	70,173	115,763

- *7 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.
- *8 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.
- *9 The number of households also includes as-yet-unoccupied households in new condominiums.