

SKY Perfect JSAT Corporation

News Release



June 4, 2007
SKY Perfect JSAT Corporation

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

SKY Perfect Communications Inc.

News Release



June 4, 2007
SKY Perfect Communications Inc.

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

TOTAL	Total Subscribers*¹	Individual Subscribers*²
New Subscribers	47,600	41,721
Churn	41,444	36,043
Churn Rate* ³	11.7%	11.9%
Net Increase	6,156	5,678
Cumulative Total	4,252,670	3,648,244

* 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	21,050	22,196
Churn	33,328	31,713
Churn Rate* ³	10.9%	11.9%
Net Increase	-12,278	-9,517
Cumulative Total	3,669,018	3,186,733
e2 by SKY PerfecTV!	Total Subscribers*¹	Individual Subscribers*²
New Subscribers	23,765	16,372
Churn	7,290	3,507
Churn Rate* ³	17.8%	11.3%
Net Increase	16,475	12,865
Cumulative Total	507,268	386,470
Cumulative Total of DTH Services	4,176,286	3,573,203

Multichannel Broadcasting Service through SKY PerfecTV! HIKARI *⁴	Total Subscribers*¹	Individual Subscribers*²
New Subscribers	2,303	2,726
Churn	425	422
Churn Rate* ³	15.1%	15.7%
Net Increase	1,878	2,304
Cumulative Total	35,555	34,478
Other Wired Broadcasting Services*⁵	Total Subscribers*¹	Individual Subscribers*²
New Subscribers	482	427
Churn	401	401
Churn Rate* ³	11.8%	11.9%
Net Increase	81	26
Cumulative Total	40,829	40,563
Cumulative Total of Wired Broadcasting Services	76,384	75,041

- *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, and Ena-shi, Gifu, 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 May 2007.

SKY PerfecTV! HIKARI	Properties that have approved service provision ^{*6}	Properties currently receiving service ^{*7}
Number of properties	627	1,384
Number of households ^{*8}	77,511	119,305

- *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.