

SKY Perfect JSAT Corporation

News Release



June 19, 2007
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SKY Perfect Communications Launch a branded Channels on Japanese Version of YouTube

SKY Perfect Communications Inc. (Headquarters: Shibuya-ku, Tokyo; President: Masao Nito; “SKY Perfect”), a wholly owned subsidiary of SKY Perfect JSAT Corporation (Headquarters: Chiyoda-ku, Tokyo; President: Masao Nito; “SKY Perfect JSAT”) today announced the conclusion of a content hosting service agreement with Google (Headquarters: Mountain View, California, U.S.A.; CEO: Eric Schmidt). With this agreement, SKY Perfect becomes the first Japanese media company to launch a partner page on YouTube Japan (www.youtube.jp/), which was announced and began operating today as the Japan version of the online video community, YouTube, a subsidiary of Google. Details of the announcement are attached.

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**SKY Perfect Communications Launch a branded Channels
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SKY Perfect Communications Inc. (Headquarters: Shibuya-ku, Tokyo; President: Masao Nito; "SKY Perfect") has concluded a content hosting service agreement^{*1} with Google (Headquarters: Mountain View, California, U.S.A.; CEO: Eric Schmidt). Under this agreement, SKY Perfect has become the first Japanese media company to launch a partner page^{*2} on YouTube Japan (www.youtube.jp/), which was announced and began operating today as the Japan version of the online video community, YouTube^{*3}. YouTube is a subsidiary of Google. SKY Perfect Communications will use the partner page to deliver video content, centered around programming promotion.

YouTube is the world's most-used video content community. Major media companies from outside Japan, including CBS, the BBC and Universal Music Group, are already engaging in active promotion using videos delivered via partner pages established on YouTube. With this agreement, SKY Perfect has become the first Japanese media company to establish a partner page, accessed from the "Partners" link within the "Channels" tab of the YouTube Japan front page (in Japanese only, with availability restricted to viewers within Japan).

The partner page provides select video content from the SKY PerfecTV! Video promotional sections of the official websites of SKY Perfect's various broadcasting services. By providing content in this way, SKY Perfect aims to communicate the appeal of its programming to viewers and encourage subscriptions to its "SKY PerfecTV!", "e2 by SKY PerfecTV!" and "SKY PerfecTV! HIKARI" broadcasting services, thus driving expansion in the paid broadcasting market.

The partner page will initially provide promotional content for current dramas and J.League soccer (first and second divisions), for which SKY Perfect holds exclusive CS (communications satellite) broadcasting rights in Japan. There are plans to increase the available video content with the cooperation of the relevant broadcasters. Based on the content hosting service agreement with Google, SKY Perfect plans to eliminate the uploading of its proprietary content on YouTube, other than on the SKY Perfect partner page. The company will conduct regular monitoring to identify any such illegally uploaded content originally broadcast on its services, and request deletion.

As part of the fiscal 2007 to fiscal 2011 Mid-Term Management Plan announced by the SKY Perfect JSAT Group on March 2, 2007, SKY Perfect is aiming to provide homes with a diverse range of enjoyable, high-quality video content and offer individuals a wide variety of programming that they can easily enjoy at any time and in any location. The plan also

announces an intention to reach a cumulative total of 8 million registrations across all services by the end of fiscal 2011. SKY Perfect will continue to make use of internet promotion to develop new ways to enjoy SKY Perfect services, as part of its mission to deliver enriched viewing experiences to customers.

*1 Content hosting service agreement

Allows a partner page to be established on YouTube for the delivery of video content. In addition to establishing a partner page and being able to remove restrictions on the running time for a single video, the agreement also provides for the use of tools to search for and monitor illegal content.

*2 Partner page

A web page exclusive to the provider for the provision of video content, created by bilateral agreement between YouTube and the provider. Partner pages are available under the “Channels” tab of the YouTube front page.

*3 YouTube

YouTube (<http://www.youtube.com>) is the world’s most-used online video community. It allows its millions of users to share their own videos and enjoy discovering videos created by other users. It provides a means of connection for people across the world to share information and inspiration. It also acts as a platform for content creators, performers and advertisers to distribute their work, regardless of the size of their business.

(Reference)

Overview of Partner Page on YouTube Japan

- Partner page available from: June 19, 2007 (Tuesday)
- Content of partner page:
Video and other content focused on J.League matches and promotion of other programming. It is planned to gradually expand the range of content provided.
- Access method:
YouTube Japan front page > Channels > Partners > SkyperfectTV
URL: www.youtube.jp/
- * No limit on running time of a single video. Only available to viewers accessing the content from within Japan.
- SKY Perfect TV! YouTube partner page as it appears online:

