

# SKY Perfect JSAT Corporation

## *News Release*



SKY Perfect JSAT  
Corporation

September 4, 2007  
SKY Perfect JSAT Corporation

### **Total Registrations and Individual Subscribers as of the end of August 2007**

SKY Perfect JSAT Corporation (Headquarters: Chiyoda-ku, Tokyo; President and Representative Director: Masao Nito; “SKY Perfect JSAT”) is pleased to announce that SKY Perfect Communications Inc. (Headquarters: Shibuya-ku, Tokyo; President and Representative Director: 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 August 2007.

# SKY Perfect Communications Inc.

## News Release



September 4, 2007  
SKY Perfect Communications Inc.

### Total Registrations and Individual Subscribers as of the end of August 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 August 2007.

<b>TOTAL</b>	<b>Total Subscribers*<sup>1</sup></b>	<b>Individual Subscribers*<sup>2</sup></b>
New Subscribers	44,951	37,396
Churn	37,377	31,965
Churn Rate* <sup>3</sup>	10.5%	10.5%
Net Increase	7,574	5,431
<b>Cumulative Total</b>	<b>4,270,357</b>	<b>3,659,380</b>

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

<b>SKY PerfecTV!</b>	<b>Total Subscribers*<sup>1</sup></b>	<b>Individual Subscribers*<sup>2</sup></b>
New Subscribers	17,539	16,240
Churn	29,593	28,452
Churn Rate* <sup>3</sup>	9.8%	10.8%
Net Increase	-12,054	-12,212
<b>Cumulative Total</b>	<b>3,628,627</b>	<b>3,147,822</b>
<b>e2 by SKY PerfecTV!</b>	<b>Total Subscribers*<sup>1</sup></b>	<b>Individual Subscribers*<sup>2</sup></b>
New Subscribers	23,580	17,330
Churn	7,185	2,921
Churn Rate* <sup>3</sup>	15.9%	8.5%
Net Increase	16,395	14,409
<b>Cumulative Total</b>	<b>557,260</b>	<b>428,655</b>
<b>Cumulative Total of DTH Services</b>	<b>4,185,887</b>	<b>3,576,477</b>

<b>Multichannel Broadcasting Service through SKY PerfecTV! HIKARI *<sup>4</sup></b>	<b>Total Subscribers*<sup>1</sup></b>	<b>Individual Subscribers*<sup>2</sup></b>
New Subscribers	3,386	3,331
Churn	344	337
Churn Rate* <sup>3</sup>	10.3%	10.4%
Net Increase	3,042	2,994
<b>Cumulative Total</b>	<b>43,256</b>	<b>41,863</b>
<b>Other Wired Broadcasting Services*<sup>5</sup></b>	<b>Total Subscribers*<sup>1</sup></b>	<b>Individual Subscribers*<sup>2</sup></b>
New Subscribers	446	495
Churn	255	255
Churn Rate* <sup>3</sup>	7.5%	7.5%
Net Increase	191	240
<b>Cumulative Total</b>	<b>41,214</b>	<b>41,040</b>
<b>Cumulative Total of Wired Broadcasting Services</b>	<b>84,470</b>	<b>82,903</b>

- \*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 August 2007.

<b>SKY PerfecTV! HIKARI</b>	Properties that have approved service provision* <sup>6</sup>	Properties currently receiving service* <sup>7</sup>
Number of properties	705	1,543
Number of households* <sup>8</sup>	86,572	133,520

- \*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.