

SKY Perfect JSAT Corporation

News Release



SKY Perfect JSAT
Corporation

October 2, 2007
SKY Perfect JSAT Corporation

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

SKY Perfect JSAT Corporation (Head office: Minato-ku, Tokyo; President and Representative Director: Masao Nito; “SKY Perfect JSAT”) is pleased to announce that SKY Perfect Communications Inc. (Head office: Minato-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 September 2007.

SKY Perfect Communications Inc.

News Release



October 2, 2007

SKY Perfect Communications Inc.

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

SKY Perfect Communications Inc. (Head office: Minato-ku, Tokyo; President and Representative Director; Masao Nito; "SKY Perfect") announced the number of total registrations and individual subscribers as of the end of September 2007.

TOTAL	Total Subscribers*¹	Individual Subscribers*²
New Subscribers	48,333	37,793
Churn	38,103	32,267
Churn Rate* ³	10.7%	10.6%
Net Increase	10,230	5,526
Cumulative Total	4,280,587	3,664,906

* 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	18,474	16,641
Churn	29,366	27,996
Churn Rate* ³	9.7%	10.7%
Net Increase	-10,892	-11,355
Cumulative Total	3,617,735	3,136,467
e2 by SKY PerfecTV!	Total Subscribers*¹	Individual Subscribers*²
New Subscribers	26,187	17,625
Churn	8,060	3,599
Churn Rate* ³	17.4%	10.1%
Net Increase	18,127	14,026
Cumulative Total	575,387	442,681
Cumulative Total of DTH Services	4,193,122	3,579,148

Multichannel Broadcasting Service through SKY PerfecTV! HIKARI *⁴	Total Subscribers*¹	Individual Subscribers*²
New Subscribers	3,203	3,021
Churn	338	333
Churn Rate* ³	9.4%	9.5%
Net Increase	2,865	2,688
Cumulative Total	46,121	44,551
Other Wired Broadcasting Services*⁵	Total Subscribers*¹	Individual Subscribers*²
New Subscribers	469	506
Churn	339	339
Churn Rate* ³	9.9%	9.9%
Net Increase	130	167
Cumulative Total	41,344	41,207
Cumulative Total of Wired Broadcasting Services	87,465	85,758

- *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 September 2007.

SKY PerfecTV! HIKARI	Properties that have approved service provision* ⁶	Properties currently receiving service* ⁷
Number of properties	716	1,620
Number of households* ⁸	86,838	142,372

- *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.