

SKY Perfect JSAT Corporation

News Release



SKY Perfect JSAT
Corporation

December 4, 2007
SKY Perfect JSAT Corporation

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

SKY Perfect Communications Inc.

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

TOTAL	Total Subscribers*^{1,6}	Individual Subscribers*²
New Subscribers	39,860	33,225
Churn	112,059	35,484
Churn Rate* ³	31.4%	11.6%
Net Increase	-72,199	-2,259
Cumulative Total	4,209,131	3,662,300

* 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	13,349	12,216
Churn	30,895	29,491
Churn Rate* ³	10.3%	11.3%
Net Increase	-17,546	-17,275
Cumulative Total	3,582,815	3,102,987
e2 by SKY PerfecTV!	Total Subscribers*^{1,6}	Individual Subscribers*²
New Subscribers	22,919	17,466
Churn	80,370	5,201
Churn Rate* ³	163.4%	13.7%
Net Increase	-57,451	12,265
Cumulative Total	532,903	467,590
Cumulative Total of DTH Services*⁶	4,115,718	3,570,577

Multichannel Broadcasting Service through SKY PerfecTV! HIKARI *⁴	Total Subscribers*¹	Individual Subscribers*²
New Subscribers	3,143	3,108
Churn	457	455
Churn Rate* ³	11.1%	11.5%
Net Increase	2,686	2,653
Cumulative Total	51,909	50,331
Other Wired Broadcasting Services*⁵	Total Subscribers*¹	Individual Subscribers*²
New Subscribers	449	435
Churn	337	337
Churn Rate* ³	9.8%	9.8%
Net Increase	112	98
Cumulative Total	41,504	41,392
Cumulative Total of Wired Broadcasting Services	93,413	91,723

- *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 PerfecTV's digital broadcasting system, including cable television, excluding SKY PerfecTV! HIKARI.
- *6 Starting December 1, 2007, the re-transmission method for certain channels in CATVs has been changed from the B-CAS method to the C-CAS method. This has, as a result, caused a change in the number of CATV re-transmission subscribers included in the institutional subscriber numbers of e2 by SKY PerfecTV!. Our policy is to count these as cancellations, and this is reflected in the number of total registrations subscribers. (There is no effect on the number of individual subscribers)

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

SKY PerfecTV! HIKARI	Properties that have approved service provision* ⁷	Properties currently receiving service* ⁸
Number of properties	776	1,726
Number of households* ⁹	91,046	154,179

- *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.