

SKY Perfect JSAT Corporation

News Release



SKY Perfect JSAT
Corporation

February 4, 2008
SKY Perfect JSAT Corporation

Total Registrations and Individual Subscribers as of the end of January 2008

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 January 2008.

SKY Perfect Communications Inc.

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Total Registrations and Individual Subscribers as of the end of January 2008

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 January 2008.

TOTAL	Total Subscribers* ¹	Individual Subscribers* ²
New Subscribers	52,625	49,912
Churn	41,571	37,021
Churn Rate* ³	11.8%	12.1%
Net Increase	11,054	12,891
Cumulative Total	4,241,480	3,686,002

* 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	14,314	14,306
Churn	32,849	31,623
Churn Rate* ³	11.0%	12.3%
Net Increase	-18,535	-17,317
Cumulative Total	3,550,907	3,070,628
e2 by SKY PerfecTV!	Total Subscribers* ¹	Individual Subscribers* ²
New Subscribers	35,274	32,472
Churn	7,780	4,466
Churn Rate* ³	16.6%	10.9%
Net Increase	27,494	28,006
Cumulative Total	591,029	517,614
Cumulative Total of DTH Services	4,141,936	3,588,242

Multichannel Broadcasting Service through SKY PerfecTV! HIKARI * ⁴	Total Subscribers* ¹	Individual Subscribers* ²
New Subscribers	2,712	2,771
Churn	613	603
Churn Rate* ³	13.2%	13.4%
Net Increase	2,099	2,168
Cumulative Total	57,922	56,223
Other Wired Broadcasting Services* ⁵	Total Subscribers* ¹	Individual Subscribers* ²
New Subscribers	325	363
Churn	329	329
Churn Rate* ³	9.5%	9.5%
Net Increase	-4	34
Cumulative Total	41,622	41,537
Cumulative Total of Wired Broadcasting Services	99,544	97,760

- *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 January 2008.

SKY PerfecTV! HIKARI	Properties that have approved service provision* ⁶	Properties currently receiving service* ⁷
Number of properties	789	1,839
Number of households* ⁸	93,726	166,513

- *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.