

SKY Perfect JSAT Corporation

News Release



February 28, 2008
SKY Perfect JSAT Corporation

Multimedia Broadcast Service **“ISDB-Tmm” for Mobile Terminals Field Testing to Start**

Multimedia Broadcasting Planning LLC, an investee company of SKY Perfect Communications, Inc. (Head Office: Minato-ku, Tokyo; President and Representative Director: Masao Nito, “SKY Perfect”), has announced today that it will start emission of trial broadcasting signal from Tokyo Tower on March 5, 2008, beginning field testing of its “ISDB-Tmm” multimedia broadcast service for mobile terminals. SKY Perfect Communications Inc. is a wholly owned subsidiary of SKY Perfect JSAT Corporation (Minato-ku, Tokyo; Masao Nito, President and Representative Director).

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Multimedia Broadcast Service
“ISDB-Tmm” for Mobile Terminals Field Testing to Start

Multimedia Broadcasting Planning LLC (“MMBP”)^(Note 1), an investee of SKY Perfect Communications Inc. (Head Office: Minato-ku, Tokyo; President and Representative Director: Masao Nito), will start emitting test radio waves from Tokyo Tower on March 5, 2008, beginning field testing of “ISDB-Tmm,” an MMBP multimedia broadcast service for mobile terminals.

At present, MMBP is engaged in developing current one-segment technologies, investigating a multimedia broadcast service for mobile terminals that will offer high-quality, high-speed multimedia content (movies, music, sports, news, eBooks and a variety of other content) through a combination of download and streaming technologies. The proposed embodiment of this research is the ISDB-Tmm service^(Note 2).

The trial announced today will involve emitting VHF band test radio waves originating from Tokyo Tower. The switchover of analog television broadcasting is scheduled in 2011, after which the VHF band is planned to allocate for mobile multimedia broadcasting. Actual field testing will allow the company to validate the service model using the required elemental technology and proposed method, as well as allow the company an opportunity to conduct public relations.

(Note 1)

Multimedia Broadcasting Planning LLC (“MMBP”)

A planning company created in December 2006 by five Japanese companies (Fuji Television Network, Inc., ITOCHU Corporation, NTT DoCoMo, Inc., SKY Perfect Communications, Inc., and Nippon Broadcasting System, Inc.) for the purpose of surveying/ researching new mobile multimedia broadcast technologies and business models.

(Note 2)

ISDB-Tmm (so named as a new method using the ISDB-T method; “mm” stands for mobile multimedia)

A new multimedia broadcast method that builds on the ISDB-T international standard, which is common with terrestrial digital and one-segment. Coordinating with the ISDB-T Multimedia Forum, an industry group in which many companies participate, MMBP continues research and development, and has started negotiating with ARIB (Association of Radio Industries and Business) and other standards groups and individuals, working toward standardization.