

SKY Perfect JSAT Corporation

News Release



March 4, 2008
SKY Perfect JSAT Corporation

Total Registrations and Individual Subscribers **as of the end of February 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 February 2008.

SKY Perfect Communications Inc.

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Total Registrations and Individual Subscribers as of the end of February 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 February 2008.

In order to improve customer convenience, our company has changed the policy for accepting requests for subscription cancellations to SKY PerfecTV ! and e2 by SKY PerfecTV ! as of February 13. In the past, cancellation required submission of a document (request for subscription cancellation). However now, customers can call to cancel their subscriptions. During the month of February when this new service is introduced, subscriptions of the customers whose service would have been terminated in March if attempted by submission of required documents would likewise be cancelled before the end of the month. As a result, the number of cancellation has temporarily increased by approximately 12,600 cases (11,000 for SKY PerfecTV ! and 1,600 for e2 by SKY PerfecTV !.) This is a once-off incident for the month of February only. Beginning with March, the number will reflect the result of each month’s cancellations only.

For detailed information on this change of policy for accepting subscription cancellations, please refer to our notice, “Changes in the Cancellation Procedure of SKY PerfecTV ! and e2 by SKY PerfecTV ! Subscriptions” announced today.

TOTAL	Total Subscribers*¹	Individual Subscribers*²
New Subscribers	45,655	38,078
Churn	51,880	46,999
Churn Rate* ³	14.7%	15.3%
Net Increase	-6,225	-8,921
Cumulative Total	4,235,255	3,677,081

Note)

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	14,254	13,347
Churn	43,242	41,644
Churn Rate* ³	14.6%	16.3%
Net Increase	-28,988	-28,297
Cumulative Total	3,521,919	3,042,331
e2 by SKY PerfecTV!	Total Subscribers* ¹	Individual Subscribers* ²
New Subscribers	27,307	20,988
Churn	7,711	4,429
Churn Rate* ³	15.7%	10.3%
Net Increase	19,596	16,559
Cumulative Total	610,625	534,173
Cumulative Total of DTH Services	4,132,544	3,576,504
Multichannel Broadcasting Service through SKY PerfecTV!/HIKARI*⁴	Total Subscribers* ¹	Individual Subscribers* ²
New Subscribers	3,712	3,388
Churn	566	565
Churn Rate* ³	11.7%	12.1%
Net Increase	3,146	2,823
Cumulative Total	61,068	59,046
Other Wired Broadcasting Services*⁵	Total Subscribers* ¹	Individual Subscribers* ²
New Subscribers	382	355
Churn	361	361
Churn Rate* ³	10.4%	10.4%
Net Increase	21	-6
Cumulative Total	41,643	41,531
Cumulative Total of Wired Broadcasting Services	102,711	100,577

Note)

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- *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.

The breakdown of properties that have approved SKY PerfecTV! HIKARI and properties receiving the service as of the end of February 2008.

SKY PerfecTV! HIKARI	Properties that have approved service provision* ⁶	Properties currently receiving service* ⁷
Number of properties	811	1,906
Number of households* ⁸	94,228	172,932

- *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.

Note: The number of cancellations for this month is influenced by the change of policy for accepting cancellations. Please read the main text for more details.