

# SKY Perfect JSAT Corporation

## *News Release*



SKY Perfect JSAT  
Corporation

March 6, 2008  
SKY Perfect JSAT Corporation

### **Expansion of Content Delivery Service via Windows Media Center of Windows Vista<sup>R</sup>**

SKY Perfect Communications Inc. (Head Office: Minato-ku, Tokyo; President and Representative Director: Masao Nito “SKY Perfect”), a wholly-owned subsidiary of SKY Perfect JSAT Corporation (Head Office: Minato-ku, Tokyo; President and Representative Director: Masao Nito “SKY Perfect JSAT”), has announced it will expand content delivery service for the Windows Media Center, installed in Windows Vista<sup>R</sup>. The details are attached.

March 6, 2008  
SKY Perfect Communications Inc.

**Expansion of Content Delivery Service  
via Windows Media Center of Windows Vista<sup>R</sup>**

From March 7, 2008, SKY Perfect Communications Inc. (Minato-ku, Tokyo, President and Representative Director: Masao Nito, “SKY Perfect”) will expand content delivery service for the Windows Media Center, installed in Windows Vista<sup>R</sup> produced by Microsoft Co., Ltd.(Shibuya-ku, Tokyo; President and CEO: Darren Huston), and will start online delivery of a variety of programs which are broadcasted by SKY Perfect.

Through SKY PerfectTV! J-League, a media online\*-based channel which has been available through the Windows Media Center since June 27, 2007, SKY Perfect has been delivering J-League related videos, flash reports, and news. SKY Perfect has decided to expand this service to deliver full or digest versions of the programs broadcast by SKY Perfect (e.g. movies, sports, news/ documentaries, entertainment/ variety shows, animations, drama, music, interest/ amusement/ language lessons) and promotional videos for free.

Through the delivery of various video content via the Windows Media Center, SKY Perfect will continue its efforts to promote its broadcasting services such as SKY PerfectTV!, e2 by SKY PerfectTV!, and SKY PerfectTV! HIKARI. Their IP-based content delivery service is also scheduled for improvement.

\* Media online is a function of Windows Media Center attached to Windows Vista Home Premium and Windows Vista Ultimate. Media online allows users to view any content online with remote control.

(References)

Outline of the media online-based content delivery service

■ Launch of service: March 7, 2008 (Fri.)

■ Name of the service: SKY PerfectTV!

With this renewal, the category of the service presented in the media online will change from “Sports & News” to “TV/ Movies.”

■ Content

Full or digest versions of popular programs broadcast on various channels by SKY Perfect (e.g. movies, sports, news/ documentaries, entertainment/ variety shows, animations, drama, music, interest/ amusement/ language lessons) and promotional videos will be delivered. Broadcasting schedules and SKY PerfectTV subscription guidance will also be delivered.

■ Service image

< Content list screen (when “Drama” is chosen)>



<Content replay screen>

