

# SKY Perfect JSAT Holdings Inc.



## *News Release*

September 30, 2008

SKY Perfect JSAT Holdings Inc.

### **Launch of SKY PerfectTV! Net Fee-based Content Distribution Service for PC Users**

SKY Perfect JSAT Holdings Inc. (Head office: Minato-ku, Tokyo; President and Representative Director Masanori Akiyama) has announced that SKY Perfect Communications Inc. (Head office: Minato-ku, Tokyo; President and Representative Director: Masao Nito), a wholly owned subsidiary, today launched the SKY PerfectTV! Net fee-based content distribution service for PC users, as detailed in the attached release.



## SKY Perfect Communications Inc.

September 30, 2008

SKY Perfect Communications Inc.

Microsoft Co., Ltd.

### **Launch of SKY PerfectTV! Net Fee-based Content Distribution Service for PC Users**

SKY Perfect Communications Inc. (Head office: Minato-ku, Tokyo; President and Representative Director: Masao Nito; hereinafter "SKY PerfectTV!") and Microsoft Co., Ltd. (Head office: Shibuya-ku, Tokyo; President & CEO: Yasuyuki Higuchi; hereinafter "Microsoft") will launch the SKY PerfectTV! Net fee-based content distribution service for PC users today at 12:30. The two companies have formed a business alliance in the Internet-based content distribution field to distribute content from SKY PerfectTV! channels to PC users via Windows® Media Center, a standard application included in premium editions of Microsoft's Windows Vista® line of operating systems.

SKY PerfectTV! Net is a user-friendly, highly personalized SKY Perfect!-brand service designed to distribute SKY PerfectTV! program content to viewers via the Internet. The launch of this service is highlighted by the rollout of four new channels: The National Geographic Channel and BabyTV Kodomo Eigo (Children's English) Channel, both of which are provided by FOX International Channels (Japan); the Igo&Shogi Channel offered by Satellite Culture Japan Co., Ltd.; and Pachinko Slot SITE SEVEN TV provided by DAIKOKU DENKI CO., LTD. Plans call for adding the Disney Channel provided by The Walt Disney Company (Japan) Ltd. to the lineup in December 2008.

The business alliance between SKY PerfectTV! and Microsoft will allow PC viewers using a special computer program to access SKY PerfectTV! Net via the Media Online function of Windows Media Center, a standard application included in Microsoft Vista Home Premium and Windows Vista Ultimate. The program can be downloaded free of charge from the official SKY PerfectTV! website ([http://wmcnet.skyperfectv.co.jp/prom\\_2](http://wmcnet.skyperfectv.co.jp/prom_2)). Furthermore, the SKY PerfectTV! Net access program will be preinstalled in certain PCs (\*1) to be released by major Japanese PC manufacturers NEC Corporation and NEC Personal Products Ltd, Fujitsu Limited and Toshiba Corporation, starting with spring 2009 models. Customers purchasing these PC models should be able to view SKY PerfectTV! multi-channel pay TV programs with a few

easy steps on their PCs. (SKY PerfectTV! Net subscriber registration and payment of monthly usage

fees are also

necessary for viewing.) Furthermore, payment via credit card or the Edy, Mobile Edy and Mobile Suica electronic money formats will be accepted as a means of ensuring that the broadest possible range of viewers can enjoy the service conveniently in a safe and secure manner.

SKY PerfecTV! and Microsoft will continue to cooperate in this new field linking the Internet and broadcasting by offering SKY PerfecTV! pay TV programs via the Internet to PC users, as the two companies progressively expand content going forward.

\*1 PC models with the preinstalled program are due to be announced by each respective manufacturer going forward.

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- Mobile Suica is a registered trademark of East Japan Railway Company.