

# SKY Perfect JSAT Holdings Inc.

## *News Release*



SKY Perfect JSAT  
Holdings Inc.

December 4, 2008

SKY Perfect JSAT Holdings

### **Establishment of Multimedia Broadcasting, Inc.**

SKY Perfect JSAT Corporation (Head office: Minato-ku, Tokyo; President and CEO: Masanori Akiyama), a wholly owned subsidiary of SKY Perfect JSAT Holdings Inc. (Head office: Minato-ku, Tokyo; President and CEO: Masanori Akiyama), today announced the establishment of Multimedia Broadcasting, Inc., as detailed in the attached release.

December 4, 2008

News Release

Fuji Television Network, Inc.  
ITOCHU Corporation  
NTT DOCOMO, INC.  
SKY Perfect JSAT Corporation  
Nippon Broadcasting System, Inc.

## **Establishment of Multimedia Broadcasting, Inc.**

Fuji Television Network, Inc., ITOCHU Corporation, NTT DOCOMO, INC., SKY Perfect JSAT Corporation, and Nippon Broadcasting System, Inc. today agreed to establish Multimedia Broadcasting, Inc. to carry on the operations of Multimedia Broadcasting Planning LLC (MMBP).

Established in December 2006, MMBP has been conducting research over the past two years into new multimedia services based on the Japan-developed ISDB-T terrestrial digital broadcasting system. Based on this research, MMBP has been promoting the usefulness of these new multimedia services so that the portion of broadcasting bandwidth that will be freed when terrestrial analog television ends may be allocated to ISDB-T-based multimedia broadcasting for mobile phones. Through these efforts, the company has thus sought to contribute to the advancement of digital broadcasting in Japan.

Multimedia Broadcasting aims to effectively use this bandwidth by providing multimedia broadcasting services based on the ISDB-Tmm system proposed by MMBP. The new company will first implement various measures necessary to obtain a license, propose broadcasting systems, and plan specific services and other matters. Its overriding goals are to create new multimedia services that help to improve information services for the public and contribute to the development of a ubiquitous networking society.

### **Overview of New Company**

- Name Multimedia Broadcasting, Inc.
- Head Office 2-4-8 Daiba, Minato-ku, Tokyo
- Establishment January 9, 2009 (planned)
- Capital ¥180 million
- Shareholding of the above five companies Equal shareholdings of 20% each

**[Shareholders]**

Fuji Television Network, Inc. (Head office: Minato-ku, Tokyo; President and COO: Kou Toyoda)

ITOCHU Corporation (Headquarters: Minato-ku, Tokyo; President and Chief Executive Officer: Eizo Kobayashi)

NTT DOCOMO, INC. (Headquarters: Chiyoda-ku, Tokyo; President and CEO: Ryuji Yamada)

SKY Perfect JSAT Corporation (Head office: Minato-ku, Tokyo; President and CEO: Masanori Akiyama)

Nippon Broadcasting System, Inc. (Head office: Chiyoda-ku, Tokyo: President and Representative Director: Hiroshi Isohara)

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