

# SKY Perfect JSAT Holdings Inc.

## *News Release*



September 2, 2009  
SKY Perfect JSAT Holdings Inc.

### **Number of Subscribers as of the end of August 2009**

SKY Perfect JSAT Holdings Inc. (Head Office: Minato-ku, Tokyo; President and CEO: Masanori Akiyama) is pleased to announce that SKY Perfect JSAT Corporation (Head Office: Minato-ku, Tokyo; President & CEO; Masanori Akiyama), a 100% owned subsidiary of SKY Perfect JSAT Holdings Inc., today released attached news release regarding the number subscribers\*<sup>1</sup> as of the end of August 2009.

\*1 Subscribers: Subscribers who concluded a pay-subscription agreement and have been actually paying subscription fees.

# SKY Perfect JSAT Corporation

## News Release



September 2, 2009  
SKY Perfect JSAT Corporation

### Number of Subscribers as of the end of August 2009

SKY Perfect JSAT Corporation (Head Office: Minato-ku, Tokyo; President & Chief Executive Officer; Masanori Akiyama; “SKY Perfect JSAT”) announced the number of subscribers\*<sup>1</sup> as of the end of August 2009.

Total	Subscribers
New Subscribers	45,370
Number of Re-registered Subscribers* <sup>2</sup>	2,806
Churn	42,247
Monthly Churn Rate* <sup>3</sup>	1.1%
Net Increase	5,929
Cumulative Total	<b>3,740,526</b>

\* The “Total” column presents the sum of the cumulative totals for SKY PerfecTV!, SKY PerfecTV! e2 and Wired Broadcasting Services.

\* The cumulative number of SKY PerfecTV! and SKY PerfecTV! e2 subscribers is 3,589,485

SKY PerfecTV!	Subscribers
New Subscribers* <sup>4</sup>	5,098
Number of Re-registered Subscribers * <sup>2</sup>	1,105
Churn	28,671
Monthly Churn Rate* <sup>3</sup>	1.1%
Net Increase	-22,468
Cumulative Total* <sup>5</sup>	<b>2,612,881</b>
SKY PerfecTV! e2	Subscribers
New Subscribers* <sup>6</sup>	37,280
Number of Re-registered Subscribers * <sup>2</sup>	1,683
Churn	11,194
Monthly Churn Rate* <sup>3</sup>	1.2%
Net Increase	27,769
Cumulative Total* <sup>7</sup>	<b>976,604</b>
SKY PerfecTV! HIKARI (Multichannel Broadcasting Service ) * <sup>8</sup>	Subscribers
New Subscribers	2,627
Number of Re-registered Subscribers * <sup>2</sup>	16
Churn	2,034
Monthly Churn Rate* <sup>3</sup>	1.9%
Net Increase	609
Cumulative Total	<b>109,300</b>
Other Wired Broadcasting Services* <sup>9</sup>	Subscribers
New Subscribers	365
Number of Re-registered Subscribers * <sup>2</sup>	2
Churn	348
Monthly Churn Rate* <sup>3</sup>	0.8%
Net Increase	19
Cumulative Total	<b>41,741</b>
<b>Cumulative Total of Wired Broadcasting Services</b>	<b>151,041</b>

\*1 Subscribers: Subscribers who concluded a pay-subscription agreement and have been actually paying subscription fees.

\*2 Number of Re-registered Subscribers: Number of individuals who concluded a new pay-subscription agreement within one year of cancellation and have been actually paying subscription fees.

\*3 Monthly Churn Rate: The following formula is used to calculate the monthly churn rate.

Monthly Churn Rate = Churns during the current month/Total subscribers at the end of the previous month

\*4/\*5 The number of new subscribers for SKY PerfecTV! HD in the current month, is as follows (along with the cumulative total including the current month).

	New Subscribers	Cumulative Total
SKY PerfecTV! HD	1,803	41,176

The cumulative total includes 2,094 subscribers who switched from regular picture quality SKY PerfecTV! to SKY PerfecTV! HD during the month.

\*6/\*7 The number of new registrations for SKY PerfecTV! e2 retransmission services (provided by Opticast Inc. using optical fibers) in the current month is as follows (along with the cumulative total including the current month).

The cumulative number of SKY PerfecTV! e2 retransmission service subscribers is included in the number of SKY PerfecTV! e2 subscribers.

	New Subscribers	Cumulative Total
SKY PerfecTV! e2 retransmission	2,681	11,036

Through July, registrations received via the Web and other methods were not included. Such registrations are therefore included in the cumulative total for the current month.

\*8 The multichannel broadcasting service in Fukuyama City, Hiroshima Prefecture, jointly operated with Energia Communications, Inc. and the channel lease service in Achi Village, Nagano Prefecture, and Ena City, Gifu Prefecture that uses available fiber-optic network bandwidth will remain under the name of “HIKARI PerfecTV!”

\*9 Other Wired Broadcasting Services: Other Wired Broadcasting Services refers to the number of multichannel broadcasting contracts using SKY Perfect JSAT’s digital broadcasting system, including cable television, but excluding SKY PerfecTV! HIKARI.

●Number of households connected to SKY PerfecTV! HIKARI (as of the end of August 2009)

	Cumulative Total
Number of households connected to SKY PerfecTV! HIKARI	482,850

The number means the number of households to which we provide the broadcasting service (retransmission or multichannel broadcasting service) to be billed at the end of the month. This number does not include the households receiving multichannel broadcasting services provided in collaboration with Energia Communications, Inc. in Fukuyama City, Hiroshima Prefecture, or the multichannel broadcasting services provided by utilizing the empty bandwidth in the optical fiber network possessed by Cable City Yokohama, Achi Village in Nagano Prefecture, Ena City in Gifu Prefecture and others.