

# SKY Perfect JSAT Holdings Inc.

News Release



SKY Perfect JSAT  
Holdings Inc.

September 11, 2009

SKY Perfect JSAT Holdings Inc.

## **Launch of Second Phase of SKY PerfecTV! HD Service Expanding Into One of Japan's Largest High-Definition Multi-Channel Broadcasting Services**

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 launch of the second phase of the SKY PerfecTV! HD service, as outlined in the following press release.



September 11, 2009

SKY Perfect JSAT Corporation

### **Launch of Second Phase of SKY PerfectTV! HD Service Expanding Into One of Japan's Largest High-Definition Multi-Channel Broadcasting Services**

SKY Perfect JSAT Corporation (Head Office: Minato-ku, Tokyo; President and CEO: Masanori Akiyama; "SKY Perfect JSAT") has announced that on October 1, 2009 it will expand its SKY PerfectTV! HD high-definition channel offerings and launch the second phase of the SKY PerfectTV! HD service.

SKY PerfectTV! HD began with 15 high-definition channels in October 2008. Starting October 1, 2009, the second phase of service will be launched, with the aim of expanding to 70 channels by the end of the fiscal year. The new channel lineup is outlined in the attached reference material.

※ The service will offer a total of 58 high-definition channels in October 2009, and more than 70 channels by spring 2010 (as of September 2009).

SKY Perfect JSAT has evolved as a company alongside Japanese TV viewing culture, and SKY PerfectTV! HD represents the type of service that viewers have come to expect from SKY PerfectTV! and that only SKY PerfectTV! can provide. Subscribers can enjoy a rich television-viewing experience featuring high-quality content from a wealth of genres from Japan and overseas in high definition. SKY Perfect JSAT has been making preparations to expand SKY PerfectTV! HD into one of Japan's largest high-definition channel services, aiming for over 100 channels by 2012.

#### **SKY PerfectTV! Valuable Pack HD**

In conjunction with the launch of the second phase, the number of high-definition channels available through the popular SKY PerfectTV! Valuable Pack HD service (¥4,700/month) will jump from the current 8 channels to 40. Combined with the 28 standard-definition channels, this new offering will give viewers a total of 68 channels from which to choose.

※ ntvG+HD is scheduled to come on air at the end of March, 2010.

#### **The New SKY PerfectTV! Select 15 Pack HD**

SKY Perfect JSAT will launch an attractively priced new subscription package, SKY PerfectTV! Select 15 Pack HD (¥3,800/month), which allows subscribers to select 15 preferred channels from the SKY PerfectTV! Valuable Pack HD lineup.

#### **Campaign for New and Existing Subscribers**

Various campaigns are available for new SKY PerfectTV! HD subscribers and existing subscribers who change their subscriptions to SKY PerfectTV! HD. For details, please refer to the SKY PerfectTV! website (<http://www.skyperfectv.co.jp/en/guide/welcome/index.html>), or call the SKY PerfectTV! Customer Center (TEL: 0570-039-888; open year-round 10:00 to 20:00).

### New Channel Lineup for SKY PerfecTV! HD (Including new channels)

#### Sports

- GAORA HD
- J sports1 (high-definition)\*
- J sports 2 (high-definition)\*
- J sports Plus (high-definition)
- J sports ESPN (high-definition)
- sky•A sports+HD
- ntvG+HD\*

#### Entertainment

- FUJI TV NEXT HD
- FUJI TV ONE HD
- FUJI TV TWO HD
- TBS Channel HD
- tv asahi channel HD
- CS GyaO HD

#### Music

- Music Japan TV HD
- MTV HD
- MUSIC ON! TV HD
- SPACE SHOWER TV HD
- Music Video/VMC HD

#### Documentary

- THE HISTORY CHANNEL™ HD
- NATIONAL GEOGRAPHIC CHANNEL HD
- Discovery CHANNEL HD

#### Movie

- STAR CHANNEL Hi-Vision
- STAR CHANNEL Classic Hi-Vision
- EISEIGEKIJO HD
- TOEI CHANNEL HD
- Cinefil Imagica HD
- THE CINEMA HD
- Movie Plus HD
- channel NECO-HD
- JAPANESE MOVIE Ch. HD

#### Animation

- AT-X HD!
- Cartoon Network (HD)
- KIDS STATION HD
- ANIMAX HD

#### Japanese Drama

- MONDO21 HD
- FAMILY GEKIJO HD
- HOME DRAMA CHANNEL HD
- SAMURAI DRAMA CHANNEL HD

#### News

- TBS NEWS BIRD HD

#### Foreign Drama

- Super! drama TV HD
- SCI FI HD
- AXN Mystery HD
- AXN HD
- FOX HD
- FOXCRIME HD
- FOXlife HD
- LaLa HD
- ASIA Dramatic TV□HD
- KBS World HD

#### Leisure

- TABI (Travel) Channel HD
- FISHING Vision HD

#### Races

- GREEN CHANNEL HD
- GREEN CHANNEL2 HD

#### PPV (Pay Per View)

- Sukachan HD 190, 191, 192
- Perfect Choice HD138
- Sukachan HD and approx. 10 channels\*

#### Adult

- ADULT HD RED'
- ADULT HD BLUE
- MIDNIGHT BLUE HD
- PARADISE TV HD

\* : Launch planned for March 31, 2010 (as of September 2009)