

SKY Perfect JSAT Corporation

News Release



SKY Perfect JSAT
Group

March 19 2010

SKY Perfect JSAT Holdings Inc.

SKY PerfectTV! HIKARI Announces HD Services Including 3D Capability

SKY PerfectTV! HIKARI to Start High Definition Broadcasts from May 1

SKY Perfect JSAT Corporation (Head Office: Minato-ku, Tokyo; President and CEO: Masanori Akiyama; "SKY Perfect JSAT"), a wholly owned subsidiary of SKY Perfect JSAT Holdings Inc. (Head Office: Minato-ku, Tokyo; President and CEO: Masanori Akiyama; "SKY Perfect JSAT Holdings") and subsidiary OptiCast Inc. (Head Office: Minato-ku, Tokyo; President and CEO: Masafumi Kawanishi; "Opticast") announced today that Opticast will begin high definition broadcasts through its SKY PerfectTV! HIKARI Service ("SKY PerfectTV! HIKARI") from May 1, 2010.



SKY PerfecTV! HIKARI Announces HD Services Including 3D Capability

SKY PerfecTV! HIKARI to Start High Definition Broadcasts from May 1

SKY Perfect JSAT Corporation (Head Office: Minato-ku, Tokyo; President and CEO: Masanori Akiyama) and subsidiary OptiCast Inc. (Head Office: Minato-ku, Tokyo; President and CEO: Masafumi Kawanishi; “Opticast”) announced today that Opticast will begin high definition broadcasts through its SKY PerfecTV! HIKARI Service (“SKY PerfecTV! HIKARI”) from May 1, 2010.

The high definition broadcast on SKY PerfecTV! HIKARI will commence with a total of 67 channels—44 basic channels and 23 premium and pay-per view channels. This will allow customers to enjoy Japan’s largest communication satellite (CS) multichannel service in high definition via an optical fiber network.

The special “SKY PerfecTV! HIKARI Pack HD” offering is an extremely attractive package including 44 high-definition channels and 27 standard channels. The package represents exceptional value at a monthly subscription fee of ¥3,950. The channel lineup is included on the attachment to this release.

Furthermore, from this summer Opticast also plans to launch 3D services through SKY PerfecTV! HD, allowing customers with 3D-capable TV sets to enjoy 3D viewing on SKY PerfecTV! HIKARI.

Customers will be able to enjoy high definition broadcasts and 3D images through SKY PerfecTV! HIKARI, by renting a SKY PerfecTV! HIKARI HD Tuner (see attachment for details). Moreover, the tuner has been improved so that in addition to receiving existing standard and high-definition channels, it now also has an inbuilt terrestrial digital broadcast tuner and offers the additional option of connecting to an external recording device.

SKY PerfecTV! HIKARI was launched in 2004 as a broadcasting service using the optical fiber image transmission services of Nippon Telegraph and Telephone East Corporation and Nippon Telegraph and Telephone West Corporation. The service has developed around the Tokyo, Kansai, Chukyo and Hokkaido regions of Japan and as of February 2010 is connected to a total of approximately 600,000 households, including individual and complex housing, with 106,305 contracts for CS multichannel services.

With the increasing penetration of flat panel TV sets able to handle terrestrial digital and broadcast satellite (BS) digital broadcasts, there has been a strong call from customers wanting to view the SKY PerfecTV! HIKARI CS channels in high resolution as well. To meet this demand we will expand our high-definition multi-channel pay TV broadcast service.

The SKY Perfect JSAT Group will continue to lead the multichannel pay TV broadcast market, providing customers comfortable viewing with convenience, by offering a wide range of high-quality content.

Overview of High-Definition Broadcasts Available on SKY PerfecTV! HIKARI Service

Schedule

- Start receiving applications: Tuesday, April 27, 2010
- Start high definition broadcast: Saturday, May 1, 2010

About SKY PerfecTV! HIKARI Service High-Definition Offerings

The high-definition broadcasts will be added as a new option in addition to SKY PerfecTV! HIKARI's standard broadcasts. Current customers therefore do not need to pay any new start-up fee or base fees; however, they will need to change their contracts to include rental of a SKY PerfecTV! HIKARI HD Tuner (available for rental only, at ¥630/month).

Customers who are already using FLET'S TEREBI are also not required to pay a joining fee if they have an additional SKY PerfecTV! HIKARI contract. (* The exemption applies only when the name, phone number and address records for the FLET'S TEREBI and SKY PerfecTV! HIKARI subscriptions match.)

The central offering will be SKY PerfecTV! HIKARI's high-definition, SKY PerfecTV! HIKARI Pack HD. The package is full of popular channels for the whole family to enjoy, including foreign dramas, Korean programs, professional baseball and other sports, movies, animation and documentary channels—all viewable in high definition format.

In addition, multiple subscriptions for a SKY PerfecTV! HIKARI Pack HD package for a single household qualify for a multi-subscription discount, and there are also savings to be had from a special discount for subscribing to a combination of J sports Plus (Hi-Vision), EISEIGEKIJO HD, STAR CHANNEL PREMIUM 3 HV+Plus+Classic, and FUJITV NEXT (HD).

The SKY PerfecTV! HIKARI Service has a diverse range of offerings, including a package for high-definition J-League and international soccer coverage, as well as a service that allows customers to subscribe to channels on an individual basis.

For more details about offerings, check the official SKY PerfecTV! HIKARI website for updates.
(<http://www.skyperfectv.co.jp/hikari/english>)

Channels

44 high-definition channels available with the SKY PerfecTV! HIKARI Pack HD package

Genre	Channel No.	Channel name	Genre	Channel No.	Channel name
Sports	602	GAORA HD	Animation	668	CARTOON NETWORK (HD)
	603	J sports 1 (Hi-Vision)		669	KIDS STATION HD
	604	J sports 2 (Hi-Vision)		670	ANIMAX HD
	606	J sports ESPN (Hi-Vision)	Foreign Drama & Variety, Korean Programming	647	Super! drama TV HD
	607	sky A sports+ HD		648	UNIVERSAL CHANNEL HD
	608	ntvG+ HD		649	AXN Mystery HD
Total Entertainment	614	FUJITV ONE (HD)		650	AXN HD
	615	FUJITV TWO (HD)		651	FOX HD
	616	TBS Channel HD		652	FOXCRIME HD
	617	tv asahi channel HD		653	FOXlife HD
	618	CSGyaO HD		654	LaLa HD
Movies	630	Cinefil Imagica HD		655	ASIA Dramatic TV★HD
	631	THE CINEMA HD		656	KBS World HD
	632	Movie Plus HD	Japanese Drama & Variety	659	MONDO21 HD
	633	CHANNEL NECO-HD		660	FAMILY THEATER HD
	634	JAPANESE MOVIE CHANNEL HD		661	HOME DRAMA CHANNEL HD
Music	639	Music Japan TV HD		662	Samurai Drama Channel HD
	640	MTV HD	Documentary	674	HISTORYTM HD
	641	MUSIC ON!TV HD		675	National Geographic Channel HD
	642	SPACE SHOWERTV HD		676	Discovery Channel Hi-Vision
	643	MUSIC VIDEO/VMC HD	News	680	TBS NEWSBIRD HD
Leisure			Leisure	687	TABI CHANNEL HD
				690	Tsuri Vision HD

* The SKY PerfecTV! HIKARI Pack HD package also gives viewers access to the following 27 standard (SD) channels

(Sports) EX SPORTS, THE GOLF CHANNEL, GOLF NETWORK

(Movies) FOX MOVIES

(Total entertainment) Nitteleplus, Disney Channel

(Animation) Disney XD

(Music) Kayo Pops Channel, STAR Karaoke, Eco Music TV, MUSIC AIR, GRAFFITI TV/keiba

(Foreign drama & variety/Korean programming) fashiontv

(Documentary) Animal Planet

(Japanese drama/variety/stage) Theater Television, EX ENTERTAINMENT

(Education & Qualifications) Baby TV

(News/Business) NIKKEI CNBC, BBC World News, e-Tenki.net, ASAHI NEWSTAR, CNNj, NTV News 24, Financial Information TV by Daiwa

(Leisure) ActOnTV, Food & Travel FoodiesTV, IGO & SHOGI CHANNEL

High-definition premium and pay per view channels (23 channels)

Genre	Channel No.	Channel name
Sports	605	J sports Plus (Hi-Vision)
Total Entertainment	613	FUJITV NEXT (HD)
Movies	626	STAR CHANNEL HV
	627	STAR CHANNEL CLASSIC HV
	628	EISEIGEKIJO HD
	629	TOEI CHANNEL HD
Animation	667	AT-X HD!
Races	688	GREEN CHANNEL HD
	689	GREEN CHANNEL2 HD

Genre	Channel No.	Channel name
PPV (Sports, Movies, etc.)/Adult	138	Perfect Choice HD138
	165	Sukachan HD165
	166	Sukachan HD166
	168	Sukachan HD168
	190	Sukachan HD190
	191	Sukachan HD191
	192	Sukachan HD192
	193	Sukachan HD193
	194	Sukachan HD194
	195	Sukachan HD195
	196	Sukachan HD196
	198	Sukachan HD198
	199	Sukachan HD199
	949	ADULT HD BLUE

SKY PerfecTV! HIKARI HD Tuner

- Available for rental for only ¥630/month (incl. tax)

* The SKY PerfecTV! HIKARI HD Tuner must be used to view high definition channels. The previous receiver for SKY PerfecTV! HIKARI standard broadcasts does not receive them.

● Main specifications

- Receives both high-definition channels and standard channels
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- Allows users to keep a viewing history of pay-per-view using Ethernet terminal.
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- Built-in terrestrial digital broadcast tuner
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● Image quality when recording SKY PerfecTV! HIKARI high-definition programming

SKY PerfecTV! HIKARI introduces SKY PerfecTV! HD Recording using home network DLNA and DTCP-IP technologies to allow customers to make high definition recordings of high definition broadcasts. Customers can record SKY PerfecTV! HIKARI high-definition channels in high definition by connecting a SKY PerfecTV! HD Recording compatible recording device.

Note

Regarding high-definition compatibility at HIKARI PerfecTV! and CCY service areas and some condominiums

There are no plans to broadcast SKY PerfecTV! HD high definition channels in the areas served by HIKARI PerfecTV! (Fukushima City, Hiroshima Prefecture; Achi Village, Shimoina District, Nagano Prefecture; Ena City, Gifu Prefecture) and Cable City Yokohaba (CCY).

Also, in some condominiums set up to receive SKY PerfecTV! HIKARI, equipment or facilities do not allow reception of high definition channels.