

SKY Perfect JSAT Holdings Inc.

News Release



SKY Perfect JSAT
Holdings Inc.

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Number of Subscribers as of the end of December 2010

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*¹ as of the end of December 2010.



Number of Subscribers as of the end of December 2010

SKY Perfect JSAT Corporation (Head Office: Minato-ku, Tokyo; President & Chief Executive Officer: Masanori Akiyama) announced the number of subscribers*¹ as of the end of December 2010.

The number of new subscribers and re-registered subscribers for the SKY PerfectTV! e2 platform were 54,232 and 5,966, respectively while the number of new subscribers for and subscribers who switched from SD (Standard Definition) to the SKY PerfectTV! HD platform was 53,640 in total, reaching a record high. The total of new subscribers to service platforms across the board, which was 65,977, was the second highest number after the period of the 2002 FIFA World Cup co-hosted by Japan and Republic of Korea (May and June).

The number of subscribers across the service platforms increased by 21,121 net, thanks to a rise in new subscribers for the SKY PerfectTV!, SKY PerfectTV! e2 and SKY PerfectTV! HIKARI platforms and a decrease in the churn of subscribers for SKY PerfectTV! and SKY PerfectTV! e2.

Total	Subscribers
New Subscribers	65,977
Number of Re-registered Subscribers* ²	4,043
Churn	48,899
Monthly Churn Rate* ³	1.3%
Net Increase	21,121
Cumulative Total	3,696,083

* The "Total" column presents the sum of the cumulative totals for SKY PerfectTV!, SKY PerfectTV! e2 and Wired Broadcasting Services.

* The cumulative number of SKY PerfectTV! and SKY PerfectTV! e2 subscribers is 3,587,966.

SKY PerfectTV!	Subscribers
New Subscribers* ⁴	9,046
Number of Re-registered Subscribers* ²	1,135
Churn	28,293
Monthly Churn Rate* ³	1.2%
Net Increase	-18,112
Cumulative Total* ⁵	2,279,161
SKY PerfectTV! e2	Subscribers
New Subscribers* ⁶	54,232
Number of Re-registered Subscribers* ²	2,901
Churn	18,882
Monthly Churn Rate* ³	1.5%
Net Increase	38,251
Cumulative Total* ⁷	1,308,805
SKY PerfectTV! HIKARI* ⁸ (Multichannel Broadcasting Service)	Subscribers
New Subscribers* ⁹	2,699
Number of Re-registered Subscribers* ²	7
Churn	1,724
Monthly Churn Rate* ³	1.6%
Net Increase	982
Cumulative Total* ¹⁰	108,117

*1 Subscribers: Number of 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.

$$\text{Monthly Churn Rate} = \text{Churns during the current month} / \text{Total subscribers at the end of the previous month}$$

*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	6,945	365,249

The cumulative total includes 46,695 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	5,966	54,407

*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/*10 The number of new subscribers during the month and cumulative total based on SKY PerfecTV! HIKARI HD tuners are as follows:

	New Subscribers	Cumulative total
Number based on SKY PerfecTV! HIKARI HD tuners	2,611	26,154

The cumulative total includes 2,294 subscribers who switched from regular picture quality tuners to HD tuners during the month.

●Number of households connected to SKY PerfecTV! HIKARI (as of the end of December 2010)

	Cumulative Total
Number of households connected to SKY PerfecTV! HIKARI	890,150

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 available bandwidth in the optical fiber network possessed by Cable City Yokohama, Achi Village in Nagano Prefecture, Ena City in Gifu Prefecture and others.