

SKY Perfect JSAT Holdings Inc.

News Release



SKY Perfect JSAT
Holdings Inc.

January 11, 2011

SKY Perfect JSAT Holdings Inc.

SKY PerfectTV! HIKARI High-Definition Lineup Expands to 83 Channels —13 new channels to be started in April 2011—

SKY Perfect JSAT Corporation (Head Office: Minato-ku, Tokyo; President & CEO: Masanori Akiyama), a 100% subsidiary of SKY Perfect JSAT Holdings Inc. (Head Office: Minato-ku, Tokyo; President & CEO: Masanori Akiyama), announced today that OptiCast Inc. (Head Office: Minato-ku, Tokyo; President & CEO: Masafumi Kawanishi), a 100% subsidiary, decided to add 13 channels, including “Digital WOWOW” and “Disney Channel HD”, to the channel lineup of SKY PerfectTV! HIKARI and start providing a total of 83 high-definition channels on April 1, 2011.

January 11, 2011

SKY Perfect JSAT Corporation
OptiCast Inc.

SKY PerfectTV! HIKARI High-Definition Lineup Expands to 83 Channels —13 new channels to be started in April 2011—

OptiCast Inc. (Head Office: Minato-ku, Tokyo; President & CEO: Masafumi Kawanishi), a 100% subsidiary of SKY Perfect JSAT Corporation (Head Office: Minato-ku, Tokyo; President & CEO: Masanori Akiyama), decided to add 13 channels, including “Digital WOWOW” and “Disney Channel HD”, to the channel lineup of SKY PerfectTV! HIKARI and start providing a total of 83 high-definition channels on April 1, 2011.

The new HD channels of SKY PerfectTV! HIKARI to be started on April 1 are a total of 13 channels, including “Digital WOWOW 1, 2, 3,” which contain a broad range of premium programs (subscription to the 3 high-definition channels: 2,415 yen per month), “Disney Channel HD”, which is a basic channel, “Sukachan 167”, “Sukachan 197”, and an adult pay-per-view channel. (For details, see the appendix.) In April 2011, the number of high-definition channels will increase to 83 channels, and our customers will become able to enjoy one of the largest CS multi-channel in Japan through the optic fiber network with high-definition (HD).

“SKY PerfectTV! HIKARI Package HD”, the eye-catching HD service launched in May 2010, allows subscribers to watch a total of 71 channels, including 45 high-definition (HD) and 26 standard-definition (SD) channels. Its monthly subscription fee is as affordable as 3,950 yen, attracting customers. In addition, subscribers to SKY PerfectTV! HIKARI enjoy “Sukachan 3D 169”, the first 3D-exclusive channel in Japan. Through the addition of new high-definition channels, we will enrich the channel lineup and improve customer satisfaction.

SKY PerfectTV! HIKARI is the broadcasting service utilizing the moving picture transmission service based on the optic fibers of NTT East and NTT West, which was started in 2004. Its target areas are the Tokyo, Kansai, Chukyo, and Hokkaido areas. As of the end of December 2010, the number of households (including independent houses and complex housings) that subscribed to this service was about 890,000, and the number of CS multi-channel subscribers was 108,117. In addition, as high-definition flat TV sets have become common, the number of subscribers who watch SKY PerfectTV! HIKARI with high-definition is 26,154.

The SKY Perfect JSAT Group will keep providing customers with high-quality, diversified moving picture contents and the convenient, comfortable TV-watching life, and leading the multichannel pay TV market.

【Appendix】

<high-definition channels to be broadcasted in SKY PerfecTV! HIKARI>

◎ To be started on Apri. 1, 2011

Genre	Channel No.	Channel title	Subscription fee (tax included)
PPV (sports and movies, etc.)	167	Sukachan HD 167	Fee varies according to programs.
	197	Sukachan HD 197	
Comprehensive entertainment	620	Disney Channel HD	You can watch this channel in “SKY PerfecTV! HIKARI Package HD”
	621	Digital WOWOW 1	2,415 yen/month *Package of the three channels: “Digital WOWOW 1, 2, and 3”
	622	Digital WOWOW 2	
	623	Digital WOWOW 3	
Adult	942	Dynamite HD	2,415 yen/month; 420 yen/12 hours (7:00 am-7:00 pm); 525 yen/12 hours (7:00 pm-7:00 am)
	943	PLAYBOY Channel HD	To be determined
	944	RAINBOW CHANNEL HD	2,415 yen/month; 840 yen/day
	945	MidnightBlue・HD	2,415 yen/month; 840 yen/day
	946	Paradise TV HD	2,100 yen/month; 525 yen/day
	947	Cherry Bomb HD	2,415 yen/month; 840 yen/day
	948	ADULT HD RED	350 yen/program

<high-definition channels that can be watched with SKY PerfecTV! HIKARI (as of January 11, 2011)>

◎ “SKY PerfecTV! HIKARI Package HD” (45 high-definition (HD) channels + 26 standard-definition (SD) channels)

Genre	Channel No.	Channel title		Genre	Channel No.	Channel title	
Sports	601	GOLF NETWORK HD	HD	Overseas drama, variety, Korean	647	Super! drama TV HD	HD
	602	GAORA HD	HD		648	UNIVERSAL Channel HD	HD
	603	J sports 1 (Hi-Vision)	HD		649	AXN Mystery HD	HD
	604	J sports 2 (Hi-Vision)	HD		650	AXN HD	HD
	606	J sports ESPN (Hi-Vision)	HD		651	FOX HD	HD
	607	sky·A sports+ HD	HD		652	FOXCRIME HD	HD
	608	Nippon Television G+HD	HD		653	FOXlife HD	HD
	282	EX Sports	SD		654	LaLa HD	HD
	286	THE GOLF CHANNEL	SD		655	ASIA Dramatic TV★HD	HD
Comprehensive entertainment	614	FUJI TV ONE (HD)	HD		656	KBS World HD	HD
	615	FUJI TV TWO (HD)	HD	765	fashion TV	SD	
	616	TBS channel HD	HD	Domestic drama, variety, theaters	659	MONDO TV HD	HD
	617	tv asahi channel HD	HD		660	FAMILY THEATER HD	HD
	618	entermeitele HD☆Cine-dra-variety	HD		661	HOME DRAMA CHANNEL HD	HD
	278	Nitteleplus	SD		662	Samurai Drama Channel HD	HD
	730	Disney Channel	SD		262	Theater Television	SD
Movie	630	Cinefil Imagica HD	HD		275	EX Entertainment	SD
	631	THE CINEMA HD	HD	Documentary	674	History™ HD	HD
	632	Movie Plus HD	HD		675	National Geographic Channel HD	HD
	633	CHANNEL NECO HD	HD		676	Discovery Channel Hi-Vision	HD
	634	JAPANESE MOVIE CHANNEL HD	HD	747	Animal Planet	SD	
	318	FOX MOVIES	SD	Entertainment and hobbies	687	TABI CHANNEL HD	HD
Music	639	Music Japan TV HD	HD		690	Tsuri Vision HD	HD
	640	MTV HD	HD		268	Eco Music TV	SD
	641	MUSIC ON! TV HD	HD		280	ActOn TV	SD
	642	SPACE SHOWER TV HD	HD		281	Food & Travel FoodiesTV	SD
	643	MUSIC VIDEO/VMC HD	HD		320	IGO & SHOGI CHANNEL	SD
	266	Popular Music Channel	SD	News, Business, Economy	680	TBS NEWSBIRD HD	HD
	267	STAR Karaoke	SD		251	NIKKEI CNBC	SD
	271	MUSIC AIR	SD		252	BBC World News	SD
	795	GRAFFITI TV/keiba	SD		254	e-tenki.net	SD
Anime	668	CARTOON NETWORK (HD)	HD		256	ASAHI NEWSTAR	SD
	669	KIDS STATION HD	HD		257	CNNj	SD
	670	ANIMAX HD	HD		745	NTVNEWS24	SD
	746	Disney XD	SD		766	Financial Information TV by Daiwa	SD
				Education and qualification	343	Baby TV	SD

◎ high-definition channels of Premium and PPV (25 channels)

Genre	Channel No.	Channel title
Sports	605	J sports Plus (Hi-Vision)
Comprehensive entertainment	613	FUJI TV NEXT (HD)
Movie	625	STAR CHANNEL HD
	626	STAR CHANNEL PLUS HD
	627	STAR CHANNEL CLASSIC HD
	628	EISEIGEKIJO HD
	629	TOEI CHANNEL HD
Anime	667	AT-X HD!
Public games	688	GREEN CHANNEL HD
	689	GREEN CHANNEL 2 HD

Genre	Channel No.	Channel title
PPV (sports and movies, etc.) Adult	169	Sukachan 3D169
	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

【Notes】

<Regarding HIKARI PerfecTV! and high-definition services for CCY Area and some apartments>

As of now, the high-definition channels of SKY PerfecTV! HD are not aired in HIKARI PerfecTV! Service Area (Fukuyama-shi, Hiroshima; Achi-mura, Shimoina-gun, Nagano; Ena-shi, Gifu) and Cable City Yokohama (CCY) Area.

In addition, some apartments with the equipment for SKY PerfecTV! HIKARI may not be compatible with high-definition channels.