

SKY Perfect JSAT Holdings Inc.

News Release



SKY Perfect JSAT
Holdings Inc.

February 2, 2011
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Regarding the start of the 3D broadcasting in SKY PerfecTV! e2
—“SKY PerfecTV! e2 3D Hour” will begin. —

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 start of the 3D broadcasting in SKY PerfecTV! e2 in March 2011.



Regarding the start of the 3D broadcasting in SKY PerfectTV! e2
—“SKY PerfectTV! e2 3D Hour” will begin. —

SKY Perfect JSAT Corporation (Head Office: Minato-ku, Tokyo; President & CEO: Masanori Akiyama; hereinafter "SKY Perfect JSAT") has decided to start the 3D broadcasting in SKY PerfectTV! e2 in March 2011.

As the terrestrial and BS broadcasts will be fully digitized in July this year, the popularization of digital TV is being further accelerated partially due to the eco-point system. In the previous year, which was called “the first year of 3D TV”, consumer electronics manufacturers released 3D TV sets one after another, and many 3D movies were now shown at theaters. This indicates the rapid change in the 3D environment. SKY Perfect JSAT took the initiative in 3D broadcasting, and started the Japan’s first 3D channel “Skachan 3D 169” through SKY PerfectTV! HD and SKY PerfectTV! HIKARI last year.

SKY PerfectTV! e2, whose tuner is installed in every digital TV set, offers a variety of attractive programs as the convenient multichannel broadcasting service.

SKY Perfect JSAT introduces the new added-value moving picture expression called “3D through SKY PerfectTV! e2” to the new viewing culture brought by the digital TV. We will start the 3D program “SKY PerfectTV! e2 3D Hour” in March to insure customers for easy access to 3D broadcasting through SKY PerfectTV! e2 only by turning on their 3D digital TV at home. “SKY PerfectTV! e2 3D Hour” is scheduled to be aired at night every Monday, and start at 21:00 on March 7 (Monday).

SKY Perfect JSAT makes efforts to create high-quality, innovative moving picture expressions from a different viewpoint from the conventional 2D broadcasting, through “SKY PerfectTV! e2 3D Hour”, and will provide an enriched TV life with more attractive SKY PerfectTV! e2, as one of the broadcasting services for introducing the way of enjoying digital TV.

Outline of “SKY PerfecTV! e2 3D Hour”

■ Channel

Skachan HD800

■ Airtime

Scheduled to be aired at night every Monday

※ There is a case to be changed by circumstances.

■ Program contents scheduled in March

➤ [Proposed 3D program] TOKYO Control <3D version> #1

March 7 (Mon) 21:00-22:00

※ Free of charge for the subscribers to the channel

(Subscribers to the channel, the package, or the like can watch it free of charge.)

➤ Biohazard IV Afterlife (3D, dubbed version)

March 14 (Mon) 21:00-23:00

※ Those who have purchased ticket (735 yen) can watch it.

➤ [Proposed 3D program] The World Heritages 3D--Grand Tour

March 21 (Mon) 21:30-22:30

Shrines and Temples of Nikko in Japan and Historic Area of Florence in Italy

March 28 (Mon) 21:00-22:30

Goreme National Park and the Rock Sites of Cappadocia in Turkey, Works of Antoni

Gaudi in Spain, Angkor in Cambodia

※ Free of charge for the subscribers to the channel

(Subscribers to the channel, the package, or the like can watch it free of charge.)

● About [Proposed 3D program]

Last year, SKY Perfect JSAT collected proposals for 3D programs from broadcasting and production companies, etc.

[Proposed 3D program] means the program determined in this project.

[Reference] 3D programs that have been aired so far (SKY PerfecTV! HD and HIKARI)

- June 19, 2010 (Sat) – August 11 (Wed): Sony Presents “2010 FIFA World Cup South Africa 3D”
※ A total of 25 games including the game of Japan versus Netherlands and the World Cup finals
- July 4, 2010 (Sun) 5:25 pm-: Live broadcast of the concert of Kumi Koda in 3D; “Dream music park in YOKOHAMA STADIUM”
- July 24, 2010 (Sat): 2010 J-League 3D—Section 14 Urawa×Hiroshima Live broadcast, etc. (basically, every weekend)
- August 21, 2010 (Sat) 1:45 pm-: Nippon Television G + Live In 3D Kyojin×Hanshin Live broadcast
- August 30, 2010 (Mon) 1:00 pm-: Ceremony for celebrating the retirement of Hidehiko Yoshida, ASTRA 4.25 Nippon Budokan 3D
- September 18, 2010 (Sat) 11:30 am-: “THE LAST MESSAGE Umizaru” , Exclusive full coverage in 3D
- December 12, 26 (Sun) 7:00 pm-: Live broadcast of boxing in 3D “First-ever! The double world title match of Kameda brothers”
- January 10, 2011 (Mon) 7:00 pm-: Ryo Ishikawa×Tiger Woods —everyone meets the dream— 3D