

# SKY Perfect JSAT Holdings Inc.

News Release



SKY Perfect JSAT  
Holdings Inc.

February 2, 2011  
SKY Perfect JSAT Holdings Inc.

## Number of Subscribers as of the end of January 2011

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\*<sup>1</sup> as of the end of January 2011.



February 2, 2011  
SKY Perfect JSAT Corporation

**Number of Subscribers as of the end of January 2011**

SKY Perfect JSAT Corporation (Head Office: Minato-ku, Tokyo; President & Chief Executive Officer: Masanori Akiyama) announced the number of subscribers<sup>\*1</sup> as of the end of January 2011.

The number of new subscribers to SKY PerfectTV! e2 was 46,524, which is the second largest this fiscal year.

The number of new subscribers to SKY PerfectTV! e2 Retransmission was 4,737, which is the second largest after that in the previous month (December 2010).

The total number of new subscriptions and shifts to SKY PerfectTV! HD was as healthy as 26,417. For all services, the number of new subscribers was 56,510, which indicates a net increase of 7,538.

Total	Subscribers
New Subscribers	56,510
Number of Re-registered Subscribers <sup>*2</sup>	2,665
Churn	51,637
Monthly Churn Rate <sup>*3</sup>	1.4%
Net Increase	7,538
<b>Cumulative Total</b>	<b>3,703,621</b>

\* 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 3,594,836.

SKY PerfectTV!	Subscribers
New Subscribers <sup>*4</sup>	7,589
Number of Re-registered Subscribers <sup>*2</sup>	682
Churn	30,071
Monthly Churn Rate <sup>*3</sup>	1.3%
Net Increase	-21,800
Cumulative Total <sup>*5</sup>	<b>2,257,361</b>
SKY PerfectTV! e2	Subscribers
New Subscribers <sup>*6</sup>	46,524
Number of Re-registered Subscribers <sup>*2</sup>	1,974
Churn	19,828
Monthly Churn Rate <sup>*3</sup>	1.5%
Net Increase	28,670
Cumulative Total <sup>*7</sup>	<b>1,337,475</b>
SKY PerfectTV! HIKARI <sup>*8</sup> (Multichannel Broadcasting Service )	Subscribers
New Subscribers <sup>*9</sup>	2,397
Number of Re-registered Subscribers <sup>*2</sup>	9
Churn	1,738
Monthly Churn Rate <sup>*3</sup>	1.6%
Net Increase	668
Cumulative Total <sup>*10</sup>	<b>108,785</b>

\*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	6,028	389,705

The cumulative total includes 20,389 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	4,737	58,312

\*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	2,346	28,576

The cumulative total includes 478 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 January 2011)

	Cumulative Total
Number of households connected to SKY PerfecTV! HIKARI	919,043

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.