

SKY Perfect JSAT Holdings Inc.

News Release



SKY Perfect JSAT
Holdings Inc.

April 4, 2011

SKY Perfect JSAT Holdings Inc.

Number of Subscribers as of the end of March 2011

SKY Perfect JSAT Holdings Inc. (Head Office: Minato-ku, Tokyo; Representative Director, President: Shinji Takada) is pleased to announce that SKY Perfect JSAT Corporation (Head Office: Minato-ku, Tokyo; Representative Director, President & Chief Executive Officer; Shinji Takada), 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 March 2011.



April 4, 2011
SKY Perfect JSAT Corporation

Number of Subscribers as of the end of March 2011

SKY Perfect JSAT Corporation (Head Office: Minato-ku, Tokyo; Representative Director, President & Chief Executive Officer: Shinji Takada) announced the number of subscribers^{*1} as of the end of March 2011.

For the three services of SKY PerfectTV!, SKY PerfectTV! e2 and SKY PerfectTV! HIKARI, the number of new subscribers was 52,244, the number of re-subscribers was 16,414 and net increase was 9,032.

For fiscal 2010 (April 2010 to March 2011), the total number of new subscribers was 580,481 and the number of re-subscribers was 60,329. These figures are both record-high. Among them, the number of new subscribers to SKY PerfectTV! e2 was 462,911, a record high, and the net increase was 278,528, the second largest in the history of our company.

The net increase of subscribers to the three services for fiscal 2010 was 37,606, and the total number of subscribers reached 3,725,305.

Total	Subscribers
New Subscribers	52,244
Number of Re-registered Subscribers ^{*2}	16,414
Churn	59,626
Monthly Churn Rate ^{*3}	1.6%
Net Increase	9,032
Cumulative Total	3,725,305

* 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 3,615,489.

SKY PerfectTV!	Subscribers
New Subscribers ^{*4}	6,894
Number of Re-registered Subscribers ^{*2}	2,550
Churn	34,323
Monthly Churn Rate ^{*3}	1.5%
Net Increase	-24,879
Cumulative Total ^{*5}	2,211,155
SKY PerfectTV! e2	Subscribers
New Subscribers ^{*6}	42,912
Number of Re-registered Subscribers ^{*2}	13,858
Churn	23,272
Monthly Churn Rate ^{*3}	1.7%
Net Increase	33,498
Cumulative Total ^{*7}	1,404,334
SKY PerfectTV! HIKARI ^{*8} (Multichannel Broadcasting Service)	Subscribers
New Subscribers ^{*9}	2,438
Number of Re-registered Subscribers ^{*2}	6
Churn	2,031
Monthly Churn Rate ^{*3}	1.9%
Net Increase	413
Cumulative Total ^{*10}	109,816

*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	5, 426	425, 609

The cumulative total includes 13, 358 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, 027	66, 647

*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, 391	34, 229

The cumulative total includes 1, 423 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 March 2011)

	Cumulative Total
Number of households connected to SKY PerfecTV! HIKARI	990, 029

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.