

SKY Perfect JSAT Holdings Inc.

News Release



SKY Perfect JSAT
Holdings Inc.

May 6, 2011

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Number of Subscribers as of the end of April 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 of subscribers*¹ as of the end of April 2011.



Number of Subscribers as of the end of April 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 April 2011.

For the three services of SKY PerfectTV!, SKY PerfectTV! e2 and SKY PerfectTV! HIKARI, the number of new subscribers was 54,659, the number of re-subscribers was 13,181 and net increase was 12,531.

As the Japanese professional baseball was started and J League soccer was resumed in April, the number of new subscribers to the three services increased steadily. However, the ratio to figures in March of the previous year in which the leagues were started, new subscribers, re-registered subscribers, and churn were 95%, 65%, and 102%, respectively. These figures reflect the effect of the Great East Japan Earthquake.

Totals for SKY PerfectTV!, SKY PerfectTV! e2 and SKY PerfectTV! HIKARI	Subscribers
New Subscribers	54,659
Number of Re-registered Subscribers ^{*2}	13,181
Churn	55,309
Monthly Churn Rate ^{*3}	1.5%
Net Increase	12,531
Cumulative Total	3,737,836

* The cumulative number of SKY PerfectTV! and SKY PerfectTV! e2 subscribers is 3,626,697.

SKY PerfectTV!	Subscribers
New Subscribers ^{*4}	6,317
Number of Re-registered Subscribers ^{*2}	2,381
Churn	32,768
Monthly Churn Rate ^{*3}	1.5%
Net Increase	-24,070
Cumulative Total ^{*5}	2,187,085
SKY PerfectTV! e2	Subscribers
New Subscribers ^{*6}	45,109
Number of Re-registered Subscribers ^{*2}	10,796
Churn	20,627
Monthly Churn Rate ^{*3}	1.5%
Net Increase	35,278
Cumulative Total ^{*7}	1,439,612
SKY PerfectTV! HIKARI ^{*8} (Multichannel Broadcasting Service)	Subscribers
New Subscribers ^{*9}	3,233
Number of Re-registered Subscribers ^{*2}	4
Churn	1,914
Monthly Churn Rate ^{*3}	1.7%
Net Increase	1,323
Cumulative Total ^{*10}	111,139

*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	4,931	437,938

The cumulative total includes 9,961 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 (not included in the number of SKY PerfecTV! HIKARI).

	New Subscribers	Cumulative Total
SKY PerfecTV! e2 retransmission	4,511	70,827

*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	3,139	37,456

The cumulative total includes 713 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 April 2011)

	Cumulative Total
Number of households connected to SKY PerfecTV! HIKARI	1,023,731

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 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.