

# SKY Perfect JSAT Holdings Inc.

News Release



SKY Perfect JSAT  
Holdings Inc.

June 2, 2011

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## Number of Subscribers as of the end of May 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\*<sup>1</sup> as of the end of May 2011.



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

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

For the three services of SKY PerfectTV!, SKY PerfectTV! e2 and SKY PerfectTV! HIKARI, the number of new subscribers was 54,795, the number of re-subscribers was 5,386 and net increase was 6,225.

The number of new subscribers to the three services as of the end of May 2011 was increased steadily. Cancellations increased in accordance with the end of the overseas soccer season. However, compared with the total value of the three services in the same month of the previous year, the number of new subscribers and re-registered subscribers were 117% and 164%, respectively, and net increase was 111%.

Totals for SKY PerfectTV!, SKY PerfectTV! e2 and SKY PerfectTV! HIKARI	Subscribers
New Subscribers	54,795
Number of Re-registered Subscribers <sup>*2</sup>	5,386
Churn	53,956
Monthly Churn Rate <sup>*3</sup>	1.4%
Net Increase	6,225
<b>Cumulative Total</b>	<b>3,744,061</b>

\* The cumulative number of SKY PerfectTV! and SKY PerfectTV! e2 subscribers is 3,632,295.

SKY PerfectTV!	Subscribers
New Subscribers <sup>*4</sup>	6,678
Number of Re-registered Subscribers <sup>*2</sup>	1,166
Churn	30,074
Monthly Churn Rate <sup>*3</sup>	1.4%
Net Increase	-22,230
Cumulative Total <sup>*5</sup>	<b>2,164,855</b>
SKY PerfectTV! e2	Subscribers
New Subscribers <sup>*6</sup>	45,418
Number of Re-registered Subscribers <sup>*2</sup>	4,214
Churn	21,804
Monthly Churn Rate <sup>*3</sup>	1.5%
Net Increase	27,828
Cumulative Total <sup>*7</sup>	<b>1,467,440</b>
SKY PerfectTV! HIKARI <sup>*8</sup> (Multichannel Broadcasting Service )	Subscribers
New Subscribers <sup>*9</sup>	2,699
Number of Re-registered Subscribers <sup>*2</sup>	6
Churn	2,078
Monthly Churn Rate <sup>*3</sup>	1.9%
Net Increase	627
Cumulative Total <sup>*10</sup>	<b>111,766</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.

$$\text{Monthly Churn Rate} = \frac{\text{Churns during the current month}}{\text{Total subscribers at the end of the previous month}}$$

\*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	5,571	452,437

The cumulative total includes 11,302 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	4,267	74,266

\*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	2,664	39,860

The cumulative total includes 482 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 May 2011)

	Cumulative Total
Number of households connected to SKY PerfecTV! HIKARI	1,049,750

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.