

# SKY Perfect JSAT Holdings Inc.

News Release



SKY Perfect JSAT  
Holdings Inc.

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## Number of Subscribers as of the end of July 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 July 2011.



## Number of Subscribers as of the end of July 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 July 2011.

For the three services of SKY PerfectTV!, SKY PerfectTV! e2 and SKY PerfectTV! HIKARI, the number of new subscribers was 56,110, the number of re-subscribers was 3,870 and net increase was 8,949.

This year, there was the rush demand for digital TV, etc. because of the termination of analog broadcasting, and the number of new subscribers was healthy compared with the performance in July so far. In addition, the total number of new subscribers to the three services in July marked a record high.

Totals for SKY PerfectTV!, SKY PerfectTV! e2 and SKY PerfectTV! HIKARI	Subscribers
New Subscribers	56,110
Number of Re-registered Subscribers <sup>*2</sup>	3,870
Churn	51,031
Monthly Churn Rate <sup>*3</sup>	1.4%
Net Increase	8,949
<b>Cumulative Total</b>	<b>3,750,737</b>

\* The cumulative number of SKY PerfectTV! and SKY PerfectTV! e2 subscribers is 3,637,431.

SKY PerfectTV!	Subscribers
New Subscribers <sup>*4</sup>	6,513
Number of Re-registered Subscribers <sup>*2</sup>	926
Churn	29,792
Monthly Churn Rate <sup>*3</sup>	1.4%
Net Increase	-22,353
Cumulative Total <sup>*5</sup>	<b>2,119,931</b>
SKY PerfectTV! e2	Subscribers
New Subscribers <sup>*6</sup>	46,349
Number of Re-registered Subscribers <sup>*2</sup>	2,941
Churn	19,037
Monthly Churn Rate <sup>*3</sup>	1.3%
Net Increase	30,253
Cumulative Total <sup>*7</sup>	<b>1,517,500</b>
SKY PerfectTV! HIKARI <sup>*8</sup> (Multichannel Broadcasting Service )	Subscribers
New Subscribers <sup>*9</sup>	3,248
Number of Re-registered Subscribers <sup>*2</sup>	3
Churn	2,202
Monthly Churn Rate <sup>*3</sup>	2.0%
Net Increase	1,049
Cumulative Total <sup>*10</sup>	<b>113,306</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	5,547	490,779

The cumulative total includes 20,084 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	4,648	81,449

\*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	3,189	45,174

The cumulative total includes 526 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 July 2011)

	Cumulative Total
Number of households connected to SKY PerfecTV! HIKARI	1,133,042

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.