



October 13, 2011

SKY Perfect JSAT Holdings Inc.

**Start of Providing “SKY PerfectTV! On-Demand,”  
which is the broadcast-linked video-on-demand service for a multimedia device**

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 “SKY PerfectTV! On-Demand” which is the broadcast-linked video-on-demand service for the multimedia device



October 13, 2011

SKY Perfect JSAT Corporation

## **Start of Providing “SKY PerfecTV! On-Demand,” which is the broadcast-linked video-on-demand service for a multimedia device**

SKY Perfect JSAT Corporation (Head Office: Minato-ku, Tokyo; Representative Director, President & Chief Executive Officer; Shinji Takada) will launch “SKY PerfecTV! On-Demand” (hereinafter called “this service”), which is the broadcast-linked video-on-demand service for the multimedia device named “SKY PerfecTV! Everywhere” that suggests a new way of enjoying SKY PerfecTV!, on October 25, 2011.

This service is the video-on-demand service for multimedia devices with which customers can enjoy the contents of SKY PerfecTV! “anywhere, anytime” by using either of various terminals, such as TV sets, PCs, tablet PCs, and smartphones, under the concept “Buy Once Watch Anywhere.”

We will offer a variety of contents of SKY PerfecTV! including the items linked to SKY PerfecTV! channels and the monthly all-you-can-watch plan for watching the programs customers missed or archived programs.

In order to use this service, customers need to be registered as a member (free of charge), but non-subscribers to SKY PerfecTV! also can be registered.

The contents of this service will start to be distributed to PCs, tablet PCs, and smartphones. Members will be able to watch the original contents of SKY PerfecTV!, such as overseas soccer games and martial art matches, free of charge during the campaign period from October 25, 2011. From December 1, 2011, the paid contents of SKY PerfecTV! will be distributed.

In February 2012, we plan to distribute contents for TV, too.

SKY Perfect JSAT will make efforts to improve services for more customers, by offering a variety of high-quality movie contents and improving the added values of the SKY PerfecTV! services.

## [Service outline]

■ **Name of the service:** “SKY PerfecTV! On-Demand”

■ **Start of the service:** October 25, 2011, 12:00 (campaign period)  
December 1, 2011; full-scale service

■ **Product lineup:**

- ① Broadcaster’s contents (A package of programs provided by each channel of SKY PerfecTV!)
- ② Original contents of SKY PerfecTV! (overseas soccer, eye-catching programs of SKY PerfecTV!, etc.)

■ **Selling methods:** Monthly all-you-can-watch service/Packaged (series) sale/Distribution of each episode

Discounts available in combination with SKY PerfecTV! service

■ **Membership registration:** Necessary (free of charge)

\*Non-subscribers to SKY PerfecTV! can be registered.

■ **Distribution type:** Streaming

■ **Terminals for watching:**

- PCs (Windows and Mac)
- Tablet terminals and smartphones (iOS and Android)

\*In February 2012, we plan to distribute contents for TV, too.

■ **URL:** <http://vod.skyperfectv.co.jp/>