

SKY Perfect JSAT Holdings Inc.

News Release



SKY Perfect JSAT
Holdings Inc.

December 1, 2011

SKY Perfect JSAT Holdings Inc.

Start of the paid distribution of “SKY PerfectTV! On-Demand”, 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 the start of the paid distribution of “SKY PerfectTV! On-Demand”, the broadcast-linked video-on-demand service for a multimedia device.



December 1, 2011

SKY Perfect JSAT Corporation

Start of the paid distribution of “SKY PerfectTV! On-Demand”, 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) started the paid distribution of the broadcast-linked video-on-demand service for a multimedia device titled “SKY PerfectTV! On-Demand” (hereinafter called “this service”) on December 1, 2011. Through this service, we distribute the original contents of SKY PerfectTV! and the contents linked to the channels of SKY PerfectTV! in the video-on-demand (VOD) format for a fee.

With this VOD, we distribute a broad range of contents in various ways, including the programs customers missed from SKY PerfectTV!, the archive of past popular programs, and related programs. We also offer broadcast-related services, including the VOD discount and limited contents for the subscribers to SKY PerfectTV!. We launched this service for 13 channels in December, and plan to distribute the contents of over 30 channels by March of next year.

This service is video-on-demand service for a multimedia device which enables customers to enjoy the contents of SKY PerfectTV! anywhere anytime with various terminals, such as TV, PCs, tablet devices, and smartphones, under the concept “Buy Once Watch Anywhere.”

SKY Perfect JSAT will make efforts to improve services for more customers, by distributing a variety of good quality moving pictures and enhancing the added values of SKY PerfectTV!

【Main contents distributed in December】



TBS On-Demand
“JIN” (11 episodes)
©TBS©Motoka Murakami, Shueisha



PigooHD
“SKE48 Academy”



ASIA Dramatic TV
“Irujime”
©2008 SBS productions Inc.,
Chorokbaem Media Co. Ltd



Entermeitele-Doga
“Tenku Mah-jong”
©Entame-Tere

【Service Outline】

■ **Service Name: SKY PerfecTV! On-Demand**

■ **Date of start of paid service:** December 1, 2011 (channel contents, mainly paid services)

* The charge-free contents of SKY PerfecTV! On-Demand were distributed from October 25, 2011.

■ **Service lineup:**

① Packages provided by each channel of SKY PerfecTV!

【Channels】

Entermeitele-Doga, Theater Television, Discovery Channel, TBS On-Demand, Railway Channel, Tsuru Vision, Animal Planet, FIGHTING TV SAMURAI, SITE SEVEN TV, ASIA Dramatic TV, PigooHD, BUSINESS BREAKTHROUGH

② SKY PerfecTV! Original Contents (overseas soccer games, and eye-catching programs of Skachan, etc.)

【Channels】

Skachan Overseas Soccer

■ **Selling method:** Monthly fixed/Packaged (series) sale/sale of each episode

Discount in combination with SKY PerfecTV! services

* For the details of contents and fees, etc., please see the website below.

■ **Membership registration:** Necessary (charge-free registration) *Non-subscribers to SKY PerfecTV! can be registered.

■ **Distribution format:** Streaming

■ **Terminals to watch:**

- PC (Windows, Mac)
- Tablet terminals and smartphones (iOS, Android)

* In February 2012, we plan to start distributing them for TV.

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