

SKY Perfect JSAT Holdings Inc.

News Release



SKY Perfect JSAT
Holdings Inc.

December 2, 2011

SKY Perfect JSAT Holdings Inc.

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



December 2, 2011

SKY Perfect JSAT Corporation

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

For the three services of SKY PerfectTV!, SKY PerfectTV! e2 and SKY PerfectTV! HIKARI, the number of new subscribers was 53,412, the number of re-subscribers was 3,216 and the number of Churn Rate was 65,673.

The number of new subscribers to SKY PerfectTV! e2 has been healthy (increasing 32% from the same month of the previous year), but the net increase of the 3 services decreased, due to the churn after the end of the professional baseball season and the churn in the nuclear evacuation area related to the Great East Japan Earthquake.

Totals for SKY PerfectTV!, SKY PerfectTV! e2 and SKY PerfectTV! HIKARI	Subscribers
New Subscribers	53,412
Number of Re-registered Subscribers ^{*2}	3,216
Churn	65,673
Monthly Churn Rate ^{*3}	1.7%
Net Increase	-9,045
Cumulative Total	3,764,739

* The cumulative number of SKY PerfectTV! and SKY PerfectTV! e2 subscribers is 3,649,207

SKY PerfectTV!	Subscribers
New Subscribers ^{*4}	5,680
Number of Re-registered Subscribers ^{*2}	677
Churn	25,916
Monthly Churn Rate ^{*3}	1.3%
Net Increase	-19,559
Cumulative Total ^{*5}	2,036,027
SKY PerfectTV! e2	Subscribers
New Subscribers ^{*6}	45,722
Number of Re-registered Subscribers ^{*2}	2,535
Churn	37,462
Monthly Churn Rate ^{*3}	2.3%
Net Increase	10,795
Cumulative Total ^{*7}	1,613,180
SKY PerfectTV! HIKARI ^{*8} (Multichannel Broadcasting Service)	Subscribers
New Subscribers ^{*9}	2,010
Number of Re-registered Subscribers ^{*2}	4
Churn	2,295
Monthly Churn Rate ^{*3}	2.0%
Net Increase	-281
Cumulative Total ^{*10}	115,532

*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	5,018	552,167

The cumulative total includes 10,455 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	2,781	90,340

*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	1,988	52,432

The cumulative total includes 205 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 November 2011)

	Cumulative Total
Number of households connected to SKY PerfecTV! HIKARI	1,211,702

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.