



January 5, 2012

SKY Perfect JSAT Holdings Inc.

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

*1 Subscribers: Subscribers who concluded a pay-subscription agreement and have been actually paying subscription fees.



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SKY Perfect JSAT Corporation

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

For the three services of SKY PerfectTV!, SKY PerfectTV! e2 and SKY PerfectTV! HIKARI, the number of new subscribers was 59,133, the number of re-subscribers was 4,710 and the number of Churn Rate was 53,841.

As the new BS broadcasting started, the number of households covered by SKY PerfectTV! e2 has increased. As a result, the number of new subscribers to SKY PerfectTV! e2 in December reached 49,987, which is the second highest record for December, next to the record in last year (54,232).

Totals for SKY PerfectTV!, SKY PerfectTV! e2 and SKY PerfectTV! HIKARI	Subscribers
New Subscribers	59,133
Number of Re-registered Subscribers ^{*2}	4,710
Churn	53,841
Monthly Churn Rate ^{*3}	1.4%
Net Increase	10,002
Cumulative Total	3,774,741

* The cumulative number of SKY PerfectTV! and SKY PerfectTV! e2 subscribers is 3,659,105

SKY PerfectTV!	Subscribers
New Subscribers ^{*4}	6,836
Number of Re-registered Subscribers ^{*2}	991
Churn	24,333
Monthly Churn Rate ^{*3}	1.2%
Net Increase	-16,506
Cumulative Total ^{*5}	2,019,521

SKY PerfectTV! e2	Subscribers
New Subscribers ^{*6}	49,987
Number of Re-registered Subscribers ^{*2}	3,717
Churn	27,300
Monthly Churn Rate ^{*3}	1.7%
Net Increase	26,404
Cumulative Total ^{*7}	1,639,584

SKY PerfectTV! HIKARI ^{*8} (Multichannel Broadcasting Service)	Subscribers
New Subscribers ^{*9}	2,310
Number of Re-registered Subscribers ^{*2}	2
Churn	2,208
Monthly Churn Rate ^{*3}	1.9%
Net Increase	104
Cumulative Total ^{*10}	115,636

*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	6,060	566,711

The cumulative total includes 11,442 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	3,099	92,239

*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	2,293	54,153

The cumulative total includes 741 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 December 2011)

	Cumulative Total
Number of households connected to SKY PerfecTV! HIKARI	1,231,514

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.