



February 2 2012

SKY Perfect JSAT Holdings Inc.

Number of Subscribers as of the end of January 2012

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 January 2012.

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



Number of Subscribers as of the end of January 2012

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 January 2012.

For the three services of SKY PerfectTV!, SKY PerfectTV! e2 and SKY PerfectTV! HIKARI, the number of new subscribers was 55,596, the number of re-subscribers was 3,133, the number of Churn Rate was 55,391 and the number of net increase was 3,338.

The number of new subscribers to SKY PerfectTV! e2 in January was 47,596, marking a record high on a monthly basis. The cumulative number (April 2011 - January 2012) of new subscribers to SKY PerfectTV! e2 was 470,057, exceeding the annual total of 462,911 in the previous fiscal year (April 2010 - March 2011) in which there was an extraordinary demand for digital TV due to the eco-point system.

Totals for SKY PerfectTV!, SKY PerfectTV! e2 and SKY PerfectTV! HIKARI	Subscribers
New Subscribers	55,596
Number of Re-registered Subscribers ^{*2}	3,133
Churn	55,391
Monthly Churn Rate ^{*3}	1.5%
Net Increase	3,338
Cumulative Total	3,778,079

* The cumulative number of SKY PerfectTV! and SKY PerfectTV! e2 subscribers is 3,663,151

SKY PerfectTV!	Subscribers
New Subscribers ^{*4}	6,288
Number of Re-registered Subscribers ^{*2}	648
Churn	25,357
Monthly Churn Rate ^{*3}	1.3%
Net Increase	-18,421
Cumulative Total ^{*5}	2,001,100
SKY PerfectTV! e2	Subscribers
New Subscribers ^{*6}	47,596
Number of Re-registered Subscribers ^{*2}	2,481
Churn	27,610
Monthly Churn Rate ^{*3}	1.7%
Net Increase	22,467
Cumulative Total ^{*7}	1,662,051
SKY PerfectTV! HIKARI ^{*8} (Multichannel Broadcasting Service)	Subscribers
New Subscribers ^{*9}	1,712
Number of Re-registered Subscribers ^{*2}	4
Churn	2,424
Monthly Churn Rate ^{*3}	2.1%
Net Increase	-708
Cumulative Total ^{*10}	114,928

*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	5,710	578,628

The cumulative total includes 9,523 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	2,707	93,519

*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	1,700	55,404

The cumulative total includes 911 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 January 2012)

	Cumulative Total
Number of households connected to SKY PerfecTV! HIKARI	1,242,044

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.