



Number of Subscribers as of the end of February 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 February 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 February 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 February 2012.

For the three services of SKY PerfecTV!, SKY PerfecTV! e2 and SKY PerfecTV! HIKARI, the number of new subscribers was 41,460, the number of re-subscribers was 7,420 and the number of Churn Rate was 54,337.

Because the opening of the season of sports such as J. League and Professional Baseball, did not promote new subscribers significantly, total subscribers of the 3 services decreased.

Totals for SKY PerfecTV!, SKY PerfecTV! e2 and SKY PerfecTV! HIKARI	Subscribers
New Subscribers	41,460
Number of Re-registered Subscribers ^{*2}	7,420
Churn	54,337
Monthly Churn Rate ^{*3}	1.4%
Net Increase	-5,457
Cumulative Total	3,772,622

* The cumulative number of SKY PerfecTV! and SKY PerfecTV! e2 subscribers is 3,658,279

SKY PerfecTV!	Subscribers
New Subscribers ^{*4}	5,548
Number of Re-registered Subscribers ^{*2}	981
Churn	25,830
Monthly Churn Rate ^{*3}	1.3%
Net Increase	-19,301
Cumulative Total ^{*5}	1,981,799
SKY PerfecTV! e2	Subscribers
New Subscribers ^{*6}	34,243
Number of Re-registered Subscribers ^{*2}	6,435
Churn	26,249
Monthly Churn Rate ^{*3}	1.6%
Net Increase	14,429
Cumulative Total ^{*7}	1,676,480
SKY PerfecTV! HIKARI ^{*8} (Multichannel Broadcasting Service)	Subscribers
New Subscribers ^{*9}	1,669
Number of Re-registered Subscribers ^{*2}	4
Churn	2,258
Monthly Churn Rate ^{*3}	2.0%
Net Increase	-585
Cumulative Total ^{*10}	114,343

*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	4,965	599,869

The cumulative total includes 19,754 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	2,604	95,019

*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	1,645	56,333

The cumulative total includes 564 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 February 2012)

	Cumulative Total
Number of households connected to SKY PerfecTV! HIKARI	1,255,161

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.