



April 3, 2012

SKY Perfect JSAT Holdings Inc.

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

For the three services of SKY PerfectTV!, SKY PerfectTV! e2 and SKY PerfectTV! HIKARI, the number of new subscribers was 76,675, the number of re-subscribers was 28,898, the number of churn rate was 63,992 and the number of net increase was 41,581.

As the second phase of the new BS broadcasting started on March 1 and the subscriptions to the programs of Professional Baseball and J.League largely increased for seasonal reason, the number of new subscribers to SKY PerfectTV! e2 was 66,827, a record high on a single month basis in March.

For fiscal 2011 (Apr. 2011 - Mar. 2012), the total number of new subscribers to the 3 services was 677,512 and the number of re-subscribers was 85,851, both a record high. The numbers of new subscribers and re-subscribers to SKY PerfectTV! e2 were 571,127 and 71,123, and net increase was 332,959. These reached a record high, exceeding the cumulative total for the previous fiscal year (Apr. 2010 - Mar. 2011), in which the demand for digital TV was extraordinary due to the eco-point system.

The number of net increase and cumulative total of subscribers to the 3 services for fiscal 2011 were 88,898 and 3,814,203, respectively.

Totals for SKY PerfectTV!, SKY PerfectTV! e2 and SKY PerfectTV! HIKARI	Subscribers
New Subscribers	76,675
Number of Re-registered Subscribers ^{*2}	28,898
Churn	63,992
Monthly Churn Rate ^{*3}	1.7%
Net Increase	41,581
Cumulative Total	3,814,203

* The cumulative number of SKY PerfectTV! and SKY PerfectTV! e2 subscribers is 3,700,357

SKY PerfectTV!	Subscribers
New Subscribers ^{*4}	7,785
Number of Re-registered Subscribers ^{*2}	3,420
Churn	29,940
Monthly Churn Rate ^{*3}	1.5%
Net Increase	-18,735
Cumulative Total ^{*5}	1,963,064
SKY PerfectTV! e2	Subscribers
New Subscribers ^{*6}	66,827
Number of Re-registered Subscribers ^{*2}	25,477
Churn	31,491
Monthly Churn Rate ^{*3}	1.9%
Net Increase	60,813
Cumulative Total ^{*7}	1,737,293
SKY PerfectTV! HIKARI ^{*8} (Multichannel Broadcasting Service)	Subscribers
New Subscribers ^{*9}	2,063
Number of Re-registered Subscribers ^{*2}	1
Churn	2,561
Monthly Churn Rate ^{*3}	2.2%
Net Increase	-497
Cumulative Total ^{*10}	113,846

*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	6,979	637,573

The cumulative total includes 34,790 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	3,632	98,317

*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	2,045	57,993

The cumulative total includes 1,091 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 March 2012)

	Cumulative Total
Number of households connected to SKY PerfecTV! HIKARI	1,280,232

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.