



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

For the three services of SKY PerfectTV!, SKY PerfectTV! e2 and SKY PerfectTV! HIKARI, the number of new subscribers was 71,407, the number of re-subscribers was 15,375, the number of churn rate was 56,169 and the number of net increase was 30,613.

The number of new subscribers to SKY PerfectTV! e2 increased rapidly due to the second phase of the new BS broadcasting and the opening of the professional baseball and J-League soccer in March. The monthly number reached 61,817, hitting a record high on a single month basis in April.

Totals for SKY PerfectTV!, SKY PerfectTV! e2 and SKY PerfectTV! HIKARI	Subscribers
New Subscribers	71,407
Number of Re-registered Subscribers ^{*2}	15,375
Churn	56,169
Monthly Churn Rate ^{*3}	1.5%
Net Increase	30,613
Cumulative Total	3,844,816

* The cumulative number of SKY PerfectTV! and SKY PerfectTV! e2 subscribers is 3,731,077

SKY PerfectTV!	Subscribers
New Subscribers ^{*4}	7,566
Number of Re-registered Subscribers ^{*2}	1,830
Churn	26,404
Monthly Churn Rate ^{*3}	1.3%
Net Increase	-17,008
Cumulative Total ^{*5}	1,946,056
SKY PerfectTV! e2	Subscribers
New Subscribers ^{*6}	61,817
Number of Re-registered Subscribers ^{*2}	13,543
Churn	27,632
Monthly Churn Rate ^{*3}	1.6%
Net Increase	47,728
Cumulative Total ^{*7}	1,785,021
SKY PerfectTV! HIKARI ^{*8} (Multichannel Broadcasting Service)	Subscribers
New Subscribers ^{*9}	2,024
Number of Re-registered Subscribers ^{*2}	2
Churn	2,133
Monthly Churn Rate ^{*3}	1.9%
Net Increase	-107
Cumulative Total ^{*10}	113,739

*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	6,735	657,068

The cumulative total includes 16,854 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).

* From FY2012, a method for counting new subscribers and cumulative number of subscribers was changed. It doesn't affect the total number of subscribers to SKY PerfecTV! e2.

	New Subscribers	Cumulative Total
SKY PerfecTV! e2 retransmission	2,810	86,953

*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	2,006	60,186

The cumulative total includes 1,455 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 April 2012)

	Cumulative Total
Number of households connected to SKY PerfecTV! HIKARI	1, 294, 108

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.