



July 3, 2012

SKY Perfect JSAT Holdings Inc.

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

For the three services of SKY PerfectTV!, SKY PerfectTV! e2 and SKY PerfectTV! HIKARI, the number of new subscribers was 42,750, the number of re-subscribers was 4,200, the number of churn was 52,656 and net increase was -5,706.

The total number of new subscribers to the 3 services was nearly equal to the level for the same month of the previous year just before the end of terrestrial analog broadcasting (44,877). However it indicates a net decrease because of the increase in the number of churn (the number of churn in the same month of the previous year was 50,510).

Totals for SKY PerfectTV!, SKY PerfectTV! e2 and SKY PerfectTV! HIKARI	Subscribers
New Subscribers	42,750
Re-registered Subscribers ^{*2}	4,200
Churn	52,656
Monthly Churn Rate ^{*3}	1.4%
Net Increase	-5,706
Cumulative Total	3,831,177

* The cumulative number of SKY PerfectTV! and SKY PerfectTV! e2 subscribers is 3,718,364.

SKY PerfectTV!	Subscribers
New Subscribers ^{*4}	5,386
Re-registered Subscribers ^{*2}	680
Churn	21,737
Monthly Churn Rate ^{*3}	1.1%
Net Increase	-15,671
Cumulative Total ^{*5}	1,906,714
SKY PerfectTV! e2	Subscribers
New Subscribers ^{*6}	35,941
Re-registered Subscribers ^{*2}	3,513
Churn	28,916
Monthly Churn Rate ^{*3}	1.6%
Net Increase	10,538
Cumulative Total ^{*7}	1,811,650
SKY PerfectTV! HIKARI ^{*8} (Multichannel Broadcasting Service)	Subscribers
New Subscribers ^{*9}	1,423
Re-registered Subscribers ^{*2}	7
Churn	2,003
Monthly Churn Rate ^{*3}	1.8%
Net Increase	-573
Cumulative Total ^{*10}	112,813

*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	4,867	707,710

The cumulative total includes 26,130 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	2,452	89,382

*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	1,408	63,191

The cumulative total includes 1,329 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 June 2012)

	Cumulative Total
Number of households connected to SKY PerfecTV! HIKARI	1,320,419

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.