



September 4, 2012  
SKY Perfect JSAT Holdings Inc.

### **Number of Subscribers as of the end of August 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\*<sup>1</sup> as of the end of August 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 August 2012

SKY Perfect JSAT Corporation (Head Office: Minato-ku, Tokyo; Representative Director, President & Chief Executive Officer: Shinji Takada) announced the number of subscribers<sup>\*1</sup> as of the end of August 2012.

As to the totals for three services of SKY PerfecTV!, SKY PerfecTV! e2 and SKY PerfecTV! HIKARI, the number of new subscribers was 43,027, the number of re-subscribers was 5,833 and the number of churn was 49,452. As the European soccer leagues opened, the number of re-subscribers has increased and the number of churn has decreased from the previous month, but the net increase was -592.

The number of shifts to SKY PerfecTV! HD was as healthy as 33,900, exceeding the value for the previous month: 31,649.

Totals for SKY PerfecTV!, SKY PerfecTV! e2 and SKY PerfecTV! HIKARI	Subscribers
New Subscribers	43,027
Re-registered Subscribers <sup>*2</sup>	5,833
Churn	49,452
Monthly Churn Rate <sup>*3</sup>	1.3%
Net Increase	-592
<b>Cumulative Total</b>	<b>3,828,391</b>

\* The cumulative number of SKY PerfecTV! and SKY PerfecTV! e2 subscribers is 3,716,190.

SKY PerfecTV!	Subscribers
New Subscribers <sup>*4</sup>	4,568
Re-registered Subscribers <sup>*2</sup>	731
Churn	19,852
Monthly Churn Rate <sup>*3</sup>	1.0%
Net Increase	-14,553
Cumulative Total <sup>*5</sup>	<b>1,877,513</b>
SKY PerfecTV! e2	Subscribers
New Subscribers <sup>*6</sup>	37,070
Re-registered Subscribers <sup>*2</sup>	5,100
Churn	27,836
Monthly Churn Rate <sup>*3</sup>	1.5%
Net Increase	14,334
Cumulative Total <sup>*7</sup>	<b>1,838,677</b>
SKY PerfecTV! HIKARI <sup>*8</sup> (Multichannel Broadcasting Service )	Subscribers
New Subscribers <sup>*9</sup>	1,389
Re-registered Subscribers <sup>*2</sup>	2
Churn	1,764
Monthly Churn Rate <sup>*3</sup>	1.6%
Net Increase	-373
Cumulative Total <sup>*10</sup>	<b>112,201</b>

\*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	4,097	773,042

The cumulative total includes 33,900 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	2,469	92,182

\*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	1,383	66,864

The cumulative total includes 1,160 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 August 2012)

	Cumulative Total
Number of households connected to SKY PerfecTV! HIKARI	1,347,533

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.