



October 2, 2012
SKY Perfect JSAT Holdings Inc.

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

As to total for SKY PerfecTV!, the number of new subscribers was 44,168, the number of re-subscribers was 5,421 and the number of churn was 59,325. As subscriptions started increasing due to the opening of the European soccer leagues, the number of new subscribers has increased from the previous month, but the number of churn increased as the professional baseball season has reached the final phase. Consequently, net increase was -9,736.

The number of shifts to Premium Service was as healthy as 32,092.

	New Subscribers	Re-registered Subscribers ^{*3}	Churn	Monthly Churn Rate ^{*4}	Net Increase	Cumulative Total
Total for SKY PerfecTV!^{*2}	44,168	5,421	59,325	1.5%	-9,736	3,818,655

	New Subscribers	Re-registered Subscribers ^{*3}	Churn	Monthly Churn Rate ^{*4}	Net Increase	Cumulative Total
Premium Service^{*5}	4,379	801	22,666	1.2%	-17,486	1,860,027
Premium Service HIKARI^{*6}	1,169	0	1,816	1.6%	-647	111,554

References	New Subscribers	Re-registered Subscribers ^{*3}	Churn	Monthly Churn Rate ^{*4}	Net Increase	Cumulative Total ^{*7}
Former SKY PerfecTV! e2	38,620	4,620	34,843	1.9%	8,397	1,847,074

*1 Number of subscribers who concluded a pay-subscription agreement and have been actually paying subscription fees.

*2 Total for SKY PerfecTV! is adding up of Premium Service, Premium Service HIKARI and former SKY PerfecTV! e2.

*3 Number of individuals who concluded a new pay-subscription agreement within one year of cancellation and have been actually paying subscription fees.

*4 The following formula is used to calculate the monthly churn rate.

Monthly Churn Rate = Churns during the current month / Total subscribers at the end of the previous month

*5 It includes the standard definition (SD) services. The cumulative number of subscribers to Premium Service (former SKY PerfecTV! HD), excluding the SD services, is 803,808. The number of shifts from the SD services for this month was 32,092.

*6 It includes the standard definition (SD) services. The cumulative number of subscribers to Premium Service HIKARI (former SKY PerfecTV! HIKARI HD), excluding the SD services, is 67,184. The number of shifts from the SD services for this month was 238.

*7 It includes the cumulative total (93,191) for the re-transmission service based on the optical fibers provided by OptiCast Inc.

* Number of households connected to Premium Service HIKARI is 1,361,226. (as of the end of September 2012)

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.