



January 8, 2013  
SKY Perfect JSAT Holdings Inc.

### **Number of Subscribers as of the end of December 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 December 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 December 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 December 2012.

As to total for SKY PerfectTV!, the number of new subscribers was 51,966, the number of re-registered subscribers was 5,461 and the number of churn was 56,724. By the year-end sales season, the number of new subscribers and re-registered subscribers increased, and the number of churn decreased from the previous month. Consequently, net increase was 703.

The number of shifts from the SD to the HD services in Premium Service was as healthy as 24,981.

	New Subscribers	Re-registered Subscribers <sup>*3</sup>	Churn	Monthly Churn Rate <sup>*4</sup>	Net Increase	Cumulative Total
<b>Total for SKY PerfectTV!<sup>*2</sup></b>	51,966	5,461	56,724	1.5%	703	3,800,954

	New Subscribers	Re-registered Subscribers <sup>*3</sup>	Churn	Monthly Churn Rate <sup>*4</sup>	Net Increase	Cumulative Total
<b>Premium Service<sup>*5</sup></b>	4,624	863	20,037	1.1%	-14,550	1,812,181
<b>Premium Service HIKARI<sup>*6</sup></b>	1,136	2	1,981	1.8%	-843	109,483

References	New Subscribers	Re-registered Subscribers <sup>*3</sup>	Churn	Monthly Churn Rate <sup>*4</sup>	Net Increase	Cumulative Total <sup>*7</sup>
<b>Former SKY PerfectTV! e2</b>	46,206	4,596	34,706	1.9%	16,096	1,879,290

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

\*2 Total for SKY PerfectTV! is adding up of Premium Service, Premium Service HIKARI and former SKY PerfectTV! 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 PerfectTV! HD), excluding the SD services, is 877,680. The number of shifts from the SD services for this month was 24,981.

\*6 It includes the standard definition (SD) services. The cumulative number of subscribers to Premium Service HIKARI (former SKY PerfectTV! HIKARI HD), excluding the SD services, is 73,319. The number of shifts from the SD services for this month was 4,126.

\*7 It includes the cumulative total (97,578) for the re-transmission service based on the optical fibers provided by OptiCast Inc.

\* Number of households connected to Premium Service HIKARI is 1,402,381. (as of the end of December 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.