



April 2, 2013
SKY Perfect JSAT Holdings Inc.

Number of Subscribers as of the end of March 2013

SKY Perfect JSAT Holdings Inc. (Head Office: Minato-ku, Tokyo; Representative Director, President: Shinji Takada) announces 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 regarding the number of subscribers*¹ as of the end of March 2013.

*1 Subscribers: Subscribers who concluded a pay-subscription agreement and have been actually paying subscription fees



Number of Subscribers as of the end of March 2013

SKY Perfect JSAT Corporation (Head Office: Minato-ku, Tokyo; Representative Director, President & Chief Executive Officer: Shinji Takada) announced the number of subscribers^{*1} to SKY PerfectTV! as of the end of March 2013.

The number of new subscribers this month was 66,253, the number of re-subscribers was 34,140, and the number of churns was 67,198, for a net increase of 33,195. The total figure for new subscribers and re-subscribers, coinciding with the commencement of the J.League and professional baseball seasons, is the second-highest figure for the month of March since last year, when the commencement of the second phase of new BS broadcasting saw a record high.

At 71,754, the number of subscribers making the shift from Standard Definition to High Definition in Premium Service exceeded the figure of 70,753 recorded last month, which was then a record high.

Looking at cumulative totals for fiscal 2012 (April 2012–March 2013), the number of new subscribers was 622,249, the number of re-subscribers was 103,911, and the number of churns was 710,954, making a net increase of 15,206. The cumulative total of subscribers of Premium Services, excluding standard definition services, broke through the one million mark at 1,031,645. The cumulative total of subscriptions of SKY PerfectTV! stood at 3,829,409 as of the end of fiscal 2012.

	New Subscribers	Re-registered Subscribers ^{*3}	Churn	Monthly Churn Rate ^{*4}	Net Increase	Cumulative Total
Total for SKY PerfectTV!^{*2}	66,253	34,140	67,198	1.8%	33,195	3,829,409

	New Subscribers	Re-registered Subscribers ^{*3}	Churn	Monthly Churn Rate ^{*4}	Net Increase	Cumulative Total
Premium Service^{*5}	5,090	4,024	24,165	1.4%	-15,051	1,762,364
Premium Service HIKARI^{*6}	1,115	1	2,544	2.4%	-1,428	104,335

References	New Subscribers	Re-registered Subscribers ^{*3}	Churn	Monthly Churn Rate ^{*4}	Net Increase	Cumulative Total ^{*7}
Former SKY PerfectTV! e2	60,048	30,115	40,489	2.1%	49,674	1,962,710

*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 1,031,645. The number of shifts from the SD services for this month was 71,754.

*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 80,976. The number of shifts from the SD services for this month was 1,667.

*7 It includes the cumulative total (104,934) for the re-transmission service based on the optical fibers provided by OptiCast Inc.

* Number of households connected to Premium Service HIKARI is 1,429,762. (as of the end of March 2013)

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.