



September 3, 2013  
SKY Perfect JSAT Holdings Inc.

### **Number of Subscribers as of the end of August 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\*<sup>1</sup> as of the end of August 2013.

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

September 3, 2013  
SKY Perfect JSAT Corporation

### Number of Subscribers as of the end of August 2013

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> to SKY PerfectTV! as of the end of August 2013.

	New Subscribers	Re-registered Subscribers <sup>*2</sup>	Churn	Monthly Churn Rate <sup>*3</sup>	Net Increase	Cumulative Total
<b>Total for SKY PerfectTV!</b>	35,930	7,203	48,185	1.3%	-5,052	3,789,874

Breakdown	New Subscribers	Re-registered Subscribers <sup>*2</sup>	Churn	Monthly Churn Rate <sup>*3</sup>	Net Increase	Cumulative Total
SKY PerfectTV! <sup>*4</sup>	30,800	6,470	29,558	1.5%	7,712	2,012,418
Premium Service <sup>*5</sup>	4,145	686	17,646	1.0%	-12,815	1,686,473
Of these, users of HD services <sup>*6</sup>	4,113	658	8,325	0.7%	17,707	1,161,522
Premium Service HIKARI <sup>*7</sup>	985	47	981	1.1%	51	90,983

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

\*2 Number of individuals who concluded a new pay-subscription agreement within one year of cancellation and have been actually paying subscription fees.

\*3 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

\*4 East longitude 110 degree satellite broadcasts. It includes the cumulative total (111,034) for the re-transmission service based on the optical fibers provided by OptiCast Inc.

\*5 It includes the standard definition (SD) services.

\*6 Broadcasts using H.264/MPEG4 AVC compression.

The number of subscribers using Premium Service tuners supporting high-definition broadcasts. This month, 21,261 customers made the transition from the standard definition service. This figure is incorporated in the net increase and the cumulative total.

\*7 The standard definition (SD) services ended at the end of this month.

\* Number of households connected to Premium Service HIKARI is 1,511,835. (as of the end of August 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.