



August 6, 2014
SKY Perfect JSAT Holdings Inc.

Number of Subscribers as of the end of July 2014

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 July 2014.

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

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SKY Perfect JSAT Corporation

Number of Subscribers as of the end of July 2014

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 July 2014.

	New Subscribers	Re-registered Subscribers ^{*2}	Churn ^{*3}	Monthly Churn Rate ^{*4}	Net Increase	Cumulative Total
Total for SKY PerfectTV!	24,880	7,966	50,065 (11,119)	1.4%	-17,219	3,451,031

Breakdown	New Subscribers	Re-registered Subscribers ^{*2}	Churn ^{*3}	Monthly Churn Rate ^{*4}	Net Increase	Cumulative Total
SKY PerfectTV!^{*5}	21,338	6,408	36,398 (8,100)	1.8%	-8,652	2,069,995
Premium Service^{*6}	2,854	1,527	12,463 (2,771)	1.0%	-8,082	1,291,640
Premium Service HIKARI	688	31	1,204 (248)	1.3%	-485	89,396

(For your reference) Number of contractors^{*7}

Total for SKY PerfectTV!	Cumulative Total
As of the end of June	3,122,059
As of the end of July	3,106,499

*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 Number of churn includes subscribers who could not cancel by the end of June due to our system trouble and they cancelled in July. Those figures are in parentheses.

*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 East longitude 110 degree satellite broadcasts. It includes the cumulative total (128,949) for the re-transmission service based on the optical fibers.

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

*7 Number of subscribers by contract. Multiple pay-subscription agreements by the same contractor are counted as one.

* Number of households connected to Premium Service HIKARI is 1,715,434. (as of the end of July 2014)

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.