SKY Perfect JSAT Corporation
News Release

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SKY Perfect JSAT Corporation

Number of Subscribers as of the end of September 2016

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 PerfecTV! as of the end of September 2016.

	New Subscribers	Re-registered Subscribers*2	Churn	Monthly Churn Rate*3	Net Increase	Cumulative Total
Total for SKY PerfecTV!	26,208	9,887	59,006	1.7%	-22,911	3,445,771

Breakdown	New Subscribers	Re-registered Subscribers*2	Churn	Monthly Churn Rate*3	Net Increase	Cumulative Total
SKY PerfecTV!*4	20,645	8,931	47,402	2.2%	-17,826	2,177,658
Premium Service*5	4,934	934	10,823	0.9%	-4,955	1,184,026
Premium Service HIKARI	629	22	781	0.9%	-130	84,087

(For your reference) Number of contractors *6

	New Subscribers	Re-registered Subscribers*2	Churn	Monthly Churn Rate*3	Net Increase	Cumulative Total
Total for SKY PerfecTV!	20,123	8,884	50,178	1.6%	-21,171	3,085,778

*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 (160,280) for the re-transmission service based on the optical fibers.
*5 Broadcasts using H.264/MPEG4 AVC compression.
*6 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 2,008,758. (as of the end of September 2016)
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.