



September 19, 2012

SKY Perfect JSAT Holdings Inc.

**SKY PerfectTV! will be Reborn**  
**SKY PerfectTV! has a New Brand Concept**  
**Announcing Service Unification and a New Logo**  
**~ There's Excitement in Your Future. ~**

SKY Perfect JSAT Corporation (Head Office: Minato-ku, Tokyo; Representative Director, President & Chief Executive Officer; Shinji Takada), a wholly owned subsidiary of SKY Perfect JSAT Holdings Inc. (Head Office: Minato-ku, Tokyo; Representative Director, President: Shinji Takada), today has announced that newly unified services, NEW SKY PerfectTV!, will be provided to customers with the new brand logo and message from this fall.



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**■Service Unification**

Along with last year's terrestrial digitalization, digital televisions have become popular in households and people could enjoy even better quality in picture and sound. We believe that the fundamental value brought by the pervasion of digital televisions is not just the beautiful picture but the significant increase in TV programs that viewers did not have a chance to watch before.

SKY PerfectTV! is now placed in the center of the digital TV trend since the completion of digitalization enables every viewers to watch SKY PerfectTV! with their digital televisions.

We have sent out the declaration that **“SKY PerfectTV! comes with every television in Japan!”**

We will unify the broadcasting services that have been provided through different transmission channels such as BS, CS and optical fibers, and rename this new service as SKY PerfectTV!. Also, we will integrate the communication channel including websites, advertisements, newsletters and of course customer services that were operated separately by service type for making customers easier to understand.

We will attract more and more people to subscribe SKY PerfectTV! by leveraging such favorable conditions as its dedicated tuners are now installed in almost all digital television in Japan.

## **■ New Service Logo and Brand Message “There’s Excitement in Your Future.”**

Also at this time, we have announced the new service logo and brand message that were created based on our new conviction to “stand face to face with customers one by one, and walk together with our customers.”。



Along with the logo and brand message, SKY PerfecTV! is challenging itself to create contents with our customers that cannot be found anywhere by deeply understanding of what moves our customers’ hearts.

To get close to the communities of our customers with a variety of hobbies and preferences, listen what they say and, at times, come together to create new excitement – we believe that keeping such endeavor will make how SKY PerfecTV! should face to its customers.

We believe that the more people’s hearts are moved, the more their lives become enriched, and they shine forth. Becoming startled, trembling with emotion, and new curiosity pouring out, lifestyles where hearts move in this manner a great deal should make life more and more enriched. Such feeling of all the employee at SKY PerfecTV! is embodied in the new brand logo and message.

## **■ About SKY PerfecTV!’s Fall Free 10-day Broadcast**

At the start of this reformation, we will provide the opportunity for everyone who owns a digital television, not just subscribers, to enjoy the fun of SKY PerfecTV!. The 10 days from Saturday, September 29, 2012 to Monday, October 8, 2012 will be “SKY PerfecTV!’s Fall 10-day Free Broadcast” and anyone will be able to view the more than 160 channels for free. SKY PerfecTV! has a variety of genres, channels, and each channel has a lineup that can be delivered with confidence. This 10-day period is packed with the determination for SKY PerfecTV! to deliver even more joy to customers.

Also, HD channels will be increased to 121 channels, the most in Japan. During this opportunity, please enjoy SKY PerfecTV!’s diverse lineup.

## **■ About BS SKY PerfecTV!’s Special Series Programs**

BS SKY PerfecTV! began broadcasting last October and for its one year anniversary, we are continuing the campaign where if you re-register, you can watch for one year free from the date of registration. Also, at the same time as planning the service unification/communication reform, the logo will be reformed.

The logo for BSスカパー! (BS Sky PerfecTV!) is displayed in a large, bold, blue font.

During the Fall Free 10-day Broadcast period, BS SKY PerfecTV! will form strong ties with a variety of channels, undergo a special organization, and begin the “BS SKY PerfecTV! Fall Specials Festival”. We will begin live broadcast of the popular European soccer, have special projects, and broadcast original special programs.

\*A portion may not be viewable in cases such as not having a specialized antenna.

In particular, as special featured programming, everyday by genre, we will deliver a live broadcast of top performers such as talent who love that genre, sports players, etc. in a special program called “BS SKY PerfecTV! Fall Specials Week TV that Moves Hearts! ~A dream 10-days that can’t be done with just TV~”.

Each genre will have a different spectacular MC every day. Please look forward to the heated talk only viewed through SKY PerfecTV! that will unfold over this 10-day period.



Sanma Akashiya will decorate the opening as the main MC with his first appearance on BS SKY PerfecTV!, and a spectacular lineup of MC’s that change daily will appear on each genre’s day. Please look forward to the heated talk only viewed through SKY PerfecTV! that will unfold over this 10-day period.

Sanma Akashiya’s first appearance on BS SKY PerfecTV!  
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