



SKY Perfect Broadcasts to the World 「WAKUWAKU JAPAN」 to be Launched in Indonesia 24-Hour Broadcasting in Local Languages on February 22

SKY Perfect JSAT Corporation (Head office: Minato-ku, Tokyo Japan; Representative Director, President & Chief Executive Officer: Shinji Takada; hereinafter SKY Perfect) announced today that it signed an agreement with MNC Sky Vision, an Indonesian satellite broadcasting company under the umbrella of PT Global Mediacom Tbk., Indonesia's largest media group, and will launch 「WAKUWAKU JAPAN」, a 24-hour channel that will broadcast Japanese content and information on the Indovision and Okevision satellite broadcasting services. Broadcasts are scheduled to begin on February 22 at 5:00 p.m. (7:00 p.m. Japan time).

SKY Perfect began investigating the overseas potential of Japanese content at the end of 2011 and entered into negotiations with multiple broadcasting platforms in several countries. As a part of that process, SKY Perfect decided to start with broadcasting programs in Indonesia, which is undergoing remarkable economic growth and has a rapidly expanding content market and a strong affinity with Japanese content. SKY Perfect has been making preparations to begin broadcasts in Indonesia.

Handhi S. Kentjono – Vice President Director of PT. MNC Skyvision Tbk is fully supported this venture. “As our commitment to give the best channels to our loyal viewers. At the beginning of this year, we are adding the channel WakuWaku to Indovision, to answer the demand of Japanese contents which we realized has high number of loyal fans in Indonesia. With a variety of very interesting programs, we are sure we can give a different and unique experience for our loyal viewers.”

「WAKUWAKU JAPAN」 will broadcast all made-in-Japan content, 24 hours a day, in local languages. The unique appeal of the Japanese term “Waku Waku” and a sense of expectation towards Japanese content are being publicized along with the name of the channel.

With the launch of 「WAKUWAKU JAPAN」, SKY Perfect will not simply start a broadcasting business, but is also making various preparations with several Japanese companies that are looking into or currently engaged in distributing content throughout Asia.

SKY Perfect worked closely with numerous government ministries and agencies and other organizations to launch 「WAKUWAKU JAPAN」 including the Ministry of Internal Affairs and Communications, Ministry of

Economy, Trade, and Industry, Japan Tourism Agency, Japan National Tourist Organization, Broadcast Program Export Association of Japan, and the executive office of the Subsidy for the Localization & Promotion of Japanese Visual Media. Cooperation was also received from ITOCHU Corporation, broadcasters, content developers, and SKY Perfect looks forward to continued support from such organizations throughout Japan. SKY Perfect operates multiple fee-based channels in Japan, creates content for overseas distribution, and strives to broadly disseminate high-quality Japanese cultural assets through broadcasting.

■ Channel Overview

Channel name: 「WAKUWAKU JAPAN」

「WAKUWAKU」 means the feeling of excitement, pleasing, trilling and more in Japanese.

Channel logo



Channel roles:	<ul style="list-style-type: none">○ Innovations to the lifestyles of viewers○ Showroom where the contents creators can deliver their programs at ease.○ Solution for companies who want to expand their business in Indonesia as well as government institutions
Start of broadcasts:	Saturday, February 22, 2014 at 5:00 p.m. (7:00 p.m. Japan time)
Channel targets:	New families with high sensitivity and strong information dissemination capacity Upper-middle class that enjoys fee-based programs and has purchasing capacity
Broadcast time:	24 hours a day
Broadcast languages:	Programs to be localized into Indonesian languages Children's programs will be dubbed, other programs will be subtitled
Broadcast platforms:	Indovision Okevision
Channel Web site:	http://www.wakuwakujapan.tv

■ Lineup * A separate organization table is also available

The lineup policy will be determined taking into consideration the results of extensive local test broadcasting.

[Lineup concept]	<p>The initial broadcast lineup will include programs at times with many local viewers</p> <ul style="list-style-type: none">◆ Weekdays 6:00 – 8:00 a.m. and Saturdays 7:00 – 9:00 a.m.◆ Evenings 5:00 – 11:00 p.m. <p>Morning and early evening programs will target children and women.</p> <p>Programs during the 7:00 – 9:00 p.m. slot will target families with a focus on dramas.</p> <p>Programs from 9:00 p.m. will consist of programs with high male viewership.</p> <p>There will also be extensive weekend programs including two-hour dramas and movies as well as J-League soccer and other sports.</p> <p>The programs lineup will also include marathon broadcasts of dramas on weekdays</p>
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to allow viewers to catch up on any shows they missed.

■ Channel Launch Promotions

When 「WAKUWAKU JAPAN」 is launched, SKY Perfect will conduct local promotions in Indonesia to raise awareness of the channels and the content details.

(1) TV Commercials

SKY Perfect will run television commercials on terrestrial television stations, the media with the highest contact rates in Indonesia, including RCTI and the other television stations.

The commercials will use JKT48, which acts as a bridge between Indonesia and Japan, as a channel supporter.

Commercial broadcasts will begin on February 19, 3 days before the launch of 「WAKUWAKU JAPAN」, and the number of commercials is intended to result in multiple views by approximately 60% of viewers in Indonesia.



JKT48

(2) WAKUWAKU JAPAN MUSIC FESTIVAL in Indonesia

SKY Perfect will hold a live music event featuring performances by artists representing Japan and Indonesia. From Japan will be flumpool, a group extremely popular throughout Asia.

Scenes from the event will be broadcast as a special station launch commemorative program starting at 5:00 p.m. (7:00 p.m. Japan time) on Saturday, February 22.

Date & time: February 15 (Sat.), starting at 7:00 p.m. (9:00 p.m. Japan time)

Location: JCC Cendrasih Ballroom

Performances: flumpool, JKT48, AFGAN, Bunga Citra Lestari



flumpool

©AMUSE



AFGAN



Bunga Citra Lestari



JKT48

(3) WAKUWAKU JAPAN Presents ULTRAMAN COSMOS LIVE STAGE in Indonesia

This event will provide children and their parents and guardians the opportunity to directly experience Japanese programming. Ultraman, a representative Japanese hero, will appear at the event. Numerous innovations that will be firsts in Indonesia are planned for this event.

Date & time: February 22 (Sat.), two performances are scheduled

Location: Balai Sarbini

Presented in cooperation with Tsuburaya Productions Co., Ltd.

* Ultraman and ultra-heroes will also visit nearby elementary schools.



© 2001 Tsuburaya Productions

- In conjunction with the launch of 「WAKUWAKU JAPAN」, SKY Perfect will undertake new content challenges with a focus on using broadcasting slots with various partners.
Some of the programming already scheduled is shown below.

NHK Group & WAKUWAKU JAPAN
“Amachan” to be Broadcast
Popular Morning Series Comes to Indonesia

- SKY Perfect in Joint Undertaking with NHK Group including Japan International Broadcasting and NHK Enterprise

The NHK Group is supporting the channel concept being developed by SKY Perfect, and the daily morning 7:00 to 7:30 slot (local time) will be allocated to NHK programs for six months from the launch of 「WAKUWAKU JAPAN」.

The first program selected for broadcast will be “Amachan,” a smash hit throughout Japan in 2013 known for the expression “je je je.” Broadcast of this program will introduce Japanese lifestyles, beautiful scenery, culture, and more to Indonesian viewers.

The 30-minute morning primetime slot will be divided between “Amachan” in the first half and a children’s program in the second half.

Interest in drama series is extremely high in Indonesia, with a preference for series with many shows. As a result, there will be high interest among local viewers in NHK morning drama series and *Taiga* (historical) drama series. In the future, 「WAKUWAKU JAPAN」 plans to broadcast other series that have been popular in Japan.



©NHK

J-League & WAKUWAKU JAPAN

Regular Broadcasts of J-League Programs

■ Collaboration with J-League

SKY Perfect undertakes various initiatives with a focus on broadcasts in collaboration with J-League as an official broadcasting partner in Japan. 「WAKUWAKU JAPAN」 will feature regular broadcasts of live J-League games and related programs in an effort to support the development of J-League in Asia.

Soccer is the most popular sport in Indonesia, and SKY Perfect's prior research indicated that there is an extremely high level of interest. The broadcasts on 「WAKUWAKU JAPAN」 will allow viewers in Indonesia to enjoy J-League, which is at the highest level of game-play in Asia.

Going forward, 「WAKUWAKU JAPAN」 will actively develop various other programs in collaboration with J-League's development measures in Asia.

Currently, there are no regular broadcasts of J-League games in Indonesia. 「WAKUWAKU JAPAN」 plans to broadcast one to two live or recorded games each week.

「WAKUWAKU JAPAN」 will also support goodwill games, soccer schools, and other programs conducted in Indonesia by J-League and J-League teams and plans to produce multiple J-League-related programs.



Gamba Osaka & WAKUWAKU JAPAN
Documentary on the J-League Dreams of Indonesian Youth
Dream of the RED and WHITE SAMURAI
supported by Panasonic

■ Collaboration with J-League Gamba Osaka

SKY Perfect will produce and broadcast “Dream of the RED and WHITE SAMURAI supported by Panasonic,” a program featuring Indonesian youth who aspire to play in the J-League and try out for a J-League team.

This will be an original program produced by 「WAKUWAKU JAPAN」. The program will also be the subject of research on collaborative international production in Asia conducted by the Ministry of Internal Affairs and Communications.

[Program Overview]

Indonesian youth will try out to join the youth team of Gamba Osaka, a distinguished team in J-League, which boasts one of the highest levels of game-play in Asia.

One hundred and twenty young players rigorously selected from leading Indonesian soccer teams will try out.

Development coaches Shimada and Shibata will select athletes based on strict standards. A small number who survive the Indonesian youth

selection process will be invited to participate in training with the Gamba Osaka youth team. Following a 10-day training period, some of the participants may be able to join the Gamba Osaka youth team.

The “RED and WHITE” from the program’s title symbolize the colors common to both the Indonesian and Japanese flags.



© 1995 GAMBA

[Program name]

Dream of the RED and WHITE SAMURAI supported by Panasonic

[Cooperative Partners]

Gamba Osaka, J-League, J-League Media Promotion, Garuda Indonesia, Pertamina Foundation

[Sponsor]

Panasonic

■ Indonesian Channels to be Broadcast in Japan

SKY Perfect will launch 「WAKUWAKU JAPAN」 and also seeks to strengthen international ties by receiving overseas channels and broadcasting content in Japan as SKY Perfect service channels.

As a first step, SKY Perfect is making preparations to commence broadcasts of MNC International, a channel operated by PT Global Mediacom Tbk., SKY Perfect's broadcasting partner in Indonesia. Broadcasts of MNC International are scheduled to begin in May of this year. Further details will be announced at a later date.

■ Other Business Development

To maximize the effects from the 「WAKUWAKU JAPAN」 project, SKY Perfect will make investments through a fund, tie-up with a leading Indonesian EC mall operating company, and take other measures to sell program-related and Japan-related products.