

**WAKUWAKU JAPAN Japanese Programming Channel for Overseas Viewers
Expands to Third Country—Singapore!
Broadcasts on Singtel TV to Start on Monday, July 6 at 5:00 PM (Local Time)**

SKY Perfect JSAT Corporation (Head Office: Minato-ku, Tokyo; Representative Director, President & Chief Executive Officer: Shinji Takada; hereinafter, “SKY Perfect JSAT”) announces that the channel WAKUWAKU JAPAN, which delivers 24-hour select Japanese programming in local languages and is currently broadcast in Indonesia and Myanmar, will be expanded to the third country, Singapore, with broadcasts starting on Monday, July 6, 2015 at 5:00 PM (local time).

The launch of WAKUWAKU JAPAN in Singapore will become the third country where the channel is available, and it will start broadcasts on the multi-channel pay TV service Singtel TV. Singtel TV is a pay TV service offering over 170 channels and operated by one of Asia’s largest telecommunications companies, Singtel. WAKUWAKU JAPAN will be available as part of the Family Starter pack and other packages, which have a large number of subscribers.

“We are delighted to be introducing this highly engaging and entertaining channel to fans of Japanese culture and programming in Singapore and Japanese expats. With everything from anime to sports, music and drama, the channel has a very wide appeal and we have no doubt our customers will enjoy the content on WAKUWAKU JAPAN,” said Mr Goh Seow Eng, MD, Home, Consumer Singapore, Singtel.

In addition to the two countries where WAKUWAKU JAPAN is already aired (Indonesia and Myanmar), the channel’s launch in Singapore will increase the number of viewing households to at least 3.2 million households (estimated at 14.3 million viewers) in three countries.

Singapore is well-known as a country that is rapidly boosting its global competitiveness. Serving as a business hub for Southeast Asia, many companies from around the world are expanding into Singapore. In addition, because it is an English-speaking country with an extremely high standard of living, American and European channels entered the Singaporean pay TV market early on. A large amount of overseas programming is aired, and with subscription rates at about 70%, pay TV has become well-established as a service essential to daily life. However, the permeation of Japanese programming in Singapore remains extremely limited. Although programming in certain genres like anime enjoy some popularity, programming from countries like the US, South Korea, Hong Kong, and Taiwan boasts overwhelming viewership. For this reason, WAKUWAKU JAPAN will air original “Singapore-friendly” enhanced programming consisting of the latest Japanese serial dramas, variety shows, and anime. Since part of the WAKUWAKU JAPAN concept is “broadcasting in local languages,” programs in Singapore will be aired with English subtitles or dubbing.

SKY Perfect JSAT is also discussing promotional activities ahead of the start of broadcasts to boost awareness of the channel throughout Singapore, and will work to raise the visibility of WAKUWAKU JAPAN with the Singapore launch.

While delivering exceptional Japanese programming through WAKUWAKU JAPAN’s broadcasts, SKY Perfect JSAT will work to develop a variety of businesses in order to stimulate interest in both the channel and Japanese culture among people around the world, and establish and enhance the presence of Japan’s global culture.