

June 12, 2009

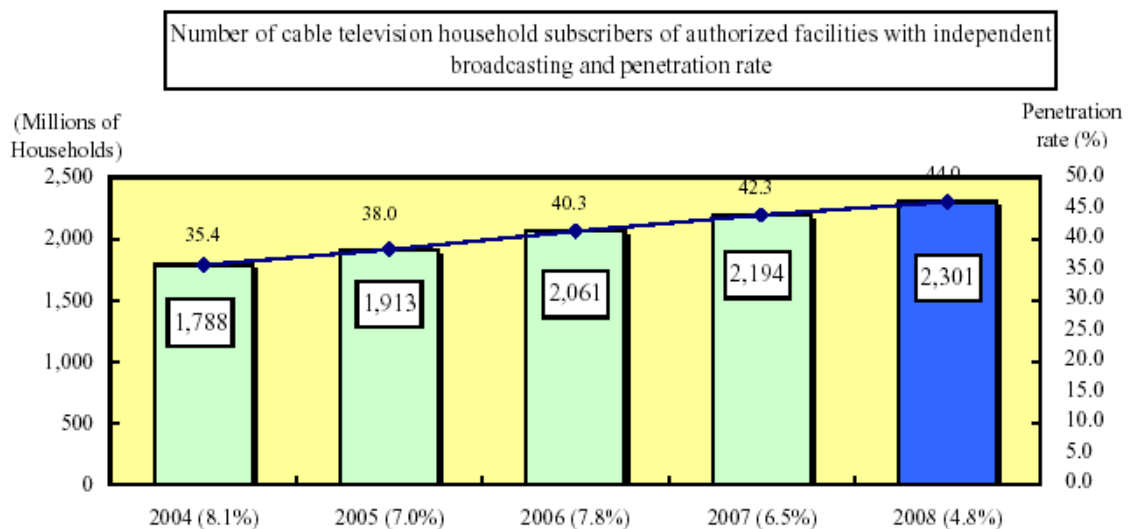
State of Cable Television Penetration

The state of cable television penetration has been put together as of the end of March, 2009.

The number of cable television household subscribers of authorized facilities (With over 501 terminals) with independent broadcasting continues to rise, totaling 23.01 million households, or a 4.8% increase compared to the previous year, with a household penetration rate of 44.0%, or a 1.7% increase over the preceding year.

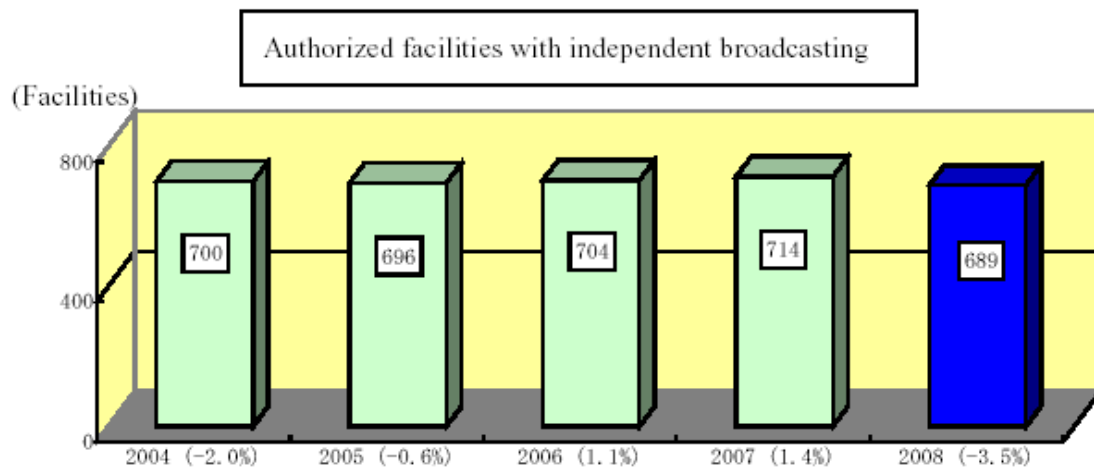
Note: The number of households who have cable television that are capable of viewing digital broadcasting is 22.50 million, and has surpassed the immediate penetration goal set by the Action Plan for the Promotion of Digital Broadcasting (9th) of 22.40 households by September 2009.

Furthermore, there are 686 facilities (decrease of 3.5% over the previous year) and 531 operators (no change from the previous year) respectively which are authorized facilities with independent broadcasting or operators of authorized facilities.

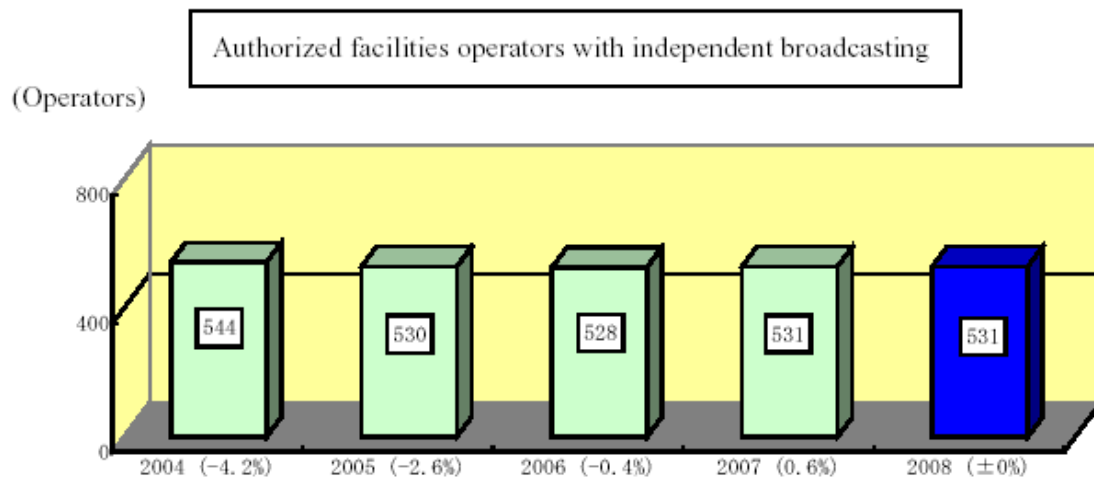


Note 1: Values are from the end of the fiscal year. Values within parentheses represent the increase in subscribers over the previous year.

Note 2: The penetration rate is derived from the Basic Resident Register for the end of the fiscal year. (Numbers of households for FY 2008 use numbers FY from 2007.)



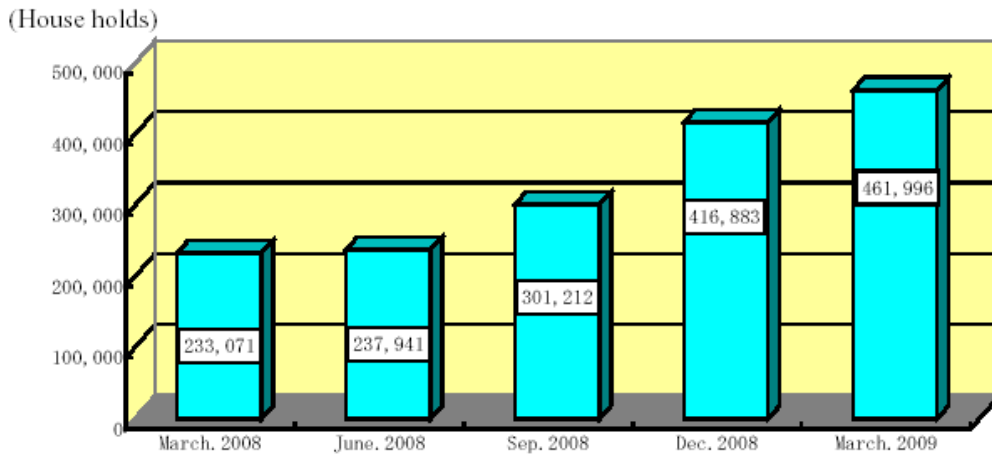
Note: Values are from the end of the fiscal year. Values within parentheses represent the increase in facilities over the previous year.



Note 1: Values are from the end of the fiscal year. Values within parentheses represent the increase in operators over the previous year.

Note 2: Authorized facilities includes broadcasts from accompanying broadcast systems with authorized facilities of the Cable Television Broadcast Act using equipment of persons who have received entry in the Telecommunications Service Use Act.

Number of household subscribers of operators who broadcast using the IP multicast system of the telecommunications service use broadcasts (closed circuit service use broadcast)



Note 1: The total household values are based on the end of fiscal year report of 5 operators broadcasting using the IP multicast system who are Telecommunications Services Use Broadcasting operators (closed circuit service use broadcasters)

Note 2: The number of household subscribers is the number of households with IP broadcasts and excludes households with only VOD services.

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(Attachment)

State of Cable Television Penetration

1. Number of households with cable television

There are 31.30 million household subscribers, which is a 4.8% increase over the previous year.

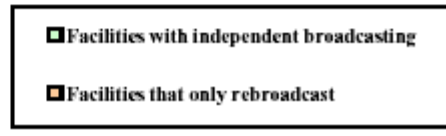
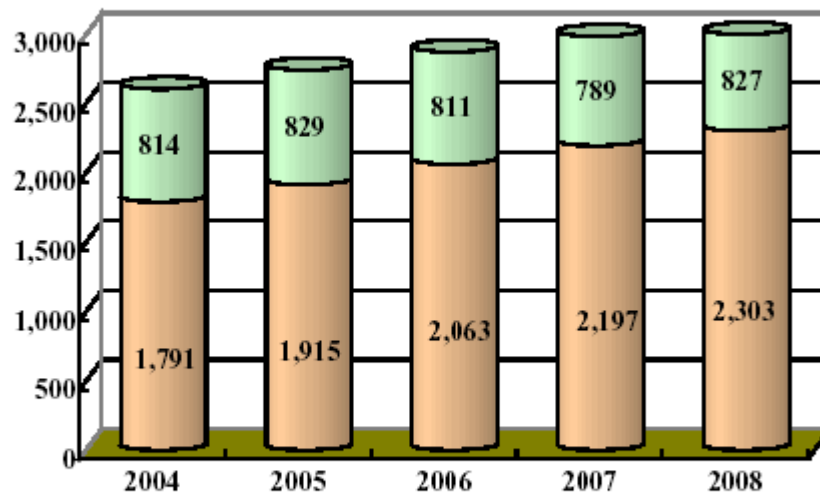
Segment	2007	2008	Increase in subscribers	Percent increase
Cable television	29,862,388	31,302,315	1,439,927	4.8%

Those performing Independent broadcasts	Authorized facilities [Over 501 terminals]	21,944,829	23,007,196	1,062,367	4.8%
	Notified facilities [Less than 500 terminals]	24,251	23,592	-659	-2.7%
	Total	21,969,080	23,030,788	1,061,708	4.8%

Those performing Rebroadcasts	Authorized facilities [Over 501 terminals]	1,860,797	2,279,908	419,111	22.5%
	Notified facilities [Less than 500 terminals]	5,260,363	5,219,369	-40,994	-0.8%
	Small-sized facilities [Less than 50 terminals]	772,148	772,250	102	0.0%
	Total	7,893,308	8,271,527	378,219	4.8%

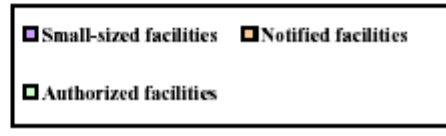
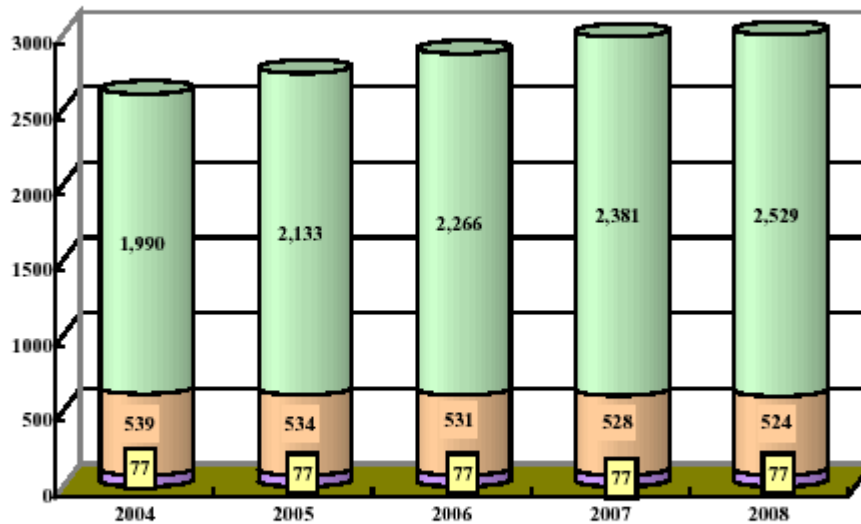
[Households]

Number of households by independent broadcast or rebroadcasts



[Households]

Number of households by independent broadcast or rebroadcasts



2. Number of facilities and operators with cable television

(1) Number of facilities

There were 74,957 facilities, or a 0.15% increase over the previous year.

Segment	2007	2008	Increase in subscribers	Percent increase
Cable television	74,841	74,957	116	0.15%

Those performing Independent broadcasts	Authorized facilities [Over 501 terminals]	714	689	-25	-3.5%
	Notified facilities [Less than 500 terminals]	210	213	3	1.4%
	Total	924	902	-22	-2.4%

Those performing Rebroadcasts	Authorized facilities [Over 501 terminals]	1,101	1,076	-25	-2.3%
	Notified facilities [Less than 500 terminals]	37,214	36,890	-324	-0.9%
	Small-sized facilities [Less than 50 terminals]	35,602	36,089	487	1.4%
	Total	73,917	74,055	138	0.2%

(2) Number of operators

There were 44,337 operators using facilities with cable television, and this is a 6.7% increase over the previous year.

Segment	2007	2008	Increase in subscribers	Percent increase
Cable television	41,555	44,337	2,782	6.7%

Those performing Independent broadcasts	Authorized facilities [Over 501 terminals]	531	531	0	0.0%
	Notified facilities [Less than 500 terminals]	102	136	34	33.3%
	Total	633	667	34	5.4%

Those performing Rebroadcasts	Authorized facilities [Over 501 terminals]	511	519	8	1.6%
	Notified facilities [Less than 500 terminals]	17,570	18,525	955	5.4%
	Small-sized facilities [Less than 50 terminals]	22,841	24,626	1,785	7.8%
	Total	40,922	43,670	2,748	6.7%

Reference

