



HTS JCSAT-18, a condominium satellite shared with Kacific Broadband Satellites.



High-quality satellite communications

SKY Perfect JSAT was founded in Japan to deliver high-quality satellite communications to customers throughout the Asia-Pacific. With its fleet of 17 satellites, the company delivers video distribution, data transfer services and back-up service capabilities in Asia, Russia, Oceania, the Middle East and North America. Amy Saunders spoke with Mitsutoshi Akao, Group President of SKY Perfect JSAT, to learn more about the company's development and market presence, and plans for the coming years.

Question: Can you provide an overview of the development of SKY Perfect JSAT, from its founding to where it stands today?

Mitsutoshi Akao: The merger of JSAT Corporation, SKY Perfect Communications, Inc., and Space Communications Corporation in October 2008 has resulted in the creation of SKY Perfect JSAT Corporation, the core operating company of the SKY Perfect JSAT Group.

Since the inception of the satellite

communications and the broadcasting industries, these three firms have experienced cycles of competition and merger and acquisition activities, ultimately integrating management functions under the banner of a holding company, and finally becoming SKY Perfect JSAT (JSAT). Today, the satellite communications business has capitalized on its superior position in the market to offer services, expand market share, and compete and/or partner with global powerhouses. The broadcasting



Mitsutoshi Akao, Group President of SKY Perfect JSAT

service has entered an era in which companies must be able to bring an integrated capacity to answer consumer demand for better broadcasting and flexible transmission routes (mobile, IP and other). JSAT also focuses on expanding 4K Ultra-HD channels on our satellites. In October 2016, JSAT commenced the world's first 4K HDR (High Dynamic Range) broadcasting service.

Question: Which regions and vertical markets are key to SKY Perfect JSAT's operations, and how have they changed over the years?



Mitsutoshi Akao: Nowadays, demands for wireless communications on ocean going vessels and in-flight broadband are one of the fastest growing segments of the satellite industry. JSAT is focusing on the Asia-Pacific region where we believe large growth of such demands is expected in the near future. JCSAT-2B and JCSAT-110A have been successfully launched in 2016. These satellites have extensive coverage over the Asia-Pacific and South Indian Ocean areas. We are also planning to launch our first HTS satellite, Horizons 3e, in 2018, and another HTS satellite, JCSAT-18, in 2019. Horizons 3e, the third joint venture satellite with Intelsat, will bring high performance, improved economics and simple access to the aeronautical and maritime mobility in the region, and JCSAT-18 will carry a Ku and Ka-band HTS mission over Asia-Pacific, including Far East Russia, as well as a traditional wide-beam mission over East Asia.

Question: Where do you see the most market opportunities going forwards?

Mitsutoshi Akao: SKY Perfect JSAT Group is engaged in business to create new revenue sources. For example, JSAT signed a strategic alliance agreement with Kongsberg Satellite Services, AS (KSAT). The alliance is in the provision of ground station services in the Asia-Pacific region for low Earth orbit (LEO) satellite operators as well as remote sensing services utilizing satellite images. With this alliance, SKY Perfect JSAT Group will accelerate the expansion of its ground station network in the Asia-Pacific region and provide a wider range of services to LEO satellite operators.

In addition, the group has invested in Axel Space Co., Ltd. and enRoute Co., Ltd. for new revenue sources of our subsidiary. Axel Space Co. is developing ultra-small satellites for the purpose of Earth observation, and enRoute Co. is the largest Japanese developer and manufacturer of drones.

Question: Which emerging trends do you think will have the biggest impact on SKY Perfect JSAT's business, and how will the company respond?

Mitsutoshi Akao: We believe 4K/UHD is the biggest impact on our business. As mentioned, we focus on broadcasting 4K channels that are difficult to broadcast by terrestrial networks. In 2015, we launched the

world's first 4K broadcasting service and, this year, for the purpose of enhancing program production business, we started to operate SNG vehicles that enable the uplink of 4K/HDR content. We also regard the future increase in the demand for 4K broadcasting services as a great opportunity for us to expand satellite communications services.

Question: In February 2017, SKY Perfect JSAT ordered HTS JCSAT-18, a condominium satellite shared with Kacific Broadband Satellites. Can you tell us about this new satellite's capabilities, the timeline for its launch, and the company's plans for utilising the capacity?

Mitsutoshi Akao: JCSAT-18 is our second Ku/Ka-band HTS over Asia-Pacific, after Horizons 3e. Horizons 3e is slated to be launched in the second half of 2018, and JCSAT-18 in the second half of 2019.

In both mobility and cellular backhaul markets, we are facing solid growing demand in the region. The two satellites are carefully designed to meet those demands. Many potential customers both in Japan and abroad have shown strong interest and are already in discussion with us. With these two satellites, we are confident that we could respond to the various needs in the region. JCSAT-18 also has a conventional Ku-band mission with regional wide beams over Asia, which can supplement the HTS capacity where demand is strong.

Collaboration with other satellite operators has been one of JSAT's strengths and core assets in growing our global business, and I trust that it will continue to be key for us. In most cases, it is very difficult to achieve mutually agreeable conditions, but we trust it is worth pursuing, especially in a current challenging and dynamic market.

Question: In March 2017, SKY Perfect JSAT signed a strategic partnership with Kymeta to provide new mobile satellite communications technology to the Japanese market. What can you tell us about this partnership?

Mitsutoshi Akao: We are eager to eliminate constraints for satellite communications and enable new satellite communication options. JSAT is confident through our long-term partnership for their innovative technology to eliminate the constraints

that present satellite communication faces. We look forward to opening many new markets using Kymeta technology in industries like the connected car, disaster recovery and Internet of Things (IoT).

Question: In May 2017, SKY Perfect JSAT announced plans to invest in LeoSat, which plans to launch a 108 constellation of low Earth orbit (LEO) satellites starting in 2019. Why has SKY Perfect JSAT decided to invest in LEO, and what synergies are there with your existing operations?

Mitsutoshi Akao: LeoSat has quite unique characteristics among the planned high capacity LEO constellation. Its basic concept is 'Fibre in Space,' having the capability of fibre-like symmetric connectivity with Gbps class capacity to cover all parts of the globe, including the polar region. LeoSat system architecture with inter-satellite links will bring a secured network as well as ultra low latency, which is rather faster than fibre for long-haul links. As some of our customers using our GEO satellites show interest in those kind of features, JSAT is looking at a sales opportunity of LeoSat to complement our GEO services.

Question: What do you expect SKY Perfect JSAT to achieve in the rest of 2017 and beyond?

Mitsutoshi Akao: For the Space & Satellite business, we are working to prepare for the launch of Horizons 3e in 2018 and JCSAT-17 and JCSAT-18 in 2019. At the same time, we will continue to implement initiatives in the global mobility market. For the broadcasting business, we focus on the development of competitive services such as video streaming services, promoting 4K broadcasts, and others. ■



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