

Press on Cyfrowy Polsat	Date	Press on DTH market in Poland
	13.10	<p>Gazeta Wyborcza: The TVP platform is surprising its viewers The public television coded the signal of channels available on TVP platform. The platform started 3 weeks ago, on 15th September. The TVP platform broadcasts following channels in the encoded system: TVP 1, TVP 2, TVP Info, TVP Sport, TVP HD, TVP Kultura, TVP Historia and TVP Polonia. The public television informed, that „ as part of tests of the digital platform” is coding the signal of TVP 1, TVP2, TVP HD and TVP Sport.</p> <p>Dziennik Gazeta Prawna: It will be hard for Telekomunikacja Polska to earn on television service Telekomunikacja Polska will start earning on television service, only when the number of customers of these services will be at least 2.5 times higher. In June Telekomunikacja Polska had 239 ths. Television service customers (IPTV and DTH).</p>
	14.10	<p>Rzeczpospolita: Yesterday the Ministry of the Infrastructure published a plan of implementation of the digital television with assumptions to the act on the digitization. In the latest version it will allow for the existence of TVP platform, however it is not assuming any reductions in the investments on digital terrestrial television.</p>
<p>Dziennik Gazeta Prawna: Cyfrowy Polsat the best in communicating with the market The newspaper asked analyst and portfolio managers about information policy of companies from WIG20 index. They could give from 1 to 10 points. Cyfrowy Polsat received 44.1 pt. what guaranteed first place. No company managed to get the maximum number of points. Companies with a large stake in the WIG 20 index came out poorly.</p>	15.10	<p>Parkiet: Hard fight for customers Platforms are tempting 1 - 2 m potential customers with promotions and price reductions. Cyfra + wants to keep the last year's rate of growth (30 %), N platform is forecasting that at the end of the year it will have 700 ths. of customers. According to analysts' in the year end platforms will not manage to get that many customers.</p>



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	15.10	<p>Rzeczpospolita: Autumn exceptionally of low prices From year to year promotional offers of DTH platforms are more and more aggressive. In Q3 the market penetration can achieve 70%. A critical moment of the fight for the customer will be year 2013 when analog terrestrial television will be switched off.</p> <p>Rzeczpospolita: On the television market cable operators are not keeping up with satellite platforms operators According to data of the Polish Chamber for Electronic Communication cable operators have 4.6 m customers. Satellite platforms operators are their most dangerous rivals mostly due to the price difference.</p>
	16.10	<p>Dziennik Gazeta Prawna TVP can pay a lot for a digital decoders. Coding channels by TVP can be a reason for lawsuits. Both viewers and sellers of set-top boxes can sue them. So far they sold c. 40 ths. set-top boxes. According to calculations of the newspaper a value of potential compensations may amount to PLN 24 m.</p>

Cyfrowy Polsat shares

Date	Maximum price (PLN)	Minimum price (PLN)	Closing price (PLN)	Change (%)	Volume (PLN ths.)
2009-10-16	14.68	14.12	14.20	-1.46	15 318
2009-10-15	15.07	14.41	14.41	-2.96	2 936
2009-10-14	14.94	14.60	14.85	0.47	7 147
2009-10-13	14.78	14.30	14.78	2.64	4 312
2009-10-12	14.98	14.30	14.40	0.00	5 692



News

Current report 10-10-2009

Information on the agreements signed with Eutelsat S.A. on renting satellite capacity (significant agreement)

On 1 October 2009 three long-term agreements were signed between the Company and Eutelsat S.A.. The object of the agreements is the continuation of renting transponders on HotBird 8 satellite. The value of signed agreements is expressed in Euro and in the life of the agreements, converted into PLN, will equal to PLN 340 million.

Press release

Even 6 months television without payments in Cyfrowy Polsat

New customers can get even 6 months subscription for free using the newest promotions when signing the agreement for 29 months. There are also available agreements for 13 months which guaranteeing up to 3 months for free.

Investors' calendar

10 November 2009,
7:00 am

Q3 2009 results release

10 November 2009,
4:00 pm

Investor Call

26 October-9 November
2009

Close period