

29 April 2024

IR Newsletter 16/2024



Press review

Rzeczpospolita, 22 April 2024

by Urszula Zielińska

Televisions will earn from streaming. TV platforms are entering the advertising market

The number of subscribers using low-end Netflix plans with ads grew by 65% last quarter, according to the information from the American streaming platform. A Wavemaker survey shows that interest in subscriptions with ads also exists in Poland. 29% of interested viewers declared they could opt for such a solution. As for Netflix existing customers, 47% said they would choose the offers with ads if the monthly access fee was reduced by half.

In the opinion of Omdia consulting firm analysts, till the end of the year every major streaming platform in Poland will have offers for advertisers. The biggest competitors, such as The Walt Disney Corporation offering Disney+, or Warner Bros. Discovery, follow the same path.

Theoretically it is a bad news for the streaming platforms' main competitors, i.e. the television broadcasters. However, as it turns out TV broadcasters see an opportunity in this market change. Telewizja Polska has just informed that its services, as an advertising broker, will be used by Rakuten, i.e. the Japanese group who runs Rakuten.tv streaming platform. It reaches 150 million households across Europe. Its offer includes free video content provided in return for watching commercials. Renting a movie without commercials will cost from a dozen or so to several dozen zloty.

Warner Bros. Discovery, in turn, is preparing for launching its Max platform. It is intended to replace the existing HBO Max service this June. Also in this case, the offer will include a subscription in AdLite model.

Last year the Adlite plans were introduced in some countries across Europe by Disney+. In Poland Disney+ has so far increased the fees and prohibits account sharing practices.

Press review

Wirtualnemedi.pl, 22 April 2024

by Adrian Gąbka

Vectra withdraws from applying the “loophole” regarding price increase in the contracts

Following the criticism from UOKiK (Office of Competition and Consumer Protection), Vectra cable network started withdrawing from using the “loophole” which enabled it to increase prices in existing contracts. *“We confirm that with effect from 11 April 2024 we modified the wording of our subscriber contracts for new customers, as well as for those changing their existing contracts,”* as the company’s press bureau informed.

Thus the changes will apply only to some customers who have fixed-term contracts. So far they could not terminate their contracts without consequences in a situation of Vectra implementing an indexation clause. *“We have changed the provisions regarding the so-called indexation clauses, among others. According to the new provisions, we will not be indexing the subscription fees during the term of the contract,”* as the cable operator explained. Nothing changes in the case of agreements signed for unspecified term.

Press review

Wirtualnemedia.pl, 22 April 2024

by bg

More than half of Poland's population owns Smart TV sets

The National Media Institute (Krajowy Instytut Mediów) has published the results of the establishment survey for 2023.

The data regarding households shows that a mobile phone is the most widely owned device. Mobile phones are present in 97.3% of households. Slightly fewer households, that is 93.4%, own a TV set. At present 97.7% of households have the possibility of receiving linear TV, while having access to at least one of the following two options: reception via a TV set or reception over the Internet while using screen devices, which creates an extended population of TV households.

TV sets with the Smart TV feature are owned by 51.9% households, while 38.3% of all households use the option of connecting a TV set to the Internet, thus gaining access to non-linear services.

98.1% of the population (aged 4+) has the possibility of receiving linear TV (either while using OTA signal or via a broadband Internet connection). This includes 94.2% of people who have access to a connected TV set. 34.1% of the survey's participants, who own a TV set, have access to an individual satellite dish, 38.8% have cable access, in the broad sense of the term, while 27.2% have only OTA access.

Press review

Telepolis.pl, 23 April 2024

by Marian Szutiak

Play sums up the first year of operation of the New Generation TV service

Telewizja Nowej Generacji (New Generation TV) was added to Play's offer nearly a year ago. It is a solution which combines the most popular streaming services with traditional TV.

The subscription offers access to 82 channels and to Viaplay Medium service. The users also get a pool of 30 to 45 points each month which they can exchange for access to streaming services. (Netflix, HBO Max, Canal+, Viaplay), as well as to bundles with additional channels, such as for example Eleven or Polsat Sport Premium. This enables customers to create their own individual offer every month, thanks to which they can watch as many interesting movies, TV series, or sports events as they wish.

Since the launch of the New Generation TV Play customers activated more than 133 thousand bundles and services, using nearly 2.7 million points for this purpose. The figures continue to grow and now the New Generation TV offer is chosen by one out of every three customers of Play's TV service.

Press review

Telepolis.pl, 23 April 2024

by Mieszko Zagańczyk

Orange Polska in Q1'24. Revenues and profits decrease as customer numbers increase

In Q1'20 the revenue of Orange Polska was PLN 3.081 bn, which means decrease by PLN 58 million YoY (-1.8%). Net profit was PLN 227 million and it decreased by 16% YoY.

EBITDAaL operating profit increased by nearly 5% on the back of the good results of telecommunication services, lower energy cost pressures as well as thanks to the benefits obtained from efficiency-improving initiatives.

45 thousand users of Orange Światłowod fiber-optic access service were added in Q1'24 with the total number of these users increasing by more than 14% YoY. The number of postpaid mobile voice service users increased by 48 thousand, meaning growth of the total number by 3% YoY. As of the end of March 2024 Orange operated 17.706 million SIM cards (+5.2% YoY), including 13.298 million postpaid cards. At the end of the quarter the operator had 4.409 million prepaid SIMs, which meant decrease by 8.1% YoY.

Orange Polska has stated that it upholds its annual targets and is on the right track accomplish all the ambitious goals of its strategy.

Press review

Telepolis.pl, 25 April 2024

by Marian Szutiak

Orange is giving away gigabytes. You can get as much as 5600 extra gigs in a year

Orange Polska has launched further promotions in its prepaid service offer. New users are offered a package called “Unlimited calls, SMS and MMS for 0 PLN in the first month + extra 5400 GB for a year.” The package includes unlimited voice calls, SMS and MMS messages, a 25 GB data bundle valid for 31 days and 450 GB monthly during 12 months, i.e. 5400 GB in total during a year.

After a month of free use of the recurring service called “Unlimited Calls, SMS and MMS + 25 GB” an attempt will be made to renew the service for the full price of PLN 35 monthly.

Orange also has a promotion for its existing customers: “5400 GB extra for a year in Orange prepaid offer.” This offer also features an extra 450 GB bundle offered monthly, which adds up to 5400 GB during a year.

Now, what about the 5600 GB that is offered? To get as many gigabytes extra during a year one should use still one more promotion, that is the promotion offering a bonus 200 GB for granting consent to receiving marketing communication messages.

Recent events

Current report 6/2024, 22 April 2024

Notification of a transaction on financial instruments issued by Cyfrowy Polsat S.A. under article 19 of the MAR Regulation

The Management Board of Cyfrowy Polsat S.A. ("**Company**"), hereby informs that on 22 April 2024 the Company received a notification of a transaction on financial instruments issued by the Company from Pigreto Limited, a person closely associated with Mr. Tomasz Szelağ, pursuant to Article 19 section 1 of the Regulation (EU) No 596/2014 of the European Parliament and of the Council of April 16, 2014 on market abuse (market abuse regulation) and repealing Directive 2003/6/EC of the European Parliament and of the Council and Commission Directives 2003/124/EC, 2003/125/EC and 2004/72/EC.

The Company discloses the notification in attachment to this current report.

Attachment: [Notification](#) (.pdf)

Cyfrowy Polsat shares

Date	Maximum price (PLN)	Minimum price (PLN)	Closing price (PLN)	Change (%)	Turnover (mPLN)
2024-04-22	10.22	10.03	10.12	0.15	5.169
2024-04-23	10.36	10.13	10.30	1.78	7.295
2024-04-24	10.33	10.02	10.02	-2.77	7.211
2024-04-25	10.12	9.86	9.90	-1.15	6.897
2024-04-26	10.06	9.90	9.95	0.51	5.817



Investor's calendar

Date

Event

8 – 22 May 2024

Closed period prior to the publication of Q1 2024 results

22 May 2024

Quarterly report for Q1 2024

28 May 2024

mBank Spring Conference, Warsaw

7 – 21 August 2024

Closed period prior to the publication of H1 2024 results

21 August 2024

Consolidated semi-annual report for the 1st half of 2024

6 – 20 November 2024

Closed period prior to the publication of Q3 2024 results

20 November 2024

Quarterly report for Q3 2024