

18 July 2022

IR Newsletter 22/2022



Press review

Wirtualnemedi.pl, 15 July 2022

by pp

Television in the new broadcasting standard still not available to all. The number of such households is decreasing gradually

Based on the data published by the National Media Institute still as many as 1.23 million households using terrestrial TV only (i.e., 31% of such households) were not ready to receive TV in the new DVB-T2/HEVC standard. This is 90 thousand households less than in May this year.

The process of change of the broadcasting standard from DVB-T to DVB-T2/HEVC was carried out gradually in Poland, from March to June 2022 and covered all commercial TV stations. TVP public television obtained a waiver to continue broadcasting in the old standard until the end of 2023 due to the war in Ukraine (the Regional Warning System operates on MUX-3 which holds TVP channels).

The number of people using the government subsidy to STBs and TV sets supporting the new broadcasting standard continuously increases. So far as many as 449 thousand applications have been accepted.

Press review

Press, 15 July 2022

by Michał Niedbalski

English Premiership stays in Canal+; a sub-license has been granted by Viaplay

Canal+ acquired a sub-license from Viaplay for broadcasting the English Premier League football matches. For over 20 years Canal+ viewers in Poland could watch the Premier League matches in full. This continued up until the 2022/23 season when the broadcasting rights for the next 5 seasons were acquired by Viaplay.

Viaplay has granted a sub-license to Canal+ Polska for broadcasting two top matches of each Premier League match round in the three consecutive seasons: 2022/23, 2023/24 and 2024/25. All Premier League matches, including the ones shown by Canal+, can be followed on Viaplay.

Moreover, as part of the cooperation between Canal+ Polska and Viaplay, the subscribers using the satellite offer of Canal+ Polska who have subscriptions to Canal+ channels will be offered access to Viaplay video streaming service. Canal+ Polska, in turn, granted a sub-license to Viaplay for live coverage of two matches during each round of eWinner First Speedway League, with the covered matches being simultaneously available in Canal+.

Press review

Wirtualnemedi.pl, 15 July 2022

by pp

New Polsat Box terrestrial TV package promoted in TV and on the Internet

Polsat Box has launched a new terrestrial TV package with 10 theme channels and a new set-top box which supports the DVB-T2 HEVC standard.

The new Sports and News package, costing 30 PLN monthly (or 20 PLN monthly when offered with a smartDOM discount), includes Polsat's sports channels, Eleven Sports, Eurosport, Polsat News channels, TVN24 and, on a promotional basis, Polsat's Wydarzenia 24 (News24) channel.

The Sports and News package comes with a set-top box, offered for 1 PLN, which among others offers the ability to receive HD quality broadcasts.

Polsat Box new offer is supported by an advertising campaign on TV and on the Internet. The campaign stresses that a terrestrial TV antenna suffices to enjoy the offer, without the need to have Internet access.

Press review

Rp.pl, 15 July 2022

by Urszula Zielińska

Poles spend more on smartphones

Based on the findings of “Rzeczpospolita” daily fewer mobile phones were sold in in the first half of 2022 than a year earlier, however the amount for which they were sold was higher.

Thus, a double-digit revenue growth was achieved in the face of a single-digit decline of sales of new phones.

As the operators’ representatives told the newspaper, sales continue at a level similar to last year’s, however customers choose higher-end models.

Recent events

Press release, 14 July 2022

New terrestrial television offer at Polsat Box

Polsat Box is introducing a new terrestrial TV offer with a package of 10 of the most popular sports and news channels and a dozen radio stations. The new DVB-T2 HEVC decoder is used to receive it. For the first month, the offer can be used free of charge.

The new *Sports and News* package priced at PLN 30 per month (PLN 20 per month with the smartDOM discount) provides 10 channels with the best sports, current news and journalism, and entertainment: Polsat Sport, Polsat Sport Extra, Eleven Sports 1, Eleven Sports 2, Eurosport 1, Eurosport 2, Polsat News, TVN 24, TVN Turbo and TVN Style. A promotional package includes the news station Wydarzenia 24.

As part of the offer, the customer also receives access to 17 radio stations: RMF FM, RMF MAXXX, Muzo FM, Radio Zet, Antyradio, Plus Radio, Tok FM, Rock Radio, Złote Przeboje, Eska Rock, Vox FM, Radio Wielkopolska, Radio Bezpieczna Podróż, Radio Rekord FM, Radio Kolor 103 FM, Radio Kaszëbë FM, Radio Jasna Góra.

Customers can also receive all 28 public free-to-air digital terrestrial TV channels on the new decoder. The decoder, along with the *Sports and News* package, is made available for PLN 1 and provides, among others, the ability to receive HD signals and an electronic program guide.

Cyfrowy Polsat shares

Date	Maximum price (PLN)	Minimum price (PLN)	Closing price (PLN)	Change (%)	Turnover (mPLN)
2022-07-11	22.26	21.54	21.54	- 1.73	8.74
2022-07-12	21.40	20.92	21.02	- 2.41	16.53
2022-07-13	21.28	20.94	21.02	0.00	8.61
2022-07-14	20.94	19.97	20.50	- 2.47	20.14
2022-07-15	20.64	19.82	19.97	- 2.59	9.75



Investor's calendar

Date

Event

3 – 17 August 2022

Closed period prior to the publication of H1 2022 results

17 August 2022

Consolidated semi-annual report for the 1st half of 2022

20 September 2022

Dividend day

26 October – 9 November 2022

Closed period prior to the publication of Q3 2022 results

9 November 2022

Quarterly report for Q3 2022

15 December 2022

Dividend payout