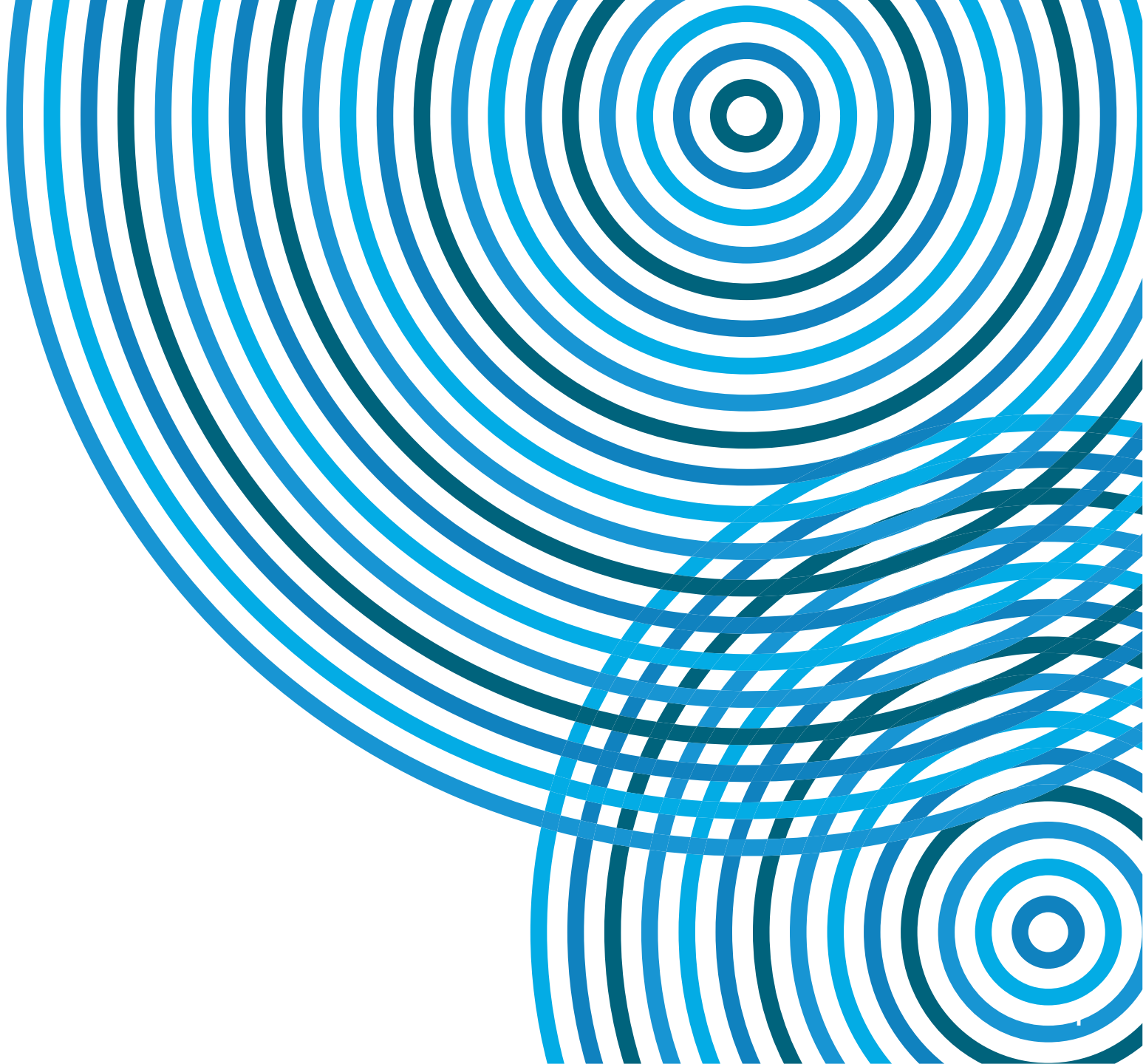


9 January 2023

# IR Newsletter 2/2023



# Press review

Wirtualnemedi.pl, 4 January 2023

by bg

## 2023 will be the year of 5G network development

In the opinion the experts representing the Digital Poland Union (Związek Polska Cyfrowa), this year we will see a breakthrough in the field of 5G network development, thanks in part to the 5G auction.

The experts are of the opinion that both, companies and municipal authorities should use 2023 to prepare for 5G deployment to offer new services and solutions to customers and the population, including in such areas as smart cities and Internet of Things, which will support the development of smart home solutions. 5G network will also have influence on the automotive industry, including in the area of public transport, as well as on the development of private next generation networks in the industry.

The Digital Poland Union's experts also forecast development of the cybersecurity industry. 2023 will be the year of numerous legislative changes in the cybersecurity area, including the amendment of the National Cybersecurity Act (KSC). Changes are also planned in the EU law, including the implementation of the NIS2 Directive (increasing the scope of duties in the cybersecurity area, mainly for medium and large enterprises operating in the power engineering, transport, medical and financial sectors, as well for digital service providers) and the work on the Resilience Act (intended to set common cybersecurity standards for connected devices).

Moreover, Digital Poland Union expects that companies will spend more on the development of AI tools and cloud-based solutions.



# Press review

Wirtualnemedi.pl, 4 January 2023

by Tomasz Wojas

## TV advertising in 2023: it's going to be more expensive, with more stress on streaming, while addressable TV will be only an add-on

According to the data gathered by Publicis Group, Internet was the biggest marketing communication channel during the first three quarters of 2022. The spending on Internet advertising amounted to PLN 3.41 billion during that period vs. PLN 3.05 billion for TV advertising.

*“TV remains the basic coverage-creating medium but undoubtedly it will face changes associated with the evolving trends among consumers”* says **Paweł Melon from Polsat Media**.

Migration of viewers, the youngest generation in particular, towards streaming platforms continues to grow. Streaming is the area where both, Polish broadcasters and foreign competitors are present. Nonetheless linear TV *“still remains the key channel providing high quality signal to wide audiences that advertisers use to reach customers of various age groups,”* notes Paweł Melon.

The advertising bureaus of major TV broadcasters (Polsat TV, TVN and TVP) have included growth of costs by 14-16% on the average in their ad price lists for 2023.

As the number of connected TV sets continues to grow, there emerge possibilities of using addressed advertising, known from the online market, in terrestrial TV. Addressed advertising enables showing different spots to different users, depending on their preferences.

*“Thanks to the development of addressable TV, TV advertising starts offering new possibilities and is becoming more attractive. This will undoubtedly attract advertisers to this form of advertising but the extent will not be significant yet in the broader market perspective,”* comments Paweł Melon.



# Press review

**PAP Biznes, 4 January 2023**

*by map/ pat/ osz/*

## **Distribution of the spectrum from the 700 MHz frequency band is planned for this year, according to Cieszyński**

Janusz Cieszyński, the minister in the Prime Minister's Office who is responsible for digital affairs, responded to an inquiry from an MP by saying that the distribution of the spectrum from the 700 MHz frequency band is roughly planned for 2023.

In December 2022 the Office of Electronic Communications started the consultations related to the auction for four spectrum reservations in the 3.6 GHz frequency band. The consultations will continue till 31 January 2023. The initial price for each spectrum block will be PLN 450 million.

# Press review

Wirtualnemedi.pl, 5 January 2023

by tw/PAP

## During the past year Dino Polska opened 344 stores. A Cyfrowy Polsat company is also making money from this

During 2022 the grocery supermarket chain Dino Polska added 344 new stores.

The development of Dino chain also means revenue for Esoleo (a Polsat Plus Group company) which installs photovoltaic panels on the rooftops of Dino stores.

At the end of September 2022 such solar panels were present on the roofs of 1,476 stores, offering a total power of 53 MW. During the first three quarters of last year the solar panels generated ca. 35 GWh of electrical power, compared to 13 GWh a year earlier.

# Cyfrowy Polsat shares

Date	Maximum price (PLN)	Minimum price (PLN)	Closing price (PLN)	Change (%)	Turnover (mPLN)
2023-01-01	-	-	-	-	-
2023-01-02	17.90	17.50	17.80	1.08	2.84
2023-01-03	18.05	17.70	17.70	- 0.56	6.87
2023-01-04	18.28	17.84	18.04	1.92	16.22
2023-01-05	18.84	18.17	18.54	2.77	15.67



# Investor's calendar

## Date

## Event

9 January 2023

DM BOŚ Investor Conference, Warsaw

12 – 14 April 2023

RCB Investor Conference, Zürs 2023