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Press review

Wirtualnemedi.pl, 18 November 2024

by bg

11 per cent more for video advertising. Internet gained much more than traditional tv

According to an analysis by Publicis Groupe, advertising spending in the video segment, which includes TV and online video, increased by 11.1 % YoY in the first three quarters of 2024 to reach PLN 4.81 billion.

Advertising spending in linear TV grew by 7.3%, particularly influenced by summer sporting events. Total streaming (BVOD, AVOD and SVOD services) grew by 9%, driven by the growth of FAST channels and ad-lite subscriptions and the debut of the Max platform. Short forms of in stream video, which includes video on social networks and websites, grew by 23.1%, mainly due to the European Football Championship.

In terms of the share of individual video forms in advertising revenue, in January-September 2024 linear TV accounted for 71.1%, total streaming VOD for 1.6% and other short form in stream video for 26.7%.

In Q3 2024, viewers aged 16-59 watched traditional TV for 3 hours and 14 minutes per day, an increase of 11 minutes compared to the previous year, mainly due to the popularity of the Euro 2024 and Olympic Games broadcasts. The average TV viewing time was 3 hours and 24 minutes, an increase of 9 minutes year-on-year.

Press review

PAP Biznes, 21 November 2024

by mcb/ osz/

Cyfrowy Polsat interested in participating in auction of 700 and 800 MHz bands

Mirosław Blaszczyk, CEO of Cyfrowy Polsat, announced during a video conference on Q3 results that Polsat Plus Group is interested in taking part in the auction of the 700 and 800 MHz bands to be held by the Office of Electronic Communications (UKE). "We are interested in both the 700 MHz and 800 MHz bands - this is the focus of our interest" - said Mirosław Blaszczyk.

The auction, launched by UKE in August, includes seven frequency reservations. The deadline for initial bids is 27 January 2025 and the starting price for the band is PLN 356 million.

Vice-President of the Management Board Maciej Stec announced that Polsat Plus Group will double its wind power production in 2025, reaching a capacity of 750 MW and a potential energy production capacity of 2 TWh in 2026. The projected EBITDA contribution of the green energy segment will be PLN 500-600 million in 2026.

CFO Katarzyna Ostap-Tomann said that CAPEX in the third quarter amounted to PLN 277 million and over PLN 500 million in nine months. In the fourth quarter of this year, investments will mainly be related to the construction of the wind farm in Drzeżewo. Katarzyna Ostap-Tomann pointed out that the Group's debt maturities are transparent and that loans and bonds are repaid on schedule.

Recent events

Press release, 20 November 2024

Very good financial and operational performance of Polsat Plus Group in Q3 2024

Q3 2024 was very good for Polsat Plus Group, both in financial and operational terms. Revenues grew by 3.6% YoY, adjusted EBITDA was up by 14.4% YoY, while net profit increased by more than 144% YoY. In Q3 2024 Polsat Plus Group increased the coverage of its 5G network to a territory inhabited by 25 million people, while the coverage of the 5G Ultra network, offering data speeds of up to 1 Gbps, extends over an area inhabited by 16 million people. Fixed-line Internet access offered by Plus and Netia reaches more than 10 million households and 23 million people. The offer of Polsat Sport/Polsat Sport Premium and Eleven Sports channels has been enriched by adding Bundesliga and Ligue 1 McDonald's football matches as well as Formula 1 racing, among others. Polsat-Interia Group was the leader in the mobile category. Since the beginning of the year the Group produced 772 GWh of electricity while using the production capacity of its Renewable Energy Sources (RES). Trial production of green hydrogen started in Konin.

“In Q3 we have been developing across all segments of our operations. Plus's 5G network now reaches 25 million people, 5G Ultra network is available to 16 million people while our fixed-line Internet access service is available to nearly 23 million people. We have an attractive offer of TV programs, which includes interesting autumn scheduling offer with a rich proposal of best sports coverage. Formula 1 racing and Bundesliga German football league come back to Eleven Sports. We produce increasing volumes of green energy from renewable sources and we have launched trial production of green hydrogen in Konin,” says **Mirosław Błaszczuk, President of the Management Board of Cyfrowy Polsat and Polkomtel, Polsat Plus Group.**

Recent events

“It has been a very good quarter in financial terms – the Group’s revenues and adjusted EBITDA increased by 3.6% and 14.4% year-on-year, respectively. The Group’s performance is supported in increasing degree by the green energy segment – in Q3 alone the segment generated 82 mn PLN of EBITDA,” says **Katarzyna Ostap-Tomann, a Management Board Member of Cyfrowy Polsat responsible for finance and the Vice-President responsible for finance at Polkomtel, Polsat Plus Group**. “Very good operational results, including growing ARPU of contract B2C and B2B customers, have translated to growth of the retail revenue by 3.6%. Net debt to EBITDA ratio is under control, at 3.4x.”

“In Q3 2024 the number of multi-play customers increased by nearly 50 thousand year-on-year. 2.5 million people, or 43% of all our customers, use multi-play services,” says **Maciej Stec, the Vice-President of the Management Board responsible of Polsat Plus Group’s strategy**. “As a result of very good sales of the telephony and Internet access services, the average revenue per unit (ARPU) generated by B2C contract customers increased by 5% YoY. ARPU of our business clients increased by 4% while ARPU generated by prepaid customers remained at a high, stable level. All the same time we can boast low churn ratio of 7.2%” adds Maciej Stec.

“In Q3 2024 we generated over 300 GWh of green energy – by 57% more than last year. The factors which contributed to such dynamic growth include launch for further wind power farms in Czluchów and Przyrów, providing total power of 123 MW. In Q3 alone the green energy segment generated 82 mn PLN of EBITDA and 200 mn PLN during the 9 months of the year,” says **Maciej Stec, the Vice-President of the Management Board responsible of Polsat Plus Group’s strategy**. “We are systematically launching more production capacity in the RES area. Construction of our biggest wind farm in Drzeżewo, offering 139 MW of power, proceeds as scheduled. In Konin we have launched trial production of green hydrogen and hence we already have the full hydrogen economy value chain in place,” adds Maciej Stec.

[More>>](#)

Cyfrowy Polsat shares

Date	Maximum price (PLN)	Minimum price (PLN)	Closing price (PLN)	Change (%)	Turnover (mPLN)
2024-11-18	12.07	11.77	12.01	1.74	6.38
2024-11-19	12.46	11.83	11.95	- 0.54	11.19
2024-11-20	12.35	11.92	12.30	2.97	7.64
2024-11-21	13.14	12.74	12.93	5.08	30.39
2024-11-22	13.70	12.79	13.70	6.00	27.64



Investor's calendar

Date

Event

20 November 2024

Quarterly report for Q3 2024

5 – 6 December 2024

WOOD's Winter Wonderland EME Conference, Prague