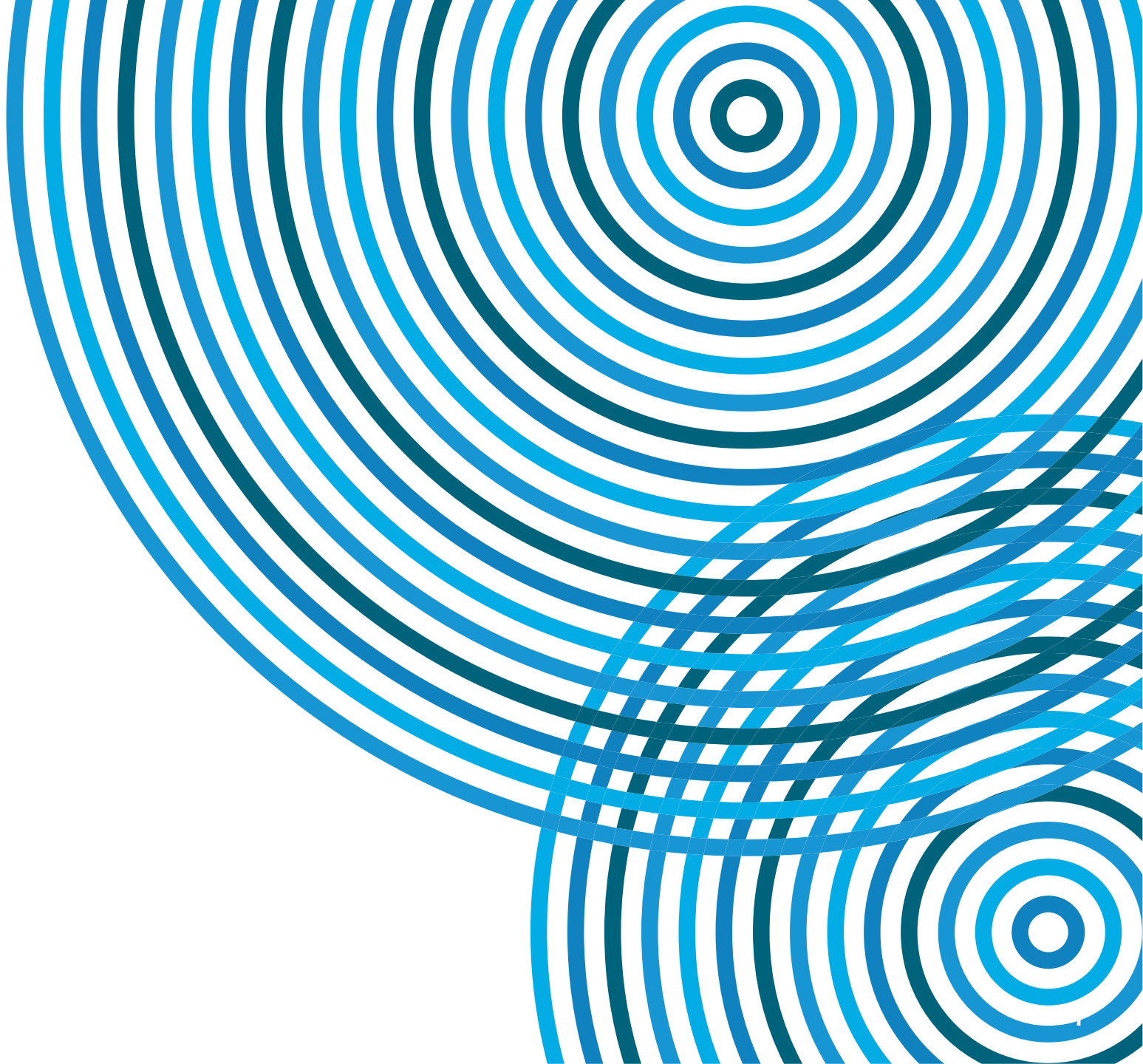


2 December 2024

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Press review

Wirtualnemedi.pl, 27 November 2024

by bg

Retail continues as the driving force of advertising in Poland. Growth by 10%

The net value of the advertising market in Poland was nearly PLN 9 bn after three quarters of 2024, which means growth by 9.5% YoY, according Publicis Groupe data.

Amounts invested in in the video (TV and online video), the Internet, the radio, outdoor and cinema advertising demonstrated growth during the first three quarters of 2024. In turn, the advertising spend on press ads demonstrated decrease. The fastest, two-digit growth was noted in the area of outdoor advertising – exceeding 11.8%. Video was the second segment in terms of growth with 11.1%, with the revenues from TV advertising growing by 7.3% while online video demonstrated revenue growth of nearly 22.8%. The revenue from advertising in cinemas grew at a slightly slower pace of 10.9%.

„Economic growth slowed down slightly in the third quarter and so did the advertising market’s growth. Poland’s GDP increased by 2.7% YoY in real terms, compared to growth of 3.2% in Q2. Advertising market’s growth also slowed down in the third quarter, but it was still much higher than the overall growth of economy. As many as 15 sectors of economy increased their investments in advertising with only one reducing the amount invested. Retail was the sector which generated the highest growth in terms of volume of expenditures – the companies from this sector spent nearly PLN 310 million more, or 17.2% more YoY. (...),” comments Iwona Jaśkiewicz-Kundera, Chief Investment Officer at Publicis Groupe. *“The good results of the Internet sector in the third quarter have prompted us to increase the forecast for the Internet from 7.2% to 8.8%. We estimate that the advertising market as a whole will grow by 8.9% in 2024,”* adds Iwona Jaśkiewicz-Kundera.

Press review

Rzeczpospolita, 27 November 2024

by Urszula Zielińska

Orange counts on the strength of 5G, fast Wi-Fi and AI. What will we see in Poland?

Orange Polska wants to increase the revenue from ICT services thanks to the opportunities offered by opening of access to infrastructure and own applications, artificial intelligence and its own 5G, informs Liudmila Climoc, the CEO of Orange during the Orange OpenTech 2024 conference organized by the group. At present, more than 30% of the company's revenues comes from ICT services and the share is expected to grow. Orange Polska intends to implement new technologies, such as routers with Wi-Fi 7 and AI-based chat service in the sub-brand of Orange Polska – Flex.

In 2025 the Group plans to launch a stand-alone 5G network, though in Poland this will happen a little later. Orange is gradually decreasing the share of Chinese vendors in its radio network.

Press review

Wirtualnemedi.pl, 28 November 2024

by Justyna Dąbrowska-Cydzik

Entertainment and media market in Poland is worth nearly PLN 65 bn. We are the region's leader

According to a PwC report entitled “Prospects of Entertainment and Media Industries’ Growth in Poland 2024-2028” (Perspektywy rozwoju branży rozrywki i mediów w Polsce 2024-2028), the value of the entertainment and media market in Poland will reach PLN 64.8 bn in 2024, making Poland the leader in the Central-and-Eastern Europe region. The average annual pace of revenue growth in Poland will be 3.8% in the years 2023-2028, i.e. slightly below the global pace of growth of 3.9%.

Poland stands out as compared to global trends since traditional TV continues to hold a strong position, while in other countries it is losing ground to video streaming. Diverse sources of revenue, such as subscriptions, micro-payments and content licensing increase the financial stability of video gaming and OTT services segments.

The Internet is the biggest segment in terms of generated revenue, with the value of PLN 26.3 bn, and it outpaces traditional TV (PLN 10.7 bn). Poland will witness slower growth in such segments as online gaming and e-sport (6.8% vs 8%), OTT services (6.7% vs 7.4%) and cinema (6% vs 6.3%).

The OTT video segment, which offers video content on demand, has been growing at increasingly faster pace, responding to the consumers’ growing demand for personalized content. OTT platforms, such as Netflix or HBO Max, are introducing lower subscription plans with commercials, which increases the user base and opens up new advertising revenue sources.

Revenue from mobile services is growing at the average annual pace of 1.8%, from PLN 20.1 bn in 2023 to PLN 22.0 bn in 2028. The revenue from mobile Internet access will amount to PLN 20.5 bn in 2024, while fixed-line Internet access will generate PLN 5.8 bn of revenue. Poland will reach the critical point in 2027 when fiber-optic lines will account for 50% of all fixed-line Internet access subscriptions.

Press review

Rzeczpospolita, 28 November 2024

by Michał Duszczyk

Pirates are on the prowl in Union

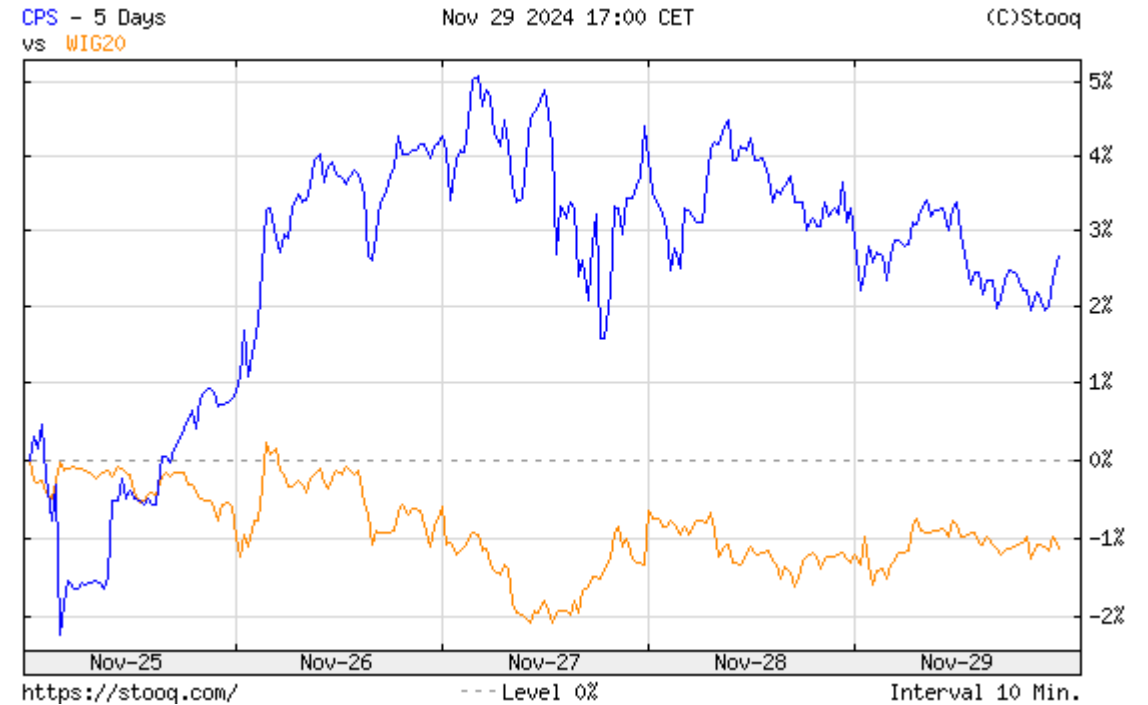
EU citizens widely use illegal video broadcasts as well as download music and publications that they have no right to access. The scale of these illegal practices is enormous while police actions targeting the pirates are ineffective, as stated in the report prepared by the European Union Intellectual Property Office (EUIPO).

The analyses show that a European citizen uses illegal content ten times a month on the average, with TV content accounting for half of the cases of illegal access. According to EUIPO, the number of pirate Internet TV websites increased distinctly over the past year and the number of times that such websites were visited grew by 10% alongside.

Poland is distinguished by the low level of piracy, with around eight instances of illegal access per Internet user monthly. Better results can be demonstrated only by Romania, Germany and Italy. High share of young people, higher unemployment and income inequalities are the factors which increase the risk of piracy. Poland has broad access to legal streaming platforms, which reduces the need for use of illegal sources. However, the streaming platforms' fight against account sharing and offering by them of exclusive content could lead to growth of piracy, should it turn out that legal alternatives are less convenient and more expensive.

Cyfrowy Polsat shares

Date	Maximum price (PLN)	Minimum price (PLN)	Closing price (PLN)	Change (%)	Turnover (mPLN)
2024-11-25	14.14	13.57	14.09	2.85%	24.03
2024-11-26	14.58	13.97	14.56	3.34%	24.23
2024-11-27	14.72	14.16	14.60	0.24%	30.69
2024-11-28	14.65	14.20	14.44	-1.06%	9.31
2024-11-29	14.48	14.23	14.35	-0.62%	8.46



Investor's calendar

Date

Event

5 – 6 December 2024

WOOD's Winter Wonderland EME Conference, Prague