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Press review

Telko.in, 2 December 2024

by Marek Jaślan

The dominance of mobile Internet over fixed Internet in Poland is going to get even deeper

According to the latest report “Development prospects for the entertainment and media industry in Poland 2024-2028,” prepared by PwC, Internet access accounts for 40% of the entertainment and media industry's revenue in Poland, more than traditional television (16%) and Internet advertising (16%) combined. However, the growth rate of the Internet access segment will be lower than that of other niches such as Internet advertising, video games, cinema and music. Telecoms need to adapt their business models to the new trends.

PwC experts stress that the future of the industry will be shaped by technological changes and consumer preferences. The rising cost of living is driving consumers to choose cheaper forms of entertainment, such as free online content or streaming platforms with ads.

Mobile access generates the majority of Internet service revenues (20.5 billion in 2024), while fixed Internet brings in 5.8 billion. Mobile service revenues will grow at a 1.8% CAGR to reach PLN 22 billion in 2028, thanks to the development of 5G. Fixed Internet will grow more slowly, by 0.2% CAGR, reaching PLN 5.8 billion in 2028.

Television in Poland maintains stable revenues, which will reach PLN 10.7 billion in 2024, rising to PLN 11.3 billion by 2028. Revenues from TV subscriptions will grow at a 2% CAGR, and from TV advertising at a 0.5% CAGR.

Press review

Telko.in, 2 December 2024

by Marek Jaślan

There is a regulation on out-of-court resolution of consumer disputes by UKE

The Regulation of the Minister of Digitization on out-of-court resolution of consumer disputes in the field of electronic communication services has been published in the Journal of Laws. It defines the procedure, the manner of filing applications and the exchange of information between the parties.

The application to initiate the proceedings is filed with the President of the Office of Electronic Communications (UKE). The regulation is based on the Electronic Communications Act (PKE), which replaces the Telecommunications Act and regulates amicable dispute resolution (ADR - Alternative Dispute Resolution).

In 2022, UKE received 561 applications for ADR, and in 2023. - 498.

Press review

Interia.pl, 3 December 2024

Polsat-Interia Group Internet leader among publishers in Poland

According to research by Mediapanel, in November this year, Interia and Polsat-Interia websites were visited by a total of 20.81 million real users (RU). Polsat-Interia Group achieved the best result for the fourth time this year, ahead of the RAS Polska Group (Onet.pl) and the Wirtualna Polska Group, which had 20.53 million RU and 20.50 million RU, respectively.

Polsat-Interia Group also dominated the mobile platform, reaching the leadership position eight times in 2024. In November, Interia and Polsat-Interia websites were visited by 19.91 million RU from smartphones and tablets, ahead of RAS Polska Group by 615 thousand RU and Wirtualna Polska Group by 1.1 million RU. Polsat-Interia Group also generated the highest average monthly reach on the mobile platform this year (19.15 million RU).

The publisher also achieves the best results in important thematic categories. Zielona Interia (Green Interia) (3.03 million RU) is the most popular site about ecology, and Deccoria.pl (3.39 million RU) is the leader in the “Interior Design and Garden” category. Interia Biznes ended November with a record 7.05 million RU. Polsat-Interia Group is also the leader among publishers of weather services, with 7.62 million RU in November.

Press review

Telko.in, 3 December 2024

by Marek Jaślan

T-Mobile has launched a fiber offer on Vectra's network and boasts that it has 10 million HPs in range

T-Mobile announced that its customers have been able to use fixed-line Internet on the basis of the Vectra Group's network since December this year. This brings T-Mobile's fixed Internet service coverage to nearly 10 million homes and apartments in Poland. Orange, by comparison, has coverage of 8.7 million households.

T-Mobile estimates that it reaches nearly two-thirds of households in Poland with high-speed fiber Internet. The number of T-Mobile broadband users increased by 19 thousand in Q3 2024, reaching 324 thousand lines at the end of September (home HFC/xPON/4G/5G accesses).

Press review

Wirtualnedia.pl, 4 December 2024

by ag

National Geographic on digital terrestrial television? This is what Poles' dream multiplex looks like

According to a Project Cyfrowizja (Project Digitalization) survey by Wavemaker agency, Poles' dream free DTT multiplex should include stations such as National Geographic, Discovery, HBO, Polsat Sport and Canal+. Survey respondents point to Polsat as one of the most interesting terrestrial stations.

Polish viewers rate the digital terrestrial TV offer highly, with 70% believing it is better than in the past. They value the breadth of the offer, the quality of reception, the large selection of channels and the news and information offer. They are less satisfied with sports, movie and children's offerings. Among the deficient program categories they mention documentaries, nature and travel programs.

The survey was conducted among 1509 TV viewers in October 2024.

Press review

PAP Biznes, 5 December 2024

by mcb/ osz/

More than 60% of households in 5G coverage; UKE seeks formula to introduce 24-26 GHz bands

More than 60 percent of households in Poland are in range of 5G networks, according to President of the Office of Electronic Communications Jacek Oko. Currently, there are no guaranteed frequencies yet, but operators have confirmed coverage as part of cyclical reporting.

Decisions are also being issued by the UKE allowing network tests in the 700 MHz and 26 GHz bands. Tests on the 700 MHz frequency will last until December, and on 26 GHz until the end of January.

The UKE chairman further reported that UKE is looking for a suitable formula for the introduction of the 24-26 GHz microwave band next year.

Recent events

Current report No. 22/2024, 6 December 2024

Obtaining information on the filing of a lawsuit against the resolutions adopted by the Extraordinary General Meeting of Cyfrowy Polsat S.A. on October 8, 2024

The Management Board of Cyfrowy Polsat S.A. (the “Company”) hereby informs that on 6 December 2024 it was informed about a lawsuit filed by the shareholder Tobias Solorz to establish the non-existence or, alternatively, to declare the invalidity or, alternatively, to revoke the resolutions adopted by the Extraordinary General Meeting of Cyfrowy Polsat S.A. on October 8, 2024, on the subject of: (i) changing the number of members of the Company's Supervisory Board (Resolution No. 7); (ii) dismissing Mr. Tobias Solorz from the Company's Supervisory Board (Resolution No. 9). The text of the aforementioned resolutions was published by the Company in current report No. 19/2024 dated October 8, 2024.

The Management Board of the Company will make a detailed analysis of the lawsuit and take appropriate action.

Cyfrowy Polsat shares

Date	Maximum price (PLN)	Minimum price (PLN)	Closing price (PLN)	Change (%)	Turnover (mPLN)
2024-12-03	14.90	14.36	14.78	2.07	18.35
2024-12-04	14.81	14.50	14.63	- 1.01	12.30
2024-12-05	14.82	14.38	14.78	0.99	11.76
2024-12-06	14.77	14.46	14.74	- 0.20	7.52
2024-12-09	15.15	14.61	14.99	1.66	11.83



Investor's calendar

Date

Event

5 – 6 December 2024

WOOD's Winter Wonderland EME Conference, Prague
