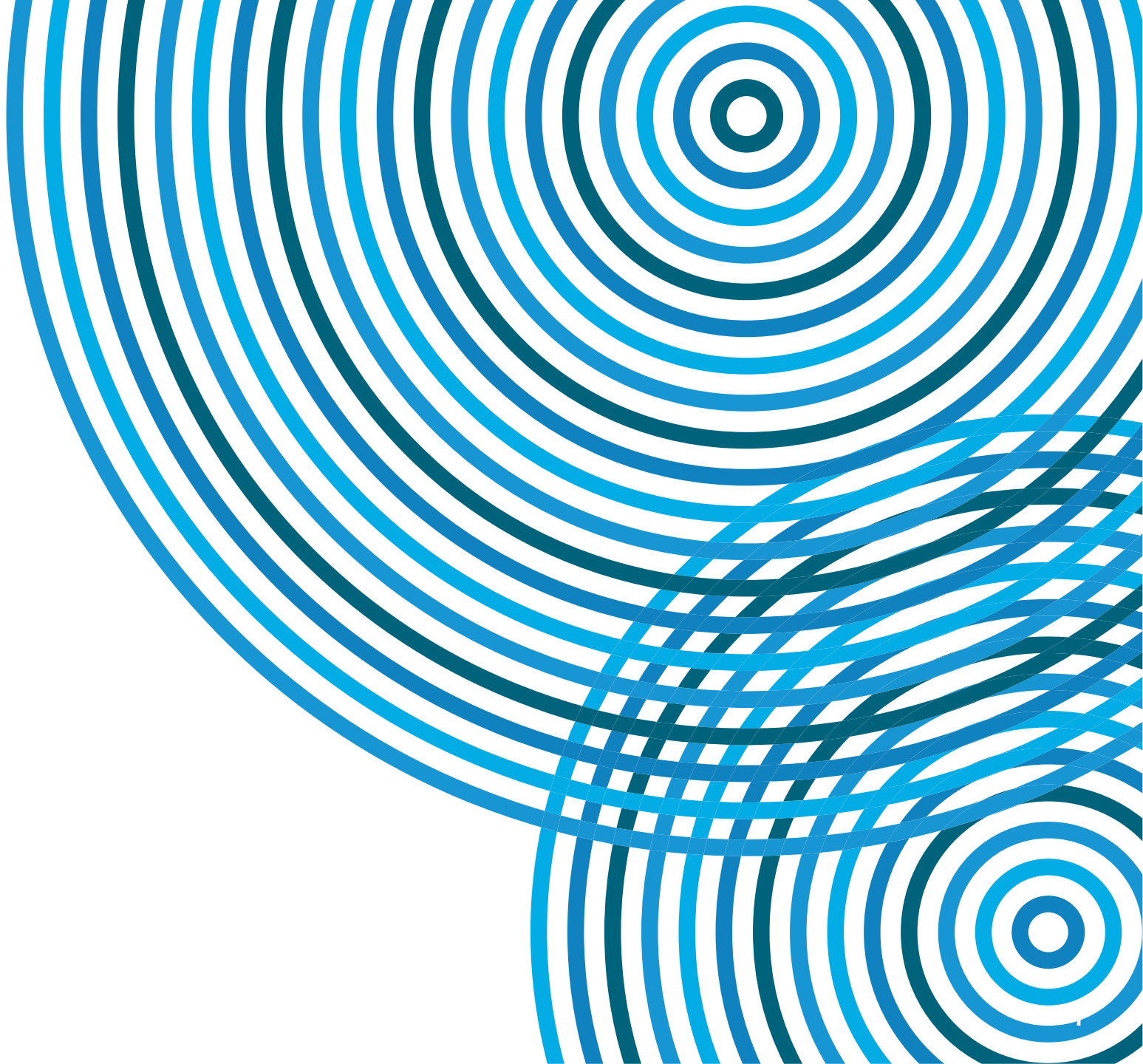


20 January 2025

# IR Newsletter 2/2025



# Press review

Wirtualnemedi.pl, 14 January 2025

by Adrian Gąbka

## TVN WBD is the audience leader, Republika surpasses Netflix. First such a Nielsen report

According to the new All Screens Video Landscape report by Nielsen, showing the TOP10 media groups with highest audience shares among the video content distributors in Poland in 2024, Warner Bros. Discovery was the no. 1 (with a 19.5% share), Telewizja Polska was second with 18.4%, followed by Polsat Group in the third place with 18.2% audience share.

Further spots: Google (the owner of YouTube) with 6.4% share, Telewizja Puls – 3.8%, Telewizja Republika – 3.2%, Meta (Facebook, Instagram) – 2.7%, SPI International – 2.3%, Netflix z 2.2% and Byte Dance (TikTok) – 1.7%.

The data includes audience shares on four screens (TV, PC/laptop, smartphone and tablet) in households using shared home networks. The data comes from Nielsen's single-source telemetric panel which covers 3.5 thousand households and nearly 9.7 thousand panel participants.

Majority of the video content is watched on TV screens. As regards the content offered by YouTube, Meta services and TikTok, PC screens, smartphones and tablets are dominant. In the case of Netflix, 80% of viewing takes via TV screens.

Nielsen Gauge report for Poland also shows that the share of streaming in total viewing time on TV sets increased from 6.7% in November 2023 to 9.1% in November 2024. In 2024 93% of the population had TV sets at home, which is a decrease compared to 95% in 2023. The average time spent daily watching video content on all home screens was 4 hours and 27 minutes, of which 56 minutes accounted watching streamed video content. TV screens are used for watching video during as much as 86% of time, with offline watching accounting for 79% and online watching accounting for 7% of total content viewing time.

The increasing share of video content watched on TV screens is the outcome of the growing number of advanced devices. In 2024 as many as 59% households had Smart TVs. Compared to 2016, the number of households with such devices doubled. Connected TV sets accounted for 49% of all TV sets in 2024.



# Press review

Rzeczpospolita, 14 January 2025

by Urszula Zielińska

## Streaming platforms are battling fiercely for sports fans. What are they betting on now?

In 2025 the owners of streaming platforms worldwide will spend around \$11bn for acquiring rights to broadcast sports events, which accounts for 23% of the total market of sports events broadcasting rights' market, according Ampere Analysis estimates. It is significant growth compared to the \$2.8bn spent five years ago, and 10% more compared to 2024. Netflix and Amazon are the main players in this area.

Streaming platforms are fighting for broadcasting rights to sports events, as coverage of popular sports attracts highest advertising budgets, and it is these very budgets that the Internet services are beginning to fight for increasingly intensely in their rivalry with the traditional TV broadcasters.

Canal+ Groupe remains an important player in the field of sports events coverage in Europe. They have acquired part of the rights held by the Scandinavian Viaplay group (by first acquiring Viaplay's shares), which withdrew from development of its streaming platform abroad due to financial reasons. Viaplay will leave Poland this year and starting from the new season the Premiere League matches will be broadcast by Canal+. Formula 1 racing, shown by the Scandinavian platform, will return to Eleven Sports, which is owned by Polsat Plus Group. Similarly, as the Bundesliga German football league matches.

In Poland viewers still prefer to watch sports events on TV, as the Wavemaker data shows (GroupM, October 2024). 62% of the survey's participants pointed to TV as the preferred medium. Streaming was selected by 15% of the survey's participants, while for 23% it was irrelevant whether they watch sports via streaming or on TV. The analysis of the age structure of the group signals that with time TV may lose its leading role. The younger the viewer, the lesser the significance of the type of the medium used.

# Press review

Wirtualnemedi.pl, 14 January 2025

by Beata Goczał

## Advertising in Poland will grow by nearly 10% this year

In 2025 Polish economy will continue growing at a rate faster than the average European growth rate, while the real GDP growth will accelerate to 3.5%, which will have positive impact on the advertising market, as stated by the latest Global Ad Forecasts report which has been published by MAGNA, a media agency from the IPG Mediabrands Group. MAGNA forecasts that the advertising market in Poland will grow by 9.7% this year. Digital advertising will be the fastest growing segment, with growth by 13%. Television will continue to be an important advertising market, though in this case the growth will be a mere 3%. Outdoor advertising (OOH) will grow by 9%, mainly thanks to the development of digital carriers. Radio advertising will grow by 3%, while press advertising will decrease by 5%.

*“Politics is the only thing that could drive the advertising market up in 2025, and I rather have in mind the consequences of launching the European Union financing under the National Recovery and Resilience Plan, than the presidential elections which will generate spending growth mainly in the OOH channel (or at least this is how it has always been so far). The GDP growth announced at 3.5% for 2025 will translate to the growth of the size of the media market, which is mainly driven by the global digital players’ spending. According to MAGNA’s optimistic forecasts, the growth will be 9.7% as a result of which Poland will be among the fastest growing markets in the region,”* points out Anna Bratkowska, the Trading & Investment Director at IPG Mediabrands.

The expert anticipates further dynamic growth of retail media (not only in the online offer area but also thanks to the growing supply and the potential of the offline carriers) and of video, in the broad sense of the term. She notes that change of the content monetization model by the streaming services will not occur in our market this year, and for that reason it is rather in further years that we can expect higher acceleration in this segment. However, due to this delay the traditional TV can rest easy for another year.

# Recent events

Press release, 15 January 2025

## Plus MCX – the Innovative Critical Communications Network

**Polsat Plus Group is finalizing the implementation of a nationwide critical communications infrastructure solution called Plus MCX. The purpose of the solution is to ensure reliable communications for crisis situations, such as for example floods. The system relies on a dedicated telecommunications network operating in the 420 MHz frequency band while using LTE technology. The solution supports voice calls, data transmission as well as group communications designed for government services and agencies as well as for local authorities and enterprises.**

Plus MCX is a solution thanks to which the parties who operate critical infrastructure can use reliable data transmission even in extremely unfavorable circumstances. Thus, the solution, which is unique on Polish market, can support organization of emergency operations and also enables quick response in crisis situations. Plus MCX is planned to be launched at the beginning of 2025.

**Plus MCX (mission critical services)** is a secure, dedicated and resilient critical communications network which is designed for the uniformed services, crisis management units, power engineering, industry, logistics and other branches which are responsible for security and which must be prepared to act in difficult situations and conditions. The solution operates in the form of a dedicated telecommunications network which relies on the 420 MHz frequency band, which is characterized by outstanding propagation parameters, while using the LTE technology. Thanks to such an arrangement, Plus MCX offers uninterrupted communications between users while reducing to the minimum the possibility of outside interference. Additional benefit is the extended operating time of the transmitters, which guarantees communications even in the situation of failure of the public telecommunications network. The service will be available nationwide in Poland and its launch is planned at the beginning of 2025.

[Read more >>](#)

# Cyfrowy Polsat shares

Date	Maximum price (PLN)	Minimum price (PLN)	Closing price (PLN)	Change (%)	Turnover (mPLN)
2025-01-13	13.98	13.59	13.63	-2.68%	8.25
2025-01-14	14.00	13.60	13.87	1.80%	8.16
2025-01-15	14.09	13.74	14.00	0.94%	5.14
2025-01-16	14.18	13.75	14.15	1.04%	18.34
2025-01-17	14.70	14.20	14.58	3.04%	12.21



# Investor's calendar

## Date

## Event

23 January 2025

Trigon Top Picks 2025, Warsaw

18 – 19 March 2025

CEE Capital Markets Conference - PKO BP, London