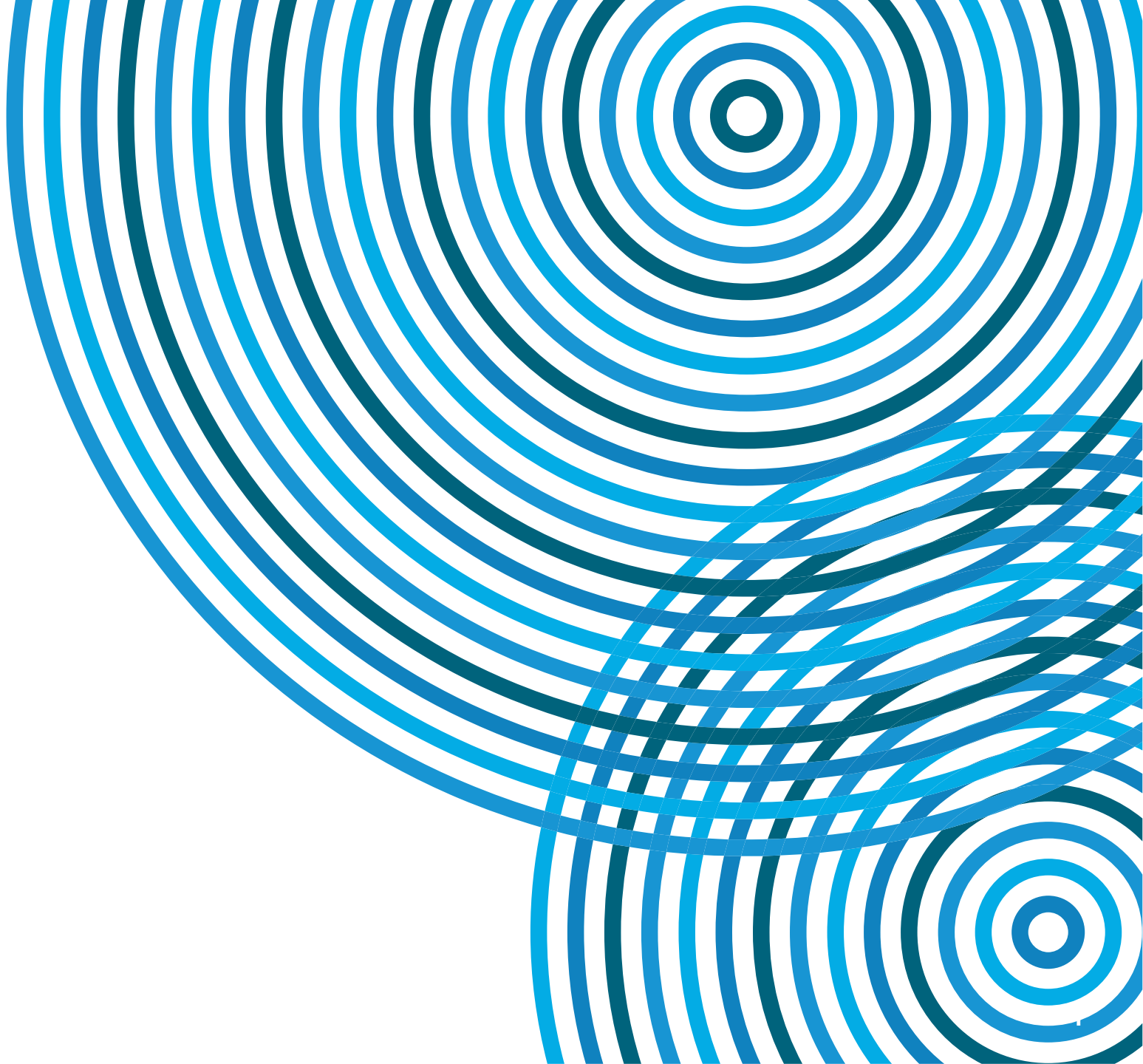


1 September 2025

# IR Newsletter 32/2025



# Press review

**Presserwis, 25 August 2025**

*by KOZ*

## SkyShowtime subscription with Netia internet

Netia and SkyShowtime have announced a partnership that gives new and renewing Netia customers free access to the SkyShowtime streaming service (ad-free version) for 24 months.

The offer applies to customers using Netia's wired internet (or internet + TV package) in multi-family buildings covered by the operator's own network. SkyShowtime, a joint venture between Comcast and Paramount, has been operating in Poland since February 2023.

# Press review

**Presserwis, 26 August 2025**

*by MNIE*

## **The Polish Office of Competition and Consumer Protection (UOKiK) has brought charges against Netflix for increasing subscription prices without customer consent**

UOKiK accuses Netflix of unfair consumer practices, specifically for unilaterally raising subscription fees in August 2024 by PLN 4 to 7 depending on the plan, without obtaining explicit user approval. Although Netflix informed users via email and upon login, UOKiK stated that the lack of active consent cannot be considered acceptance of the new terms.

UOKiK President Tomasz Chróstny challenged the platform's terms and conditions that allow such changes without customer agreement. According to the authority, in a subscription model where payments are automatically charged to a consumer's card, any changes to pricing, tariff plans, or key contract elements must be made with the customer's informed consent. Without such approval, the contract should not be renewed under modified conditions.

Netflix has declared its willingness to cooperate with UOKiK and emphasized that legal compliance and user comfort are its priorities.

Investigations are also underway against other platforms, including Disney+, HBO Max, and Google (YouTube Premium). Google has already committed to complying with Polish regulations.

# Press review

Wirtualnemedi.pl, 26 August 2025

by Beata Goczał

## Polish advertising market grew in H1 2025, driven by the internet

In the first half of 2025, the value of the Polish advertising market increased by 7.2% YoY, reaching nearly PLN 6.6 billion. The main driver of growth was the internet, which increased its share to 31.1% and recorded an 8.7% rise in investment. Particularly dynamic growth was seen in search advertising (digital search +15.7%, retail search +29.3%) and display ads on social media.

The video segment, which includes television and online video, accounted for 52.8% of the market and grew by 6.7%. Linear TV saw a 2.2% YoY increase, online video rose by 19.1%, and streaming (VOD) surged by 64.7%.

Radio recorded a 10.4% increase, and out-of-home (OOH) advertising grew by 3%, with digital formats now accounting for nearly 30% of revenues in this segment. Cinema advertising rose by 9.3%, mainly due to investments from the automotive industry. The only medium to decline was print – daily newspapers and magazines dropped by 1.9% and 0.4%, respectively.

Altogether, internet and video now account for 83.9% of the entire advertising market in Poland.

*“Although economic data from the second quarter is encouraging and forecasts for the Polish economy in 2025 remain positive, there is still a degree of caution in the advertising market. In some media, the situation is developing worse than we anticipated at the beginning of the year, which leads us to slightly revise our advertising market growth forecast for 2025 to 7.8% (down from 8.2%),” said Iwona Jaśkiewicz-Kundera, Chief Investment Officer at Publicis Groupe Poland.*

# Press review

**PAP Biznes, 28 August 2025**

*by doa/ ana/*

## EBITDAaL of Play increased by 13.6% YoY in Q2 to PLN 1.19 billion

In Q2 2025, Play Group's EBITDAaL increased by 13.6% YoY, reaching PLN 1.19 billion, with the EBITDAaL margin rising to 46%, up by 4.3 pp. Revenue during this period increased by 3% to PLN 2.59 billion. In H1, EBITDAaL amounted to PLN 2.3 billion (+11.3% YoY), and the EBITDAaL margin rose to 44.6% (+3.5 pp). Half-year revenue increased by 2.6% to PLN 5.14 billion.

Revenue from mobile services in H1 increased by 7.8% to over PLN 2.6 billion, and in Q2 by 6.6% to PLN 1.3 billion. Revenue from home services (internet and TV) rose by nearly 1% YoY to nearly PLN 1 billion and by 0.5% QoQ to PLN 497 million.

At the end of June 2025, the number of active mobile customers exceeded 13.4 million (+0.9% YoY), of which 9.7 million (72%) were subscribers. The number of home service customers increased by 20k to 2.1 million (+1% YoY). The share of customers using convergent offers exceeded 38%. The number of business customers increased by 2% to 60k.

The average monthly revenue per user (ARPU) for mobile services increased by 5.4% YoY to PLN 33.1.

CAPEX (excluding spectrum investments) decreased by 12.8% YoY in H1 2025, reflecting the normalization of investments in 5G mobile network development and moderate commercial growth in broadband internet access.

Infrastructure investments in network and spectrum in H1 amounted to PLN 800 million.

# Recent events

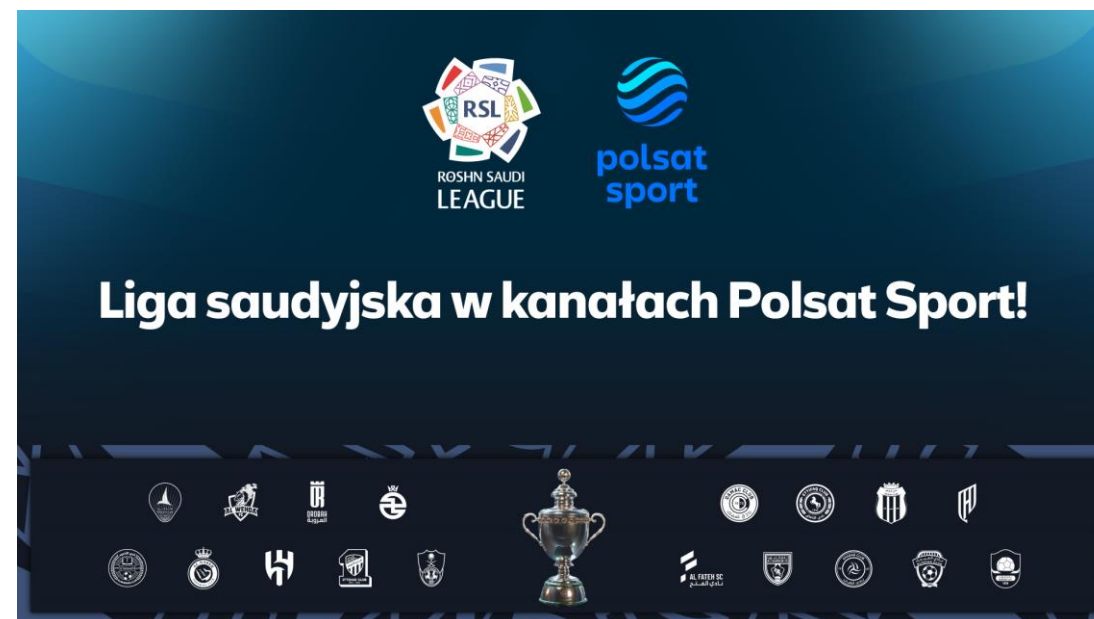
Press news, 28 August 2025

## Saudi football league to remain on Polsat Sport channels

TV Polsat, in cooperation with media broker IMG, has extended its broadcasting agreement for the Roshn Saudi League by four more seasons. This marks another strengthening of the most extensive sports offering built by Polsat Sport over its 25-year history. Thanks to this deal, Polish fans will continue to enjoy watching football stars such as Cristiano Ronaldo, Karim Benzema, Sadio Mané, and Polish goalkeeper Marcin Bułka in action.

The newly launched season of the Saudi football league, officially known as the Roshn Saudi League, is the 51st in its history. Over the course of 34 matchdays, a total of 306 games will be played. Among the 18 participating teams, three are newcomers: Al-Najma, Neom, and Al-Hazem. The reigning champion is Al-Ittihad.

[>> more](#)



# Recent events

Press news, 29 August 2025

## More top sports broadcasts on Polsat Sport Extra channels

On Monday, September 1, four new Polsat Sport Extra channels will launch. For sports fans, this means more top-tier broadcasts for several hours a day. With these four new stations, Polsat Sport becomes a family of 10 television channels. The programming offer includes dozens of sports disciplines and competitions, as well as the best and most popular national and international leagues, tournaments, and events. Thanks to the [Polsatsport.pl](https://polsatsport.pl) portal and Polsat Sport's social media, fans also have convenient access to the latest news, exclusive video content, interviews, and match highlights.

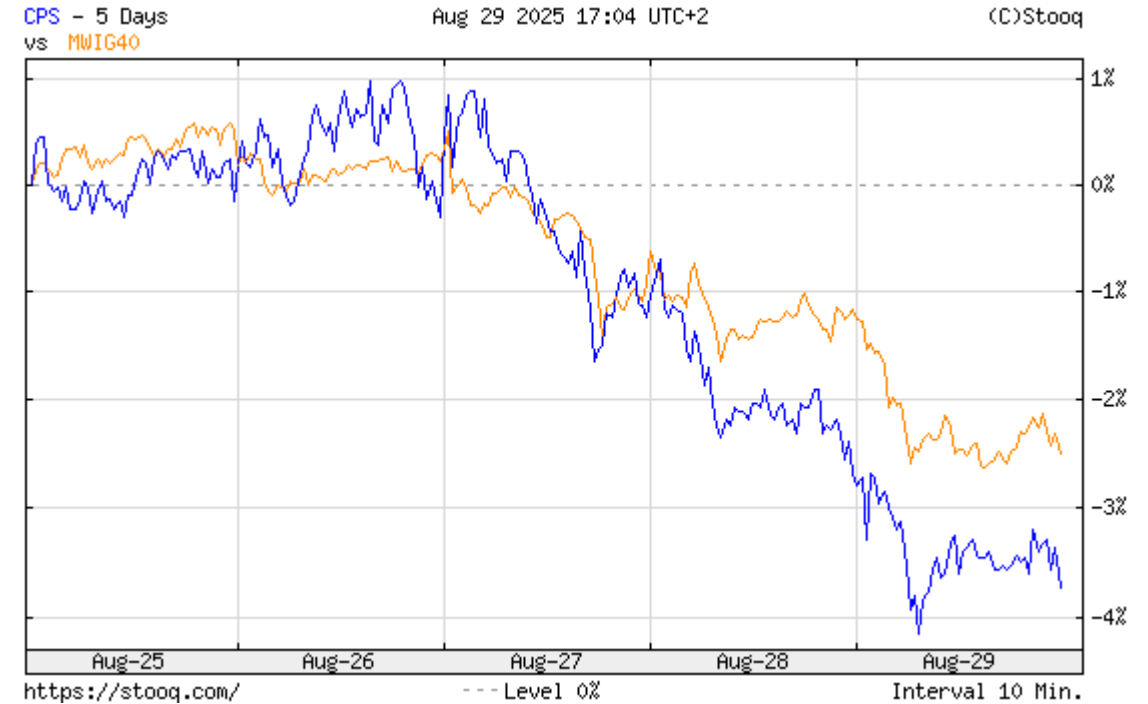
The four Polsat Sport Extra channels are part of the Polsat Sport Premium package. Viewers can expect a powerful dose of top broadcasts, including club and national volleyball competitions, football World Cup qualifiers, UEFA European cups, handball, and basketball. Fans of live coverage will also benefit from broadcasts of sports such as golf, hockey, canoeing, and many others included in Polsat Television's sports offering, which is the broadest on the Polish market. In addition to live sports, viewers of Polsat Sport Extra channels will also have convenient access to extensive replay blocks scheduled every day before noon.

[>> more](#)



# Cyfrowy Polsat shares

Date	Maximum price (PLN)	Minimum price (PLN)	Closing price (PLN)	Change (%)	Turnover (mPLN)
2025-08-25	14.97	14.78	14.83	- 1.03	6.85
2025-08-26	15.02	14.81	14.81	- 0.13	9.51
2025-08-27	14.99	14.60	14.67	- 0.95	6.80
2025-08-28	14.76	14.46	14.46	- 1.47	6.46
2025-08-29	14.50	14.22	14.30	- 1.07	15.98





# Investor's calendar

Date	Event
8 September 2025	22 <sup>nd</sup> Annual Emerging Europe Investment Conference – Pekao, Warszawa
7 October 2025	Trigon TMT Days – Trigon, online
9-10 October 2025	PKO by the Sea – PKO, Sopot
<i>5 – 19 November 2025</i>	<i>Closed period prior to the publication of Q3 2025 results</i>
<b>19 November 2025</b>	<b>Quarterly report for Q3 2025</b>