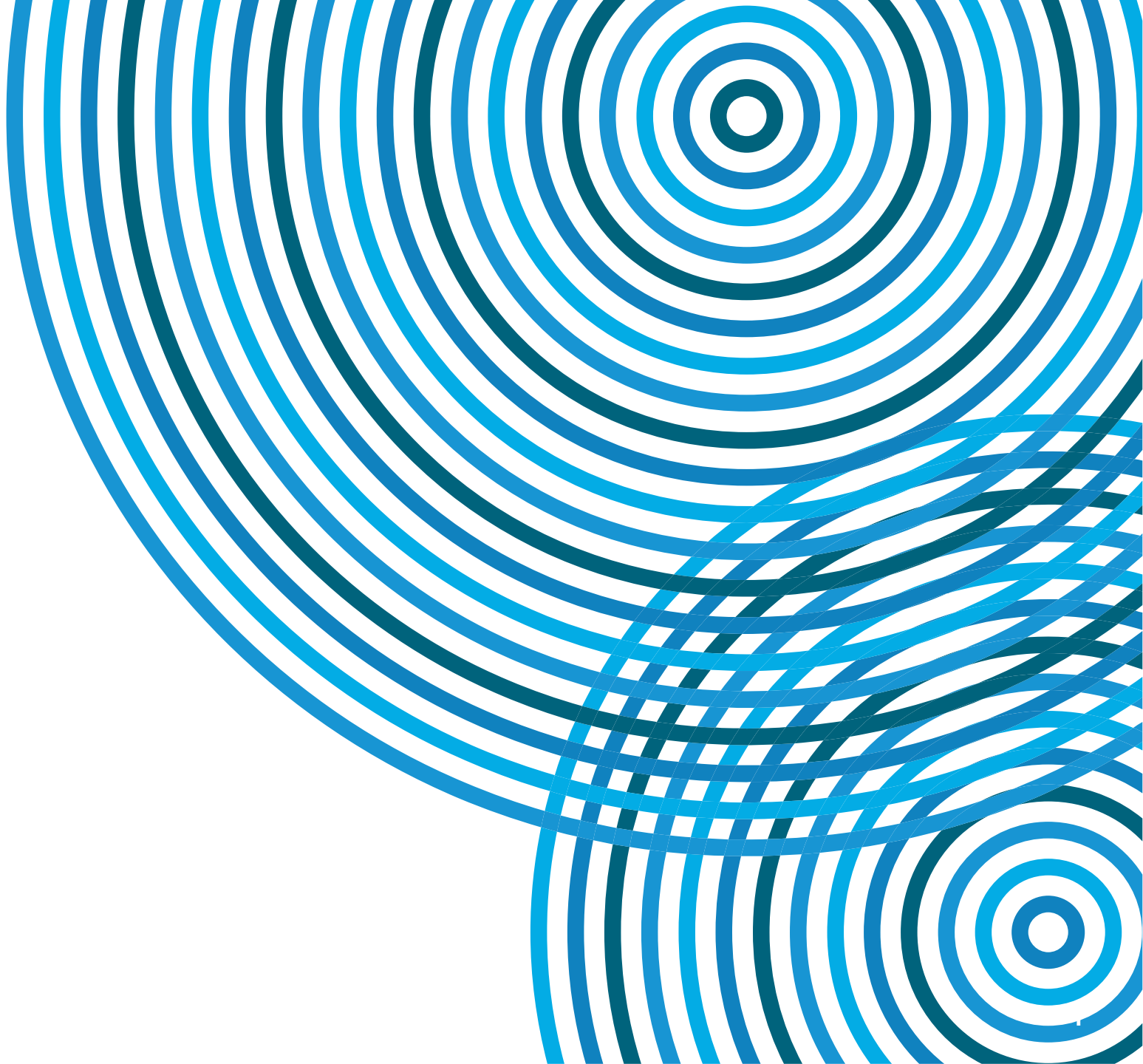


29 September 2025

IR Newsletter 36/2025



Press review

Wirtualnemedi.pl, 23 September 2025

by Patryk Pallus

Polsat Group leads the video market. Viewing time increased

According to the All Screens Video Landscape report by Nielsen, the amount of time spent watching video content in August 2025 increased compared to July. The report covers video consumption on four types of devices: televisions, PCs/laptops, smartphones, and tablets, measured in home environments. Polsat Plus Group remains the market leader, with a viewing share of 17.71%. Telewizja Polska ranks second with 16.95%, followed by Warner Bros. Discovery with 16.74%. The next positions are held by Google (7.38%), TV Republika (5.66%), Telewizja Puls (3.82%), Meta (2.99%), SPI International (2.20%), Canal+ (2.18%), and Netflix (2.05%).

In August 2025, the average daily time spent watching streaming content in Poland increased by 1.46% to 56 minutes and 54 seconds. The time spent with traditional sources (cable, satellite, terrestrial TV) amounted to 3 hours and 11 minutes per day.

Press review

Gazetaprawna.pl, 23 September 2025

by Kasper Starużyk

Mobile operators do not offer compensation to customers for the shutdown of 3G

Mobile operators in Poland have begun the process of shutting down 3G networks, replacing them with more advanced LTE and 5G technologies. The aim of this change is to improve service quality and increase the efficiency of telecommunications infrastructure. For users of older phones, this means they will need to replace their devices to continue accessing the Internet. Operators do not offer any compensation for the shutdown of 3G services.

T-Mobile ended 3G services in 2023. Orange began phasing out its 3G network and plans to complete the process by the end of 2025. Play started its shutdown in March 2025 and also intends to finish by the end of 2025. Plus (Polsat Plus Group) is the last operator, planning to fully discontinue 3G only in 2027.

Press review

Bankier.pl, 23 September 2025

by mbl/ mmu/

source: PAP

This is not censorship, but security. The government has adopted a draft law on blocking illegal content online

The government has approved an amendment to the Act on the Provision of Electronic Services, which will enable the blocking of illegal content on the Internet. The new regulations are intended to ensure effective implementation of the EU Digital Services Act (DSA) in Poland. Oversight of the law's implementation will be carried out by the President of the Office of Electronic Communications (UKE), the National Broadcasting Council (KRRiT), and the President of the Office of Competition and Consumer Protection (UOKiK), depending on the type of platform.

Applications to block content may be submitted by individuals and state institutions, and the procedure will cover 27 prohibited acts, such as threats, fraud, or the promotion of totalitarian ideologies. The author of the disputed content will receive a notification and have two days to present their position. The decision to block content will not be subject to appeal, but it will be possible to file an objection with a court. The law is scheduled to enter into force one month after its announcement.

The new regulations also provide for increased oversight of online platforms in the area of advertising. The law introduces requirements for advertising transparency and restrictions on profiling users' personal data. This means that platforms will be obliged to provide more transparent information about advertisements and to review user complaints regarding advertising content.

Press review

PAP, 26 September 2025

by mbl/ mmu/ ał/

Przemysław Kuna appointed President of the Office of Electronic Communications

The Polish Parliament has appointed Przemysław Kuna as the new President of the Office of Electronic Communications (UKE), succeeding Jacek Oko.

Przemysław Kuna, previously Deputy Director at NASK and Director of the National Educational Network, brings over 30 years of experience in the ICT sector. He is a graduate of the Lublin University of Technology and Warsaw University of Technology, and completed doctoral studies at the Warsaw School of Economics. His career includes roles at Telekomunikacja Polska (now Orange Polska), Pro Futuro, MNI Telekom, WAP, and the National Chamber of Commerce. He has also served as President of the National Chamber of Digital Economy and as a board member of Telnap Telecom and N3net.

During a parliamentary committee meeting, Kuna stated that the Polish telecommunications market is in good condition and remains competitive internationally. His priorities include automating telecommunications reporting, monitoring the quality of postal and Internet infrastructure services, and emphasizing the importance of infrastructure security. Addressing the issue of blocking online content, Kuna stressed that UKE's actions will be reasonable and respect freedom of speech, targeting only illegal content and always in accordance with the law. The UKE President's term lasts five years.

Press review

Telko.in, 26 September 2025

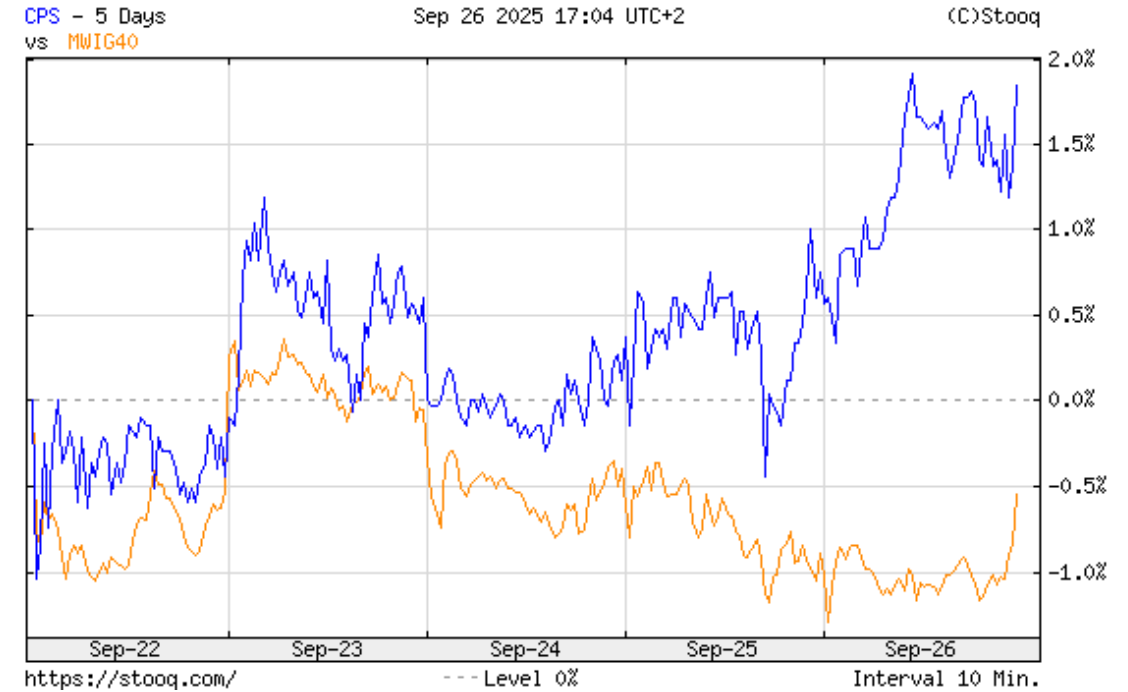
by Marek Jaślan

GUS: In 2024, the telecommunications market generated PLN 44.4 billion in revenue

According to data from the Central Statistical Office (GUS), the Polish telecommunications market generated revenues exceeding PLN 44.4 billion in 2024, representing a year-on-year increase of 2.9%. The largest share of total revenue came from mobile telephony (PLN 16.5 billion), bundled services (PLN 14 billion), and Internet access (PLN 10.7 billion). The number of mobile phone subscribers rose to 53.2 million (compared to 52.4 million in 2023), including 39.7 million post-paid users (38.8 million in 2023) and 13.5 million pre-paid users (13.6 million in 2023). The number of fixed Internet users also increased, reaching 9.1 million customers. In contrast, the number of paid satellite TV subscribers declined to 4.5 million customers.

Cyfrowy Polsat shares

Date	Maximum price (PLN)	Minimum price (PLN)	Closing price (PLN)	Change (%)	Turnover (mPLN)
2025-09-22	13,63	13,36	13,46	- 1,03	7,19
2025-09-23	13,70	13,40	13,60	1,04	7,96
2025-09-24	13,66	13,43	13,54	- 0,48	7,66
2025-09-25	13,68	13,46	13,62	0,63	7,40
2025-09-26	13,79	13,50	13,77	1,10	7,84



Investor's calendar

Date	Event
7 October 2025	Trigon TMT Days – Trigon, online
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>
19 November 2025	Quarterly report for Q3 2025
4 – 5 December 2025	WOOD's Winter Wonderland EMEA Conference, Prague