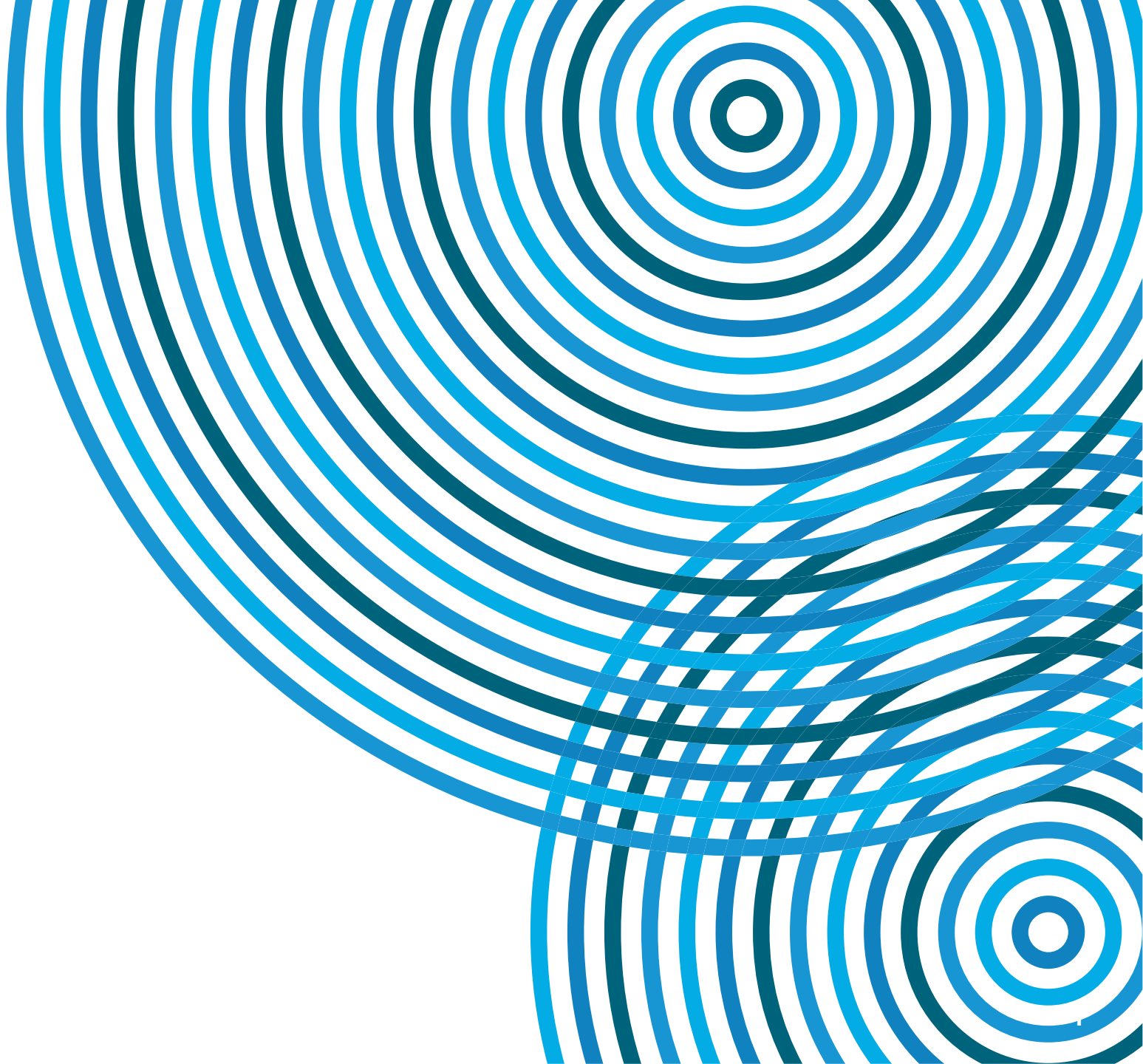


12 November 2025

IR Newsletter 42/2025



Press review

Wirtualnemedia.pl, 2 November 2025

by Justyna Dąbrowska-Cydzik

Polish entertainment and media market worth over PLN 68 bn this year

According to PwC's report "*Global Entertainment & Media Outlook 2025-2029*", the value of the Polish entertainment and media market in 2025 will amount to PLN 68.5 bn, representing a YoY increase of 2.9%. Poland remains the leader in the Central and Eastern Europe region. The largest market segments are internet access – PLN 26.7 bn (+1% YoY), traditional television – PLN 11.5 bn, and online advertising – PLN 11.1 bn, which shows the highest growth dynamics at 8.8% CAGR.

Globally, entertainment and media industry revenues will exceed USD 3 trn in 2025 (+6.8% YoY). In Poland, the importance of the Advertising VOD format is growing – a cheaper streaming subscription with ads, with projected revenue growth of 17.7% CAGR between 2025 and 2029. Segments with the greatest growth potential in Poland include online advertising (+8.8% CAGR), cinema (revenues of PLN 1.14 bn, +3.58% CAGR), music, radio and podcasts (PLN 2.8 bn, +2.64% CAGR), and outdoor advertising (PLN 0.8 bn, +2.04% CAGR). Digital press advertising is growing dynamically (+8% CAGR), as are subscriptions to digital newspapers (+6% CAGR).

The popularity of podcasts and online audio advertising increases the importance of digital channels in advertising budgets, while digital outdoor advertising is gaining an advantage over traditional formats thanks to better targeting and measurability.

The Polish entertainment and media market is undergoing a transformation driven by digitalization and changing consumer habits. Traditional television maintains a strong position, but faces growing competition from streaming and OTT services. Online advertising remains the main growth driver, and new formats such as AVOD may reshape the market structure in the coming years.

Press review

Wirtualnemedia.pl, 5 November 2025

by Tomasz Wojtas

Not just Mediapanel. A new study to help Polish publishers

Polskie Badania Internetu (PBI), responsible for the Mediapanel study, has begun work on a new solution that will combine internet traffic measurement with the largest advertising ecosystems. The goal is to help Polish publishers compete with global platforms.

The current Mediapanel model was based on ordering a single comprehensive research service. PBI's new strategy involves separating IT and research solutions, enabling collaboration with various technology providers and faster implementation of innovations.

The study will provide universal data for running advertising campaigns, similar to what global platforms offer. These data will feed into the new PBI ID ecosystem, allowing standardized ad buying and delivery. Publishers will be able to offer ad space with a complete, statistically accurate user profile. Krzysztof Mikulski, PBI's CEO, emphasizes that research must evolve with the market to strengthen Polish publishers' position against monopolistic practices of global players. Emil Pawłowski (PBI board advisor responsible for product architecture and integration with other research systems) adds that the goal is to create a tool that integrates audience measurement with the advertising ecosystem. The new PBI study is intended as a response to the growing dominance of big tech and the changing needs of the market. By integrating traffic data with advertising systems, Polish publishers will gain a tool that enhances their competitiveness.

Press review

Presserwis.pl, 7 November 2025

by MNIE

Canal+ streaming service introduces an offer called Internet Television

The cheapest package, Entry+, costs PLN 19 per month and includes 49 TV channels. The Relax+ package offers 68 channels for PLN 29 per month, while Extra+ provides 126 channels for PLN 59 per month. Currently, there is a promotion for new customers where channels from the Relax+ package cost PLN 19 per month. With the introduction of the new offer, the Fun&News package will no longer be available to new customers.

Users can take advantage of features such as pausing a program, watching content from the beginning, rewinding broadcasts by several hours, continuing viewing on another screen, and simultaneously following multiple channels (e.g., sports or news).

Existing users of Canal+ Series and Movies and Canal+ Super Sport packages can also benefit from the new offer – they will gain access to channels from the Entry+ package and have the option to purchase higher-tier packages.

The Canal+ offer now also includes channels from the Polsat Plus Group: Polsat Film, Polsat Seriale, Polsat Rodzina, Polsat Doku, Fokus TV, Nowa TV, Polsat Music, and Super Polsat. These channels will be available to satellite subscribers within their existing packages.

Press review

Presserwis.pl, 7 November 2025

by MNIE

UOKiK approves acquisition of part of Vectra's network by Polski Światłowód Otwarty

The Office of Competition and Consumer Protection (UOKiK) has approved the acquisition by Polski Światłowód Otwarty, a company from the Play Group and Plug Finco Sàrl, of all shares in the infrastructure company Elsat from the Vectra Group. The transaction will not involve the subscriber base, only the broadband network.

Polski Światłowód Otwarty will purchase Elsat, to which Vectra will also transfer part of its wholesale operations and broadband infrastructure assets, covering approximately 2.3 million households currently belonging to Multimedia Polska. Both Elsat and Multimedia Polska no longer serve subscribers, as they were previously moved to Virtual Operator and Vectra (both part of the Vectra Group).

Polski Światłowód Otwarty is a wholesale operator that provides infrastructure to other operators (e.g., Play, T-Mobile, Netia, Orange Polska).

Press review

Wirtualnemedi.pl, 9 November 2025

by Adrian Gąbka

The global TV and streaming market will exceed one trillion dollars. Here's the latest forecast

By 2030, the global market for video streaming and traditional television will reach a value of \$1.01 trn, according to analysts at Omdia (reports: "Global Streaming: Key Trends 2025-30" and "Pay TV & Online Video: Global"). The main growth driver is streaming services – in 2025, their revenues are expected to reach \$214.6 bn, representing a 12.8% YoY increase.

Despite the decline in popularity of traditional pay TV, especially in the United States, this segment still generates significant revenue. TV operators are responding to changes by offering access to global streaming platforms and developing their own OTT services.

Tony Gunnarsson, an Omdia analyst, emphasizes that while streaming remains primarily subscription-based, the growing role of advertising shows that hybrid bundle models may be the future of the industry. Ads in SVoD, AVoD, and FAST channels are expected to generate \$42.1 bn globally in 2025, a 15.6% YoY increase. Data published by advanced-television.com indicates that by 2030, advertising in online video services will account for 52% of revenues. Subscription fees for streaming services will follow (21%), pay TV subscriptions (16%), and advertising on linear TV channels (11%).

The growing importance of ad-supported bundles means hybrid models combining subscriptions and ads are becoming standard. In Poland, among major players, only HBO Max and SkyShowtime currently offer cheaper ad-supported plans; Netflix, Prime Video, and Disney+ do not yet.

Recent events

Press release, 4 November 2025

Plush wins gold at Effie Awards 2025

Plush keeps up the momentum and grabs the gold statuette at Effie 2025 in the Influencers & Social Platforms category. The award was given for the campaign “PLUSH – Communication Restart in the TikTok Era.” The Effie Awards gala is the largest marketing competition setting standards for communication effectiveness and business activities.

In 2025, Plush underwent one of the boldest rebrandings in the industry, elevating it to one of the most distinctive and influential brands on TikTok. By introducing a new Bear as a full-fledged influencer, the brand started to operate like a creator: quickly, boldly, and in tune with culture. Instead of traditional ads, Plush began delivering entertainment, engaging both young creators and the biggest pop culture stars. Thanks to viral content featuring, among others, Łatwogang, Doda, Książul, and the “greedy bear from Zakopane,” Plush became one of the most engaging brands on the Polish internet. As a result, Plush not only became the most liked Polish telecom brand on TikTok but also recorded a 55% increase in sales.

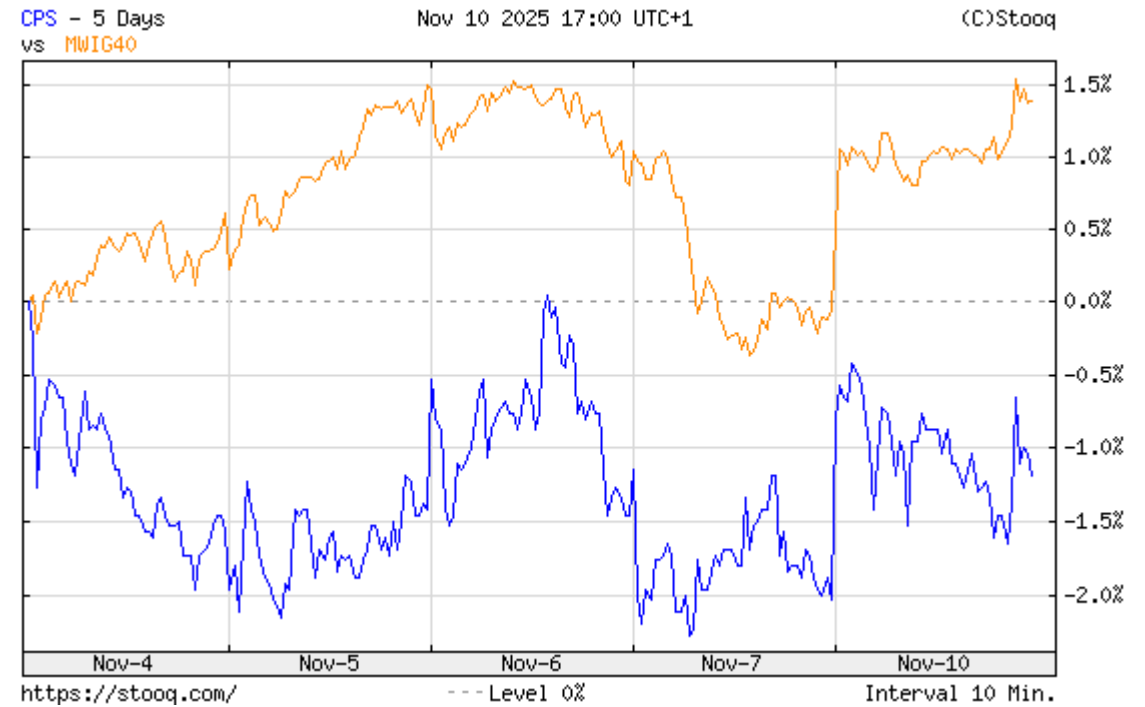
This is another distinction for Plush, which in September won silver in the Use of Social Platforms category at the 2025 Creative Club of Advertising Creators (KTR) competition.



[>>Read more](#)

Cyfrowy Polsat shares

Date	Maximum price (PLN)	Minimum price (PLN)	Closing price (PLN)	Change (%)	Turnover (mPLN)
2025-11-03	13.39	13.07	13.07	- 1.43	8.17
2025-11-04	13.10	12.76	12.81	- 1.99	13.95
2025-11-05	12.89	12.63	12.83	0.16	5.95
2025-11-06	13.03	12.80	12.82	- 0.04	7.98
2025-11-07	12.93	12.69	12.75	- 0.58	7.22
2025-11-10	12.98	12.80	12.86	0.86	6.02



Investor's calendar

Date	Event
5 – 19 November 2025	Closed period prior to the publication of Q3 2025 results
19 November 2025	Quarterly report for Q3 2025
20 November 2025 at 4.00pm (CET)	Cyfrowy Polsat's presentation Q3 2025 financial results – online meeting with investors and analysts*
21 November 2025	2025 Santander Autumn Conference, online
28 November 2025, at 12.00 a.m.	Extraordinary General Meeting - resumption of proceedings >>more
4 – 5 December 2025	WOOD's Winter Wonderland EMEA Conference, Prague

* If you are interested in participating in the meeting, please contact IR team: ir@cyfrowypolsat.pl