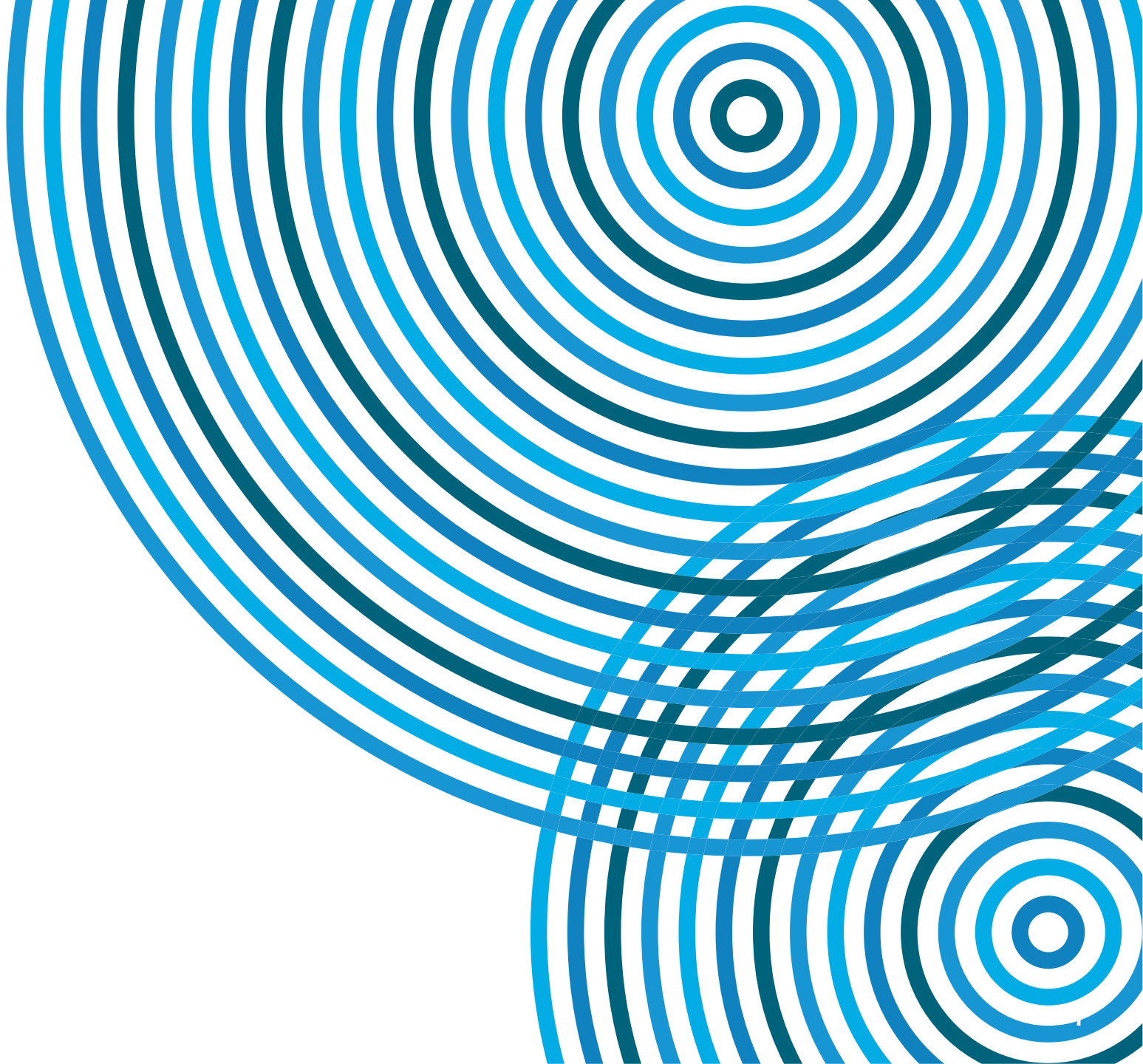


10 February 2025

IR Newsletter 5/2025



Press review

Wirtualnemedi.pl, 25 January 2025

by Adria Gąbka

A prosperous year for streaming services in Poland. But it won't be so good anymore

Streaming service revenues in Poland increased by 12% in 2024, but forecasts for 2024-2028 predict a slowdown in growth to around 3% annually, according to a report by Futuresource Consulting on the streaming market in Poland, Spain, and Italy. The average number of subscriptions per user in Poland is 2.1, which is slightly lower than in Spain (2.4) and Italy (2.2).

In Poland, traditional pay TV still dominates, reaching 69% of households and generating 60% of total video revenues. The growth in SVoD (subscription video on demand) revenues in 2024 was made possible by investments in local content, price adjustments, and the introduction of more expensive packages with 4K content.

In Spain, streaming revenue growth was 16% last year, and in Italy, it was 14%. Analysts note that consumers in Poland are more cautious about subscriptions than in these two Western European countries. When subscribing to a new service, they often cancel another one after watching the content they were interested in.

Futuresource expects that in Poland, not only the SVoD segment will grow, but also TVoD (transactional video on demand), which involves paying for renting individual titles. Already in 2024, the increase in spending on such services was noticeable, supported by the launch of a transactional store by Amazon Prime Video.

Press review

Wirtualnedia.pl, 5 February 2025

by Tomasz Wojtas

Max prices increase in Poland. Hike up to 50%

The streaming platform Max (owned by Warner Bros. Discovery) has raised the prices of its two cheaper packages: Basic and Standard.

For monthly purchases, the price of the Basic package on the Max platform has increased from PLN 19.99 to PLN 29.99 (i.e., by 50%), and the Standard package from PLN 29.99 to PLN 39.99 (by 33.3%). The annual prices have changed accordingly.

The price increase applies only to new Max subscribers. *"This will allow us to maintain a high level of investment in the best movies and series and ensure the technological development of the platform so that our users can enjoy the highest quality of viewing. At the same time, prices will remain similar to other premium streaming platforms on the Polish market,"* stated the press office of TVN Warner Bros. Discovery.

Press review

Presserwis.pl, 6 February 2025

by MAC

Fox Corporation to launch streaming service

Fox Corporation plans to launch a streaming platform by the end of 2025, which will include all the broadcaster's content, including the Fox News channel.

Until now, Fox News has not participated in the streaming race, focusing on advertising revenues from the free service Tubi, which has about 97 million active monthly users. Fox Corporation previously planned to collaborate with Disney and Warner Bros. Discovery to create the sports platform Venu, but ultimately, it will not be launched.

Recent events

Press release, 4 February 2025

Polsat-Interia Group No. 1 on mobile platform and in top thematic categories

For the past four months, Polsat-Interia Group has been the leader on the mobile platform among internet publishers in Poland. According to Mediapanel research (January), the Interia portal and Polsat services collectively engaged 19.91 million users (RU). They surpassed, among others, RAS Polska Group (19.75 million RU) and Wirtualna Polska Group (18.46 million RU). Polsat-Interia Group won the mobile category in 2024.

Polsat-Interia Group continues the trend from last year, when it most frequently (nine times) won the market on the mobile platform. According to Mediapanel research in January, it surpassed RAS Polska Group by 165,000 RU and Wirtualna Polska Group by 1.46 million RU.

Polsat-Interia Group is constantly strengthening its position in top thematic categories in Poland. Pomponik.pl (leader of 2024) achieved the highest reach among gossip sites in January. Its uncompromising approach to show business was appreciated by 6.16 million internet users (RU). It surpassed, among others, Plejada.pl (5.82 million RU) and Pudelek.pl (5.31 million RU).

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Cyfrowy Polsat shares

Date	Maximum price (PLN)	Minimum price (PLN)	Closing price (PLN)	Change (%)	Turnover (mPLN)
2025-02-03	15.35	14.75	15.23	15.35	6.66
2025-02-04	15.50	15.12	15.28	15.50	7.14
2025-02-05	15.31	14.59	14.70	15.31	9.95
2025-02-06	14.95	14.58	14.85	14.95	7.09
2025-02-07	15.06	14.71	14.93	15.06	5.32



Investor's calendar

Date	Event
18 – 19 March 2025	CEE Capital Markets Conference - PKO BP, London
<i>27 March – 10 April 2025</i>	<i>Closed period prior to the publication of 2024 results</i>
10 April 2025	Annual report and consolidated annual report for 2024
<i>7 – 21 May 2025</i>	<i>Closed period prior to the publication of Q1 2025 results</i>
21 May 2025	Quarterly report for Q1 2025
28-29 May 2025	The Finest CEElection Equity Conference 2025 - ERSTE, Warszawa
<i>13 – 27 August 2025</i>	<i>Closed period prior to the publication of H1 2025 results</i>
27 August 2025	Consolidated semi-annual report for the 1st half of 2025
<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