

Cyfrowy Polsat IR Newsletter

5 – 11 March 2012

The press about Cyfrowy Polsat	Date	The press about TMT market in Poland
	05.03	<p>Bloomberg Businessweek Poland: TV will get you everywhere Mobile phone instead of the remote control. Television everywhere: on TV, tablet, smartphone, via satellite, Internet and from the "air". You will watch your favorite program when you want and where you want. Just a click away. Having different ways to reach the viewer will be the factor deciding on who will be the lord and who a beggar on the TV market. Solorz-Zak's empire strikes as the leader, as he has been consistently expanding its business, sector by sector.</p>
<p>Rzeczpospolita: Samsung Galaxy 8.9 LTE introduced yesterday to the offer of Cyfrowy Polsat The device operates in HSPA+ and LTE technologies. It is sold only together with the Internet access service, and only through the website of the operator. The satellite platform, is the second company in Poland, after Polkomtel, to introduce LTE tablet to the offer.</p>	07.03	<p>Puls Biznesu: Analogue TV may stay longer <i>The date of transition to digital broadcasting can be postponed, if the public will not be ready - admitted the President of the Office of Electronic Communications.</i> <i>-Currently we bear the costs of dual broadcasting. So we hope that the switch-off of the analogue terrestrial TV signal will be possible at the end of July 2013 - said Dominik Libicki, President of Cyfrowy Polsat, at the conference of the Polish Economic Congress.</i></p> <p>Puls Biznesu: The French: TP will offer four in one Telekom will offer a service integrating mobile telephony, fixed telephony, internet and television. It has high expectations towards the project but first it must agree the terms with the authorities. TP is to develop TV offer in collaboration with companies who are familiar with the production of content. According to "PB" information, TP representatives talk i.a. with Polsat Group. More specific – with Redefine. <i>- We talk about the cooperation within content and technology - said, recently, Marcin Pery, President of Redefine.</i></p>



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	08.03	<p>Dziennik Gazeta Prawna: Tablet manufacturers profit from the noise over iPad</p> <p>In 2011 about 100 thousand tablets were sold in Poland. This year that number is supposed to triple. In 2011, Apple was the leader with a relatively small advantage over Samsung. Samsung has a good chance to increase sales thanks to Galaxy Tab 8.9 LTE model supporting the fastest mobile internet in the world, which has already been introduced to the offers of Plus and Cyfrowy Polsat DTH platform.</p>
	09.03	<p>Parkiet: Competition for Solorz only in 2013</p> <p>The date of the tender for the frequency of 1800 MHz, allowing to provide mobile Internet services in LTE technology, has been changed. The tender will take place not in the middle of the year, as the operators expected, but in the fourth quarter – according to Radio PIN’s interview with Magdalena Gaj, the new President of the Office of Electronic Communications.</p> <p>This is a good news for NFI Midas, Cyfrowy Polsat and Polkomtel, that already offer LTE services. They will longer enjoy the advantage.</p>

Latest events

Press release
6 March 2012

Multiroom HD at Cyfrowy Polsat

The largest satellite platform in Poland introduced Multiroom HD service, thanks to which the viewers gain the possibility to watch different HD channels simultaneously on two TV-sets.

(...)

In order to fully enjoy HD channels on two TV-sets, subscribers must have two HD set-top-boxes offered by Cyfrowy Polsat, install them within one household and connect them to satellite signal. The set-top-box dedicated to Multiroom service demands periodic activations. The first one has to be done at any time. After the card from the main set-top-box is inserted to the additional one, the system confirms the activation of the signal. The date of next activations is communicated on the TV screen. Dates of activations are variable and managed automatically by Cyfrowy Polsat system.

Press release
6 March 2012

LTE tablet with fast Internet of Cyfrowy Polsat

Cyfrowy Polsat has introduced to its offer the latest model of Samsung tablet – Galaxy Tab 8.9 LTE at the promotional price with the LTE Internet service of Cyfrowy Polsat.

(...)

- The Poles are increasingly willing to use mobile devices, not only laptops but also smartphones and tablets. Usually, the main reason for buying such device is the desire to have permanent access to the Internet, and LTE, with its high parameters of data transfer, is a solution that can meet the expectations of even the most demanding network users and give great pleasure of being online wherever we want – said Dominik Libicki, President of the Management Board of Cyfrowy Polsat S.A.

(...)

Latest events

Press release
9 March 2012

Internet TV ipla in Cyfrowy Polsat set-top-boxes

The largest Polish satellite platform enriches its set-top-boxes, enabling reception of digital satellite TV, with new application – internet TV ipla – giving access to thousands of video materials for free, thanks to Internet connection. Simultaneously, a new functionality was added to the menu of set-top-boxes – „Strefa abonenta” („Subscriber’s zone”) including current status of the subscriber’s account.

(...)

-The introduction of internet TV ipla to our set-top-boxes aims primarily at expanding our offer and increasing subscribers’ satisfaction with our services. We believe, that the free access to very wide base of materials will gain many enthusiasts, mainly in the group of people keen on technological novelties – says Dominik Libicki, President of the Management Board of Cyfrowy Polsat S.A. Set-top-box enabling access to satellite TV channels, VoD services, IPTV, and now also subscribers information, thanks to „Strefa abonenta”, makes a multimedia home entertainment center – adds Libicki.

(...)

Cyfrowy Polsat shares

Date	Maximum price (PLN)	Minimum price (PLN)	Closing price (PLN)	Change (%)	Trade value (PLN ths.)
05-03-2012	14.20	13.82	14.20	0.35%	2 044
06-03-2012	14.20	13.89	14.20	0.00%	2 955
07-03-2012	14.16	13.80	13.82	-2.68%	907
08-03-2012	13.87	13.45	13.50	-2.32%	2 245
09-03-2012	13.83	13.60	13.65	1.11%	1 656

