

Cyfrowy Polsat Newsletter

11 – 17 July 2011



The press about Cyfrowy Polsat	Date	The press about TMT market in Poland
	13.07	<p>Parkiet: Tough conditions of the OCCP UPC Poland is negotiating the conditions of acquisition of Aster with the Office of Competition and Consumer Protection (OCCP). By this transaction a cable tv group of about 1.3 billion zł revenue and 1.4 million subscribers would emerge. According to unofficial information, the OCCP wants UPC to sell Aster business in Krakow. The industry experts doubt whether the company would agree to do it.</p>
	15.07	<p>Gazeta Finansowa: The most significant market transaction The most significant market transaction of the Third Polish Republic has entered the final phase. Zygmunt Solorz-Zak bought shares in Polkomtel – the operator of Plus mobile network, for 18.1 billion zł. Experts agree: the transaction will provide the company with the possibility of further dynamic development and will allow it to compete effectively with the European giants entering our market, such as T-Mobile. The fact that the company's shares went to the owner of Cyfrowy Polsat is a good omen for the future of Polkomtel. Today, in the era of multi-channel communication, what counts the most is the companies that offer a broad package of services in the field of ICT and electronic media. The boundaries between Internet, telecommunications and television services are becoming more fluid, so the important market players must be properly prepared for the development of new services.</p> <p>Dziennik Gazeta Prawna Magazyn: Debt overwhelmed the ITI Group. The sale of TVN as an rescue. After fifteen years of fierce competition between two media giants - TVN and Polsat - the market said: check. And values higher the more cool headed vision of the founder of the station with a yellow sun in the logo. Today, Zygmunt Solorz-Zak is building a globally unique media and telecommunications power and the market competitors admire his strategy.</p>

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	15.07	<p>Rzeczpospolita: Good time for a change in Polkomtel Two years ago, at the AGM of Cyfrowy Polsat, Robert Gwiazdowski, presenting the report of the supervisory board, put the thesis that in the future, Cyfrowy Polsat will compete not with Canal+, or N platform, but possibly with TP SA.</p> <p>In addition to the price of calls and phones for 1 zloty, the operators must have something special for the subscribers. Now it is clear, that the users, in addition to attractive prices, are becoming increasingly interested in the content. The entry of Solorz-Zak to Polkomtel will make the Polish market much more interesting.</p> <p>PAP: The President signed the law on digital terrestrial television President Bronislaw Komorowski signed the act on the implementation of digital terrestrial tv - announced the office of President on Friday. According to the Act, by the end of July 2013 TVP, Polsat, TVN, TV4 and TV Puls will turn off the analogue broadcasting.</p>

Latest events

TV Polsat press release
11 July 2011

Great weekend of World League finals in Polsat Sport

Thanks to the World League finals, last weekend in Polsat Sport reached a record in terms of audience share. The match between Russia and Brazil gathered the biggest audience of nearly one million.

The match of Brazilians with Russians, or vice-Olympic Champions with bronze medalists, has provided plenty of excitement and assembled more than 998,500 viewers. This is the second best audience share result in the history of Polsat Sport. During the match, the channel noted the best results in terms of audience share both in the commercial and 4+ groups – 9.4% and 7.52% respectively.

The matches of our representation, shown simultaneously on the main channel of Telewizja Polsat, raised also an exceptionally high interest. Friday's match with Argentina decisive of the entry to the Final Four broadcasted by Polsat Sport was watched by over 730 thousand viewers (7.41% in commercial group), Saturday's defeat with Russia - 630 thousand viewers (7.26% in 16-49), and Sunday's match for the third place (again with Argentina) - over 665 thousand viewers (7.58% in commercial group).

Cyfrowy Polsat shares

Date	Maximum price (PLN)	Minimum price (PLN)	Closing price (PLN)	Change (%)	Trade value (PLN ths.)
11-07-2011	16.38	15.85	15.97	-1.18%	2 998
12-07-2011	15.99	15.61	15.90	-0.56%	3 490
13-07-2011	15.90	15.75	15.85	0.32%	3 152
14-07-2011	15.95	15.80	15.95	0.63%	1 305
15-07-2011	15.97	15.82	15.94	-0.31%	5 116



Investors' calendar

5 August 2011

Extraordinary General Meeting of Cyfrowy Polsat S.A.