

Cyfrowy Polsat IR Newsletter

4 – 10 March 2013

The press about Cyfrowy Polsat	Date	The press about TMT market in Poland
<p>Parkiet: Increase in positive recommendations for companies</p> <p>From the analysis of 139 reports issued in February, it seems that optimism on the stock market is growing. Almost 66% of the recommendations reviewed were positive, compared to a January rate of about 52%. Many positive recommendations were received by companies such as Netia, Cyfrowy Polsat and PKO BP. Companies at the other end of the scale include Bank Handlowy, Telekomunikacja Polska and Dom Development.</p>	04.03	<p>Rzeczpospolita: Poles prefer files to license fees</p> <p>The results of research carried out by the OMD media house for the <i>Rzeczpospolita</i> daily show that 80% of Internet users listen to music on the Internet. Most Polish Internet users (62%) said that they also watch videos online, and half of them also play online games. While the respondents were eager to consume videos and music on the Internet, as much as 57% do not want to pay to do so, with just 28% having ever paid for videos or music. The good news is that there is still a large group of Internet users (15%) who would be willing to pay for media in exchange for the removal of annoying ads, even though so far, they have not done so.</p>
	05.03	<p>Rzeczpospolita: Videos reign on mobile phones</p> <p>In the past year, the percentage of time that Internet users around the world spent watching videos on mobile devices has almost doubled. According to the latest report from Ooyala's Global Video Index, at the end of last year people had spent more than 8% of their time watching online videos on mobile phones and tablets. In January this figure was 4.15%. We watch videos more often on mobile phones than on tablets (in December 2012 we spent 4.54% of our time doing so on mobile phones, and 3.71% of our time on tablets), but the popularity of both devices is still growing. More and more smartphones and tablets are appearing on the market, and thus video consumption is growing very fast. Cisco's new data show that video will constitute 66% of all mobile traffic on the Internet in the next four years (a ratio that was 51% at the end of 2012).</p>
	06.03	<p>Gazeta Wyborcza: Transaction tied with a cable: UPC sells Aster to Netia</p> <p>Netia is to buy part of the former Aster cable network infrastructure from UPC Polska, reaching 446,000 customers in Warsaw and Cracow. UPC is required to get rid of part of the recently acquired Aster network by the Office of Competition and Consumer Protection.</p>

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	07.03	<p>Dziennik Gazeta Prawna: Transaction tied with a cable: UPC sells Aster to Netia</p> <p>Netia is to buy part of the former Aster cable network infrastructure from UPC Polska, reaching 446,000 customers in Warsaw and Cracow. UPC is required to get rid of part of the recently acquired Aster network by the Office of Competition and Consumer Protection.</p>
	08.03	<p>Rzeczpospolita: Another media house predicts a decrease in advertising</p> <p>According to OMD's prognosis, the Polish advertising market will shrink by 4% this year, with the decline not only affecting the Internet (8% growth) and radio (0%). <i>"Online advertising has come out of computers and onto mobile devices and TV screens. We can clearly see the rise in interest of marketers in video formats – more and more often, we're watching movies and series when it suits us to do so, not just when they are offered in the TV schedules,"</i> said Maciej Kita, Director of Purchasing at OMD. Outdoor advertising and the TV will lose about 6% of the advertising market each, and newspapers, 15%.</p>
	11.03	<p>Rzeczpospolita: Almost 6 million Poles to lose the analogue signal in March</p> <p>The 19th of March will see a new round of switch offs of terrestrial television, when analogue TV broadcasting ends in Elbląg, Rzeszów, Szczecin, Warsaw and Wisła next Tuesday. 5.74 million people will lose access to the terrestrial TV stations broadcast by the old analogue system.</p>

Latest events

**Press release,
4 March 2013**

New Universal Channel HD in Cyfrowy Polsat

Another channel from Universal Networks International will be added to Cyfrowy Polsat's selection this year on the 5th of March, when the Universal Channel HD, making its debut on the Polish market, is added to their Film HD Package. Cyfrowy Polsat's subscribers will be the first viewers of the new channel, for which the operator will be offering an 'Open window' (*otwarte okno*) promotion. The new channel is also the 36th HD channel available through Cyfrowy Polsat's decoders.

**Press release
– TV Polsat,
4 March 2013**

***Tylko Muzyka* and *Tylko Taniec* leaders in the 16-49 age group**

The second episode of the music show *Tylko Muzyka* was watched by almost 3.5 million viewers on Saturday evening, while the premiere episode of the third edition of the dance show *Tylko Taniec* (Got to Dance) also achieved a very good result, with almost 2.8 million viewers. In comparison to Saturday rival The Voice of Poland, *Tylko Taniec* was watched by nearly 600,000 more viewers. POLSAT TV proved to be the leader in the commercial group between 16 and 49 when both shows were broadcast, with an SHR result of 23.65% for *Tylko Muzyka* and 20.62% for *Tylko Taniec*.

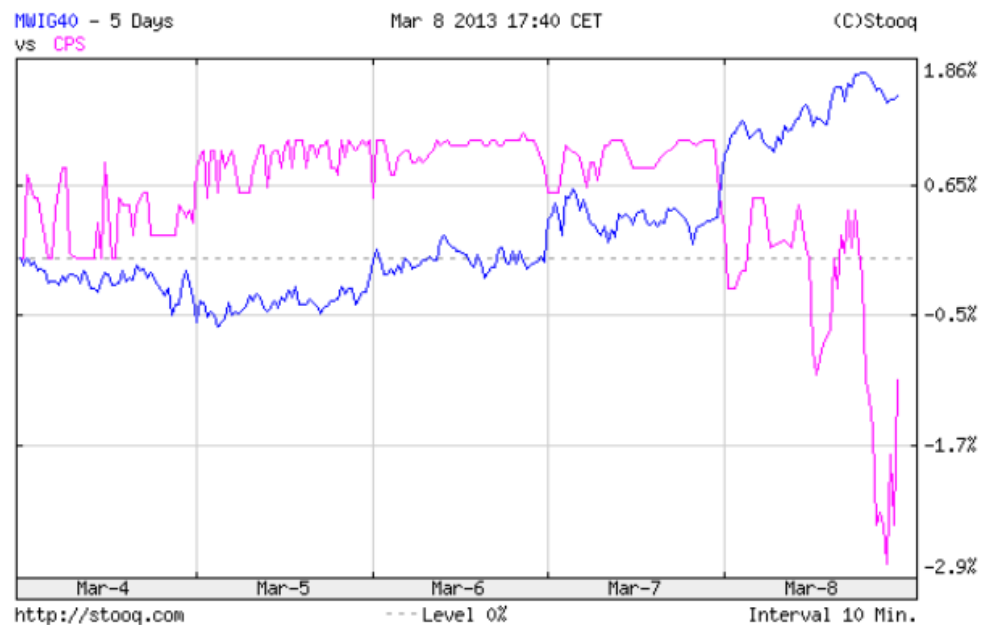
**Press release
– TV Polsat,
5 March 2013**

More than 4 million viewers for MegaHit 'Avatar'

The TV premiere of Avatar in the MegaHit slot for the 4th of March on Polsat beat the competition in both groups, making the station the unquestionable leader among all TV stations in Poland. Avatar gathered more than 4 million viewers, or 41.5% of the audience in the commercial group (16-49) and 29.3% among all viewers (4+).

Cyfrowy Polsat shares

Date	Maximum price (PLN)	Minimum price (PLN)	Closing price (PLN)	Change (%)	Trade value (PLN ths.)
04-03-2013	16.97	16.75	16.86	-0.82%	4 726
05-03-2013	17.00	16.81	17.00	0.83%	5 635
06-03-2013	17.02	16.90	16.95	-0.29%	8 502
07-03-2013	17.04	16.88	16.88	-0.41%	505
08-03-2013	17.00	16.30	16.60	-1.66%	4 558



Investors' calendar

<p>26 February – 12 March 2013</p>	<p>Closed period prior to the publication of 2012 results</p>
<p>12 March 2013</p>	<p>Publication of annual report and consolidated annual report for 2012</p> <p>Schedule of publication of the results for 2012:</p> <p>7:00 am Publication of the annual report in ESPI (WSE publishing system)</p> <p>8:00 am Publication of the annual report on our website: www.cyfrowypolsat.pl/inwestor</p> <p>10:00 am Meeting with investors and analysts</p> <p>12:00 am Meeting with journalists</p> <p>16:00 (CET) Conference call with investors and analysts</p> <p>Details of conference call:</p> <p>Date: 12 March 2013</p> <p>Time: 4.00 pm (Warsaw), 3.00 pm (London), 11.00 am (New York)</p> <p>Phone numbers: +44 (0) 1452 555 566 (international); 22 307 0118 or 00 800 121 2655 (Poland)</p> <p>Conference ID: 15437413</p>