



# Cyfrowy Polsat IR Newsletter

25 – 31 March 2019



N E T I A

Telko.in  
25 March 2019

## 2018: How did mobile operators do on the market?

by *Łukasz Dec*

Last year the mobile market in Poland grew by 721 thousand SIM cards net. Postpaid services market recorded growth by 1.372 million cards, while prepaid base fell by 651 thousand cards.

Orange was the operator to have captured the biggest number of new SIMs (+ 437 thousand) with Play recording the biggest loss (- 204 thousand).

In the postpaid market, where all the leading operators compete, in nominal terms Play is the no. 1. Plus, who in Q4 2018 posted the best result of all the four MNOs (+141 thousand SIM's), follows close behind. Plus has been systematically gaining foothold on the postpaid market while in the case of Play the trend is not definitive. Orange, who focuses on the customers willing to pay higher monthly access fees, is losing ground on the postpaid market, while T-Mobile is slowly regaining its position. After Q4 2018 the operators reported a total of 52.3 thousand SIM cards, including: Cyfrowy Polsat – 11.7 thousand, Orange – 14.8 thousand, Play – 15.0 thousand and T-Mobile – 10.8 thousand.

Rp.pl  
26 March 2019

## Cyfrowy Polsat's packages are available without a satellite dish

by *Urszula Zielińska*

Cyfrowy Polsat Group has launched a new service – Internet TV (IPTV). Thus, the pay satellite TV packages offered by Cyfrowy Polsat can now be received while using broadband fixed-line Internet access. The new offer is available to customers using fixed-line connections from Netia, Plus or Orange.

According to Olga Zomer, the Cyfrowy Polsat spokesperson, IPTV packages may only slightly differ from what is offered to satellite TV users, while the new offer also includes all the major channels from Discovery/TVN Group offer.

**Businessinsider.pl**  
26 March 2019

## **No revolution in Polsat's programming for spring. New programming took off already in February**

*Prepared by Patryk Pallus*

In contrast to TVN, who launched several new programs, Polsat's programming for spring includes, above all, the new releases of programs and series that viewers are familiar with.

Polsat will be broadcasting the new editions of such programs as "Twoja twarz brzmi znajomo" (Your Face Sounds Familiar), "Dancing with the Stars. Taniec z Gwiazdami", or "Śpiewajmy razem. All Together Now". Moreover, the main channel, as well as the Polsat Sport Channels, will be broadcasting the most interesting sports events, including the UEFA Champions League and Europa League matches, UEFA Euro 2020 Qualifiers and MMA galas.

Polsat has not disclosed the budget for its new programming, however the station has not been increasing its programming budgets from year to year. TVN, in turn, informed that this spring's programming offer has the biggest budget in the station's history.

**Wirtualnemedia.pl**  
26 March 2019

## **The advertising market in Poland will grow by 5.3 percent this year. TV advertising up by 3.1 percent, Internet up by 12.1 percent**

*by tw*

According to the forecasts published by Zenith media agency, the advertising market in Poland will grow by 5.3% in 2019, reaching PLN 8.02 bn. Despite the expected lower economic growth dynamics, the agency upgraded its forecast of growth of online and outdoor advertising expenditures in connection with the government's announcement of implementation of the fiscal package, which should foster high level of consumer spending. This has translated to upgrading the forecasts for the entire advertising market from 4.2% (as forecasted in December 2018) to 5.3%.

The analysts estimate that the pace of growth advertising expenditures in TV will drop to 3.1% in 2019 (vs. 6.8% in 2018) with the reasons including lack of major sports events, while the share held by TV in the total market will drop to below 50% for the first time in history. Advertising expenditures in the Internet will, in turn, increase (+12.1% y/y).

Wirtualnemedi.pl  
27 March 2019

**12 minutes of commercials per hour in Polsat. TVN sees a strong decrease. “Economic situation has deteriorated, TV stations’ forecasts turned out to be overstated”**

*by Beata Goczał*

In Q1 2019 Polsat was the only major TV station to have been able to sell nearly 100% of its advertising air-time. TVN, TVP1 and TVP2 noted lower levels of use of their commercial air-time.

According to experts, the slow-down on the TV advertising market results from the TV stations’ overstated expectations as regards growth of the advertising market in 2019.

Rzeczpospolita  
27 March 2019

**Cyfrowy Polsat is about to overtake Orange**

*by Urszula Zielińska*

Last year three of the four biggest telecoms were on the growth path: Cyfrowy Polsat, Play and T-Mobile Polska.

Orange Polska posted the highest revenue (around PLN 11.3 bn). Cyfrowy Polsat Group ranked second (ca. PLN 10.7 bn) and in addition achieved the highest profitability – its EBITDA to revenue ratio was around 35%.

In 2018 the total number of SIMs for all the operators increased by around 0.67 million.

Cyfrowy Polsat recorded the highest increase of revenue (+ 10.6% y/y), which has been supported by acquisitions (including Netia) as well as by the good results of the TV business and sale of channels offering access to football league matches. Growth of revenue was also recorded by Play (+2.5% y/y) and T-Mobile (+1.2% y/y).

Rpkom.pl  
28 March 2019

## The President signed the act amending the Telecommunication Law *by ZIU*

On 26 March 2019 President Andrzej Duda signed a document which amends the Telecommunication Law Act as well as some other acts.

The amended legal act grants new powers to the President of the Office of Electronic Communications (UKE). The new powers include the right to manage the radio spectrum reservations. UKE President has also gained the power to deny reservation extensions if required by spectrum management causes, as well as the right to invite tenders or auctions related to spectrum allocation at UKE President's own initiative.

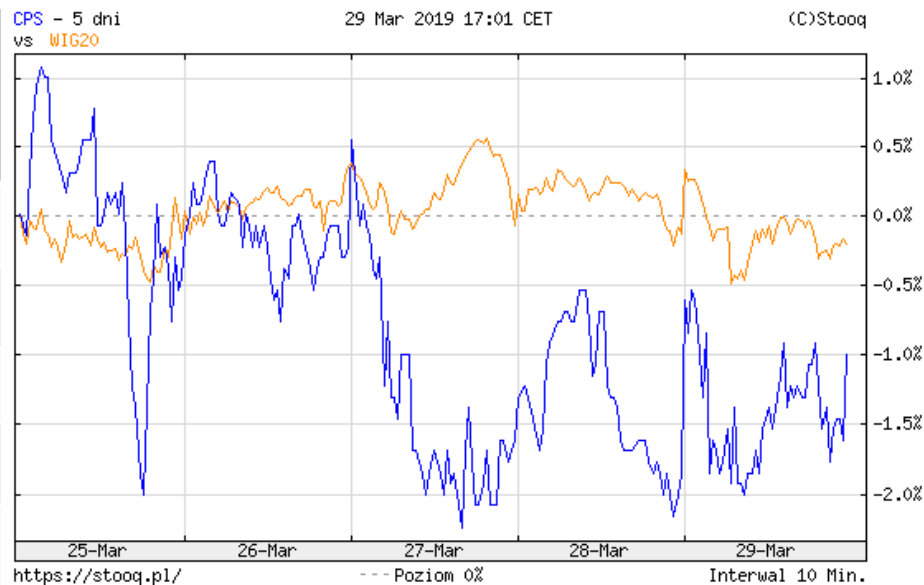
The amended law does not cover the spectrum from the 700 MHz bandwidth, which should be released by terrestrial TV broadcasters for the needs of mobile operators. Refarming of the spectrum from this frequency band is to be decided by a separate law.

The new regulations take effect 30 days from the publication date.

# Cyfrowy Polsat shares



Data	Maximum price (PLN)	Minium price (PLN)	Closing price (PLN)	Change (%)	Turnover (mPLN)
2019-03-25	26.28	25.36	25.82	-0.39	15.38
2019-03-26	26.06	25.74	25.88	+0.23	7.95
2019-03-27	26.08	25.34	25.52	-1.39	7.85
2019-03-28	25.82	25.38	25.46	-0.24	3.75
2019-03-29	25.80	25.42	25.68	+0.86	11.59



# Investor's calendar



1 – 2 April 2019	Roadshow, London
2 – 16 May 2019	Closed period prior to the publication of Q1 2019 results
16 May 2019	Quarterly report for Q1 2019
17 May 2019	Investor's day: TMT , Warsaw, DM PKO BP
15 – 29 August 2019	Closed period prior to the publication of H1 2019 results
29 August 2019	Consolidated semi-annual report for the 1st half of 2019
24 October – 7 November 2019	Closed period prior to the publication of Q3 2019 results
7 November 2019	Quarterly report for Q3 2019