



# Cyfrowy Polsat IR Newsletter

3 – 9 December 2018



N E T I A

Rzeczpospolita  
4 December 2018

## The true battle for 5G begins in Poland

by Urszula Zielińska

Ministry of Digitization has just published the draft amendment of the so-called “mega-law”, a set of regulations, with the intention to support roll-out of 5G mobile networks in Poland. The Ministry plans to introduce changes in the areas which are of key importance for the 5G project, including the system for monitoring the radiation generated by electromagnetic fields (EMF) or the fees charged for installing the elements of network infrastructure along public roads.

The draft provides, among others, for the reduction of the price cap for occupying a public road for the purpose of constructing the telecommunication infrastructure as well as free access to the so-called “vertical infrastructure” (e.g. lampposts in the cities). The plans include establishment of the Broadband Fund which will be injected with the money coming from the fees and charges paid by operators to the state. The fund will be used for rolling out the networks which offer access to the Internet. According to the authors of the draft document, the fund could be injected with ca. PLN 200 million yearly. The estimated cost of 5G network infrastructure roll out is PLN 11-20 billion.

For the time being, amended document does not assume any liberalization of the EMF norms but it points to the fact that the norms valid in Poland are more rigorous than elsewhere in Europe.

Rzeczpospolita  
5 December 2018

## 2019 will be another year of growth of advertising spending for companies

by Urszula Zielińska

According to the forecast developed by Zenith media agency, advertising spending in Poland in 2018 will grow by 6.6% y/y, to PLN 7.5 billion, while in 2019 advertising spending will increase by 4.2% y/y, reaching nearly PLN 7.92 billion.

The forecast’s authors are of the opinion that for at least two-three years forward TV will be outpacing the Internet in terms of the amounts spent for advertising. At present the TV advertising spendings account for more than half of the value of the total advertising market. The agency expects that in 2019 the amounts allocated to TV advertising will increase by ca. 3.1% y/y.

# Press review



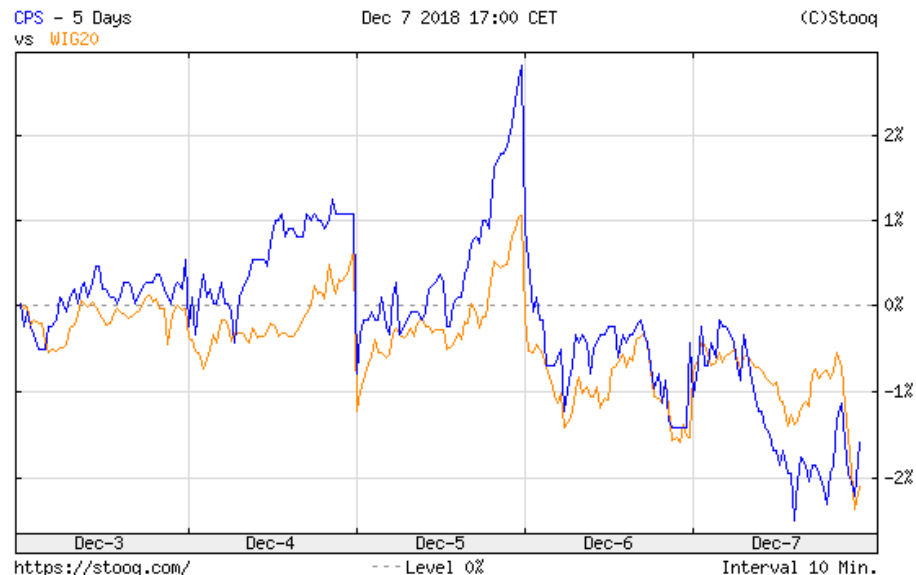
The return of Robert Kubica to Formula 1 racing can be a distinctive feature for sports broadcasters, making them stand out among other TV broadcasters. The rights to F1 coverage are owned by Eleven Sports (a Cyfrowy Polsat Group company).

According to the forecasts, Internet advertising spending will continue to grow fastest next year (up by 8.4% y/y), with search engines and social media portals taking a growing slice of the pie.

# Cyfrowy Polsat shares



Data	Maximum price (PLN)	Minium price (PLN)	Closing price (PLN)	Change (%)	Turnover (mPLN)
2018-12-03	22.68	22.40	22.68	0.98	11.03
2018-12-04	22.88	22.32	22.80	0.53	14.74
2018-12-05	23.20	22.34	23.20	1.75	13.25
2018-12-06	23.00	22.16	22.46	-3.19	10.76
2018-12-07	22.52	22.00	22.20	-1.16	8.56



# Investor's calendar



1 – 3 April 2018

Raiffeisen Centrobank's Investor Conference, Züri 2019

