



# Cyfrowy Polsat IR Newsletter

30 September – 6 October 2019



N E T I A

Gazetaprawna.pl  
26 September 2019

## **Korycki: Our role is to present the reality in a reliable manner** *by Elżbieta Rutkowska*

In an interview for "Gazeta Prawna" daily Piotr Korycki, the CEO of TVN Discovery Polska, comments on the changes in the nature of the TV business, including the competition that traditional broadcasters face from the Internet platforms, and presents the activities of the group which he manages.

In his opinion Netflix, who has around 800 thousand subscribers in Poland, is not a threat to traditional TV. Mr. Korycki pointed out the problems that Netflix faces, including lower pace of growth of its subscriber base, growing competition and the gradual pulling out of productions from the platform by such companies as Disney and Warner. Moreover, contrary to the opinions, TV is not losing viewers: in the first half of this year Poles spent an average of 4 hours 20 minutes daily watching TV, which was a similar result to last year's.

CEO Korycki is of the opinion that in spite of their growing popularity, the paid streaming platforms are not treated by their users as an alternative to traditional TV but rather as something that supplements traditional TV. The role of the linear TV is not only to air another episode of a TV series but also to accompany people. He quoted the example of Japan, a country which is very advanced technologically while at the same time being the no. 2 or no. 3 TV market in the world.

Mr. Korycki also presented the structure of the TVN Discovery group which consists of 7 branches. The first branch is the TVN terrestrial TV station. The second branch are the smaller free-to-air thematic TV stations. The third branch includes the paid stations which are aired via satellite and cable TV. Further branches include the news organization and the digital products (including Player web video service and TVN24 GO). The two last branches include the brokerage house selling advertising air-time for TVN stations and a unit producing cinema movies.

CEO Korycki disclosed that during a vast part of the year the number of users of Player web TV service oscillated at around 4-5 million monthly (in the free of charge model). In parallel, at peak times, the number of paying subscribers was around 200 thousand monthly.

Moreover, CEO Korycki stated that the TVN24 news channel is not for sale while saying that the issue of de-concentration of the media in Poland reappears now and then but has never gone beyond the stage of discussion in the media.

**Wirtualnemedia.pl**  
1 October 2019

**Polsat and RMF FM are the stations who enjoy the best opinions in the polls. TVP state TV is the stations the biggest number of objections**

*by Tomasz Wojas*

The results of the latest media survey, which was conducted by CBOS in September 2019, demonstrated that Polsat TV is positively seen by 71% of Poles (with negative opinions expressed by 10% respondents). In the case of TVN, 63% of the respondents have positive opinion (20% are critical of this TV station). TVP (Telewizja Polska) had 56% positive opinions (and 32% negative opinions). RMF FM scores best among radio broadcasters.

According to CBOS, the assessment of the broadcasters depends to a great extent on the respondents' worldview. TVP is assessed best by people who declare support for the governing party and for right-wing values, while it is criticized most by supporters of the opposition and people with left-wing views.

As regards the commercial TV stations, TVN in particular and Polsat to a significantly lesser degree, they get more positive opinions from the supporters of the opposition parties rather than from those supporting the governing party.

According to CBOS, the opinions about Polsat are in the least degree dependent on political views.

As regards radio broadcasters, RMF FM ranks best (66% positive opinions and 5% critical). Radio ZET scored 61% positive opinions (and 4% negative). In the case of Polish state radio, 49% of the respondents have positive opinions with 16% being critical.

**Rpkom.pl**  
2 October 2019

**Amazon Prime Video in the offer of T-Mobile Polska**

*by Marta Rzeźnicka*

T-Mobile Polska is the first operator in Poland to have implemented the new Amazon Prime Video service to its offer, starting October 2019. The monthly cost of access to the platform is PLN 13.

Customers could enjoy a 7-day promotional period and upon activating the service they will gain access to the new video content service via a T-Mobile set-to-box. T-Mobile has changed the STB's user interface to a more intuitive one.

According to the announcement, the telecom is planning to create bundles which will combine Amazon Prime Video with other telecommunication and entertainment services.

Parkiet  
4 October 2019

## Three industry chambers are writing to the Prime Minister about telecommunication towers

by Urszula Zielińska

Three chambers representing the telecommunication industry: Polish IT and Telecommunications Chamber (*Polska Izba Informatyki i Telekomunikacji*) Polish Chamber of Commerce for Electronics and Telecommunications (*Krajowa Izba Gospodarcza Elektroniki i Telekomunikacji*) and Polish Chamber of Digital Broadcasting Chamber (*Polska Izba Radiodfuzji Cyfrowej*) wrote a letter to the Prime Minister in connection with the amendments to the regulation of the Minister of Natural Environment on the projects potentially having significant impact on the natural environment which were adopted in September.

In spite of the earlier statements, telecommunication towers were not exempted from the amended law. Thus any upgrade and increase of the power of base stations will require assessment of environmental impact. In the opinion of some of the operators this could be an additional element of investment risk, since it opens the way to protests against construction of the towers.

In the opinion of the industry chambers, the amended law “has adverse impact on the legal regime for telecommunication companies while at the same introducing more liberal principles for the companies from many other industries, e.g. for electricity production”. In addition the chambers are of the opinion that “the introduced amendments will generate serious complications for the 5G network roll-out, and certainly they will cause delays to this process if not making it impossible altogether.”

The industry chambers also argued that the amendments, along with other difficulties like the high EMF radiation norms, “have significant adverse influence on the market valuation of radio spectrum, thus having impact on the national budget”.

The chambers opt for coordination of the government’s activities “for the common purpose of development of 5G network in Poland”.

PAP

7 October 2019

## Zenith reduces the growth forecast for the advertising market down to 3.1 percent in 2019

*by kuc/osz*

Zenith media agency has reduced the growth forecast for the Polish advertising market for 2019 from 3.9% to 3.1%. According to the forecast, the growth dynamics will increase to 4.9% in 2021.

Zenith predicts that the present year will be the first in history when the share of advertising spend for TV commercials will fall below 50%. The trend will continue in further years, while in 2021 the share of TV commercials in the advertising market will be 48%.

At the same time, Zenith stressed that TV will unchangeably remain the leader on the Polish advertising market, outpacing the Internet whose market share is forecasted at 32% in 2019 and 35% in 2021.

In addition Zenith forecasts that advertisers' expenses for TV advertising will increase by 1.4%, with the spend for radio spots increasing by 1.5%, and for outdoor advertising - by 1.8%.

The fastest growing categories of advertising spend are the ads on mobile devices and video in the Internet, which have online advertising market shares of 35% and 21%, respectively.

**Current report no. 26/2019**  
**2 October 2019**

## **Notification of a transaction on financial instruments issued by Cyfrowy Polsat S.A. received under article 19 of the MAR Regulation**

The Management Board of Cyfrowy Polsat S.A. (the "Company") hereby informs that on October 2, 2019 it received a notification under article 19 of the MAR Regulation from Pigreto Limited seated in Limassol, Cyprus, a person closely associated with a person discharging managerial responsibilities at the Company, regarding a transaction on financial instruments issued by the Company. The received notification is attached hitherto.

Attachment: [Pigreto Limited Notification of a transaction](#)

**Current report no. 27/2019**  
**2 October 2019**

## **Notification of a transaction on financial instruments issued by Cyfrowy Polsat S.A. received under article 19 of the MAR Regulation**

The Management Board of Cyfrowy Polsat S.A. (the "Company") hereby informs that on October 2, 2019 it received a notification under article 19 of the MAR Regulation from Mr. Marek Kapuściński, a person discharging managerial responsibilities at the Company, regarding a transaction on financial instruments issued by the Company. The received notification is attached hitherto.

Attachment: [Marek Kapuściński Notification of a transaction](#)

# Cyfrowy Polsat shares



Data	Maximum price (PLN)	Minium price (PLN)	Closing price (PLN)	Change (%)	Turnover (mPLN)
2019-09-30	27.10	25.96	26.42	- 1.86	16.68
2019-10-01	26.46	25.80	26.08	- 1.29	4.30
2019-10-02	26.84	25.84	26.40	1.23	18.63
2019-10-03	27.52	25.98	27.18	2.95	13.34
2019-10-04	27.96	26.86	27.34	0.59	13.85



# Investor's calendar



8 – 9 October 2019	The Finest CEElection Investor Conference, Vienna
24 October – 7 November 2019	Closed period prior to the publication of Q3 2019 results
7 November 2019	Quarterly report for Q3 2019
11 - 12 November 2019	Goldman Sachs Eleventh Annual CEEMEA One-on-One Conference, London

