



Cyfrowy Polsat IR Newsletter

March 14 – 20, 2016



Media about us	Date	Media about the TMT market in Poland
	15.03	<p>Rzeczpospolita: Pay like at home when abroad <i>by Urszula Zielińska</i></p> <p>New, reduced maximum prices of roaming services in the European Union will apply from April 30, 2016. The new pricing will remain in force until the “roam like at home” principle takes effect, according to which we will not pay more than at home for using the services of our domestic operator while roaming abroad.</p> <p>Polish telecoms signaled problems with the implementation of the new EU regulation to the Office of Electronic Communications (UKE). The problems included the issue of defining and determining the so-called domestic retail price for a minute of a call, a short text message, or a megabyte of data usage. In accordance with the EU regulations, effective April 30, 2016 the domestic retail price will be the basis for charging a fee for a service while roaming in the EU.</p> <p>Depending on the service, operators will be able add 2-5 eurocents to the price of a service, and 1 eurocent for incoming calls answered while roaming. The reasons behind the problems with defining the domestic retail price include the popularity of the so-called no-limit offers, in which the per-minute or per-SMS prices drop to zero.</p> <p>Information published by “Rzeczpospolita” daily shows that ultimately mobile networks will adopt various methods of determining retail rates, while the approaches they adopt will be verified by UKE in terms of compliance with the EU law.</p>

Media about us	Date	Media about the TMT market in Poland
<p>Dziennik Gazeta Prawna: Satellite TV wars in the Internet <i>by Barbara Sowa</i></p> <p>Cyfrowy Polsat has launched a new mobile offer called Cyfrowy Polsat Go. The new service is available via a connected set-top box as well as on mobile devices via the website go.cyfrowypolsat.pl and with the use of an application for Android-powered devices (work is in progress on an application for Apple products). Thanks to the new service, the users of all satellite TV packages will gain on-line on-demand access to selected content and access to linear channels offered in their respective packages (maximum 84 channels offered on-line) as well as access to additional free and paid VoD content. The service will cost PLN 5 monthly.</p> <p>In the opinion of digital TV market experts, VOD is the future – it enables users to choose the time, the place as well as the medium used to consume content. According to the Adobe Digital Index, 17% of pay TV customers used TV Everywhere services in the USA in Q4 2015, i.e. 36% more than a year earlier. More and more viewers abandon traditional TV watching in favor of more flexible offers which are available online. In the experts' opinion, VOD services offer the opportunity for digital platforms to reach those customers, who no longer watch traditional TV, and in the future to retain those customers, who will be contemplating the termination of their TV subscriptions.</p>	16.03	

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	17.03	<p>Dziennik Gazeta Prawna: Will Netflix bring a revolution? Only for ardent fans</p> <p><i>by Sylwia Czubkowska</i></p> <p>Netflix has not disclosed the number of paid subscriptions it has in Poland. Joris Evers, the Vice-President and Head of Communications for EMEA in Netflix, admits that the figure is not spectacular. As he explains, the paid version is selected by a narrow group of people who are willing to pay for access to entertainment. In Poland this group is even narrower, as payments by credit cards are required, which is a significant obstacle. Netflix made a decision to launch the service simultaneously on 130 markets in 2016 and it will be now successively adjusting its offer to respective markets. As a result merely a tenth of Netflix's materials are available with a translation in Poland while the monthly access fee is EUR 7.99.</p> <p>As experts see it, there is too little content and the price is too high for the Polish market. They stress that legal VOD services face strong competition from streaming services offering pirate content. They add that in Poland Netflix could be an addition to the offers of local publishers. Extensive catalogues containing Polish movies and series, which are available on the websites of TVN, TVP, or from the IPLA service, are a strong asset of these companies, the more so that the materials are often available free of charge.</p>

Press release
March 14, 2016

New channels in Cyfrowy Polsat's Mobile TV offer

On March 14, 2016 the offer of Cyfrowy Polsat's Mobile TV, which is available in DVB-T, has been extended to include 4 new thematic channels – Polsat Cafe, Polsat Play, Comedy Central Family and TVN Style.

Starting today, as part of the Mobile TV service available via DVB-T set-top boxes, the Extra Package from Cyfrowy Polsat offers access to 12 encoded TV channels (Polsat Sport, Polsat Sport Extra, Polsat News, Polsat Film, TVP Seriale, Kino Polska, Nickelodeon, Comedy Central, Polsat Cafe, Polsat Play, Comedy Central Family and TVN Style) as well as 12 radio stations. In addition, the users of devices dedicated to Mobile TV reception can also watch open terrestrial digital TV channels.

Press release
March 15, 2016

New dimension of TV entertainment from Cyfrowy Polsat - Launch of Cyfrowy Polsat GO

In line with the adopted strategy of expanding the world of multimedia family entertainment, Cyfrowy Polsat is introducing a new offer called Cyfrowy Polsat GO which will extend the existing package of satellite channels by adding on-line, on-demand access to selected content, along with access to linear channels offered in respective TV packages, as well as access to free and paid VOD content. The prices of program packages do not change.

The launch of the new offer is accompanied by the start of the service Cyfrowy Polsat GO, which is available at go.cyfrowypolsat.pl as well as in the form of an application for set-top boxes and mobile devices with Android OS. Thanks to the new service, subscribers will be able to enjoy continuous access to as many as 84 on-line channels and also to thousands of materials offered on demand. The monthly fee for technical support of the service is PLN 5.

EVOBOX PVR, the latest and the most advanced satellite TV set-top box, is the standard addition to the new offer.

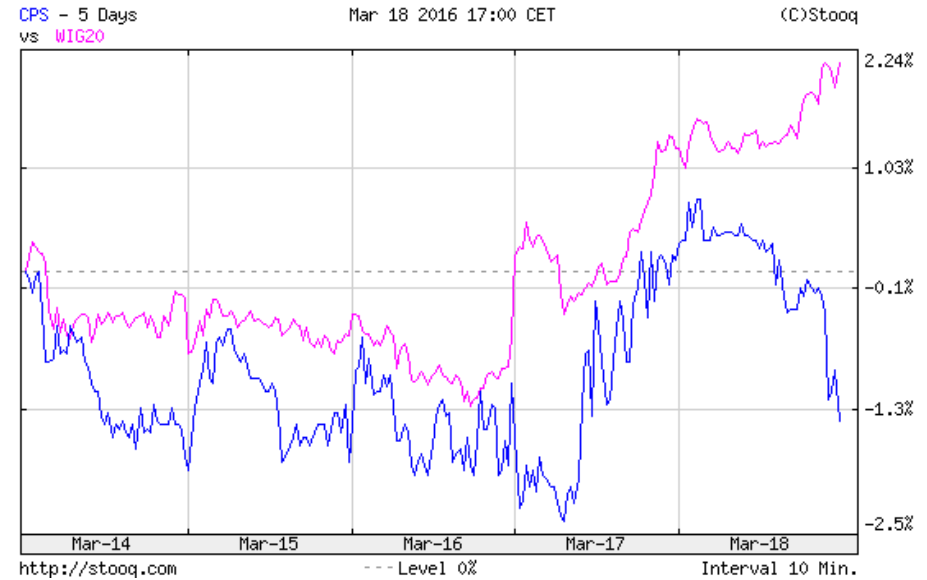
Changes in our offer are accompanied by an advertising campaign in major TV stations (including Polsat and its thematic channels, TVP, TVN), radio stations (including RMF FM, Radio ZET, Rock Radio) as well as in the Internet through horizontal portals, web browsers and social media.

[More>><http://www.grupapolsat.pl/en/archive/new-dimension-tv-entertainment-offered-cyfrowy-polsat-launch-cyfrowy-polsat-go-service>](http://www.grupapolsat.pl/en/archive/new-dimension-tv-entertainment-offered-cyfrowy-polsat-launch-cyfrowy-polsat-go-service)

Cyfrowy Polsat shares



Date	Maximum price (PLN)	Minium price (PLN)	Closing price (PLN)	Change (%)	Trade value (kPLN)
2016-03-14	23.43	22.76	22.77	-2.48%	14 645
2016-03-15	23.09	22.73	22.76	-0.04%	6 730
2016-03-16	23.07	22.73	22.95	0.83%	6 251
2016-03-17	23.38	22.53	23.25	1.31%	16 520
2016-03-18	23.45	22.84	22.86	-1.68%	19 478



Investor's calendar



April 12-13, 2016	RCB Investor Conference, Zürs 2016
April 28 – May 12, 2016	Closed period prior to the publication of Q1 2016 results
May 12, 2016	Quarterly report for Q1 2016