



# Cyfrowy Polsat IR Newsletter

**20 – 26 May 2013**



The press about Cyfrowy Polsat	Date	The press about TMT market in Poland
	20.05	<p><b>Rzeczpospolita: 12.4 million people without analog signal</b>                      On Sunday night, analogue terrestrial television has ceased to be received in the next 754 municipalities.                      After this, already fifth stage of switch-off, the majority of viewers in Poland - 27.58 million will receive only digital terrestrial television.</p>
	21.05	<p><b>Puls Biznesu: The end of Beverly Hills Video</b>                      The end of the chain is not surprising - shutting down of the classic movie rentals has been a global trend for a few years now, triggered by the development of VOD services and piracy.                      The American Blockbuster, the biggest player on the global market, did not handle the aggressive competition from the U.S. VOD market leader - Netflix. Polish VOD market is its infancy compared to the American one. So far, the most popular is Ipla from Cyfrowy Polsat portfolio (valued at PLN 150 million and attracting 1.5 million viewers), VOD services are also operated by TVN and TVP, as well as Onet, Interia and WP portals. Agora (Kinoplex.pl) and Monolith film distributor (Cineman.pl) are also active on the market. Moreover, Iplex competes for users.</p>
<p><b>Rzeczpospolita: Media</b>                      Cyfrowy Polsat has established cooperation with Monolith Films distributor on providing movies to users of the operator's video on demand service and Ipla Internet television. The films will be available in both services two weeks prior to their release on DVD.</p>	23.05	<p><b>Dziennik Gazeta Prawna: Bet on more expensive packages</b>                      There comes a time of higher prices - pay-TV operators claim.                      The direction was correct but the execution was terrible – Andrzej Rogowski, president of Multimedia Polska cable TV operator, has commented the recent attempt by NC+ satellite platform to introduce higher prices for pay-TV services. The operator does not plan sudden increases in prices, but the gradual extension of the premium offerings - more expensive, but with additional services, such as multiroom or video on demand, a bigger number of channels with full HD signal. Customer are supposed to get increasingly greater choice and more flexibility to suit the offer to their preferences.                      Other big players, including UPC Polska and Vectra, consider similar strategy.</p>



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	23.05	<p><b>Rzeczpospolita: The battle for free band</b>                      On the eve of distribution of the so-called digital dividend, telecoms have an advantage over television.                      The tender for the radio frequencies within the first digital dividend (800MHz band) still did not take place in Poland and a debate on the second digital dividend - 694-790 MHz band, which will be available after the switch-off of the analogue television, already kicks off.</p> <p><b>Rzeczpospolita: Telecoms go stronger into the Internet</b>                      This year's multitude of offers without a mobile phone (SIM-Only) is a test of consumer behavior. Orange, T-Mobile, Play and virtual operators verify if and how long the Internet could serve as a distribution channel for their services.                      Boston Consulting Group estimated, in a report dated 2012, that telecoms can reduce costs by as much as 30-40%, if they change i.a. the way of distributing products.</p>
	24.05	<p><b>Puls Biznesu: Netia goes back to the roots</b>                      In recent years, the listed company promoted itself primarily as a provider of television services. The operator returns to the roots. Foton - high speed internet service, developed based on the own infrastructure is to be the driving force behind the sales.                      Netia intends also to put more focus on the wifi service that provides the users of mobile devices with wireless internet access.</p> <p><b>Rzeczpospolita: Tablets: the revolution continues</b>                      In the first quarter, 375 thousand tablets were sold in Poland – according to IDC. That is over four times more than a year ago.                      IDC forecasts that in 2013, in Poland, the sales of tablets will reach 1.8 million.                      According to IDC analyst, functionality of tablets increased very quickly when it turned out that they are great for the use of social media and consumption of entertainment - gaming as well as playing movies and music.</p>



### Latest events

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**Press release,  
May 21, 2013**

#### **Recent global productions in Cyfrowy Polsat's VOD and ipla**

Cyfrowy Polsat has established cooperation with Monolith Films concerning providing users of Cyfrowy Polsat's VOD and ipla internet television with access to the world's latest blockbusters shortly after their premieres in American movie theaters. The films will be available within the services two weeks before their DVD release in Poland. This will be the only chance to see them so early. Already today, the first one - the latest action movie "Parker" will be available. Moreover, thanks to new cooperation with 9th Plan distributor ipla will present new movies and new cartoons for children from Galapagos Films.

**Press release,  
May 21, 2013**

#### **Cyfrowy Polsat with HBO live on the Internet**

Cyfrowy Polsat introduces new additional package HBO HD HBO GO, combining all services under HBO brand offered by Cyfrowy Polsat via set-top boxes and online. Subscribers of the platform will now be able to watch live HBO's main channel also on the Internet.

**Press release,  
May 24, 2013**

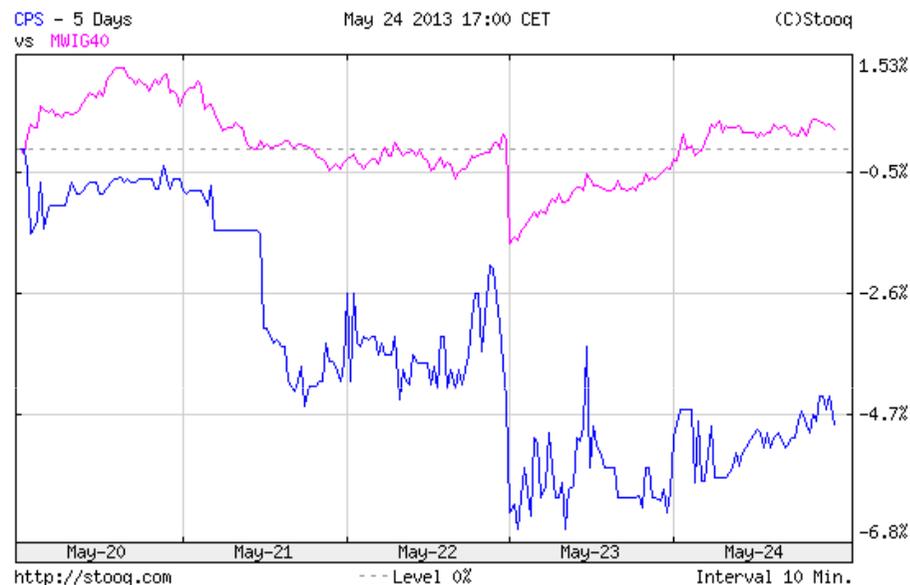
#### **Gala KSW23 in Cyfrowy Polsat's PPV and ipla**

Access to the exciting martial arts event – 23 Martial Arts Confrontation, which will be held already on June 8 at Ergo Arena in Gdansk can be ordered from today. Customers of Cyfrowy Polsat will be able to watch the gala live in "pay-per-view" (PPV) via DTH and DVB-T set-top-boxes (within TV Mobilna service) as well as through ipla Internet television at PLN 40.



### Cyfrowy Polsat shares

Date	Maximum price (PLN)	Minimum price (PLN)	Closing price (PLN)	Change (%)	Trade value (PLN ths.)
20-05-2013	19.11	18.81	19.00	-0.68%	3 909
21-05-2013	19.00	18.11	18.36	-3.37%	7 775
22-05-2013	18.95	18.13	18.23	-0.71%	14 630
23-05-2013	18.48	17.74	17.92	-1.70%	11 128
24-05-2013	18.24	17.81	18.15	1.28%	2 056



### Investors' calendar

June 11, 2013

Annual General Meeting of Cyfrowy Polsat S.A.