



**multiMedia**  
Polska

Standardy przyszłości

Leading provider of Triple Play service

[www.multimedia.pl](http://www.multimedia.pl)

Launch of digital CaTV, May 10th 2007

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# **Digital cable television in the Multimedia Polska offering**

# Digital television at Multimedia Polska...



Part of a long-term strategy: to offer new services and add them to the package

Sale of the service was launched on May 10th, initially in three cities: Gdynia (62,000 HP), Gorzów Wielkopolski (42,000 HP) and Lublin (32,000 HP), followed by other locations, including Kalisz, Łódź, Olsztyn, Rzeszów, Toruń, Szczecin, Ełk, Zamość, Chełm and Wrocław

Soon, the number of households passed by digital CaTV networks wil reach ca. 450,000; most of them in large centres where Multimedia Polska is present

The offer is positioned as a Premium option for customers with the most comprehensive CATV package (*Komfort*), used by approx. 60% of some 600,000 subscribers of Multimedia Polska CATV.

## ... means yet another innovative product...

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**Poland's first digital cable television in the HDTV format with reverse path**



Interactivity



Value-added services



High Definition Television (HDTV)



Set Top Box – cutting-edge solutions: SD and HD, MPG-2 and MPG-4/H.264 standards, Advanced Video Coding (AVC)

## ... new exclusive channels ...

Three competitively priced packages:

- *Cyfrowy Basic* – PLN 14 per month
- *Cyfrowy Canal+ Multiplex* – PLN 39 per month
- *Cyfrowy Adult* – PLN 25 per month

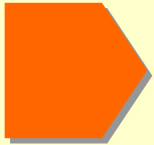


31 channels are offered in the *Cyfrowy Basic* package, including:  
National Geographic Channel HD

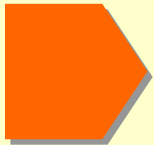


## **...and High Definition Television, a potential platform for launch of new services in the future...**

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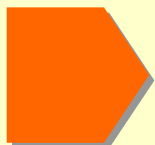
Video on Demand (VoD) – greater capacity of the system – films will be stored on video-servers rather than a small disc



Time-Shift TV – possibility of viewing recorded shows broadcast over the previous week



T-Commerce – possibility of making purchases using the STB remote control



News and entertainment services, games (also online), communicator or mail

## ... in a user-friendly manner.

### Teleshopping system

- Fully integrated system based on open standards (MHP, HTML)
- Simple intuitive interface (TV set and the remote control)
- Ensures security/ confidentiality of transactions

### tele.DOM - interactive portal

- Presents the most popular internet services adapted to the TV set display
- Ensures confidentiality of information exchange
- Services based on recognised brands and providers of multimedia content





# Advantages for Multimedia Polska

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## Higher revenue

- Further increase in ARPU – digital television is a new product, dedicated for demanding subscribers

## Greater customer loyalty

- Introduction of new services means satisfying the ever growing needs of the subscribers

## In the future new sources of revenue thanks to new products

- New services, such as VoD, T-Commerce, interactive portal – represent additional revenue to the company

## Greater technical capabilities

- Unlimited possibility of creating theme-based packages
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## **Prospects for the digital cable television market in Poland**

## In Poland digital television will develop ...

Planned growth of the number  
of CATV subscribers  
from ca. 2m in 2006 to  
6m in 2011

Currently, 16% of households in Poland use  
digital television

In 2011 this ratio will reach 47%

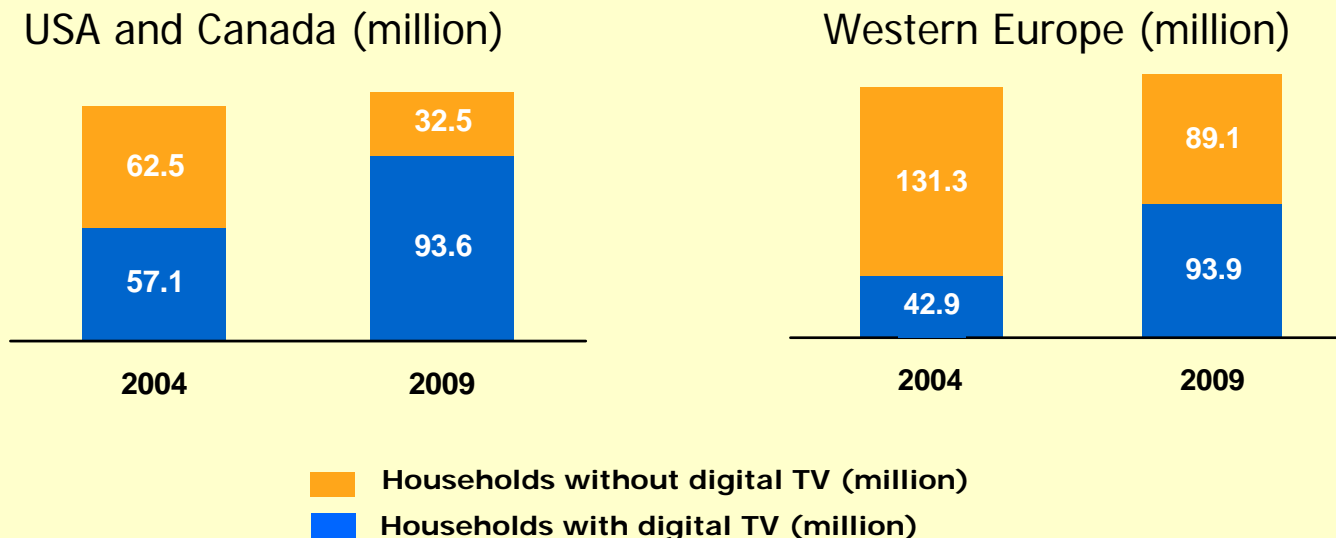
Growing number  
of HDTV-compatible TV sets

In Europe, the number of HD-ready TV sets  
is growing by approx. 100% each year

This year that figure will amount to 25m

Steady drop in prices of HD-ready TV sets

## ... like in other markets



In Eastern Europe the growth rate in the number of digital TV users is the fastest in the world – over 25% annually on average



The number of digital TV users in this part of Europe will increase from 6.1m in 2005 to 32m in 2011, with the penetration rate of over 20%



In Western Europe the penetration rate will reach 75% in 2011, whereas in the USA and Canada this level will be achieved two years earlier

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## **Achievement of IPO objectives**

## Digital television – another IPO objective achieved by Multimedia Polska

### Repayment of debt

approx. PLN 100m

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### Acquisitions

acquisition of Automatic Serwis – PLN 52m; negotiations are conducted with a selected group of new potential acquisition targets

### Digital television

Preparation of the infrastructure and purchase of equipment, including STBs – PLN 30m (this year)

Target amount, as specified in the Prospectus – PLN 60-70m

Over the six months since its IPO and stock-exchange debut, Multimedia Polska has used approx. 75-80% of the IPO proceeds (i.e. PLN 170-180m)

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*Thank you for  
your attention*

