

## PRESS RELEASE

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## SILVER TVN

### PROMAX/BDA WORLD GOLD AWARDS PRESENTED

Warsaw – June 30<sup>th</sup> 2010

**Spot promoting third season of TVN's series "39 i pół" has been acknowledged one of the best on-air promotion films in the world. TVN was awarded in the "Something for Nothing" category.**

On June 24<sup>th</sup> 2010, during the Promax/BDA Promotion & Marketing World Gold Award ceremony taking place in Los Angeles, TVN's promotional spot was acknowledged one of the best in the world. Clip ranked silver in category – "Something for Nothing". The spot was produced by TVN's On-Air Promotion Department (directing – Robert Krawczyk, graphics – Daniel Chmielewski, animation – Rafał Paruszewski). Australian channel Showtime ranked first in this category. TVN was the only Polish channel nominated for the Award.

Promax/BDA is the world's premier body bringing together promotion and marketing professionals working in electronic and broadcast media. Annual Promax/BDA Awards are regarded as the most prestigious awards for creative endeavor in this field.



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TVN Group is the leading media group in Poland. TVN Group owns and operates eleven television channels.



TVN, our principal free-to-air channel, is recognized in the Polish market as a leading television broadcaster of high quality entertainment and comprehensive independent news and current affairs programs. TVN reaches 90% of households in Poland.



TVN7 is an entertainment channel that complements TVN's offer by broadcasting feature films and television series. The channel reaches 61% of households in Poland.



TVN24 channel is the first 24-hour news and current affairs television channel in Poland, reaching 55% of households in Poland.



TVN CNBC Biznes is our business news channel launched in cooperation with CNBC Europe. The channel reaches 31% of households in Poland.



TVN Meteo is Poland's first dedicated weather channel reaching 52% of households in Poland.



TVN Turbo is Poland's first thematic channel aimed at men and at the same time dedicated mainly to motorization. The channel reaches 54% of households in Poland.



TVN Style is a thematic channel focused on life styles, health and beauty aimed at women. The channel reaches 54% of households in Poland.



ITVN is a television channel that targets viewers of Polish origin living abroad. It is available in Europe, Northern America and Australia.



Telezakupy Mango is the only, all day, teleshopping channel in Poland, reaching 55% of households.



NTL is a local television channel addressed to residents of Radomsko and surroundings.



TVN Warszawa is a local television channel focused on Warsaw, its life and inhabitants.





TVN Group also owns Onet.pl, which is the largest and the most popular internet portal in Poland.

Onet.pl is pioneer among Polish internet portals in income diversification. Apart from marketing income (advertisement, e-commerce, search advertisement), Onet.pl generates income out of services (pay content services, mail and hosting services, auction and dating services, telecommunications services). Since 2000 Onet.pl has been the uncontested leader in the Polish internet advertising market.

Onet.pl is the internet leader in Poland in core content: business, finance, law; news, socio-political journalism; media; sport; touristic.

Onet's services are also leaders in their categories:



OnetBlog – the biggest blog service in Polish internet.



Sympatia.pl – the most popular dating service in Poland.



Onet.tv – an innovative multimedia platform.



OnetLajt – a special version of the portal aimed at mobile phones and mobile devices users.

Onet is also strategic partner of Skype Communications.



OnetSkype is a Polish version of the world's most popular internet communicator.

In 2007 Onet launched Zumi.pl.



Zumi is a new tool, not existing before on the Polish market, bringing together the features of map services, online directory and yellow pages.

In 2010 Onet launched Vod.onet.pl.



Vod.onet.pl - joint effort of Onet and TVN. This "video on demand" service allows web users to watch Polish and overseas series, TV shows and feature films. Cutting edge technologies ensure the highest quality of audio and video.



TVN Group also owns **tvn24.pl**, the first news portal in Poland, which combines text, voice and video. The web site contains extensive video content related to the most important events in Poland and all over the world. The portal features paid access to the on-line broadcast of the TVN24 channel as well as information and materials that haven't been broadcast on television.



TVN Group also owns **plejada.pl**, an interactive multimedia site dedicated to show business. It is the first project on the Polish market available immediately on launch via three platforms – Internet, mobile phones and “n” platform.



## TVN Group also owns digital pay-tv platform “n”

**Pay-tv platform “n”** launched on October 12, 2006. It is the first satellite platform in Poland and central-eastern Europe to offer HD channels, Personal Video Recorder (PVR) and Video on Demand (VOD) in one.

Pay-tv platform “n” offer gives the largest selection of programs among all digital platforms in Poland. It includes 14 HD channels: nFilmHD, nFilmHD 2, TVN HD, TVP HD, HBO HD, MGM HD, FILMBOX HD, DISCOVERY HD, NSPORT HD, EUROSPORT HD, EUROSPORT HD 2, MTVNHD, ANIMAL PLANET HD and NET GEO WILD HD as well as some own-produced channels, such as: RELIGIA.TV, WOJNA I POKÓJ, NSPORT HD and unavailable on other platforms: ESPN, BABY TV, DA VINCI LEARNING, SPORTKLUB i SPORTKLUB +.

Pay-tv platform “n” is an unchallenged leader in the most up-to-date TV technologies available in the Polish market. Along with rich program offer, pay-tv platform “n” is also about some innovative services, including: set-top-box equipped with 500 GB disc, NPORTAL – six theme information services available after connecting your recorder to internet; NRADIO and NRADIO HD featuring 5.1 sound; and the most advanced EPG offering some unique and easy to operate features.

Pay-tv platform “n” is available in nationwide points of sale, an online shop and through a state-of-the-art call center.



TVN S.A.'s shares have been traded on the Warsaw Stock Exchange since December 7, 2004 and are included in the Warsaw Stock Exchange indices, including the WIG 20 and WIG Media.

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