

PRESS RELEASE

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TVN – SPRING'S CHAMPION

Warsaw – July 1st, 2010 – TVN Group announced audience share results for June 2010 and the spring programming season 2010 (March – June).

In June 2010 our TVN channel recorded excellent results. TVN was the most widely watched channel in Poland and the only channel to improve, despite its competitors' strong sports-oriented lineup, its results on an year on year basis in all categories.

In June 2010 TVN achieved excellent results in the basic commercial target group and was the only Polish channel to record growth in audience share results when compared to 2009.

Basic commercial target group (16-49) audience share in June 2010:

	All day		Peak Time (18:00-23:00)	
	2010	2009	2010	2009
TVN	15.8%	13.9%	18.2%	17.0%
Polsat	15.0%	17.6%	16.0%	18.2%
TVP1	16.3%	17.8%	19.4%	19.4%
TVP2	14.3%	15.1%	15.6%	17.2%

Source: Nielsen Audience Measurement

In June 2010 in its key target group our TVN channel maintained market leadership, outpacing significantly its main competitors.

TVN's key target group (16-49, cities 100,000+) audience share:

	All day		Peak Time (18:00-23:00)	
	2010	2009	2010	2009
TVN	18.7%	16.6%	21.5%	20.3%
Polsat	11.9%	15.4%	12.6%	16.4%
TVP1	13.1%	13.3%	16.1%	14.9%
TVP2	12.3%	11.8%	13.5%	13.6%

Source: Nielsen Audience Measurement



Despite a significantly lower technical coverage when compared to its main competitors (90% households in Poland) TVN was the second most widely watched television channel in peak time and on an all day basis and was the only Polish channel to record growth in audience share.

Nationwide audience share:

	All day		Peak Time (18:00-23:00)	
	2010	2009	2010	2009
TVN	15.4%	13.3%	18.9%	16.7%
Polsat	13.0%	15.1%	13.7%	15.6%
TVP1	18.9%	20.8%	20.9%	21.5%
TVP2	14.8%	16.2%	16.0%	18.4%

Source: Nielsen Audience Measurement

TVN can boast of a very successful spring programming season. Between March and June 2010 TVN was the most widely watched channel in Poland in the basic commercial target group and in its key target group, reaching consecutively 17.3% and 20.9% audience share in an all day basis and 19.9% and 25% in peak time. New formats as well as the continuation of TVN's most popular programs and series, without doubts, won Polish audience. Eight out of ten the most widely watched programs on our TVN channel were produced locally.

- **Fakty** was the most popular news bulletin in spring season. By attracting up to 5.1 mln viewers, with an average nationwide market share of 32.4%, Fakty outpaced its main competitor *Wiadomości*.
- **Taniec z Gwiazdami (Strictly Come Dancing)** attracted up to 4.7 mln viewers recording an average audience share of 29% in our key target group (16-49, cities 100,000+).
- Our entertainment show **You can dance – po prostu tańcz!** attracted up to 4.1 mln viewers, recording an average audience share of 32.1% in our key target group.
- Our current affairs program **Uwaga!** attracted up to 3.9 mln viewers and recorded an average audience share of 25.7% in our key target group.
- Our series **W-11 Wydział Śledczy** attracted up to 4.4 mln viewers and recorded an average audience share of 19.9% in our key target group.
- Our series **Detektywi** attracted up to 3.5 mln viewers and recorded an average audience share of 24.2% in our key target group.
- Our series **Na Wspólnej** attracted up to 4.1 mln viewers and recorded an average audience share of 29.2% in our key target group.
- Our series **Majka** attracted up to 3.5 mln viewers and recorded an average audience share of 31.8% in our key target group.



TVN Group owns **Onet.pl Group** - Poland's leading internet portal measured by number of real users and page views, as well as total time spent on the portal. Onet.pl is also a clear leader in terms of page views of home page and thematic vertical sites like News, Business, Moto and Sport.

According to the latest available data, for April 2010, Polish internet users viewed 3.4 bln pages on Onet.pl. In total, Onet.pl Group had in April 2010 13.4 mln real users and each of them spent on the portal over 6 hours on average.

Onet.pl domain has 1.7 mln real users more than Wp.pl domain, 4 mln real users more than Interia.pl and Gazeta.pl domains and 8 mln real users more than O2.pl domain.

	real users	page views (bln)
Onet.pl	12 682 598	3.4
Wp.pl	10 945 387	2.1
Interia.pl	8 596 935	1.0
Gazeta.pl	8 658 584	0.4
O2.pl	4 661 893	0.3

Source: Megapanel PBI/Gemius for April 2010

OnetVOD - TVN and Onet's latest joint effort; online "video on demand" (VoD) service, started in February 2010, available at vod.onet.pl that allows viewers to comfortably watch online Polish and foreign series, TV programs, documentaries, music programs, cartoons and feature films. OnetVOD is a place that aggregates unique premieres; viewers may watch TVN's latest series, for example 'Klub Szalonych Dziewic' and 'Usta Usta' before they are broadcast on TV along with Jacek Borcuch's 'Wszystko co kocham' movie available before its official DVD premiere. Until June there were over 20 million videos streamed in OnetVOD.

TVN24.pl (owned by TVN) the first news vortal in Poland which combines text, voice and video. TVN24.pl reaching 4.1 mln real users was the most popular news vortal in Poland in April 2010. TVN24.pl has significantly outpaced competing news sites belonging to other television and radio stations: RMF.FM – 1.54 mln real users, Polskie Radio – 0.77 mln real users, Radiozet.pl – 0.53 mln real users and TVP.info – 0.61 mln real users.

(Source: Megapanel PBI/Gemius for April 2010)

Plejada.pl (owned by Onet) 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.

According to data for April 2010 Plejada.pl had 2.3 mln real users.

(Source: Megapanel PBI/Gemius for April 2010)



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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Annex 1

Operational statistics for June 2010 vs June 2009

Nationwide audience share

%	All day		Peak Time (18:00-23:00)	
	June 2010	June 2009	June 2010	June 2009
TVN Group including	22.1%	18.9%	24.4%	21.4%
TVN	15.4%	13.3%	18.9%	16.7%
TVN 7	1.5%	1.6%	1.5%	1.5%
TVN24	4.1%	3.0%	3.2%	2.2%
TVN Meteo	0.2%	0.2%	0.1%	0.2%
TVN Style	0.4%	0.4%	0.3%	0.4%
TVN Turbo	0.4%	0.4%	0.3%	0.4%
TVP1	18.9%	20.8%	20.9%	21.5%
TVP2	14.8%	16.2%	16.0%	18.4%
Polsat	13.0%	15.1%	13.7%	15.6%
TV4	1.9%	2.0%	2.0%	2.1%
TVP Info	5.5%	4.8%	4.3%	4.0%

Source: Nielsen Audience Measurement

Basic commercial target group (16-49) audience share

%	All day		Peak Time (18:00-23:00)	
	June 2010	June 2009	June 2010	June 2009
TVN Group	22.6%	19.6%	23.3%	21.5%
TVN	15.8%	13.9%	18.2%	17.0%
TVN 7	1.8%	1.9%	1.8%	1.8%
TVN24	3.3%	2.2%	2.2%	1.4%
TVP1	16.3%	17.8%	19.4%	19.4%
TVP2	14.3%	15.1%	15.6%	17.2%
Polsat	15.0%	17.6%	16.0%	18.2%
TV4	2.2%	2.4%	2.2%	2.5%
TVP Info	3.0%	2.7%	2.4%	2.3%

Source: Nielsen Audience Measurement



TVN's key target group audience share (16-49, cities 100,000 +)

%	All day		Peak Time (18:00-23:00)	
	June 2010	June 2009	June 2010	June 2009
TVN	18.7%	16.6%	21.5%	20.3%
TVP1	13.1%	13.3%	16.1%	14.9%
TVP2	12.3%	11.8%	13.5%	13.6%
Polsat	11.9%	15.4%	12.6%	16.4%
TV4	2.1%	2.4%	2.1%	2.5%
TVP Info	2.5%	2.5%	2.0%	2.4%

Source: Nielsen Audience Measurement

Key target group audience share of remaining TVN group's channels

%	All day		Peak Time (18:00-23:00)	
	June 2010	June 2009	June 2010	June 2009
TVN	18.7%	16.6%	21.5%	20.3%
TVN7	2.3%	2.3%	2.2%	1.7%
TVN24	7.1%	5.5%	5.5%	4.4%
TVN Meteo	0.1%	0.2%	0.1%	0.2%
TVN Style	1.0%	1.0%	0.7%	0.8%
TVN Turbo	1.4%	1.3%	1.1%	1.2%

Key target group definition

TVN	16-49, cities 100,000 +
TVN7	16-34, cities 100,000 +
TVN24	25+, above average income, cities 100,000 +
TVN Meteo	Cities
TVN Style	Women, 18-54, cities
TVN Turbo	Men, 16-39, cities

Source: Nielsen Audience Measurement



Annex 2

Ten Top shows on TVN in June 2010.

Date	Title	Description	Number of viewers
June 13, 2010	TANIEC Z GWIAZDAMI	Entertainment show	4 543 308
June 1, 2010	FAKTY	Main news bulletin	4 409 054
June 3, 2010	NA WSPÓLNEJ	Series	3 485 276
June 14, 2010	W-11 WYDZIAŁ ŚLED CZY	Docu-crime	3 422 661
June 3, 2010	UWAGA!	Current affairs program	3 155 185
June 14, 2010	DETEKTYWI	Docu-crime	3 046 468
June 2, 2010	YOU CAN DANCE - PO PROSTU TAŃCZ!	Entertainment show	2 831 127
June 20, 2010	CZAS DECYZJI	Current affairs program	2 782 431
June 1, 2010	MAJKA	Series	2 751 559
June 3, 2010	QUEST	Movie	2 657 842

Source: Nielsen Audience Measurement



Annex 3

Operational statistics for spring season 2010 vs spring season 2009 (March – June)

Nationwide audience share

%	All day		Peak Time (18:00-23:00)	
	spring 2010	spring 2009	spring 2010	spring 2009
TVN Group including	22.4%	21.1%	24.5%	23.4%
TVN	16.1%	15.9%	19.5%	19.2%
TVN 7	1.6%	1.5%	1.6%	1.4%
TVN24	3.7%	2.7%	2.6%	1.9%
TVN Meteo	0.1%	0.1%	0.1%	0.1%
TVN Style	0.4%	0.4%	0.3%	0.4%
TVN Turbo	0.4%	0.4%	0.3%	0.3%
TVP1	19.1%	21.3%	19.9%	21.6%
TVP2	14.3%	16.0%	16.9%	18.1%
Polsat	13.7%	14.9%	14.7%	16.2%
TV4	1.9%	2.1%	2.0%	2.2%
TVP Info	5.1%	4.1%	3.7%	3.2%

Source: Nielsen Audience Measurement

Basic commercial target group (16-49) audience share

%	All day		Peak Time (18:00-23:00)	
	spring 2010	spring 2009	spring 2010	spring 2009
TVN Group	23.6%	22.3%	24.7%	24.0%
TVN	17.3%	17.1%	19.9%	20.0%
TVN 7	1.9%	1.9%	1.9%	1.7%
TVN24	3.1%	1.9%	1.8%	1.2%
TVP1	15.5%	17.6%	17.3%	18.7%
TVP2	13.5%	14.8%	15.8%	16.8%
Polsat	15.8%	17.5%	16.9%	18.6%
TV4	2.2%	2.5%	2.3%	2.7%
TVP Info	2.8%	2.4%	2.1%	1.9%

Source: Nielsen Audience Measurement



TVN's key target group audience share (16-49, cities 100,000 +)

%	All day		Peak Time (18:00-23:00)	
	spring 2010	spring 2009	spring 2010	spring 2009
TVN	20.9%	21.5%	25.0%	25.4%
TVP1	12.0%	12.6%	13.6%	13.6%
TVP2	10.3%	11.1%	12.2%	12.8%
Polsat	12.4%	15.1%	13.5%	16.6%
TV4	2.1%	2.5%	2.3%	2.6%
TVP Info	2.5%	2.2%	1.9%	2.0%

Source: Nielsen Audience Measurement

Key target group audience share of remaining TVN group's channels

%	All day		Peak Time (18:00-23:00)	
	spring 2010	spring 2009	spring 2010	spring 2009
TVN	20.9%	21.5%	25.0%	25.4%
TVN7	1.9%	2.1%	1.9%	1.8%
TVN24	6.6%	4.8%	4.8%	3.7%
TVN Meteo	0.1%	0.1%	0.1%	0.1%
TVN Style	0.8%	0.9%	0.6%	0.7%
TVN Turbo	1.4%	1.3%	1.0%	1.1%

Key target group definition

TVN	16-49, cities 100,000 +
TVN7	16-34, cities 100,000 +
TVN24	25+, above average income, cities 100,000 +
TVN Meteo	Cities
TVN Style	Women, 18-54, cities
TVN Turbo	Men, 16-39, cities

Source: Nielsen Audience Measurement



Annex 4

Ten Top shows on TVN in spring season 2010.

Date	Title	Description	Number of viewers
May 17, 2010	FAKTY	Main news bulletin	5 052 692
March 14, 2010	TANIEC Z GWIAZDAMI	Entertainment show	4 670 450
March 10, 2010	W-11 WYDZIAŁ ŚLED CZY	Docu-crime	4 382 100
March 10, 2010	YOU CAN DANCE - PO PROSTU TAŃCZ!	Entertainment show	4 132 714
March 9, 2010	NA WSPÓLNEJ	Series	3 978 873
March 4, 2010	UWAGA!	Current affairs program	3 900 334
March 19, 2010	LEJDIS	Movie	3 562 383
March 4, 2010	MAJKA	Series	3 514 199
March 16, 2010	DETEKTYWI	Docu-crime	3 513 154
June 9, 2010	TRANSFORMERS	Movie	3 268 245

Source: Nielsen Audience Measurement

