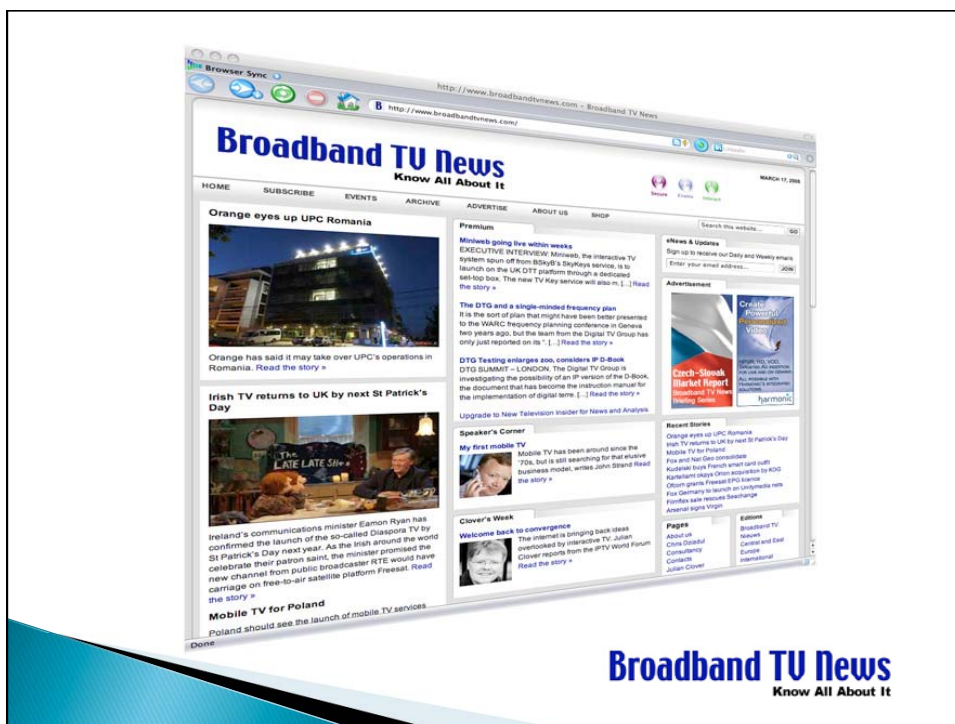


Digital Broadcasting in CEE

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Broadband TV News
Know All About It



State of play

- ▶ DTH: Catalyst for change
- ▶ Cable: Catching up
- ▶ IPTV: New kid on the block
- ▶ DTT: Slow starter
- ▶ Mobile TV: On the way

DTH – Main markets and players

| | |
|------------------|--|
| Baltic Republics | Viasat |
| Bulgaria | Bulsatcom, ITV Partner |
| Czech Republic | UPC Direct, Digi TV, CS Link |
| Hungary | UPC Direct, Digi TV, Hello HD |
| Poland | Cyfrowy Polsat, Cyfra+, n |
| Romania | Digi TV, Dolce, Boom TV, Focus Sat, Max TV |
| Russia | NTV-Plus, Tricolor, Orion Express |
| Serbia | TotalTV, Digi TV |
| Slovakia | UPC Direct, Digi TV, Sky Link |
| Ukraine | Poverkhnost Plus, Viasat, DataGroup |

Catalyst for change

- ▶ Digi TV – inexpensive, huge subscriber growth
- ▶ N – a pioneer of new generation services: HDTV, VOD, PVR
- ▶ Platform proliferation – up to 30 (Q2 2008)
- ▶ More to follow... and then consolidation?

Cable – Main markets and players

| | |
|------------------|---|
| Baltic Republics | Starman (EE), Baltkom (LV), Balticum (LT) |
| Bulgaria | CableTel, Eurocom Cable (to merge) |
| Czech Republic | UPC |
| Hungary | UPC, T-Kábel, FiberNet, Digi |
| Poland | UPC, Vectra, Multimedia Polska, Aster |
| Romania | UPC, RCS/RDS |
| Russia | Nafta Moskva, Sistema, Renova |
| Slovakia | UPC |
| Ukraine | Volia Cable |

Catching up

- ▶ UPC still the key player in most markets
- ▶ Digital rollout has been slow – until now
- ▶ Huge changes can be expected in near future: more consolidation, new services
- ▶ Countries to watch: Russia, Poland, Hungary...and Romania

IPTV– Main markets and players

| | |
|------------------|---------------------------------------|
| Baltic Republics | Elion (EE), Lattelecom (LV), TEO (LT) |
| Czech Republic | Telefónica O2 CR |
| Hungary | T-Online |
| Poland | TPSA |
| Russia | Comstar-UTS |
| Slovakia | T-Com |
| Slovenia | Telekom Slovenije |

New kid on the block

- ▶ Big growth markets currently Russia, Czech Republic and Slovenia
- ▶ Sub figures still low: total only around 200,000 in Russia
- ▶ Low take-up in Poland and Hungary...
- ▶ ...but strong growth in Baltics and Croatia
- ▶ Huge potential across the region

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DTT – Main markets and players

| | |
|----------------|---|
| Czech Republic | CDG, Radiokomunikace, Telefónica O2 CR Gradual roll-out ASO: 2011 |
| Estonia | EDT (Starman/Levira jv) ZUUMtv (pay) + FTA Low take-up ASO: 2010 |

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Slow starter

- ▶ Trials started in late 1990s, but few full services yet launched
- ▶ Digital strategy now in place in most leading markets
- ▶ Progress will be rapid as 2012 approaches
- ▶ Hungary, and possibly Poland, next major markets to launch services
- ▶ Significant progress being made in Slovenia and Lithuania

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Mobile TV – On the way

- ▶ DVB-H trials have taken place in several markets including Poland, Hungary and Czech Republic
- ▶ Launch of services in Russia imminent (MTS); Polish DVB-H tender in July 2008; Hungary – DTT mux allocation
- ▶ Timing – too soon?

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Thank you

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