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## Television, radio and newspapers in Poland – new research from Heernet ventures limited

(London – 19 July 2007) The Polish media industry represents one of the most substantial and interesting investment opportunities in European media. At a macro level, strong economic growth and increasing economic integration into the EU economy is driving double digit growth in advertising revenues. In addition to this, media reach and penetration in sectors such as newspapers is still below the European average and new title launches should see the market grow.

Foreign media companies have successfully entered the market through joint ventures and acquisitions. Arguably, the sector where this is most evident is newspapers where German groups such as Axel Springer and Verlagsgruppe Passau have established a strong presence. In television, News Corporation is planning to build on its investment in TV Puls.

Heernet ventures has published a series of reports on the television, radio and newspaper markets in Poland. Each report covers market size, structure, major players and regulatory environment; they include data and analysis on audiences and advertising, stretching back up to 4 years. The reports are aimed at media companies and investors seeking a comprehensive introduction to each of these media markets.

Companies profiled in the reports include Telewizja Polska (TVP), Polsat, TVN, Polskie Media (TV4), TV Puls, Agora, Mecom, Axel Springer, Polskapresse, Polskie Radio, Broker FM, Eurozet, Agora and ZPR Group.

Heernet ventures is a leading research and advisory firm specialising in the global media industry. The company works with both media companies and financial investors. Its services include strategic advice, mergers and acquisitions and industry research.

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