

Care for the needs of our customers and viewers

Key figures 2020

18 million

provided RGUs to customers
Polsat Plus Group

64%

of Cyfrowy Polsat customers live
in small towns or in rural areas

90%

prompted awareness of
Cyfrowy Polsat brand
(as a Pay TV provider)

88%

prompted awareness of Plus brand
(as the operator offering
voice calls)

23.9%

audience share of TV Polsat
channels in the commercial
viewers group

Sustainable Development Goals which are being implemented in Polsat Plus Group

- under good practices and other business projects (customers and viewers area)



- 5G network roll-out (Novelty), Development of LTE technology

5G



Safety



Smart cities



AR/VR and
Artificial
Intelligence



Remote learning
and work



Autonomous
vehicles and smart
roads



New dimension
of entertainment



Telemedicine



- Polsat News with captioning (Novelty), Promotion of diversity in "Dancing with the stars" show



- Charity goal of the "Your face sounds familiar" show



- 10 years of cooperation with Copernicus Science Center



- Supporting families with housing difficulties "Our new home"

