

## PRESS RELEASE

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## PREMIUM TV CONTINUES TO COOPERATE WITH TV PULS AND PULS 2 IN ADVERTISING BROKERAGE

Warsaw – December 15th, 2014

**TVN Media Sp. z o.o. [Ltd.], the largest advertising brokerage office in Poland, signed an agreement with Telewizja Puls, the operator of TV Puls and PULS 2 channels, to cooperate in advertising brokerage.**

From January 1st, 2015 TVN Media Sp. z o.o. under the Premium TV brand will continue to cooperate with TV Puls and PULS 2 channels, and will provide commercial representation to Telewizja Puls in the field of advertisement. Under the agreement Premium TV serves as exclusive agency for these channels with regard to sponsorship.

The agreement has been concluded for the period of one year.



**Markus Tellenbach**  
President and CEO TVN SA

**Markus Tellenbach, President and CEO TVN SA said:** *‘Continued cooperation with Telewizja Puls is a proof of mutual satisfaction of current achievements and gains both on the side of the partner as well as on the side of TVN Media. For Telewizja Puls the new agreement is a warrant of continuity of cooperation and of forthcoming benefits from the excellence of Premium TV in the field of advertising brokerage. We, in turn, are happy to include in our portfolio the strongest nationwide channels within the new DTT offer.’*



**Dariusz Dąbski**  
President of the Management Board of Telewizja Puls Sp. z o.o.

**Dariusz Dąbski, President of the Management Board of Telewizja Puls Sp. z o.o. said:**  
*'TV Puls – the third biggest commercial television in Poland – was the first to join Premium TV offer in 2011 and we shall continue this mutually beneficial cooperation in 2015. We believe this cooperation will help us reach our business goals while maintaining high dynamics of growth in both channels.'*

TVN Media has been providing advertising brokerage for TV Puls since 2011, and for PULS 2 channel since its inception - July 2012.

Telewizja Puls is the third largest commercial television in Poland. It operates two nationwide television channels TV Puls and PULS 2, ranked TOP10 in Poland. The total market share of TV Puls and PULS 2 in November 2014 was 5.70% (SHR, A16-49). The television offers premium entertainment, including top movies and TV series, attractive documentaries and cartoons. Telewizja Puls cooperates with the world's largest film studios, such as: NBCUniversal, Warner (Bros.), 20<sup>th</sup> Century Fox, Disney, Discovery, Viacom and Sony Pictures Television.

Premium TV is part of TVN Media advertising office. Premium TV offer for advertisers comprises 48 television channels with a total audience share in November 2014 at 24.3% in A16-49 group (data: Nielsen Audience Measurement).



**Advertising Office, TVN Media Sp. z o.o.** – the largest advertising brokerage office in Poland, offering state-of-the-art communication on TVN channel, channels included in the extensive portfolio of Premium TV as well as the richest offer of quality online video. The office was set up by a team of bold professionals who create unconventional solutions for their customers.

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