



Care for the needs of customers and viewers

Key figures 2019

Cyfrowy Polsat has nearly 6 million contract customers.

90%

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

88%

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

64%

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

Experience offered to customers through selected brands of Cyfrowy Polsat Group

