



Central European Media Enterprises



New Media: the Post Crisis Window of Opportunity

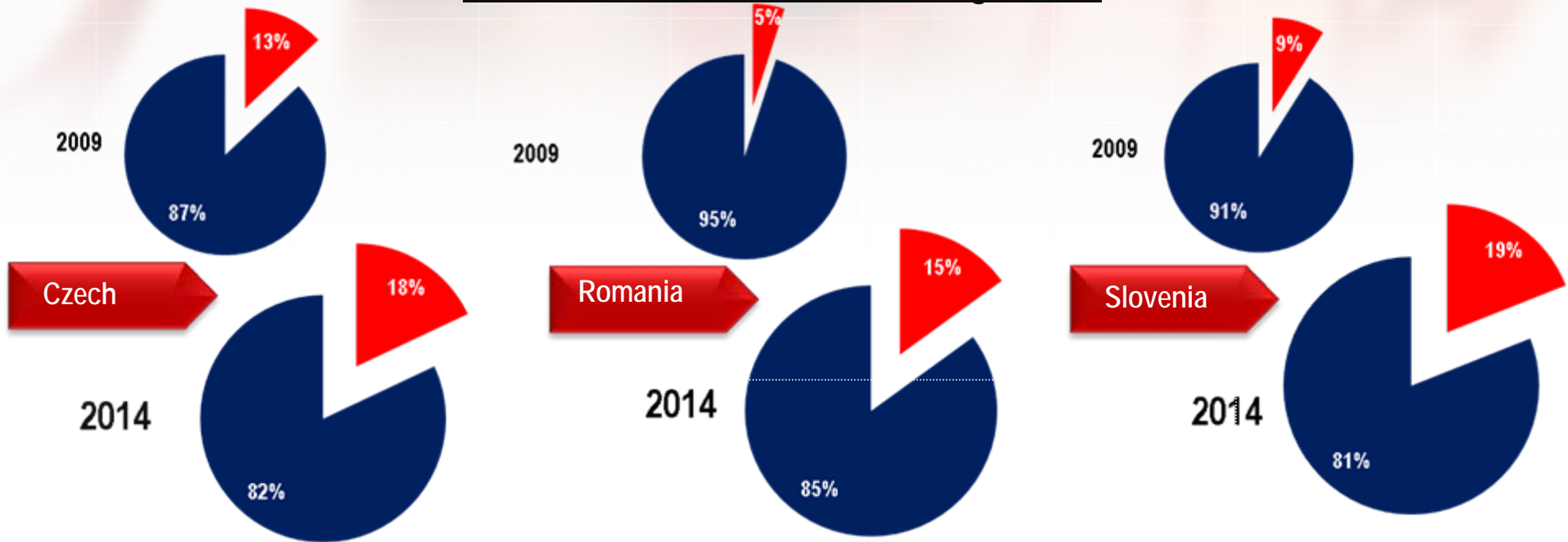
Where will our New Media Markets be in 5 years?

2009 UK: Internet now attracts more advertising dollars than TV

2010 US: Internet consumption will outstrip traditional TV from June

2011 US: 50% of population will watch video online

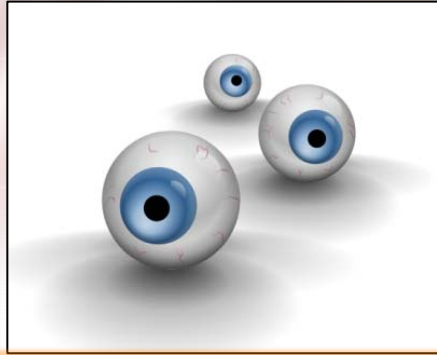
Internet share of Total Advertising Market



Our markets will follow US and Western Europe

Why did we need to expand into New Media?

- To attract a new audience by leveraging our brands
- To diversify our revenue streams



We have 60+ million
Viewers



We attract 7.5 million
Internet Users



Hooked by our content 24h / day
Viewers and Users become **VieUsers**

We created New Media products and services



Online TV

Sites and portals

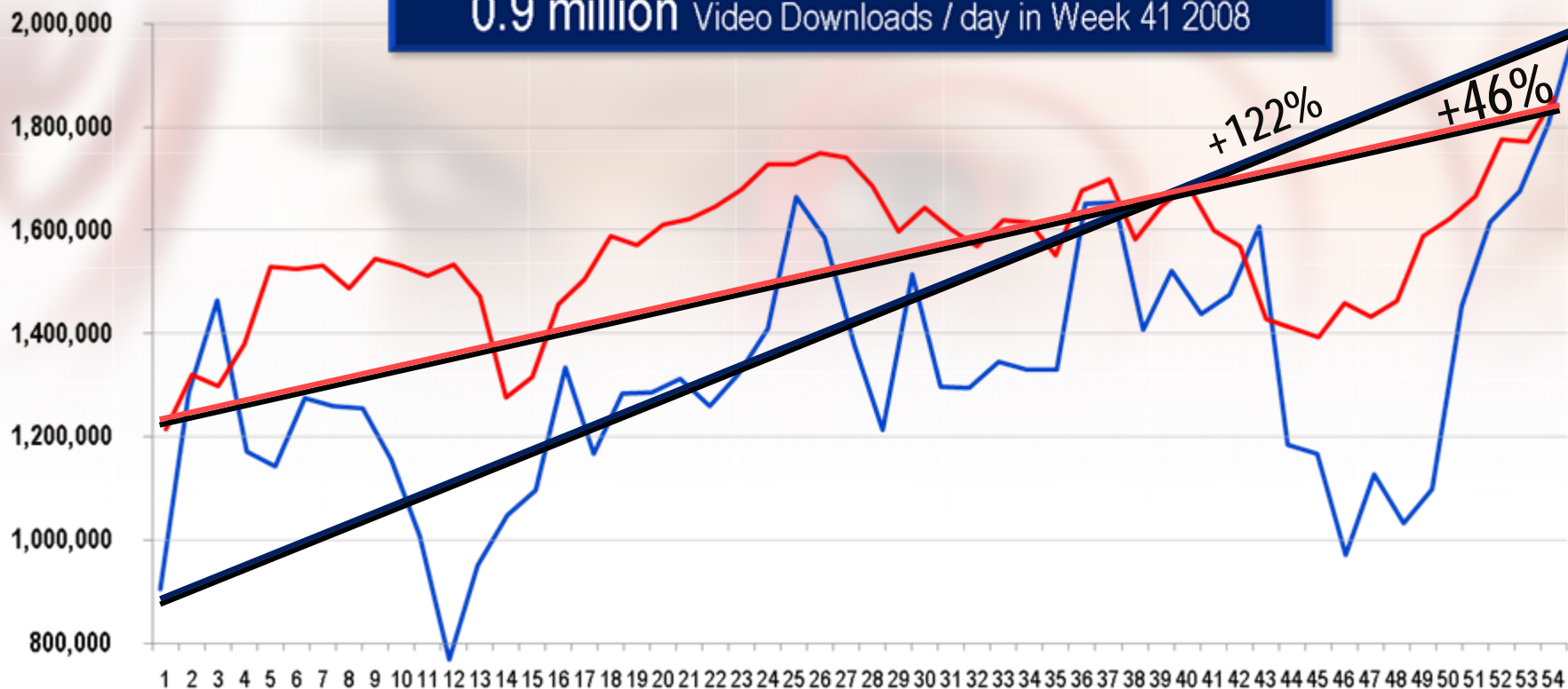
User generated content

	ONLINE TV CHANNEL	CATCH-UP TV	TV SITE	NEWS / SPORT	INTERNET MAGAZINES	USER GENERATED CONTENT	COMMUNITIES
Czech			✓				
Romania			✓				Conquizardor.ro
Slovakia			✓				
Slovenia			✓		5 ✓	FRENDI FLIRT	
Croatia			✓		✓		
Bulgaria			✓				
Ukraine			✓				

We built the foundation of our New Media audience

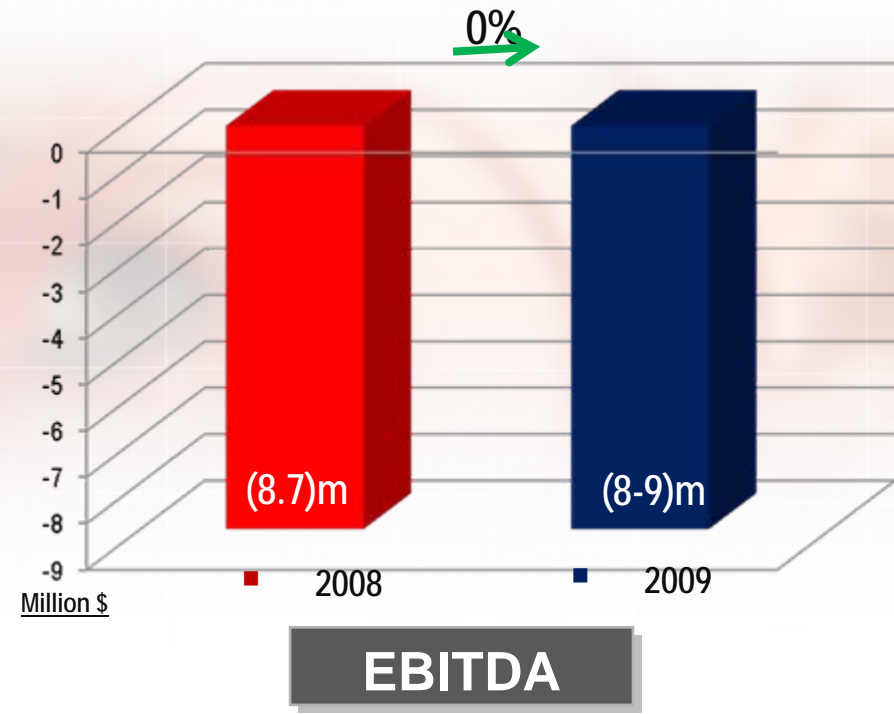
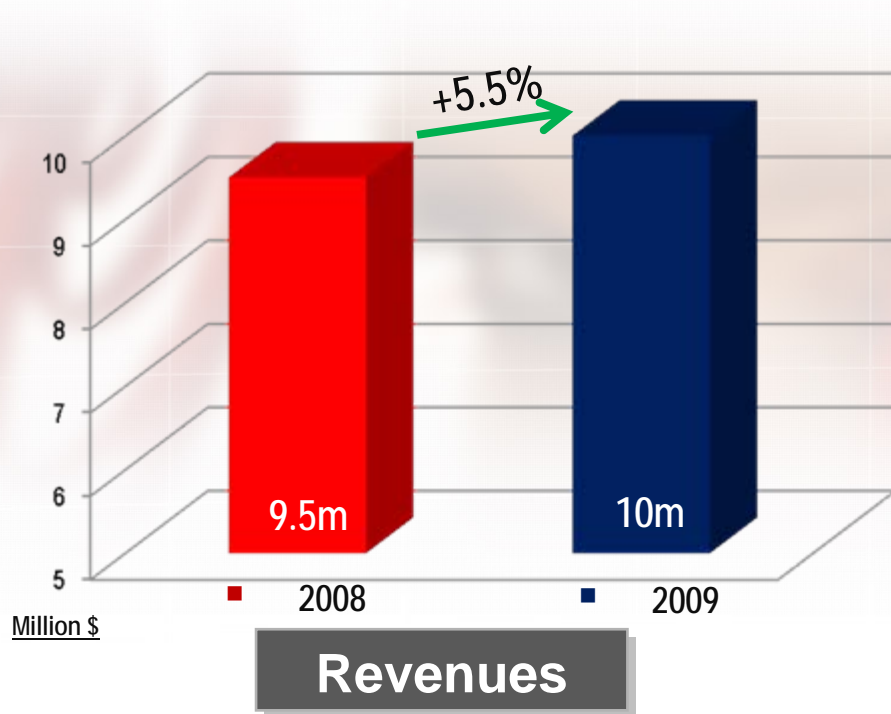
1.3 million Unique Visitors / day in Week 41 2008

0.9 million Video Downloads / day in Week 41 2008



1.88 million Unique Visitors / day in Week 41 2009

2 million Video downloads / day in Week 41 2009



+46% growth of Daily Unique Visitors

+122% growth of Daily Video Downloads

Online TV

- Launch Online-Only Channels in each CME country
- Expand Catch-Up TV across CME

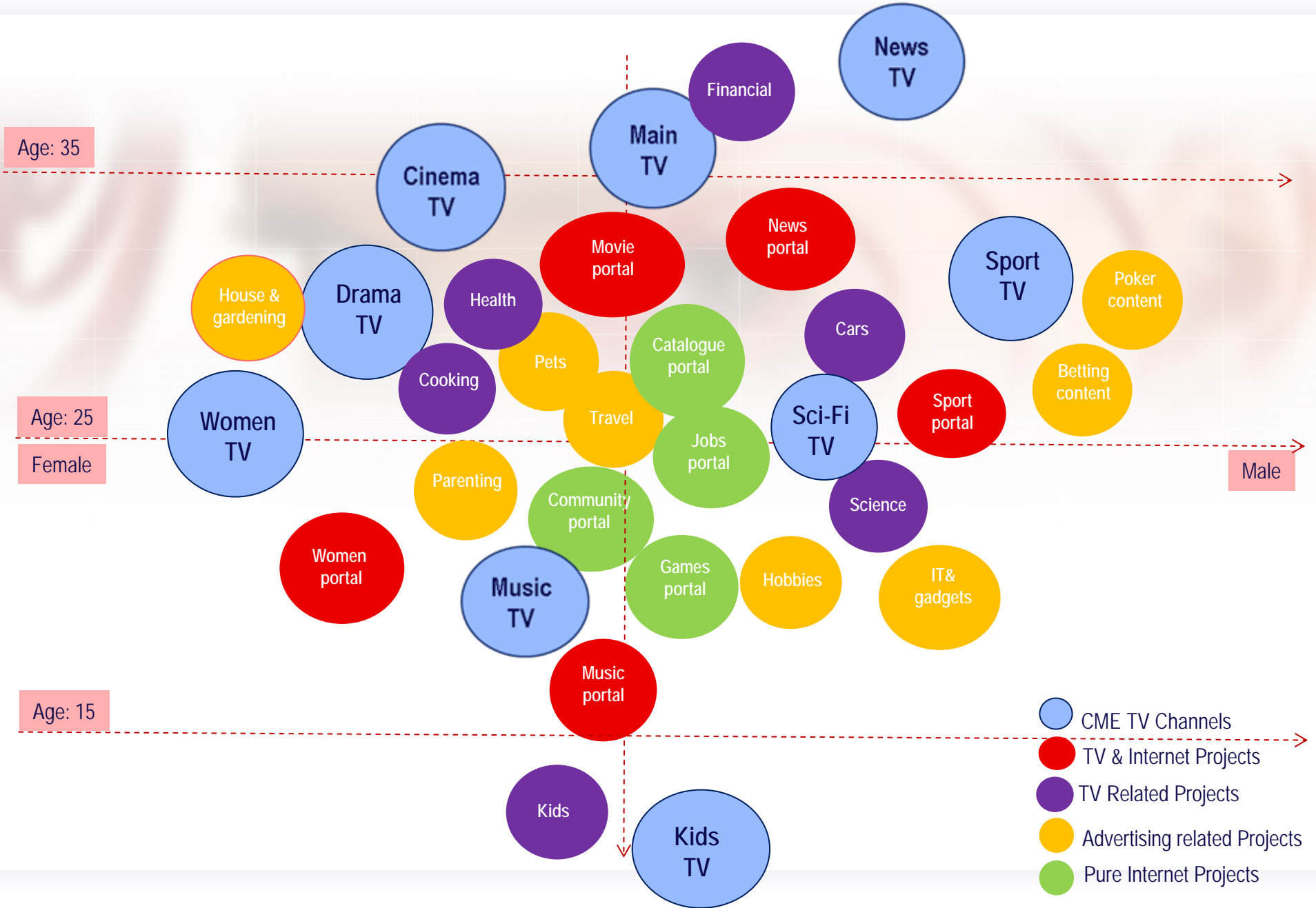
New Media Portals

- Launch new portals in 2010 in each CME country

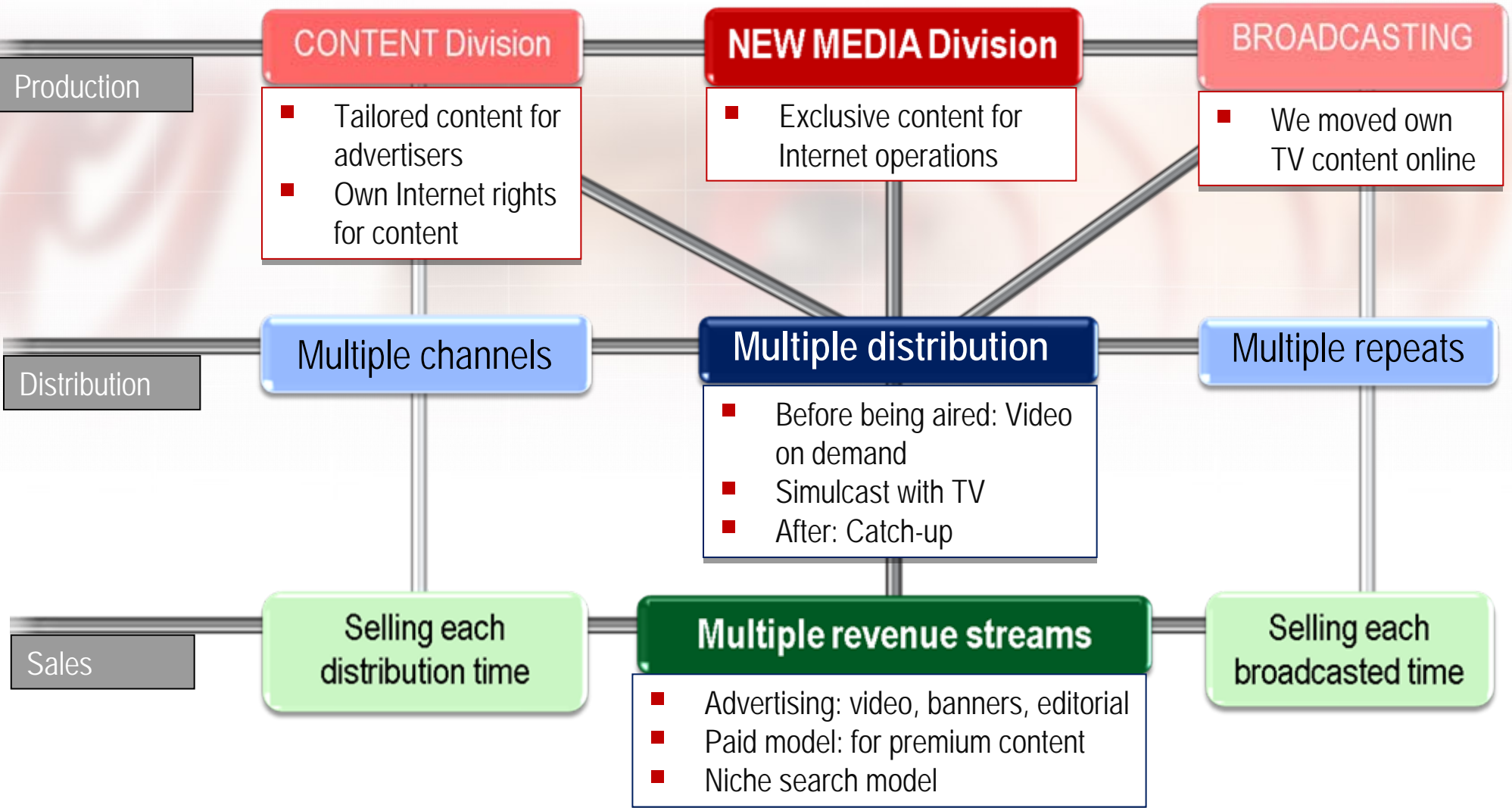
User Generated Content

- Blog: Expand from Czech Republic and Croatia to all CME countries
- Photo sharing: Expand from Czech Republic to all CME countries
- Launch social networking portals across CME

We are creating content to attract all types of audience



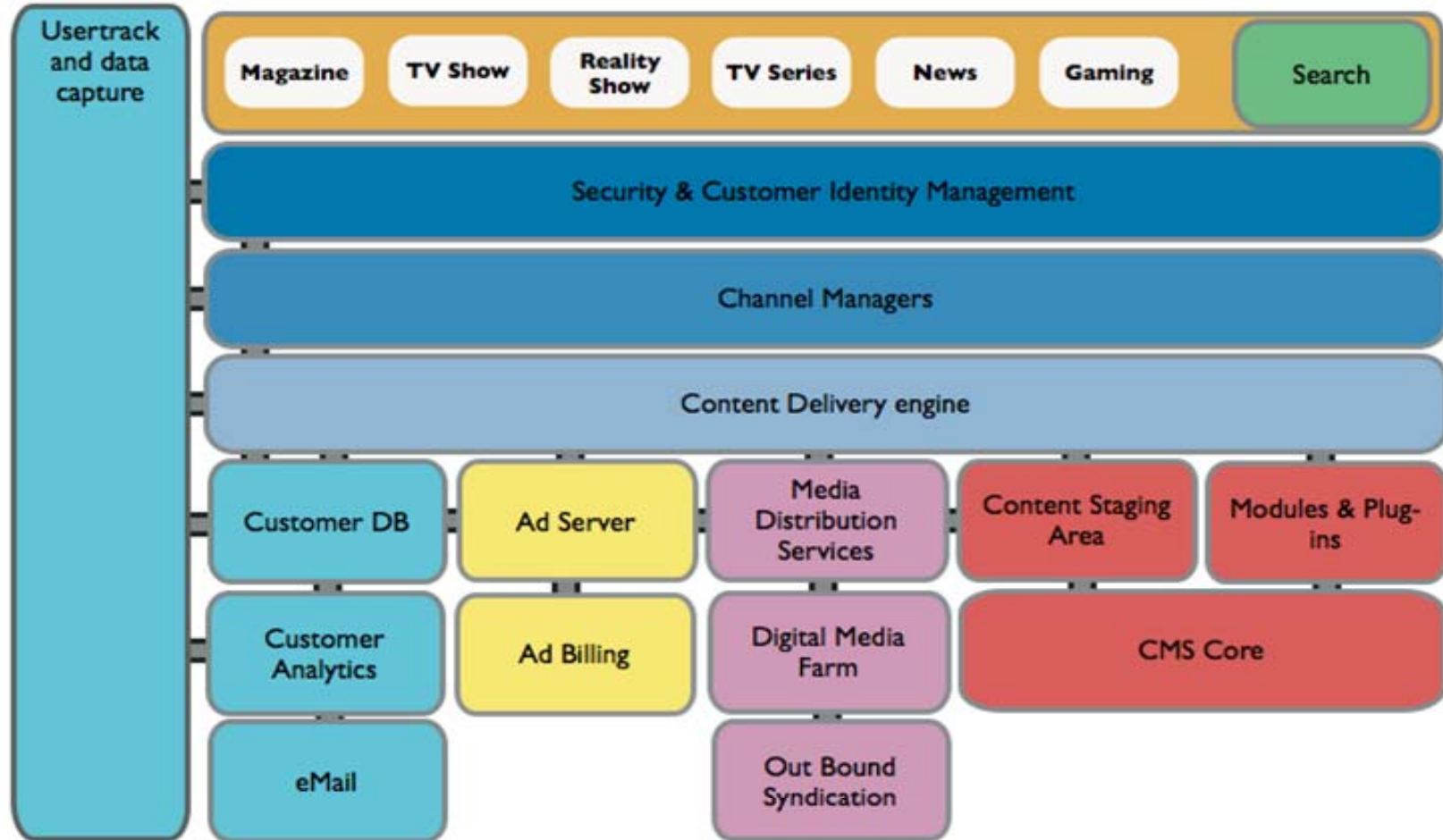
Broadcasting and New Media: one content, multiple revenue sources





Multiple Revenues Streams: prepared to outperform the market

Optimize technology to reduce costs on our common Internet platform



...To go head-to-head with global competitors but ahead of local competitors



We are and we will be
much more than just



on

