[PL] Need for Development of TV Puls

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On 27 February 2009 the National Broadcasting Council (NBC) announced the opening the application procedure for the first Polish digital multiplex. It is anticipated that there will be bandwidth for seven channels; three of them shall be public: TVP1, TVP2 and TVP3 and the others commercial: TVN, Polsat, TV4, and TV Puls (currently transmitted in analogue terrestrial mode). The commercial broadcasters must apply no later than 14 April 2009.

TV Puls had been owned by The Order of Franciscans (60 %) with a minority share (35 %) held by News Corporation. News Corp. bought 25 % of TV Puls in June 2006 and increased its stake to 35 % in April 2007. According to the NCB's resolution it has been broadcasting a programme including religious, family and social affairs. In 2008 TV Puls broadened its audience share after having received the NBC's approval for more terrestrial frequencies.

Due to the recent economic downturn TV Puls' situation has seemed unstable, thus News Corp. decided to withdraw its stake in TV Puls in November 2008. Currently 51 % of TV Puls shares are held by the Franciscans and 49 % by a private investor. Presently TV Puls has been looking for a new investor and is even considering the sale of its controlling interest.

Participation in the multiplex platform may encourage the (required) potential investors for TV Puls.

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