

Magyar Telekom Plc.
Form 6-K
July 10, 2009

FORM 6-K
SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

Report of Foreign Private Issuer

**Pursuant to Rule 13a-16 or 15d-16
of the Securities Exchange Act of 1934**

Report on Form 6-K dated July 10, 2009

Magyar Telekom Plc.

(Translation of registrant's name into English)

Budapest, 1013, Krisztina krt. 55, Hungary

(Address of principal executive offices)

Indicate by check mark whether the registrant files or will file annual reports under cover Form 20-F or Form 40-F.

Form 20-F Form 40-F

Indicate by check mark whether the registrant by furnishing the information contained in this Form is also thereby furnishing the information to the Commission pursuant to Rule 12g3-2(b) under the Securities Exchange Act of 1934.

Yes No

Edgar Filing: Magyar Telekom Plc. - Form 6-K

If Yes is marked, indicate below the file number assigned to the registrant in connection with Rule 12g3-2(b): 82-



Edgar Filing: Magyar Telekom Plc. - Form 6-K

Investor Release

Magyar Telekom

IR contacts:

Szabolcs Czenthe

Krisztina Förehéc

Linda László

Márton Peresztegi

Position:

Director, Capital markets and acquisitions

Head of Investor Relations

IR manager

IR manager

Telephone:

+36-1-458-0437

+36-1-457-6029

+36-1-457-6084

+36-1-458-7382

E-mail address:

czenthe.szabolcs@telekom.hu

forhecz.krisztina@telekom.hu

laszlo.linda@telekom.hu

peresztegi.marton@telekom.hu

Multiplatform content services to be launched by Magyar Telekom Group

Budapest 10 July, 2009 Magyar Telekom (Reuters: NYSE: MTA.N, BÉT: MTEL.BU and Bloomberg: NYSE: MTA US, BÉT: MTELEKOM HB), the leading Hungarian telecommunications service provider, today announces that innovative multiplatform digital content services will be added to the media portfolio of Origo Zrt. and its parent company Magyar Telekom.

The services bringing revolutionary new content and business approach are based on integrated design and operation of thematic TV channels, websites and mobile content services and implement media convergence through customization to the presentation needs of these platforms while offering a unified visual and content image.

The company plans to launch two channels in 2009; one will be organized around weather, climate change, and everyday relations of man and nature while the other will address health and healthy lifestyle issues. The TV channels offered in the new multiplatform services will be available also on digital and analog cable networks.

The operators believe that this step of strategic importance for both Origo and the Magyar Telekom Group is the first large-scale initiative for a potential business model of future multiplatform media and user experience.

This investor news contains forward-looking statements. Statements that are not historical facts, including statements about our beliefs and expectations, are forward-looking statements. These statements are based on current plans, estimates and projections, and therefore should not have undue reliance placed upon them. Forward-looking statements speak only as of the date they are made, and we undertake no obligation to update publicly any of them in light of new information or future events.

Forward-looking statements involve inherent risks and uncertainties. We caution you that a number of important factors could cause actual results to differ materially from those contained in any forward-looking statement. Such factors are described in, among other things, our Annual Report on Form 20-F for the year ended December 31, 2008 filed with the U.S. Securities and Exchange Commission.

Signatures

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned, thereunto duly authorized.

Magyar Telekom Plc.
(Registrant)

By:

Szabolcs Czente
Director
Capital Markets and Acquisitions

Date: July 10, 2009