

MATAV CABLE SYSTEMS MEDIA LTD  
Form 6-K  
January 21, 2004

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**SECURITIES AND EXCHANGE COMMISSION**

Washington, D.C. 20549

**FORM 6-K**

REPORT OF FOREIGN ISSUER

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

For the month of January 2004

**Matav Cable Systems Media Ltd.**

(Translation of registrant's name into English)

42 Pinkas Street  
North Industrial Park  
P.O. Box 13600  
Netanya 42134  
Israel

(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

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**SIGNATURES**

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

**Matav - Cable Systems Media Ltd.**  
**(Registrant)**

20 January 2004

BY: /S/ Amit Levin

Amit Levin  
Chief Executive Officer

Print the name and title of the signing officer under his signature

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SIGNATURES

BUSINESS NEWS

**FOR IMMEDIATE RELEASE**

**Dankner Investments Signs Definitive Agreement to Sell  
17.99% of Matav to Delek Investments**

NETANYA, Israel, January 20, 2004 Matav-Cable Systems Media Ltd. (Nasdaq: MATV), a leading Israeli provider of digital cable television services, today announced that its parent company, Dankner Investments and Delek Investments signed a definitive agreement, pursuant to which: (1) Delek Investments will purchase 17.99% of the Company's outstanding Ordinary Shares from Dankner Investments in consideration for approximately US\$43.5 million (approximately US\$8 per ordinary share), and (ii) Dankner Investments will grant to Delek Investments an option, exercisable within two years, to purchase from Dankner Investments an additional 2% of the Company's outstanding Ordinary Shares at the same price per share in the sale transaction (together, the Transaction). In addition, Delek Investments will grant a loan to Dankner Investments in the amount of approximately US\$4.8 million for a period of up to two years. The Transaction is subject to the fulfillment of certain conditions, including the approval of the Israeli Ministry of Communications and the Cable Council, if required.

**Matav is one of Israel's three cable television providers, serving roughly 25 percent of the population. Matav's investments include 5.3 percent of Partner Communications Ltd., a GSM mobile phone company and 10 percent of Barak I.T.C. (1995), one of the three international telephony providers in Israel.**

(This press release contains forward-looking statements with respect to the Company's business, financial condition and results of operations. These forward-looking statements are based on the current expectations of the management of Matav Cable only, and are subject to risk and uncertainties, including but not limited to changes in technology and market requirements, decline in demand for the company's products, inability to timely develop and introduce new technologies, products and applications, loss of market share and pressure on pricing resulting from competition, which could cause the actual results or performance of the Company to differ materially from those contemplated in such forward-looking statements. The Company undertakes no obligation to publicly release any revisions to these forward-looking statements to reflect events or circumstances after the date hereof or to reflect the occurrence of unanticipated events. For a more detailed description of the risk and uncertainties affecting the company, reference is made to the Company's reports filed from time to time with the Securities and Exchange Commission.)

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