

MATAV CABLE SYSTEMS MEDIA LTD  
Form 6-K  
July 29, 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 July 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)

29 July 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

MATAV REPORTS DELEK S INTENTION TO RECOMMEND  
THE APPOINTMENT OF A NEW CHAIRMAN

**NETANYA, Israel, July 28, 2004** Matav-Cable Systems Media Ltd. (Nasdaq : MATV) today announced, further to press reports in the matter, that Delek Investments and Assets Ltd.(which holds approximately 18% of Matav) has informed Matav that following the closing of the previously disclosed agreement regarding the purchase of approximately 87.5% of Dankner Investments Ltd. by Delek Real Estate Ltd., Delek Investments and Assets intends to recommend Mr.Yaacov Benasayag, Delek Israel Fuel Corporation s Chief Executive Officer, as a director and the new Chairman of Matav s Board of Directors.

The appointment of Mr. Benasayag would be subject to the approval of Matav s Board of Directors and any other approvals that may be required by applicable law.

**Matav is one of Israel s three cable television providers, serving roughly 25 percent of the population. Matav s investments include approximately 5.3 percent of Partner Communications Ltd., a GSM mobile phone company and 10 percent of Barak Ltd., one of the three providers of international long distance telephony calls.**

*(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.)*

Contact:

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Matav Cable Systems

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