

MATAV CABLE SYSTEMS MEDIA LTD

Form 6-K

May 19, 2005

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 May 2005

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

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)

19 May 2005

BY: /S/ Amit Levin

Amit Levin
Chief Executive Officer

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

Matav Appoints New CFO

Netanaya, Israel - May 19, 2005 - Matav-Cable Systems Media Ltd. (Nasdaq & TASE: MATV), today announced the appointment of Tal Peres, as the Company's new Chief Financial Officer (CFO). Mr. Peres replaces Shalom Bronstein, Matav's former CFO. The appointment is effective as of May 9th, 2005.

Mr. Peres joins Matav from Hashmira Group, a leading Israeli provider of various services including: guarding and security, cleaning and maintenance, where he served as its CFO. Prior to Hashmira group he served as the CFO of the Career Group, a wholly owned subsidiary of Manpower International. Mr. Peres is a certified public accountant. He holds a B.A in Accounting from the Tel-Aviv College of Management.

In announcing the appointment of Mr. Peres, Meir Srebernik, Chairman of Matav's Board of Directors, said, "Tal Peres, an accomplished executive with experience in various industries, is well suited to step into the CFO role and lead the financial management of our Company. I am delighted to welcome him at this exciting juncture for Matav and I'm confident that he will prove instrumental to our Company."

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On behalf of our Board, I also want to take this opportunity to thank Shalom Bronstein for his 16 years of tremendous contribution to Matav. I wish him luck in all his future endeavors .

About Matav:

Matav is one of Israel's three cable television providers, serving roughly 25 percent of the population. Matav's current investments include 1.2 percent of Partner Communications Ltd., a GSM mobile phone company and 10 percent of Barak I.T.C. (1995) Ltd., one of the three international telephony providers in Israel.

This press release contains forward-looking statements within the meaning of the safe harbor provisions of the U.S. Private Securities Litigation Reform Act of 1995. Forward-looking statements that are based on various assumptions (some of which are beyond Matav's control) may be identified by the use of forward-looking terminology, such as may, can be, will, expects, anticipates, intends, believes, projects, potential, are optimistic, view and similar words and phrases. Actual results could differ materially from those set forth in forward-looking statements due to a variety of factors, including but not limited to (1) changes in technology and market requirements, (2) decline in demand for the company's products, (3) inability to timely develop and introduce new technologies, products and applications, (4) loss of market share and pressure on pricing resulting from competition, (5) uncertainty as to the completion of acquisition of new businesses or operations and integration thereof with Matav's business, and (6) the other risk factors detailed in Matav's most recent annual report and other filings with the US Securities and Exchange Commission. Matav 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.

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