

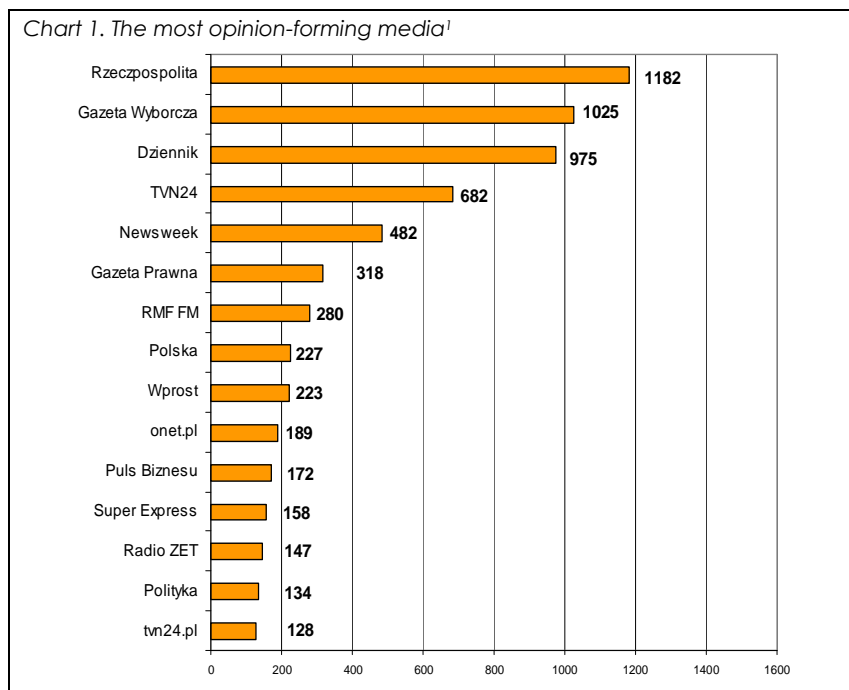
Press release

Warsaw, 7 September 2009

Rzeczpospolita still on top

The latest ranking of "The most opinion-forming media in Poland" compiled by Media Monitoring Institute indicates that daily *Rzeczpospolita* recorded the highest rates of quotations in July. A title of the most opinion-forming radio station went to *RMF FM* and television to *TVN24*. Top fifteen opinion-forming media in Poland ranked four dailies, two radio and one television station, two Internet portals, two business dailies, three weeklies of opinion and one tabloid.

Analogically to the previous month, *Rzeczpospolita* took the first place having scored 1182 quotations by other media mostly due to interesting opinion polls and rankings, reliable evaluation of Polish politics as well as economic, market and financial analyses. The solid position of daily number two - *Gazeta Wyborcza* (1025) mostly consisted in a very popular and broadly quoted rankings and opinion polls, articles reporting on Polish politics, market and finance news. Third place in the ranking went to *Dziennik* (975) propelled by lively commentated interview with Piotr Kownacki and numerous commentaries, information about Polish politics, the Police actions and crime.



¹Statistic for a daily „Polska” is sum total of quotations scored by the daily's regional mutations published under a common title "Polska": „Polska Dziennik Bałtycki”, „Polska Dziennik Łódzki”, „Polska Dziennik Zachodni”, „Polska Gazeta Krakowska”, „Polska Gazeta Wroclawska”, „Polska Glos Wielkopolski”, „Polska Kurier Lubelski



It almost has grown a tradition that the fourth place in the ranking goes to TVN24 television station that scored 682 quotations in July. Media mostly referred to the broadcasted reports on Polish politics, the Police actions and crime although TV rankings and opinion polls also attracted lots of media attention.

From among radio stations, pieces of news broadcasted by RMF FM (280) were quoted in majority in the context of the Police actions and crime, accidents, crashes and judiciary issues. Radio Zet was another radio station that found its way to the ranking's place number 13 with 147 quotations.

Two business dailies: *Gazeta Prawna* (318) and *Puls Biznesu* (172) were also covered by the ranking of the most opinion-forming titles. *Gazeta Prawna* scored very high rates of quotations that took it to the sound place number six in the ranking. Credit for this goes to legal assessment of granting Piotr Kownacki a compulsory leave as well as reports on Polish politics, economy, market and legislation.

July ranking of the most opinion-forming media also encompassed three weeklies of opinion - *Newsweek* (482), *Wprost* (223) and *Polityka* (134). In the monitored month, *Newsweek* published lively commentated interview with Waldemar Pawlak which contributed to its taking fifth place. Two other weeklies of opinion took ninth and fourteenth place respectively.

In July, the commentators of social and political developments also referred to the Internet publications. Out of most frequently quoted Internet portals *Onet.pl* took the place number one (189) and was directly followed by *tvn24.pl* (128).

In the analyzed period of time the reporters and publicists concentrated on the broadly commentated disagreements in PO-PSL coalition. Media responded to the interview with Waldemar Pawlak published by one of dailies in which the Deputy Prime Minister critically assesses cooperation between the parties. The interview and its consequences were thoroughly analyzed in press and on radio and television stations. Out of issues linked with Polish politics it was critical opinion of Piotr Kownacki about the situation in the President's Office and possible personal reshuffle in the institution that was referred to the most often. The closure of KDT market place in Warsaw and the resulting intervention of Police and security agents was the subject of public debate. Divagations about feasibility of privatization of the Polish shipyards and endeavors to find the appropriate investor were continued similarly to the election of Jerzy Buzek for head of the European Parliament. Problems linked with preparations to Euro 2012 also received publicity. Media also paid attention to progress in the investigation into Krzysztof Olewnik case, details of murder of Polish engineer in Pakistan and numerous swindles of travel agencies in the holiday season. A lot of place was devoted to sudden death of the King of Pop Michael Jackson, reportedly racist statement by controversial priest Rydzyk and the outbreak of Warsaw Uprising. The subject of swine flu pandemics also run through media publications.

In the period from 1st to 31st July, Media Monitoring Institute dissected 9187 pieces of information (press cuttings, radio and TV programs). Journalists referred to news furnished by other media 9310 times, (6400 times in press, 1774 on TV and 1136 on the



radio). The analysis encompasses only pieces of information that are not press reviews.

Each month Media Monitoring Institute analyzes all media, TV and radio news which authors refer to information furnished by other media. The research encompasses nearly 900 press titles as well as selected TV and radio programs.



Media Monitoring Institute (IMM) monitors over 900 press titles, 87 TV and radio stations and the Polish Internet's resources. Media Monitoring Institute is a member of FIBEP - elite organization which gathers 91 media monitoring companies from 41 countries. IMM has supported the enterprises of Responsible Business Forum since 2002.