

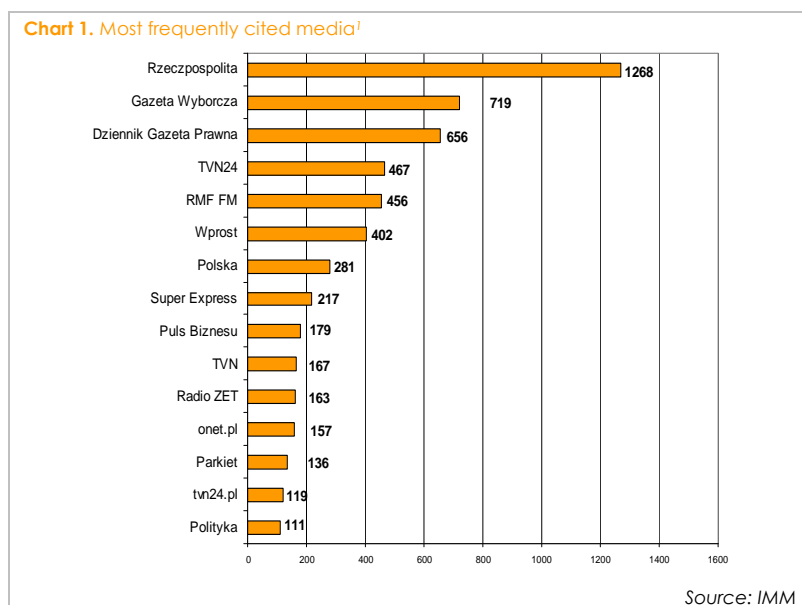
# Press release

Warsaw, 28 January 2010

## List still topped by...*Rzeczpospolita*!

„Poland’s top opinion-shaping media”, the Institute of Media Monitoring’s monthly study once again confirms that the most influential media outlets in Poland are *Rzeczpospolita*, *Gazeta Wyborcza* and *Dziennik Gazeta Prawna*. The list of fifteen most often quoted titles includes four dailies, two weeklies of opinion, two radio stations, two television stations, two Internet portals, two business dailies and a tabloid.

*Rzeczpospolita* daily continues its successful run (1268 quotes)! In the analysed period the leading opinion shaping media outlet released a widely-commented opinion poll concerning the summary and evaluation of the government’s work in the past year. From the publication one can learn that the Prime Minister calls Grzegorz Schetyna “a rhinoceros”. The former vice-PM commented that there is no conflict between Donald Tusk and himself. What also met with a large interest of other media is *Rzeczpospolita*’s calculation of prices of products needed for Christmas dinner. The last month of 2009 brought a change in the remaining two positions on the podium. Second ranked is *Gazeta Wyborcza* (719), which discussed mostly Polish politics, rated and analysed new legislation proposals, as well as handled tax and accounting issues. In the third place is *Dziennik Gazeta Prawna* (656). Like the other two mentioned titles, it focused on the economy and financial matters, legislation issues, and published various opinion polls.



<sup>1</sup> Score of *Polska* is the total of references to all the regional variations of the daily: *Polska Dziennik Bałtycki*, *Polska Dziennik Łódzki*, *Polska Dziennik Zachodni*, *Polska Gazeta Krakowska*, *Polska Gazeta Wroclawska*, *Polska Głos Wielkopolski*, *Polska Kurier Lubelski*.

Behind the top three is *TVN24* (467 references), which has become a tradition already. Of the affairs discussed on air of the station, other media most frequently referred to activity of the police and crime issues, Polish politics and world events. The top fifteen also includes *TVN* (167), which owes its position to references to various titbits, culture, arts, entertainment, activity of the police and crime issues.

*RMF FM* (456) achieved a very good result in December, winning the fifth position. The radio station was most often quoted about the Polish politics, activity of the police and crime issues, as well as the blackmail scandal involving well-known PO Senator Krzysztof Piesiewicz. Second best radio station *Radio Zet* is eleventh in the general classification, its score being 163 citations.

*Wprost* (402) weekly should not complain about its December's result either. The magazine's articles on the Polish politics, dismissal of Maciej Nowicki, Environment Minister, and the Krzysztof Piesiewicz blackmail affair turned out to be really popular with other media. The list has got one more weekly of opinion; with the score of 111 *Polityka* (111) stands last in the top 15.

*Super Express* (217) tabloid is ranked as high as eighth, which may be found a surprising result. The analysed period saw the daily reveal discrediting materials on the PO Senator Krzysztof Piesiewicz. The piece of news met with a huge interest of other media outlets, and served as a starting point for a discussion about whether the press can collaborate with the underworld in order to obtain an interesting piece of information.

Two business media outlets which won a place on the list are *Puls Biznesu* (179 references) and *Parkiet* (136).

As regards the Internet portals segment, the leader is again onet.pl (157). However, it is worth pointing very good results of tvn24.pl (119) and wp.pl (78).

The most popular issue covered by the media was the revelation of discrediting facts about a well-known screenwriter and a PO Senator Krzysztof Piesiewicz entertaining himself. Like in the previous months, other hot pieces of information were: the gambling affair developments, work of the investigative commission, which was formed to clear the scandal up, and details of the anti-gambling act. Due to Poland's preparations for the Copenhagen climate summit, the question of energy efficiency received much media coverage as well. Also journalists made many references to publications on another anniversary of introducing the martial law in Poland and the Institute of National Remembrance's (IPN) materials which show that General Wojciech Jaruzelski had himself requested the USSR for a military intervention in Poland. Besides that, December saw mass media devote much attention to preparations for the coming presidential elections and a likely dismissal of Environment Minister Maciej Nowicki. Debating on the global epidemic of swine's flu with its increasing death toll was continued. So were publications on new discoveries in the investigation into kidnapping and murdering of Krzysztof Olewnik and the situation of Polish soldiers in Afghanistan. Other issues analysed by the media in December were: controversy around the presence of crosses at schools, preparations for Euro 2012 football tournament and a harsh winter hitting the country.

For the purpose of the present report the Institute of Media Monitoring analysed 8002 media pieces (press clippings, radio and television broadcasts) within the period of 1-31 November. Reporters quoted news of other media 8119 times (5329 times in the press, 1870 – on the television and 970 on the radio). The study covers only the pieces which are not of the press review type.

Every month the Institute of Media Monitoring analyses all press publications, as well as television and radio broadcasts, the authors of which refer to reports of other media outlets. Nearly 900 press titles and selected television and radio stations are examined.