

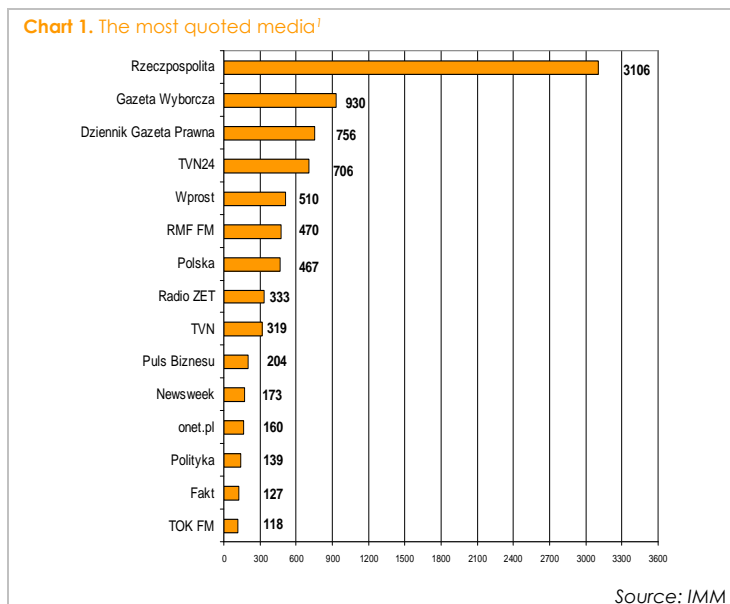
Press Release

Warsaw, November 27 of 2009

Spectacular success of Rzeczpospolita

„The most opinion-forming media in Poland” ranking developed by the Institute of Media Monitoring was headed by Rzeczpospolita, which left far behind its competitors and yet another month in a row proved its significance. Ranking of the top fifteen most quoted media includes four dailies, three opinion-forming weeklies, three radio stations, two TV stations, one Internet portal, a business newspaper, and a tabloid.

Winner of the October ranking had three times as many quotations as other media! *„Rysiu, we will sort this out,”* the words spoken by Zbigniew Chlebowski and published by *Rzeczpospolita* (3106), triggered an investigation in the alleged gambling bill scandal implicating several prominent PO politicians and at the same time brought media success to the daily. In the next few days of October *Rzeczpospolita* disclosed that the Internal Security Agency (ABW) had been wiretapping journalists in Poland, namely Cezary Gmyz and Bogdan Rymanowski, what also contributed to the win. The list of most often quoted subjects covered by the newspaper also included very popular rankings and public opinion polls, such as the ranking of Polish hospitals, to name but one. Similarly as in the previous month, *Gazeta Wyborcza* (930) came in second; the paper covered Polish political scene developments, featured operations of Polish intelligence services (disclosed specifics of the "Kwaśniewska" operation) and presented an analysis of the economic situation in Poland. *Dziennik Gazeta Prawna* ranked third in October with a score of 756 mentions. The media most often referred to published by the newspaper news about Polish politics, results of rankings and opinion polls as well as analyses concerning economy and the market.



¹ The result for „Polska” daily is a total of references in regional issues published under a joint title „Polska”: „Polska Dziennik Bałtycki”, „Polska Dziennik Łódzki”, „Polska Dziennik Zachodni”, „Polska Gazeta Krakowska”, „Polska Gazeta Wrocławska”, „Polska Głos Wielkopolski”, „Polska Kurier Lubelski.”

The top three winners were followed by *TVN24* station quoted 706 times. Media most often referred to subjects covered by the station and concerning Polish politics, specifics of the gambling bill scandal and intelligence services operations. The list of top fifteen also includes *TVN* station (319), which owes its result due to references concerning Polish politics, culture, art, film and entertainment as well as police actions and crime.

The top fifteen ranking includes as many as three weeklies. It is important to note in October good result of weekly *Wprost* (510), which published later quoted information regarding controversies around the privatization of Polish shipyards. Weekly *Newsweek* (173) ranked 11th, and improved its last month's result by 35 quotations. Leader in its category of the last ranking, *Polityka*, ranked 13th - winning 139 quotations.

Strong position number six in the ranking belongs to radio station *RMF FM* (470). The station was quoted in the context of Polish politics, gambling bill scandal and intelligence services operations. The top fifteen list also includes *Radio Zet* with quotation rate at 333, and radio *TOK FM* (118) closing the list of winners.

As far as Internet portals are concerned, *onet.pl* (160) ranked first among them, but one place lower in the general ranking compared to September. It is important to note a very good result of *tvn24.pl* (114) and *wp.pl* (98) portals.

The October ranking again includes *Fakt*, which achieved 127 quotations in the analyzed period. Tabloid continues to be referred to in the context of social life.

As for the most quoted business media, that made part of the top fifteen, only *Puls Biznesu* (204) made it. *Parkiet*, with the number of quotations totaling 108, ranked second in its thematic category, but failed to qualify to the top fifteen.

In October media were interested very much in the gambling bill scandal featured by one of the newspapers, which questioned the moral integrity of some politicians of the Civil Platform (PO). Consequences of disclosing stenographic records of phone talks between politicians and businessmen made hot news basically in all media, and triggered a storm of commentaries from both representatives of the Polish political scene, as well as lawyers. Another headline news was controversy around the privatization of Polish shipyards and the case of mysterious investor from Katar who pulled back from the deal. Some media believed the government knew too well such situation would happen, but failed to inform the public opinion or the interested parties. Media in the last month also analyzed extensively operations of Polish intelligence services, featuring specific operations or conduct of agents, such as the very popular agent called Tomek. Disclosure of ABW wiretapping journalists, Cezary Gmyz and Bogdan Rymanowski, attracted a good deal of attention and triggered a public discussion over the scope of competence of intelligence services and consequences of their actions. In October media also covered coming-up presidential elections, signing of the Lisbon Treaty by the President of the Republic of Poland Lech Kaczyński, and detention of famous Polish film director Roman Polański in Switzerland. Media were also interested in investigation findings regarding the murder of Krzysztof Olewnik, or the case of Alicja Tysiąc and ill-famous publications in Catholic weekly "Gość Niedzielny." Great attention was devoted to the detention of Weronika Marczuk- Pazura, fight of Andrzej Gołota against Tomasz Adamek, and the compromise reached by PZU and Eureko. The valid subject of preparations for Euro 2012 was further covered.

In the period of October 1 to 31 the Institute of Media Monitoring analyzed for the ranking 11 532 media publications (press clippings, radio and TV programs). Journalists quoted news reported by other media 11609 times (6723 times in press, 3171 on TV, and 1715 in radio). Materials analyzed in the ranking cover only those publications that are not media reviews.

Every month the Institute of Media Monitoring analyzes all media, TV and radio publications where authors refer to the news reports of other media. The monitoring covers almost 900 press titles and selected TV and radio programs.

The Institute of Media Monitoring monitors more than 900 newspapers, 87 television and radio stations as well as Polish Internet portals. The Institute of Media Monitoring is a member of FIBEP – elite organization associating 91 media monitoring companies from 41 countries. Starting from 2002 IMM has been supporting activity of the Responsible Business Forum.