

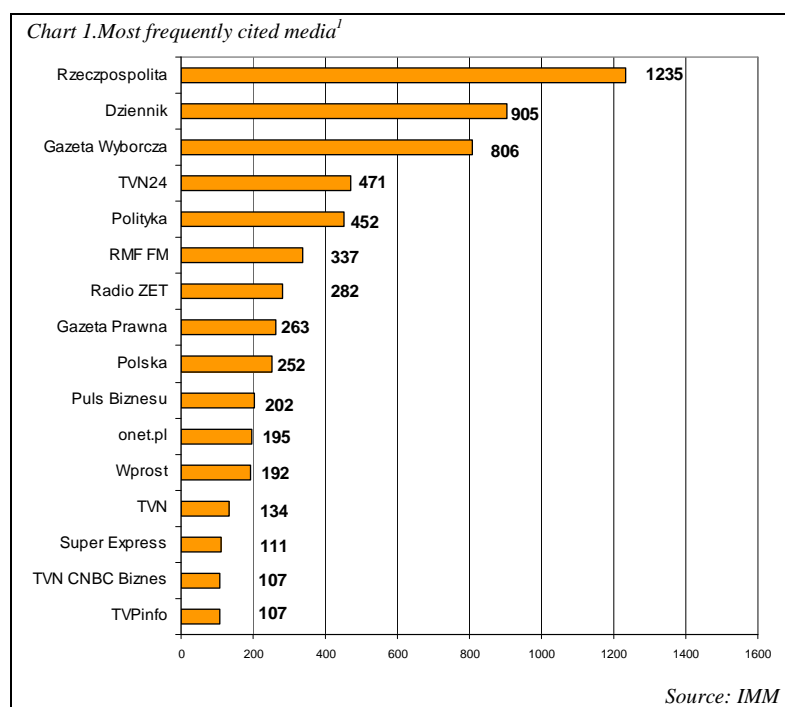
Press release

Warsaw, 15 April 2009

Television is growing stronger

The most opinion-shaping daily in February was *Rzeczpospolita*, the most opinion-shaping radio station – *RMF FM*, and on top of the list of television stations – *TVN24*. Those are findings of the latest edition of „Top opinion-shaping media in Poland”, a study by the Institute of Media Monitoring. Among the top fifteen are four television stations and two radio stations.

Like in the first month of the year, on top of the February rankings of the most opinion-shaping media is *Rzeczpospolita*, which was quoted by other media 1235 times. The daily owes the success to publishing extremely popular rankings and polls, articles on the Polish politics as well as economic and financial analyses. February also saw *Gazeta Wyborcza* (806) drop behind *Dziennik* (905 citations), which covered the problems of the Polish politics, Poland’s accession to the euro area and the question of abduction and assassination of a Polish engineers in Pakistan. The most often quoted publication of February was „Minister na debecie” (“Minister in the red”) by *Polityka*.



Fourth in the rankings, like in the month before, is *TVN24*, which was cited 471 times. It won the fourth position thanks to pieces on the Polish politics, economic crisis, crime issues and operations of the police. Among the top fifteen are as many as four television stations, including three of the ITI concern: *TVN* (134 citations, 13th

¹ 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 Wrocławska*, *Polska Głos Wielkopolski*, *Polska Kurier Lubelski*.

place), *TVN CNBC Biznes* (107 citations, 15th place) and *TVN24*. Together with *TVN CNBC Biznes* ranked 15th is *TVPinfo*. The list has also two weeklies of opinion. After a several month absence *Polityka* has come back onto the list. It is classified as high as 5th position (452 citations). What has won the weekly such a good result was revelation of the trouble of Andrzej Czuma, Justice Minister. Furthermore, the article tops the list of most frequently cited publications. The other classified weekly is *Wprost* (192 citations), which is on the 12th position.

In the reported period *RMF FM* managed to maintain its leading position in the radio segment. Contributory factors were: the Polish politics coverage, pieces on economics, the market and financial matters, as well as the prospect of Poland's entry to the euro area. The station is only one position ahead of *Radio ZET* (7th position, 282 citations). Eighth in the rankings is *Polska* daily (252 citations). The list also includes two dailies of economy and business type. *Gazeta Prawna* (263 citations) sustained its advantage over *Puls Biznesu* (202). They found themselves in respectively 8th and 10th position.

The list's only Internet portal *Onet.pl* is ranked 11th; it was cited by other media 195 times. It is worth mentioning that *Onet's* advantage over other portals has shrunk. Its runner-up *tvn24.pl* was quoted 104 times.

Table 1. Most frequently cited publications in February

No.	Author	Medium	Publication title	Number of citations
1.	Cezary Łazarewicz	Polityka	„Minister na debecie”	348
2.	Mikołaj Wójcik	Dziennik	„Rząd potajemnie przyspiesza euro”	105
3	Michał Szuldrzyński	Rzeczpospolita	„Kiedy dymisja Czumy?”	56
4.	Monika Olejnik	Radio Zet	„Gość Radia Zet - Bogdan Klich”	52
5.	Izabela Kacprzak, Piotr Kubiak, Piotr Nisztor	Rzeczpospolita	„Co łączy krakowskiego gangstera z Sopotem?”	51
6.	Cezary Gmyz	Rzeczpospolita	„Dla IPN Wałęsa to agent”	45
7.	Joanna Lichocka	Rzeczpospolita	„Polska potrzebuje politycznego paktu”	43
8.	Anna Gielewska, Marcin Graczyk	Dziennik	„Tusk rozlicza ministrów”	42
9.	Izabela Leszczyńska, Kamila Wronowska	Dziennik	„PiS wymienia ministrów PO”	41
10.	Konrad Piasecki	RMF FM	„Kontrwywiad RMF FM - Michał Kamiński”	40

In February the media focused mostly on controversy about Justice Minister Andrzej Czuma, assassination of a Polish engineer in Pakistan and effects of the economic crisis. What also aroused much interest of the media were investigation into the case of abduction and assassination of Krzysztof Olewnik and some other economic issues: possibility of Poland's accession to the euro area, companies' trouble related to currency options and depreciation of the zloty. Widely commented were new discoveries in the Sopot scandal, celebrations of the Round Table anniversary and preparations for Euro 2012. The media covered the Munich incident involving Jan Rokita and the death of young sportswoman Kamila Skolimowska too.

For the purpose of the present report the Institute of Media Monitoring analysed 8224 media pieces (press clippings, radio and television broadcasts) within the period of 1-31 February. Reporters quoted news of other media 8436 times (5505 times in the press, 1772 – on the television and 1159 – 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. There are nearly 900 press titles and selected television and radio stations examined.

Instytut Monitorowania Mediów monitoruje blisko 900 tytułów prasowych, 84 stacje telewizyjne i radiowe oraz polskie zasoby Internetu. Instytut Monitorowania Mediów jest członkiem FIBEP – elitarnej organizacji zrzeszającej 91 firm monitorujących media z 41 krajów. Od 2002 r. IMM wspiera działalność Forum Odpowiedzialnego Biznesu.