

Press Release

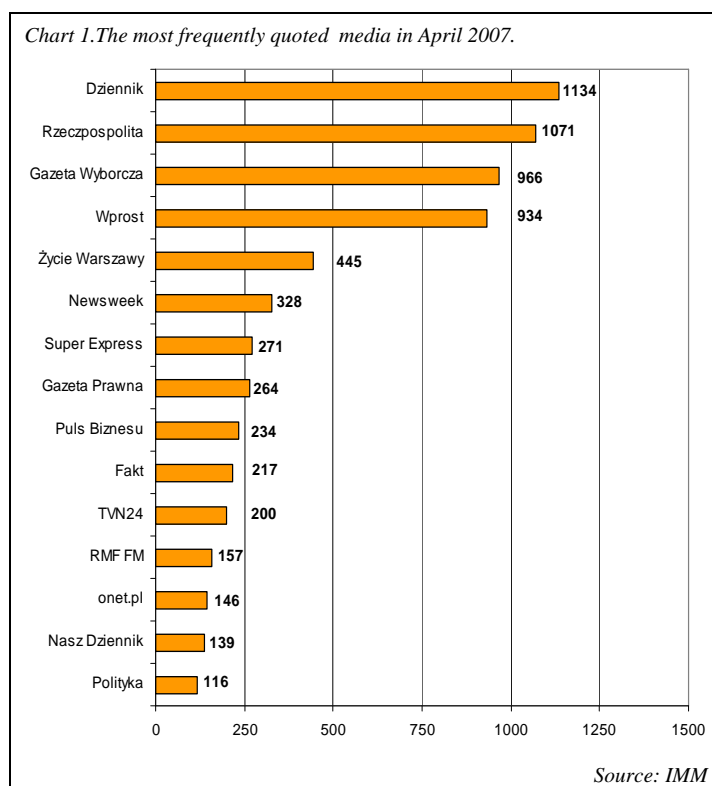
Warsaw, May 28th, 2007

Dziennik holds on to its lead

In the April ranking of "Poland's most opinion-making media", compiled by IMM, Dziennik holds on to its lead. The runner-up is Rzeczpospolita, followed by Gazeta Wyborcza. Wprost comes top of all opinion-making weeklies. Polityka and Nasz Dziennik are back in the Top 15. RMF FM and TVN24 remain most opinion-making of all the radio and TV stations.

IMM's analysis was conducted on the basis of 6984 media pieces covering the period from April 1st - 30th, 2007. Journalists referred to information furnished by other media 8559 times (3714 times in press, 3241 on TV and 1604 on the radio).

The leader of the IMM's ranking - the second month in a row- is Dziennik, which was referred to 1134 times in the context of Polish politics, Aleksander Kwaśniewski's return to politics, as well as Barbara Blida's suicide. There has been reshuffling on the second and third position: Rzeczpospolita has outstripped Gazeta Wyborcza by 105 quotations.



The Wprost weekly is right behind the Top 3 (934 quotations) fourth month in a row. It is only 32 citations apart from Gazeta Wyborcza, which is ranked third. The weekly owes its high position on the list to the references to health care scandals, the issue of vetting process in universities, as well as to A. Kwaśniewski's come back to the political stage.

Nasz Dziennik (139) and Polityka (116) are back in the Top 15. Nasz Dziennik was quoted when publishing Jarosław Kaczyński's statement about the new party formed by Marek Jurek and the controversy over the anti-abortion act. Polityka, in turn, was quoted in the context of rankings and surveys, as well as reports on the Polish politics.

The only representative of internet portals in the Top 15 is Onet.pl, as usual. As far as radio and TV stations go, the front runners of the ranking are TVN24 (200) and RMF FM (157).

In April, media most frequently quoted an article by Dorota Kania and Wiktor Ferfecki published by "Wprost" weekly, entitled "How to rob the sick" in the context of health care scandals.

Table 1. Authors of the most frequently quoted publications in April

<i>In</i>	<i>Author</i>	<i>Medium</i>	<i>Title of publication</i>	<i>Number of quotations</i>
1.	Dorota Kania, Wiktor Ferfecki	Wprost	"How to rob the sick"	223
2.	Dorota Kania	Wprost	"Agents in ermine robes"	153
3.	Dorota Kania, Rafał Pasztelański	Wprost	"The coalition of fear"	102
4.	Edyta Żemła, Piotr Śmiłowicz	Newsweek	"Lech Kaczyński in front of the Tribunal"	74
5.	Michał Karnowski, Piotr Zaremba	Dziennik	"Kwaśniewski forms his own committees "	53

The most frequently quoted business-economic daily is, just like in the past six months, Gazeta Prawna (264 references), outstripping Puls Biznesu by 30 quotations. Super Express is ahead of Fakt by 54 citations.

In April, media usually referred to information supplied by other media in relation to the following subjects: A. Kwaśniewski's come back to the political stage, health care scandals, new party formed by Marek Jurek, vetting process at universities, controversy over B. Blida's suicide, the vetting act, anti-report drafted by PO politicians, comments on Poland organizing Euro 2012, lack of vetting statements from B. Geremek and T. Mazowiecki, anti-abortion act, shooting in Sieradz penitentiary, as well as the accusations leveled at Professor J. Miodek about his alleged collaboration with communist-era secret police.

As regards local media, the greatest number of quotations comes from Mazowiecki region, where Życie Warszawy remains the leader (fifth in the ranking- 445 quotations). The high number of quotations of Dziennik Łódzki (70), which widely discussed the issue of shooting in Sieradz penitentiary, is also worth highlighting. 90 percent of the citations concerned nationwide media and remaining 10 percent – regional and local ones.

Every month the Institute of Media Monitoring analyzes all press materials, TV and radio broadcasts, whose authors refer to news and reports of other media. 800 press titles, television stations and selected broadcasts of radio stations are subject to the analysis. The April report in its basic version is available from the website of the Institute of Media Monitoring: <http://www.instytut.com.pl/raporty>. To order a complete or profiled version of the report, please contact: k.ewert@instytut.com.pl.

The Institute of Media Monitoring monitors about 800 press titles, TV and radio stations, as well as Polish Internet resources. The Institute of Media Monitoring is a member of FIBEP – the elite association of over 80 media monitoring companies of dozens of countries around the world. Since 2002, the Institute of Media Monitoring has been supporting the Corporate Governance Forum.