

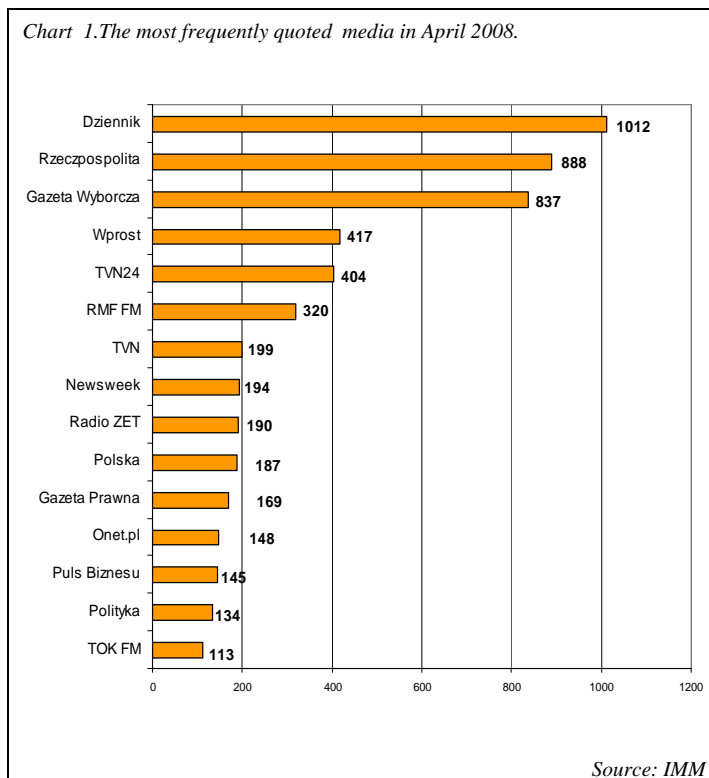
Press Release

Warsaw, June 2nd, 2008

Reshuffle at the top, opinion-making Radio and TV stations

The winner of the April ranking of "Poland's most opinion-making media", compiled by IMM, is Dziennik. The weeklies of opinion, as well as radio and TV stations are in a strong position, whereas there are no tabloids in the ranking.

The leader of the IMM's ranking in April is Dziennik, which was referred to 1012 times. The runner-up is Rzeczpospolita, whose publications were cited by other media 888 time. After two months of holding to the lead, Gazeta Wyborcza fell to the third position (837 quotations). Dziennik was referred to chiefly in the context of Polish politics, controversies around the Military Information Service (WSI), but also on the subjects of economy, market and finance. The article entitled "Macierewicz discovers the system" by Anna Marszałek and Tomasz Butkiewicz, which appeared in Dziennik, was cited 91 times. Rzeczpospolita owes its second position to the frequently quoted rankings and polls, as well as the publications on the subject of economy.



The Wprost weekly (417) is back to fourth position. Apart from this magazine, the Top Fifteen also includes Newsweek (ranked 8th, 194 quotations) and Polityka (ranked 13th, 134) in the Top Fifteen. Another month in a row, the ITI television stations are registering good results, which shows that they have got an established position on the market of opinion-making media. TVN24 comes fifth (404). This station was usually quoted in the context of the Polish politics, corruption in the Polish football as well as Krzysztof Olewnik case. TVN is ranked seventh, (199 quotations).

There are three radio stations in the April ranking. RMF FM is still in the lead (6th place, 320). Apart from RMF FM there is also Radio ZET (ranked 9th, 190) and TOK FM (ranked 15th, 113). The tenth position is taken by the daily Polska (187¹ quotations). The only portal in the ranking (Onet.pl) comes 12th, as it was quoted by other media 148 times. The business & economy dailies are represented by Gazeta Prawna, which was quoted 169 times (11th position) and Puls Biznesu (145, 13th place). For the first time there have been no tabloids in the ranking.

Table 1. The most frequently quoted publications in April

<i>lp.</i>	<i>Author</i>	<i>Medium</i>	<i>Title of publication</i>	<i>Number of quotations</i>
1.	Anna Marszałek, Tomasz Butkiewicz	Dziennik	„Macierewicz discovers the system”	91
2.	Grzegorz Osiecki, Mikołaj Wójcki, Piotr Zaremba	Dziennik	„Ministers to be replaced”	73
3.	Rafał Pasztelański, Grzegorz Sadowski	Wprost	„An order from Moscow”	64
4.	Kamila Wronowska	Dziennik	„Cimoszewicz back to political game”	45
5.	Agnieszka Kublik, Wojciech Czuchnowski, Marcin Kaćki	Gazeta Wyborcza	„Ziobro, Kotecka, laptop and CBA”	44
6.	Małgorzata Nocuń	Tygodnik Powszechny	„Death under control”	42
7.	Zespół TOK FM	TOK FM	News about CASA accident	40
8.	Katarzyna Nowicka	Wprost	„President's last chance”	37
9.	Robert Zieliński, Tomasz Butkiewicz	Dziennik	„Bill for the president”	35
10.	Konrad Piasecki	RMF FM	„RMF FM counterintelligence”	34

In April, media usually referred to information supplied by other media in relation to the following subjects: investigation into the brutal kidnapping and murder of Krzysztof Olewnik, a son of a businessman from Płock, unearthing the corruption and embezzlement of funds in the Polish football, further political arrangements for the ratification of Lisbon Treaty, new controversies around the report on the liquidation of the Military Information Service (WSI), the findings of the investigators who are examining the recent accident of a military aircraft CASA in Mirosławiec, details of the attempt to detain former SLD deputy, Barbara Blida, which ended in Mrs. Blida's suicide, sportsmen and politicians' response to the events in Tybet, as well as the inquiry into a sexual abuse in Olsztyn municipal council.

As regards local and regional media, the greatest number of quotations comes from – like in the previous months – Mazovian region (Życie Warszawy, 35), Małopolska (Dziennik Polski, 17), Silesia (Polska Dziennik Zachodni, 16) and Pomerania (Polska Dziennik Bałtycki, 14).

Between April 1st and 30th, the Institute of Media Monitoring analyzed 6452 media pieces. Journalists referred to information furnished by other media 7247 times (in press, on the radio and television). The analysis involves all materials but press reviews.

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 91 media monitoring companies of 41 countries around the world. Since 2002, the Institute of Media Monitoring has been supporting the Corporate Governance Forum.

¹ The result of the daily "Polska" accounts for the sum of all quotations in the regional mutations published under the common title "Polska": "Polska Dziennik Bałtycki", "Polska Dziennik Łódzki", "Polska Dziennik Zachodni", "Polska Gazeta Krakowska", "Polska Gazeta Wroclawska", "Polska Głos Wielkopolski", "Polska Kurier Lubelski".