

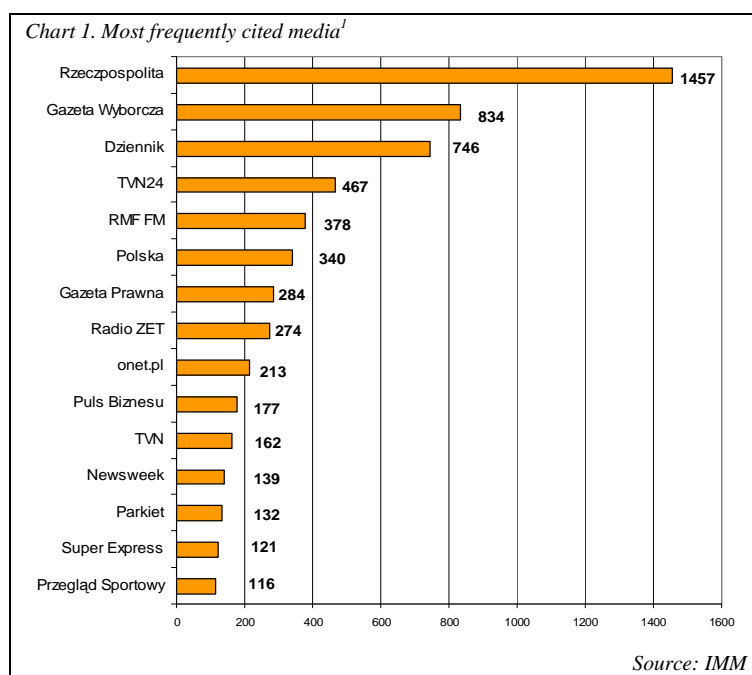
Press release

Warsaw, 23 March 2009

Business and economy dailies in the centre of attention

The most opinion shaping daily of January is *Rzeczpospolita*, the most opinion shaping radio station – *RMF FM*, and the television station – *TVN24*. Those are findings of the latest edition of „Top opinion-shaping media in Poland”, a study by the Institute of Media Monitoring. The top fifteen includes as many as three business and economy dailies, *Parkiet* being classified for the first time ever.

On top of the January list of most opinion shaping media is *Rzeczpospolita*, which has won the December edition as well. It was cited by other media 1457 times. What has won the daily the leading position are many popular rankings and opinion polls, publications on the Polish politics and military issues coverage. Outclassed by the leader is *Gazeta Wyborcza*, scoring 834 quotations. Third on the list is *Dziennik*, to the articles of which other media referred 746 times. The most often quoted publication of January is one from *Rzeczpospolita* – „Ranking szkół ponadgimnazjalnych” (“Top secondary schools in Poland”).



Just behind the podium is *TVN24*, cited 467 times. It has won the fourth position thanks to references to its reports of the Polish politics, controversy around Janusz Palikot and various tidbits. There are only two television stations in the top fifteen. Both belong to TVN Group; *TVN* being ranked 11th with the score of 162 citations.

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*.

RMF FM has maintained its leading position in the radio station segment. It owes its success to frequently-quoted information on the Polish political affairs, activity of the police, crime issues as well as repercussions of the President Lech Kaczyński's Georgian incident. All of those have helped the station outdo *Radio ZET* – 8th position, 274 citations.

Sixth in the rankings is *Polska* daily (340 citations). On the 12th position is *Newsweek* weekly (139 citations). It is worth underlining that January is another month in a row when its competitor *Polityka* is not among the top fifteen media.

Instead, there are as many as three business and economy dailies on the list. In January *Gazeta Prawna* (284 citations) increased its advantage over *Puls Biznesu* (177 citations). They are ranked respectively 7th and 10th. On the 13th position is *Parkiet* (132 citations), thus appearing for the first time in the study.

The list's only portal Onet.pl is on the 9th place. It was quoted 213 times. Onet's advantage over other portals has got bigger. Its runner-up Wp.pl was quoted only 72 times.

Table 1. Most frequently cited publications in January

No.	Author	Medium	Publication title	Number of quotations
1.	Redakcja	Rzeczpospolita	„Ranking szkół ponadgimnazjalnych”	125
2.	Edyta Żemła	Rzeczpospolita	"GROM uderzy w piratów"	84
3	Mariusz Kowalewski, Grażyna Zawadka	Rzeczpospolita	„Zalane dowody Olewnika"	60
4.	Redakcja	Przegląd Sportowy	Plebiscyt na najlepszego sportowca	47
5.	Cezary Gmyz	Rzeczpospolita	"Przeszłość arcybiskupa Sawy"	44
6.	Cezary Gmyz	Rzeczpospolita	„SB: Coppino to źródło sprawdzone”	40
7.	Wojciech Czuchnowski	Gazeta Wyborcza	„Lustracja wyjdzie z IPN”	38
8.	Redakcja	RMF FM	Informacja o P. Kownackim	36
9.	Edyta Żemła	Rzeczpospolita	"BBN z nowym szefem a Kownacki z zastępcą"	32
10.	Monika Olejnik	Radio Zet	Gość Radia Zet – Janusz Palikot	29

In January the most attractive issues to the media were issues related to collaboration of well-known priests with the Security Service (SB) and legal possibilities of lustration. What has aroused a large interest of the media too is the story of investigation into the kidnapping and assassination of Krzysztof Olewnik, controversy about Janusz Palikot, a well-known politician of Civic Platform (PO) and the latest revelations on the expanding recession. The media also covered the problem of irregularities in the special services, the gas conflict, the anniversary of the CASA aircraft crash and personnel reshuffle on board of Telewizja Polska. Other affairs frequently reported by the media are: the incident in Georgia, new findings in the case of exhumation of General Sikorski's body and speculations on the Sopot scandal.

For the purpose of the present report the Institute of Media Monitoring analysed 8295 media pieces (press clippings, radio and television broadcasts) within the period of 1-31 January. Reporters quoted news of other media 8478 times (5696 times in the press, 1737 – on the television and 1045 – 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.