

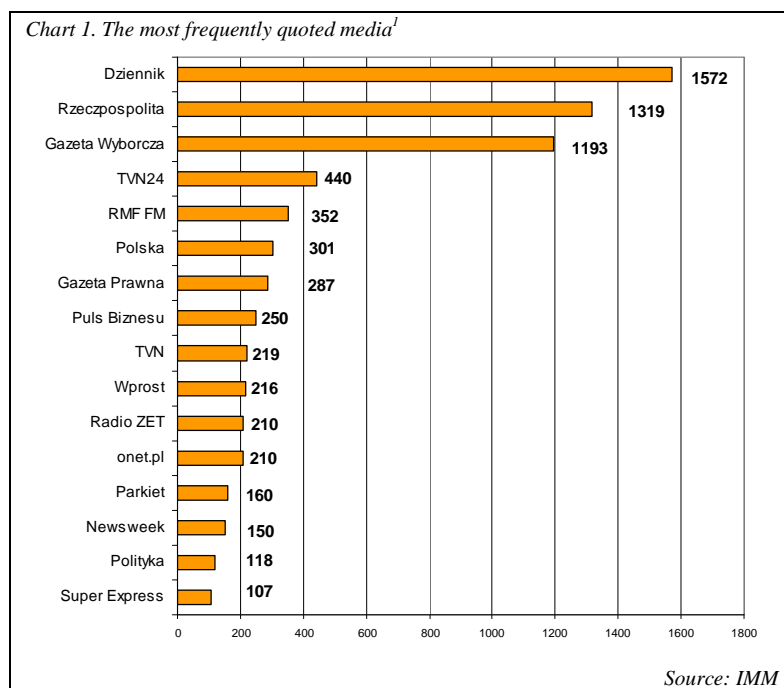
Press release

Warsaw, May 13th. 2009

***Dziennik* in the lead**

In March, *Dziennik* was the most frequently quoted press title, *RMF FM* - the most frequently quoted radio station and *TVN24* - the most frequently quoted TV station, follows from the latest ranking of "The most opinion-forming media in Poland" compiled by Media Monitoring Institute. Top fifteen ranks two TV and radio stations each, three business dailies and three opinion weeklies.

Following a few-month brake, in March *Dziennik* won back the leadership being quoted by other media as many as 1572 times. The daily owes its strong position to frequently brought up information about political and business relationships of Waldemar Pawlak and the articles about Polish politics. In March, the dethroned *Rzeczpospolita* (1319) took the second place and *Gazeta Wyborcza* (1193) maintained its position from a month ago thanks to publication of the article about already former senator of PO, Tomasz Misiak.



TVN24 found itself right next to the podium, just like in February, with 440 quotations. It won place number four thanks to references to Polish politics, actions of the Police and social issues. The first fifteen contains only one

¹ Statistic for a daily „Polska” is sum total of quotations of the daily's regional mutations published under one title "Polska": „Polska Dziennik Bałtycki”, „Polska Dziennik Łódzki”, „Polska Dziennik Zachodni”, „Polska Gazeta Krakowska”, „Polska Gazeta Wrocławska”, „Polska Głos Wielkopolski”, „Polska Kurier Lubelski”.

more TV station, also owned by ITI concern. *TVN* (219), the winner of place number nine, attracted the attention of other media by informing about Polish politics, financing of political parties and social life.

In March, *RMF FM* radio station kept the leadership in the category - it scored good results thanks to frequently quoted information on Polish politics, crime rates and Police actions as well as tidbits. *RMF FM* outperformed *Radio Zet* (11th place - 210 quotations) by the meaningful 6 places. The latter came in ex aequo with the only portal ranked among 15 most frequently quoted media - *Onet.pl*.

Daily *Polska* (301) is ranked 6th next to three dailies of business and economic profile. *Gazeta Prawna* (287) largely increased its advantage over *Puls Biznesu* (250) and took 7th and 8th place respectfully. *Parkiet* (160) joined the lead of the ranking and took 12th place.

The first 15 also numbers as many as three opinion weeklies. In March *Wprost* (10th place - 216 quotations) outdid *Newsweek* (150) that took place number 13. *Newsweek*, which failed to enter the first 15 outperformed *Polityka* (14th place - 118 quotations) which recorded fall of 9 places compared to February edition of the ranking.

In March, media concentrated on unearthing the controversial business and social relationships of Deputy Prime Minister Waldemar Pawlak, Tomasz Misiak vagueness, the politicians' relations with the world of business and their nepotism. The upcoming elections to the European Parliament, the economic crisis and a possibility of Poland joining the euro area also received broad publicity. Public opinion was showered with information about: the appointment of new head of NATO, works on media act and problems with the vetting. Media also tackled new issues: dismissal of Leszek Borkowski, president of the Office for Registration of Medicinal Products, a new book about the President Lech Walesa upheaval and investigation into the kidnapping and death of Krzysztof Olewnik.

In the period from 1st to 31st March, Media Monitoring Institute dissected 9698 pieces of information (press cuttings, radio and TV programs). The journalists referred to news furnished by other media 9880 times, (6101 times in press, 2179 on TV and 1600 on the radio). The analysis encompasses only those pieces of information that are not media reviews.

Each month Media Monitoring Institute analyzes all press, TV and radio news which authors quote information furnished by other media. The research encompasses nearly 900 press titles as well as selected TV and radio programs.