

# Press release

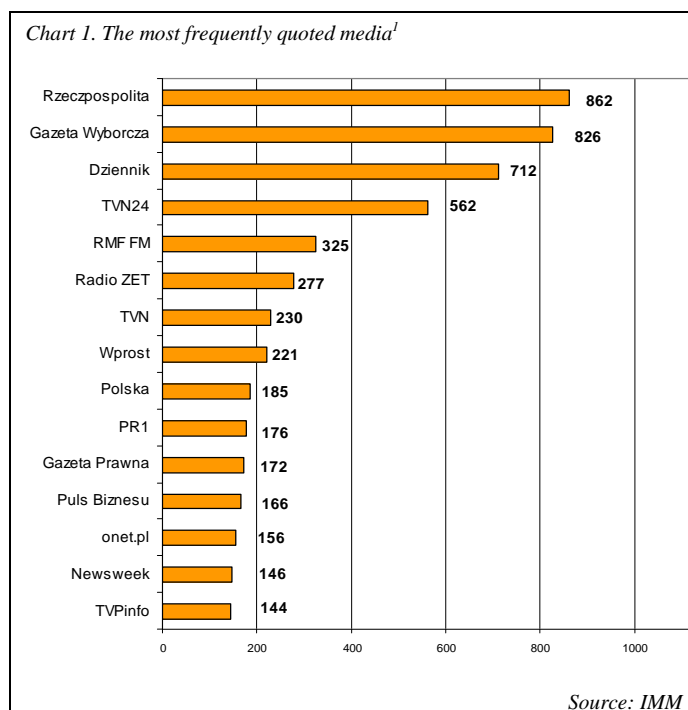
Warsaw, 12th January 2009

## Onet.pl as the most opinion-forming portal!

November saw *Rzeczpospolita* be the most opinion-forming daily, *RMF FM* - the most opinion-forming radio station and *TVN24* - the most opinion-forming TV station, according to the latest ranking of "The most opinion-forming media in Poland" compiled by Media Monitoring Institute. Top fifteen ranks three TV stations, two opinion weeklies and one Internet portal.

Just like in October, *Rzeczpospolita* is the winner of November ranking of the most opinion-forming media being quoted 862 times by other media. *Gazeta Wyborcza* is second with 826 quotations. Third place went to *Dziennik*, which publications were quoted by other media 712 times. *Gazeta Wyborcza* outperformed *Dziennik* thanks to quotations of rankings and polls, Polish politics and sport. *Dziennik* owes its third position to the references to Polish politics, incident in Georgia and ABW upheaval.

An article from *Dziennik* "ABW oskarża Gruzinow" was the most frequently quoted publication in November.



<sup>1</sup> 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”.

TVN24 television station arrived right after the podium scoring 562 quotations, which is a continuation of October trend. Although it recorded a slight decline in the number of quotations, it's stays almost twice better than the ranking's fifth *RMF FM* radio station (325 quotations). *TVN24* owes its good result to references to Polish politics, incident in Georgia, economy, market and finance. Apart from *TVN24*, there are also two TV stations included in the ranking: *TVN* (1231, 7th place) and *TVP Info* (144, 15th place).

In November, *RMF FM* kept the leadership among radio stations scoring the biggest number of quotations in the context of Polish politics, popular rankings and polls as well as news from the world of economy, market and finance, which gave it the advantage over next in the ranking Radio ZET (277, 6th place). Top fifteen also encompasses *Pierwszy Program Polskiego Radia* radio station, which took 10th place in November thanks to 176 quotations.

One of two opinion-forming weeklies - *Wprost*, came in eighth (221) with the other one - *Newsweek*, taking 14th place (146). It's worth emphasizing that November was another month with only two opinion weeklies included in the ranking. *Wprost* kept the leadership it won in October whereas *Polityka* did not manage to enter top 15 of the most frequently quoted media again.

The breakdown also numbers two business and economic dailies. In November, the distance between *Gazeta Prawna* (172) and *Puls Biznesu* (166) melted and they took 11th and 12th place respectively.

The only Internet portal in the ranking - *Onet.pl*, took 13th place being quoted by other media 156 times. Nevertheless, it has to be underlined that *Onet.pl* gained significant advantage over the other portals. *Interia.pl*, next in the ranking, was quoted 59 times.

November is another month in a row with no tabloids enter top fifteen. In November, *Nasz Dziennik* was replaced by *PR1* radio station.

Table 1. The most frequently quoted publications in November

No	Author	Media	Title of publication	Record of quotations
1.	Michał Majewski, Paweł Reszka	Dziennik	„ABW oskarża Gruzinów”	137
2.	Leszek Kraskowski	Dziennik	"Służby śledzą nasze listy"	105
3	Sergiusz Sachno	Wprost	"Wist prezydenta"	37
4.	Wojciech Czuchnowski	Gazeta Wyborcza	„CBA ściga szefa ABW”	36
5.	Eliza Olczyk	Rzeczpospolita	„Rząd Tuska słabnie po roku”	35
6.	Wojciech Bartkowiak	Gazeta Wyborcza	„Kochamy prezydentów”	35
7.	Anna Gielewska, Mariusz Gierszewski	Rzeczpospolita Radio Zet	„Pięć możliwości przecieku”	33
8.	brak	Rzeczpospolita	Ranking szpitali	32
9.	Paweł Lisicki, Piotr Gabriel, Bernadeta Waszkiewicz	Rzeczpospolita	"Z niczego nie rezygnujemy"	31
10.	brak	Rzeczpospolita	"Lista 2000"	25
10.	brak	Gazeta Wyborcza	„B. Główny Inspektor Ochrony Środowiska zatrzymany przez ABW”	24

November quotations were dominated by: information on the incident in Georgia that involved President Lech Kaczyński, the world's financial crisis that also reached Poland and ABW upheaval. Media also reported about works on the amendments to bridging pension law and details of planned exhumation of general Sikorski. Media also showed interest in famous presidential ball organized on the occasion of 90th anniversary of regaining independence by Poland, Poland's preparations for joining the euro area, privatization of Polish shipyards, terrorist attacks in Bombay and circumstances of death of the priest Popieluszko.

In the period from 1 to 30 November, Media Monitoring Institute dissected 6851 pieces of media information (press cuttings, radio and TV programs). The journalists referred to news furnished by other media 6995 times, (4572 times in press, 1432 on TV and 991 on the radio). The analysis encompasses only those pieces of information which are not media reviews.

*Media Monitoring Institute (IMM) monitors nearly 900 press titles, 84 TV and radio stations and Polish resources of the Internet. Media Monitoring Institute is a member of FIBEP - elite organization which gathers 91 media monitoring companies from 41 countries. IMM has supported enterprises of Responsible Business Forum since 2002.*

*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.*

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