

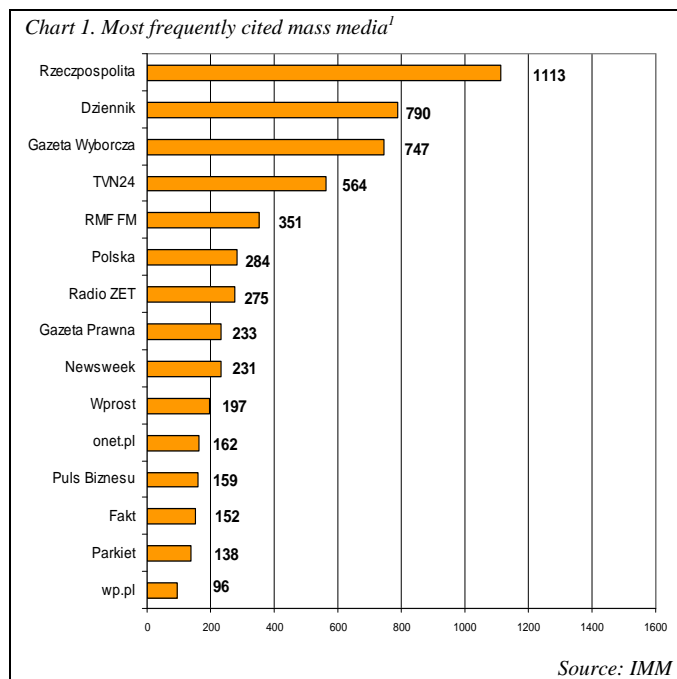
Press release

Warsaw, 28 July 2009

Fight over the top position is not stopping

June saw *Rzeczpospolita* re-gain its top position in the “Most opinion-forming media in Poland”, a study by the Institute of Media Monitoring. The leader of the radio station segment is *RMF FM*, while on top of the television station list is *TVN24*. The rankings of fifteen most frequently cited media outlets include two radio stations, two Internet portals, one television channel, three business dailies and two opinion weeklies.

After dropping from the first position in May, *Rzeczpospolita* is back on top in June, shows the newest edition of the study. The daily was cited by other media reporters 1113 times, and owes its result to interesting opinion polls and rankings, reliable analyses of the financial market, comments on the Polish politics, as well as publications summarising the Euro-parliamentary elections. *Dziennik*, which topped the list in May, is ranked second this time, scoring 790 citations. The most popular of its articles are those discussing activities of Janusz Palikot, a Civic Platform (PO) MP, current affairs on the Polish political scene, and precise rankings and surveys. Like in the previous months, third on the list is *Gazeta Wyborcza* (747 quotations). What won the daily the podium are chiefly rankings and polls, analyses of the Polish education system, as well as Polish politics coverage.



Like in the past months just behind the podium is *TVN24* station, which was cited as many as 564 times. The major contributory factors to the achievements are broadcasts on the Polish politics, Euro-parliamentary

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*.

elections, rankings and polls. The station's reporters also discussed the issue of Anna Cugier-Kotka, an actress starring in Law And Justice's (PiS) advertising spot. Second best television station is TVN (91); it is ranked 16th in the general classification.

In June *RMF FM* (351) re-gained its leading position in the radio station segment. Its competitors were left far behind. *RMF FM* reporters most often analysed the problems of the Polish politics, political parties' preparations for the presidential elections, which will take place next year, as well as activities of the police and crime issues. *Radio Zet* (275), the other radio station classified, was most frequently cited on the Polish politics, Euro-parliamentary elections, economics, market and financial issues.

The top fifteen most often quoted media outlets include as many as three business titles. Those are: *Gazeta Prawna* (233), *Puls Biznesu* (159) and *Gazeta Giełdy Parkiet* (138). They are ranked respectively 8th, 12th and 14th.

Also listed are two opinion weeklies: *Newsweek* (231) and *Wprost* (197). The former is in the 9th position, the latter – in the 10th.

Commentators of the social and political life referred to Internet publications as well. The segment's leader *Onet.pl* was cited 162 times. *Wp.pl* scored 96 quotations, while *Tvp.info* – 87.

In June the mass media were interested mainly in results of the European Parliament elections, as well as comments of candidates and representatives of various political parties, which were publicised by the press, radio and television. Political and business activities of PO's Janusz Palikot kept receiving much media coverage. Reporters also gave much attention to projections about candidacies for presidential elections, which will take place in 2010. Numerous speculations would come up about chairing PO and the possibility of taking the post of President by Donald Tusk. The case of an actress starring in PiS's advertising spot, who had allegedly been assaulted by PO followers, received much comment too. The media evaluated the candidacy of Jerzy Buzek for the post of the European Parliament's president. Deliberations on Poland's preparations for Euro 2012 and the anniversary of Poland's accession to the European Union were continued. A public debate was initiated on the question of in vitro fertilisation, Airbus crashes and flooding that had stricken Poland. The May issues of swine flu epidemic and situation of the Polish shipyards had their continuation in June. Apart from that, the scandal of Jerzy Kropiwnicki, the Łódź city president, using vulgar language was widely commented.

For the purpose of the present report the Institute of Media Monitoring analysed 8281 media pieces (press clippings, radio and television broadcasts) within the period of 1-30 June. Reporters quoted news of other media 8324 times (5583 times in the press, 1743 – on the television and 998 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.