

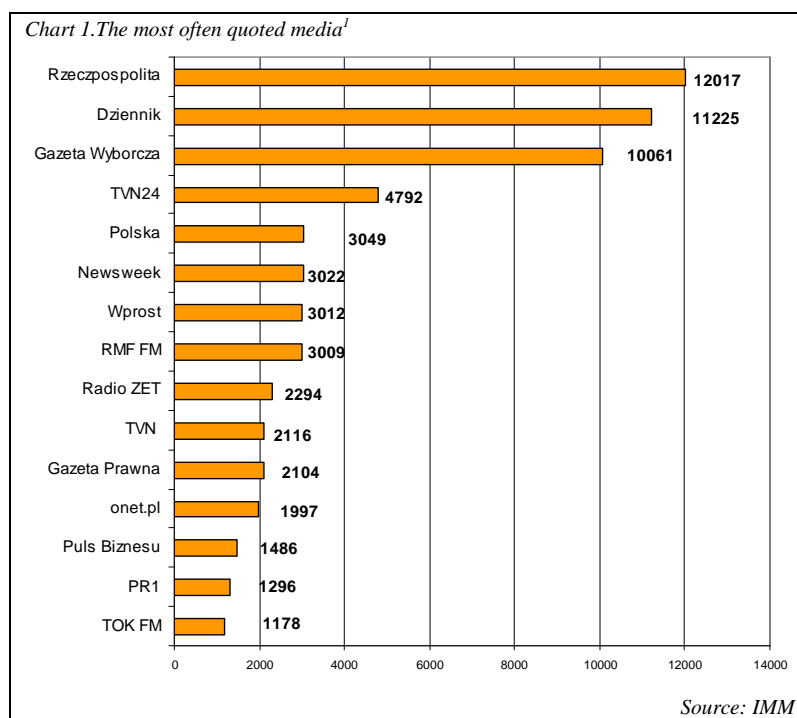
# Press release

Warsaw, 12th March 2009

## The most opinion-forming media in 2008

The most opinion-forming daily of the year 2008 is *Rzeczpospolita*, the most opinion-forming radio station - *RMF FM* and the most opinion-forming TV station - *TVN 24*, indicates the latest ranking of "The most-opinion forming media in Poland" compiled by Media Monitoring Institute (IMM) that reviews the whole year 2008. The first fifteen places in the ranking numbers two TV stations, two opinion weeklies, one Internet portal and four radio stations.

The winner of the annual ranking of the most opinion-forming media is, similarly to 2007, *Rzeczpospolita*, quoted by other media 12017 times. Second place goes to *Dziennik* with 11225 quotations and third to *Gazeta Wyborcza*, which publications were iterated by other media 10061 times (*Chart 1*). "Wojna polsko-polska" article released by *Dziennik* was the most frequently reproduced publication of 2008. Furthermore, as many as six articles from top ten most often iterated publications come from *Dziennik* which evidences big confidence placed in the work of journalists from this particular newspaper, especially in the field of investigative journalism (*Table 1*).



<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 TV station was placed right next to the podium (4792 quotations). It won the fourth place thanks to references to Polish politics, news from the world and numerous interviews. *RMF FM* radio maintained leadership among radio stations (8th place in general ranking, 3009 iterations). By airing programs and the series of interviews with politicians that were retold by other media frequently, the station significantly outdistanced another radio station in the rating - *Radio Zet*. It's worth emphasizing that radio stations were largely represented in top fifteen of quoted media. Four of them, including *Program Pierwszy Polskiego Radia* and *TOK FM* apart from the already mentioned, were contained in the annual ranking.

Fifth place went to daily *Polska* (3049 references), which attained strong position on media market last year and gained noticeable share in the overall statistics of an all-Polish dailies' quotations. What's more, the articles of journalists from *Polska* successfully pave their way to monthly breakdowns of the most frequently quoted articles. The ranking also encompasses two weeklies of opinion - *Newsweek* (3022) took sixth place and was directly followed by *Wprost* (3012) and two dailies of business and economic profile. Annual ranking highlights the advantage of *Gazeta Prawna* (2104) over *Puls Biznesu* (1486) which take 11th and 13th place respectively. Top fifteen of media that scored the biggest rate of quotations also numbers the Internet portal. *Onet.pl* scored 1997 references, which guaranteed it 12th place.

None of tabloids or public TV stations were ranked in top fifteen.

Table 1. The most frequently quoted publications in 2008

<b>No.</b>	<b>Author</b>	<b>Media</b>	<b>Title of publications</b>	<b>No. of quotations</b>
1.	Michał Majewski, Paweł Reszka	Dziennik	„Wojna polsko-polska”	338
2.	Michał Majewski, Paweł Reszka	Dziennik	"Marcinkiewicz oskarża"	262
3	Roman Daszczyński	Gazeta Wyborcza	„Ukryty grzech Kościoła"	250
4.	Grzegorz Indulski, Andrzej Stankiewicz	Newsweek	"Negocjator"	243
5.	Piotr Gursztyn, Mikołaj Wójcik	Dziennik	wywiad z Lechem Kaczyńskim	194
6.	Anna Marszałek	Dziennik	„Jak Macierewicz rozbił kontrwywiad”	163
7.	Anita Werner, Paweł Siennicki	Polska	„Rydzik powinien siedzieć w areszcie”	157
8.	brak autora - stenogram	Dziennik	„Za zamkniętymi drzwiami”	145
9.	Izabela Kasprzak, Piotr Nisztor	Rzeczpospolita	"Prezydent Sopotu chciał łapówki"	142
10.	Michał Majewski, Paweł Reszka	Dziennik	"ABW oskarża Gruzinów"	137

Polish politics, economy, market and finances as well as rankings and opinion polls sparked the most lively interest of media in 2008. Of current affairs, the highest-ranked subjects of quotations referred to: suspicions of Lech Walesa's cooperation with the communist Security Service (SB), Military Information Service (WSI) upheaval, problems linked with ratification of Lisbon Treaty, controversies about PZPN Polish football union and disclosure by one of newspapers the already famous conversation between Radek Sikorski and Lech Kaczynski. Irregularities discovered in secret services also gained broad publicity, just like specifics of shooting in Afghanistan that involved Polish soldiers and the crash of CASA plane. Media often referred to issues related to a disclosure of the existence of CIA prisons on a territory of Poland, Krzysztof Olewnik murder case, incident in Georgia that involved the President of Poland and surveillance of Kazimierz Marcinkiewicz.

From 1st January to 31st December 2008 Media Monitoring Institute analyzed 84110 media pieces (press cuttings, radio and TV programs). Journalists referred to information furnished by other media 85621 times (56044 in press, 16088 on TV and 13489 on the radio). The analysis encompasses solely those pieces of news that are not press reviews.

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

*Media Monitoring Institute (IMM) monitors nearly 900 press titles, 84 TV and radio stations and 200 Internet portals. 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.*