

Press Release

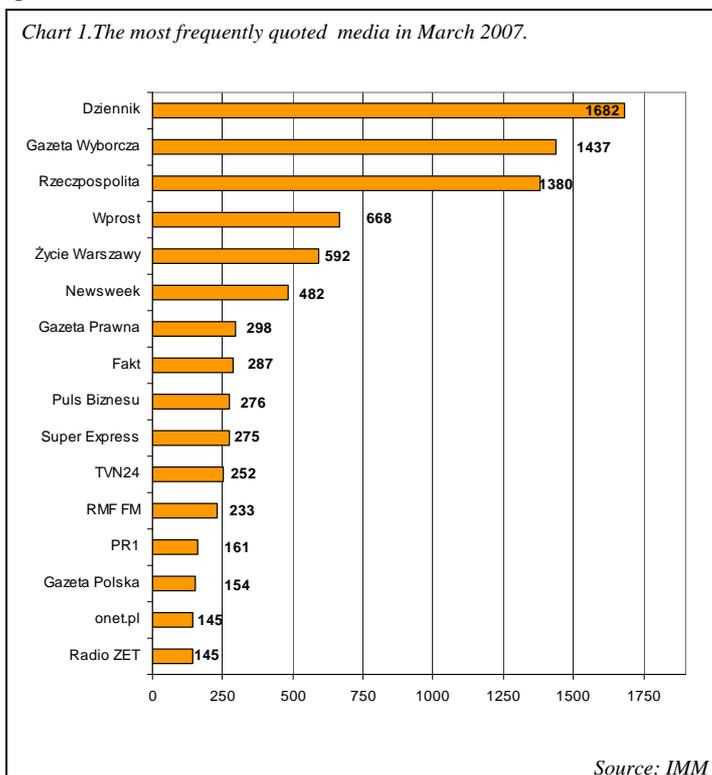
Warsaw, April 26th, 2007

Dziennik beats rivals

In the February ranking of “Poland's most opinion-making media”, compiled by IMM, Dziennik overtakes former leaders – Rzeczpospolita and Gazeta Wyborcza. Thereby, Dziennik- for the second time in the history of IMM's ranking- has climbed up to the top position. Interestingly enough, there are as many as 3 radio stations in the Top 15– RMF FM, PR 1 and Radio ZET. The portal Onet.pl has also returned to the lead. The main issue of detailed quotations is Mr. Gudzowaty stenographic records.

IMM's analysis was conducted on the basis of 8733 media pieces covering the period from March 1st - 31st, 2007. Journalists referred to information furnished by other media 10 520 times (4523 in press, 4033 on TV and 1964 on the radio). This is the third time in a row that the number of quotations has crossed the threshold of 10 thousand.

In the March ranking of most frequently quoted media Dziennik overtakes the leader of the past two months – Rzeczpospolita and Gazeta Wyborcza, most frequently quoted in 2006. It is Dziennik's second victory in the ranking of IMM¹. The daily was referred to 1682 times, usually in the context of the Polish politics, stenographic records of Mr. Gudzowaty's talk to Mr. Oleksy, as well as Maciej Damięcki, the actor's collaboration with the secret police in the communist Poland (SB). Gazeta Wyborcza (1437) was usually quoted in relation to the disclosed corruption at Agricultural Social Insurance fund (KRUS), Polish politics and the context of economy, market and finances. Rzeczpospolita (1380), on the other hand, was quoted with the reference to rankings and polls, economy, market and finances, as well as Polish politics.



¹ Dziennik came top of IMM's ranking in November 2006.

The Wprost weekly is ranked fourth the third month in a row. Other media referred to this weekly 668 times. The weekly owes its high position on the list to numerous references to the Polish politics, Gudzowaty's tapes, as well as Przemysław Gosiewski's backing for Katarzyna Paluszkiewicz-Solorz.

Życie Warszawy, leader of local dailies, is ranked 5th (592 quotations). It is worth pointing out that there is one TV station in the Top 15 of the most frequently quoted media – TVN24 (252 quotations) and, just like in the previous month, as many as three radio stations – RMF FM (233 quotations), PR1 (161) and Radio ZET (145). Internet portal – Onet.pl, quoted 145 times (together with Radio ZET) and Gazeta Polska (145) have also returned to the Top 15. Gazeta Polska comes 14th in the IMM's ranking due to its publications about a hospital in Białystok and the scandal of MON (Ministry of National Defense) misappropriating land into a private company.

In March media most frequently quoted an article by Michał Majewski and Paweł Reszka from "Dziennik", entitled "Józef Oleksy: my clique did not give a sh... about Poland" in the context of Mr. Gudzowaty's stenographic records.

Table 1. Authors of the most frequently quoted publications in March

in.	Author	Medium	Title	Number of references
1.	Majewski Michał, Reszka Piotr	Dziennik	"Józef Oleksy: my clique did not give a sh... about Poland"	185
2.	Zadworny Adam	Gazeta Wyborcza	"He said "No" to a scam and the Prime Minister sacked him"	153
3.	Misiak Leszek	Gazeta Polska	"Organ hunters"	91
4.	Ozminkowski Violetta	Newsweek	"Me and my secret police agnet"	87
5.	Reszka Paweł	Dziennik	"One "Twin" and four stories"	86
6.	Maciej Duda, Jarosław Olechowski	Rzeczpospolita	"Why does Gudzowaty releases tapes"	82
7.	Krasowski Leszek	Dziennik	"Dochnal accuses Kwasniewski"	71
	Jan Piński, Krzysztof Trębski		"Oleksy doubted the legacy of Kwasniewski property"	
8.	Marcin Dzierzanowski	Wprost	"The Poland of Mr. President collapses"	76
9.	Zieliński Robert	Dziennik	"What has the Police chief concealed?"	62
10.	Edyta Zemła, Robert Stankiewicz, Dorota Kołakowska	Newsweek	"Kaczynski brothers' diplomatic trouble"	62

Gazeta Prawna (298 quotations), is March's most frequently quoted business and economic daily, which continues a trend from the past five months. GP comes ahead of Puls Biznesu by 22 quotations. Fakt outstripped Super Express by 12 references.

In March, media usually referred to information supplied by other media in relation to the following subjects: health care scandals, corruption at KRUS, vetting process in the context of M. Piwowski and M. Damięcki, Father Rydzyk's reaction to Maria Kaczyńska's signing the journalists' appeal, scandal over military intelligence service (WSI) and report on its liquidation, Rokita's report and charges against K. Kornatowski, implication regarding Anna Fotyga's departure from the government, as well as the scandal over financial support offered to SLD politicians by foreign businessmen and an incident in Płock diocese.

As regards local media, the greatest number of quotations comes from Mazowiecki region, where Życie Warszawy remains the leader. This region is followed by Łódź (30 references to Dziennik Łódzki) and Silesia (Dziennik Zachodni quoted 24 times). 90 percent of quotations concerned nationwide media and remaining 10 percent. – regional and local ones.

Every month the Institute of Media Monitoring analyzes all press materials, TV and radio broadcasts, whose authors refer to news and reports of other media. 800 press titles, television stations and selected broadcasts of radio stations are subject to the analysis. The March report in its basic version is available from the website of the Institute of Media Monitoring: <http://www.institut.com.pl/raporty>. To order a complete or profiled version of the report, please contact: k.ewert@institut.com.pl.

The Institute of Media Monitoring monitors about 800 press titles, TV and radio stations, as well as Polish Internet resources. The Institute of Media Monitoring is a member of FIBEP – the elite association of over 80 media monitoring companies of dozens of countries around the world. Since 2002, the Institute of Media Monitoring has been supporting the Corporate Governance Forum.