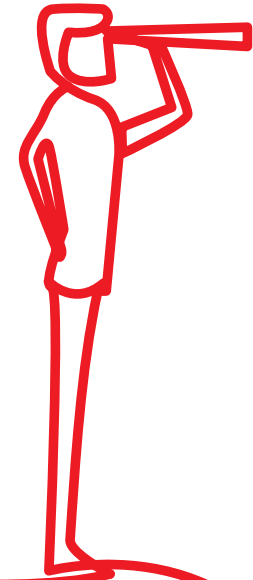




Report: Polish media market facing the war in Ukraine

Issue I

16 March 2022



War in Ukraine

The newsroom of Wirtualna Polska operates in a special 24/7 mode providing reliable information from the battlefield, from top political meetings and reporting on the solidarity of Poles facing the crisis. As a publisher, we are doing our best to rise to the occasion feeling the enormous responsibility that we have.

In the ensuing weeks of the immense tragedy experienced by Ukrainian women and men, we believe that one of the means of resisting the Russian aggressor is also to continue our business and build a strong internal market.

In line with our mission, we strive to maintain further communication and provide market intelligence to our business partners.

Przemysław Mańkowski, VP Sales





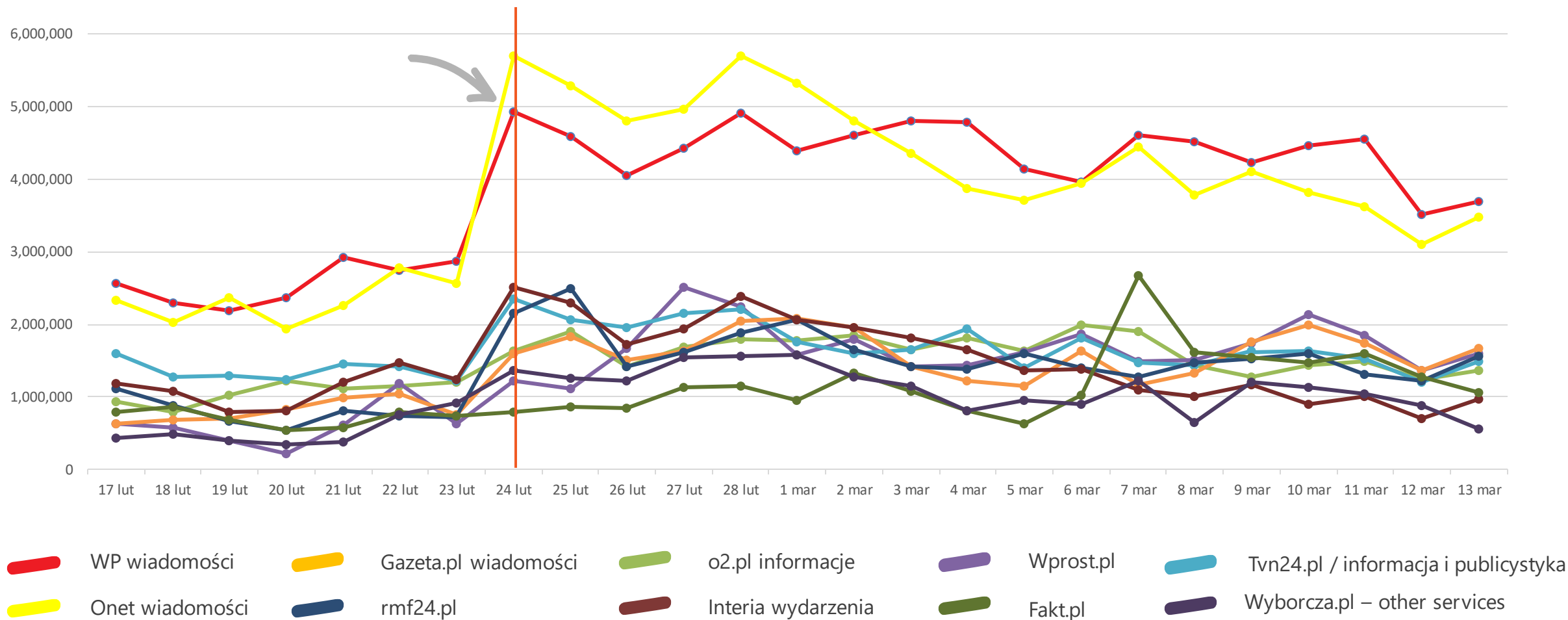
The internet has made us all participate in war:

Awareness of the importance of information and reliability of the sources has increased

The need for information has increased dramatically



Results of services in the category Information and opinion journalism: TOP 10 – REAL USERS

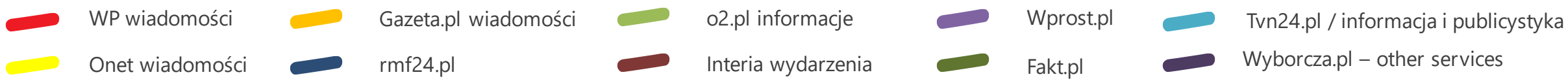
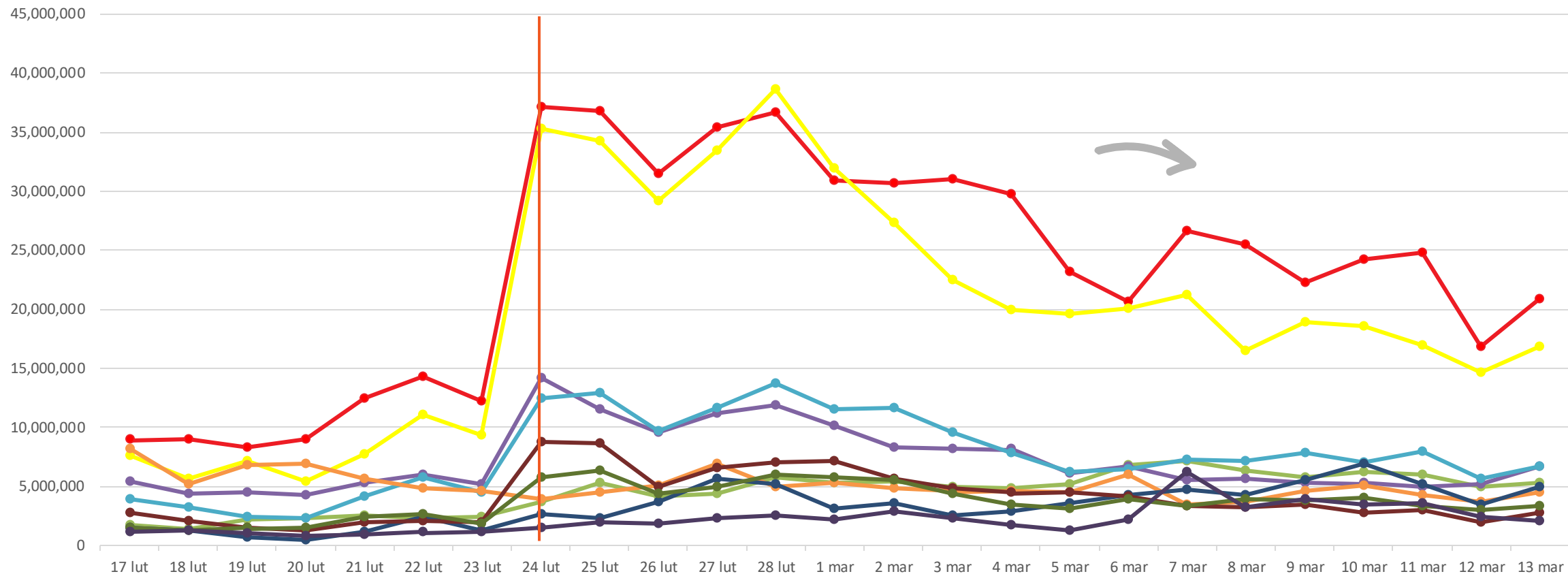


Source: Mediapanel

Since the invasion, the number of pages displayed in the information category has been falling



Results of services in the category Information and opinion journalism: TOP 10 – VIEWS

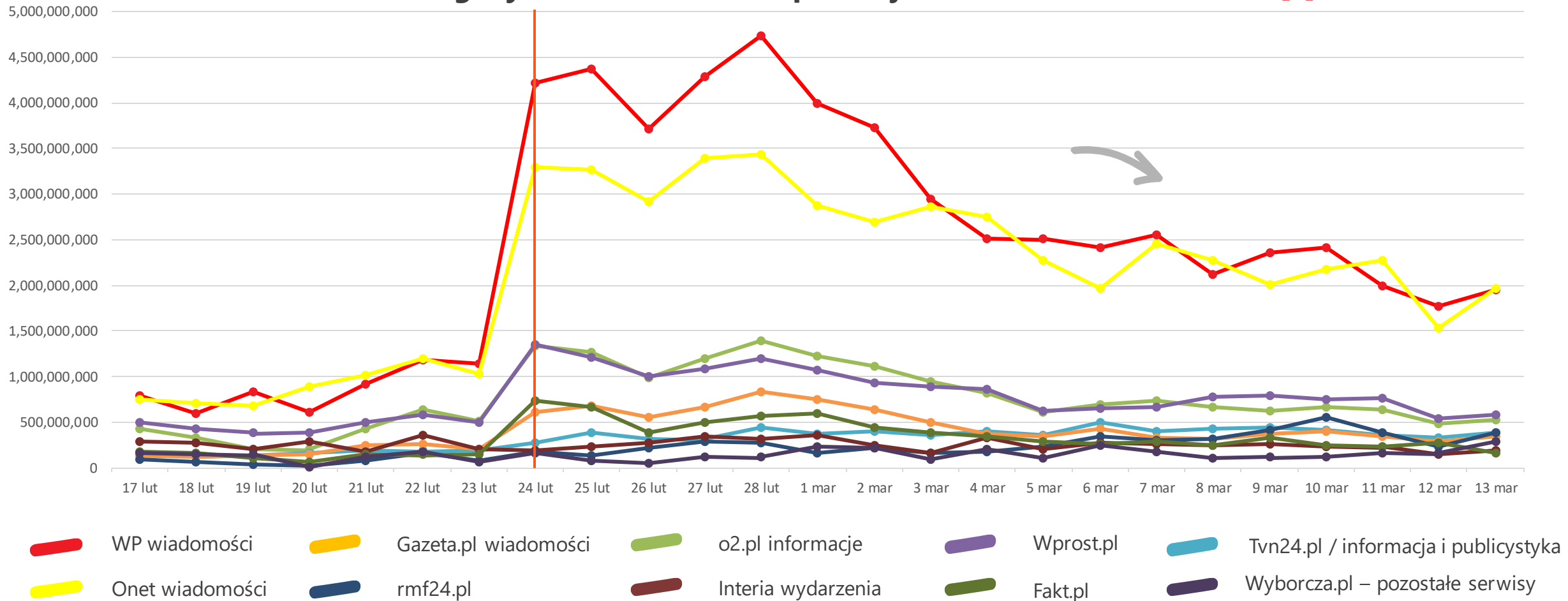


Source: Mediapanel

After the first week, users spend less time on news stories, although they read them significantly longer than before the invasion



Results of services in the category Information and opinion journalism: TOP 10 – TIME [s]

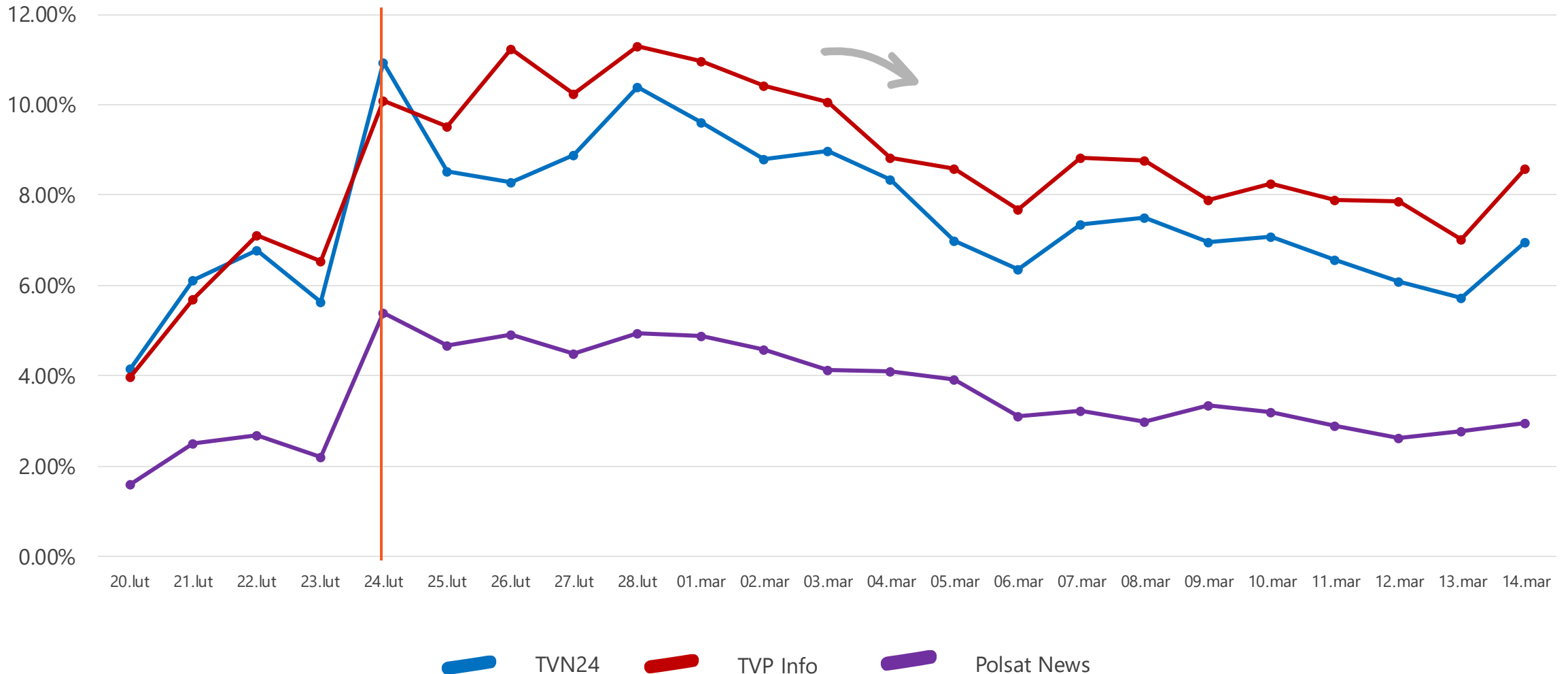


Source: Mediapanel

After a significant growth, TV news stations are slowly losing their share of viewership



Viewership of news stations: TOP 3 – SHR%

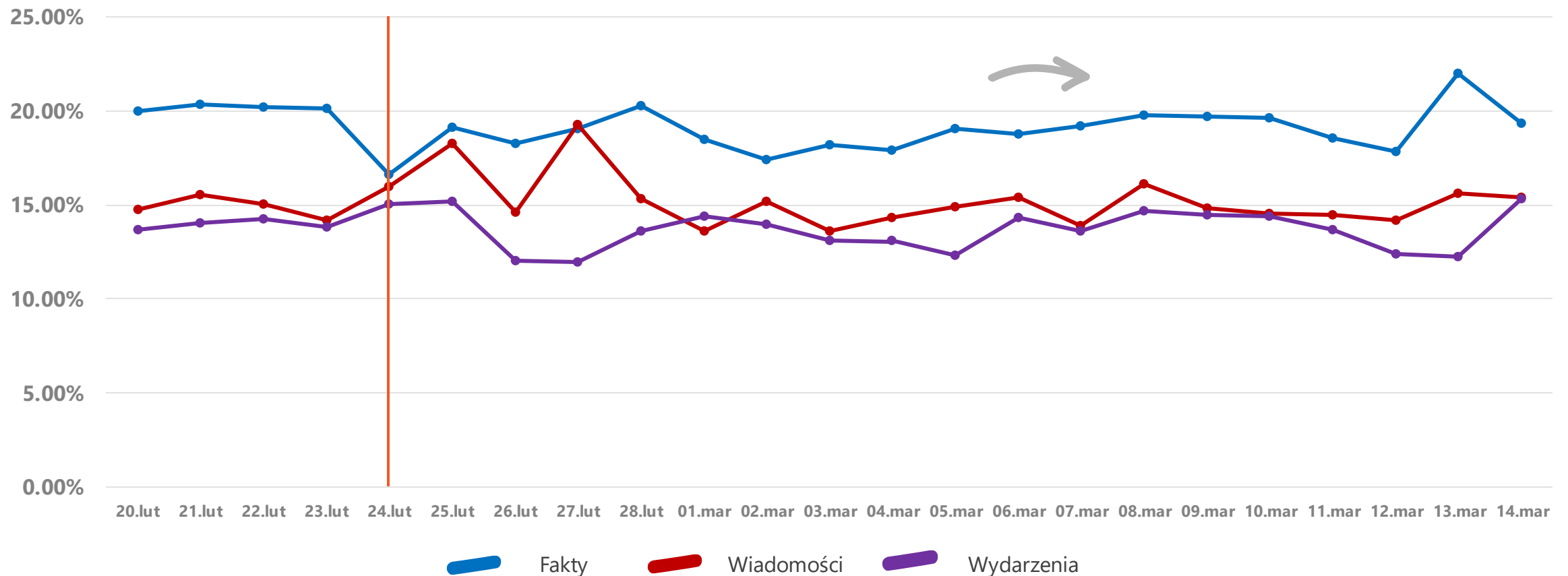


Source: NAM, TG: all, 4+

Major news online services, unlike TV news stations, have a stable audience



Viewership of main issues of news sites: TOP 3 – SHR%



Source: NAM, TG: all, 4+

Expert's comment:



Information is the most sought-after commodity

“Poles have wanted to be up-to-date on the situation since Russia’s invasion of Ukraine, which is why we have been scoring record high on the news sites of major websites. Overnight*, the number of users of news and opinion journalism sites has increased by 28%, the number of page views by 107% and the time spent by 134%. There has also been an increased interest in sites in the categories of business, finance, law (we have been looking for information about sanctions imposed on the aggressor) and sports (especially after the Polish national team refused to play the play-off match against Russia in the 2022 World Cup). After the first week of the war, users, overwhelmed by the onslaught of difficult information, reduced the intensity of use, but the time and number of views of the information and opinion journalism categories, especially in the leading news sites, continue to remain at an above-average level.”



Małgorzata Kaczmarczyk
Head of Research and Analysis Team



Communication in wartime:

The sensation of agency has verified credibility

Opposition has become a requirement



Brand declarations can no longer be based solely on catchphrases. This is a test for their credibility and a test from the market.

McDonald's zamyka restauracje w Rosji

Międzynarodowa presja przyniosła skutek. McDonald's zdecydował o tymczasowym zamknięciu swoich restauracji w Rosji - informuje Reuters.



Starbucks wycofuje się z Rosji. Coca-Cola przestaje sprzedawać napoje

Gigant kawowy Starbucks Corp poinformował o zawieszeniu wszelkiej działalności gospodarczej w Rosji, a Coca-Cola Co i PepsiCo ogłosiły, że nie będą tam sprzedawać swoich napojów gazowanych - podał we wtorek Reuters. To kolejne duże marki, które przynajmniej tymczasowo, rezygnują z obecności na rosyjskim rynku.



Sources:

<https://finanse.wp.pl/mcdonalds-zamyka-restauracje-w-rosji>

<https://www.money.pl/gospodarka/starbucks-wycofuje-sie-z-rosji-coca-cola-przestaje-sprzedawac-napoje>

Opposition has become a requirement



Brand declarations can no longer be based solely on catchphrases. This is a test for their credibility and a test from the market.



[McDonald's](#), citing “the needless human suffering unfolding in Ukraine,” announced Tuesday it will temporarily close 850 locations in Russia. The decision came nearly two weeks after [Russian forces invaded its ex-Soviet neighbor](#).

Starbucks, Coca-Cola & Pepsi Join McDonald's in Suspending Sales in Russia amid War in Ukraine

The beverage giants each announced Tuesday their intentions to halt sales in Russia in response to the invasion in Ukraine

By [Dan Heching](#) | March 08, 2022 06:14 PM



Sources:

<https://www.cnn.com/2022/03/08/mcdonalds-will-temporarily-close-850-restaurants-in-russia-nearly-2-weeks-after-putin-invaded-ukraine.html>

<https://people.com/food/starbucks-coca-cola-and-pepsi-all-join-mcdonalds-in-suspending-sales-in-russia-amid-war-in-ukraine/>

The expectation of absolute solidarity and the partisan struggle for justice



Every gesture of resistance against Russia's imperial plans is widely echoed in the media and positively reflected among internet users

Anonymous: the hacker collective that has declared cyberwar on Russia

The group has claimed credit for hacking the Russian Ministry of Defence database, and is believed to have hacked multiple state TV channels to show pro-Ukraine content

● [Russia-Ukraine war latest news: follow live updates](#)



Activists break into French villa of Putin's daughter Katerina Tikhonova

Group changes locks and declares house a shelter for Ukrainian refugees



Sources:

<https://www.theguardian.com/world/2022/feb/27/anonymous-the-hacker-collective-that-has-declared-cyberwar-on-russia>


<https://www.thetimes.co.uk/article/activists-break-into-french-villa-of-putins-daughter-katerina-tikhonova-5fr66zxwd>

We have recovered from the shock, and we are beginning to act



The expressions of Poles' solidarity have surprised everyone. Any attitude that denies their validity is met with swift rejection and stigmatization.




 **Wojciech Mann**
24 lutego o 10:47 · 🌐

Trzeba mówić i wiedzieć jak najwięcej oraz walczyć z dezinformacją.
TO NIE JEST "KRYZYS UKRAIŃSKI", TO JEST WOJNA!

Korzystajcie z tych linków:

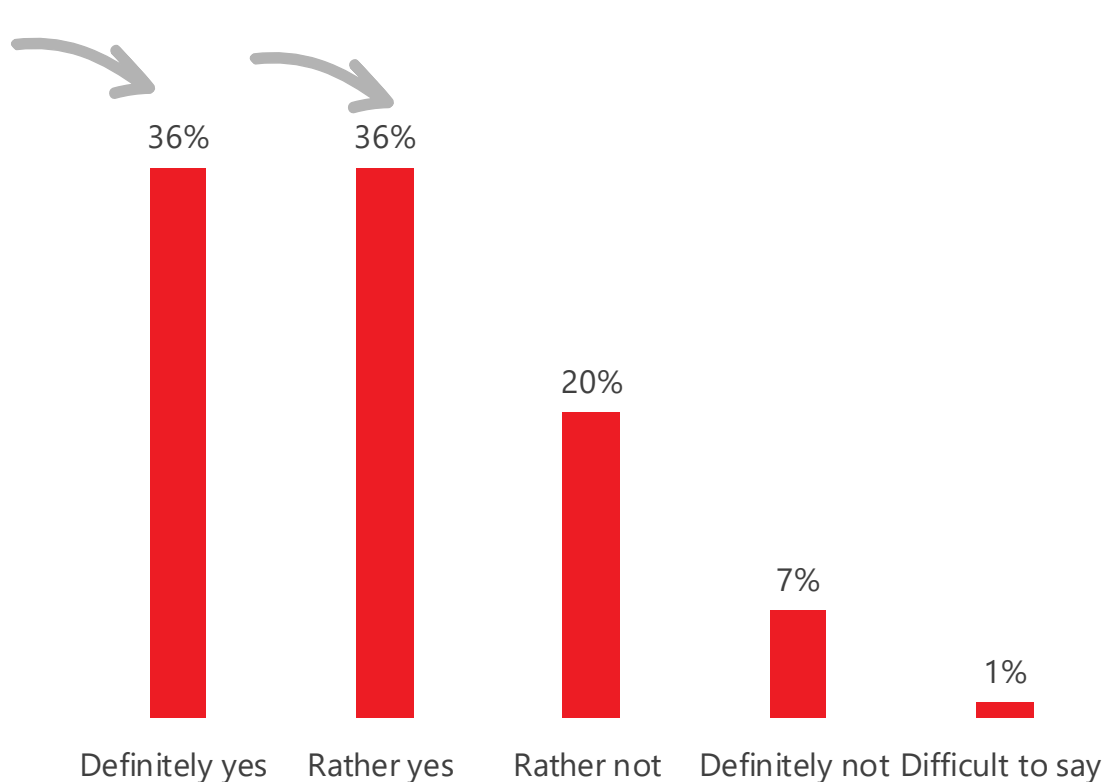
- Polska Akcja Humanitarna (PAH) w Ukrainie - <https://www.pah.org.pl/en/ukraine/>
- Ukraiński Dom w Warszawie / Український дім у Варшаві - <https://ukrainskidom.pl>
- Fundacja "Nasz Wybór" / Фонд "Наш вибір" - <https://naszwybor.org.pl>
- pomoc migrantom - <https://interwencjaprawna.pl/> - niedługo będzie uruchomiona dedykowana zbiórka - najlepiej śledzić FB CHLEBEM I SOLĄ - <https://www.facebook.com/polacydlauchodzcow>
- oraz uchodźcy.info - <https://www.facebook.com/uchodzcy.info>
- <https://www.techtotherescue.org/tech/tech-for-ukraine...>



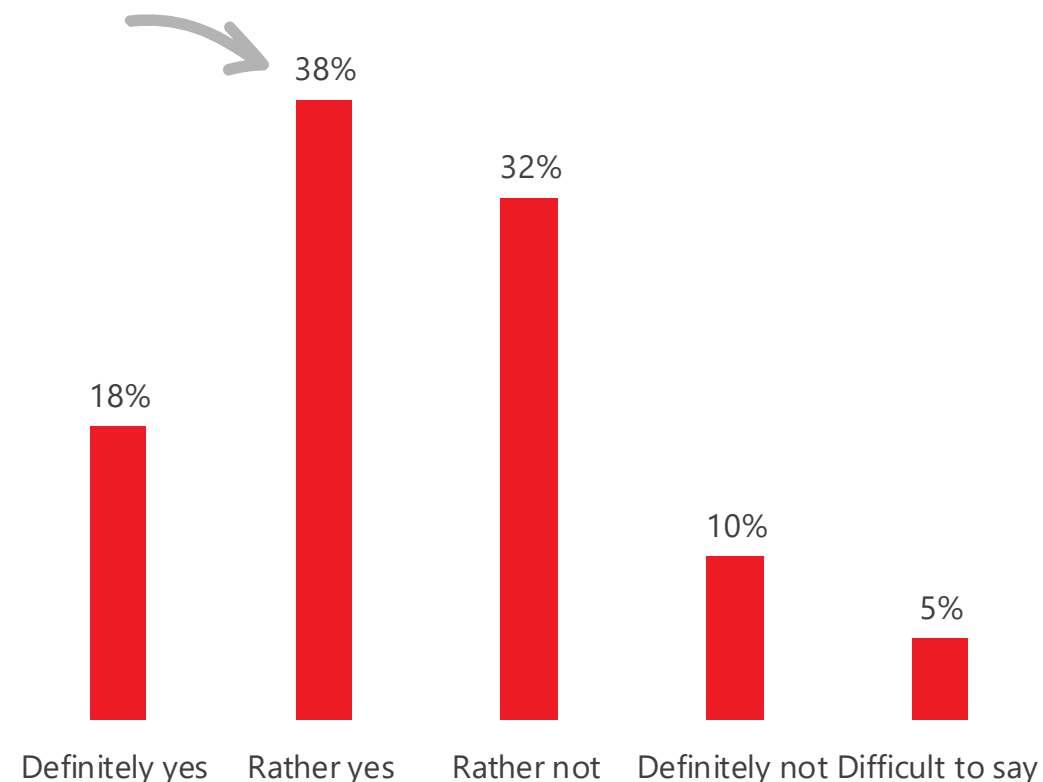
Poles are really frightened by the current situation and are aware of the threat of war



Are you more afraid than ever for the future of yourself and your loved ones?



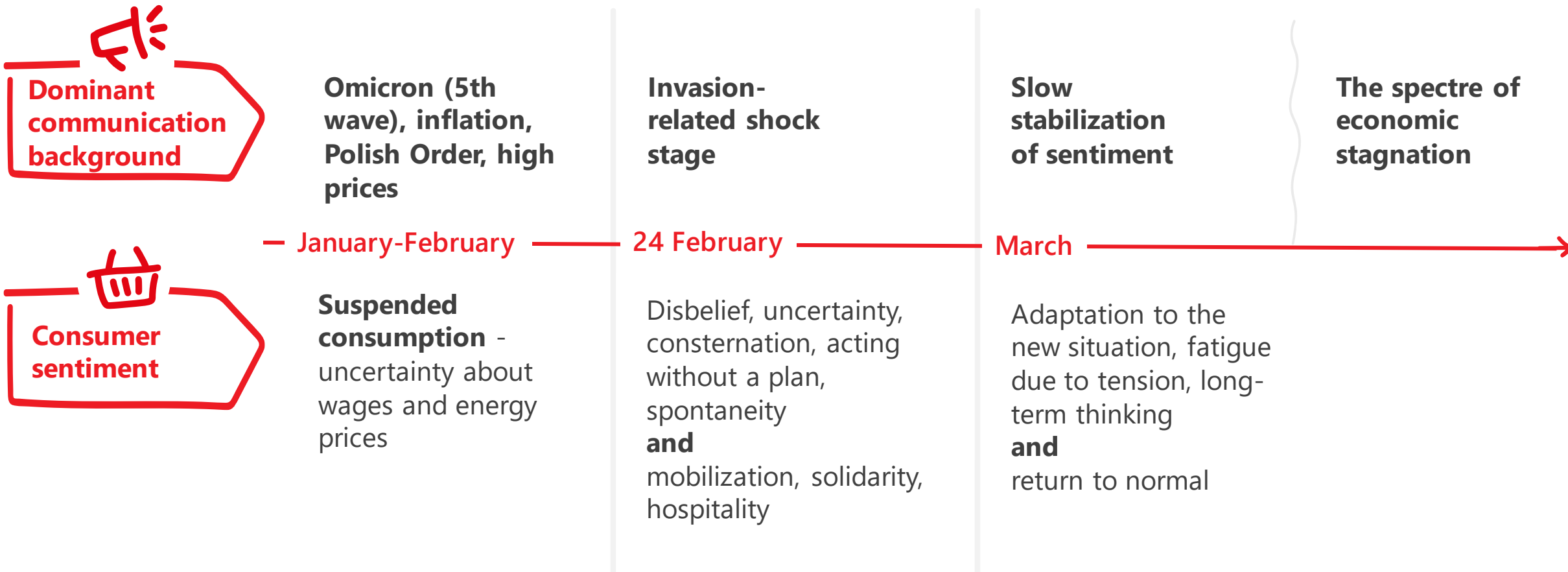
Do you think Russia might attack Poland militarily in the coming years?



We are experiencing a stage of recovery from the shock of the invasion of Ukraine

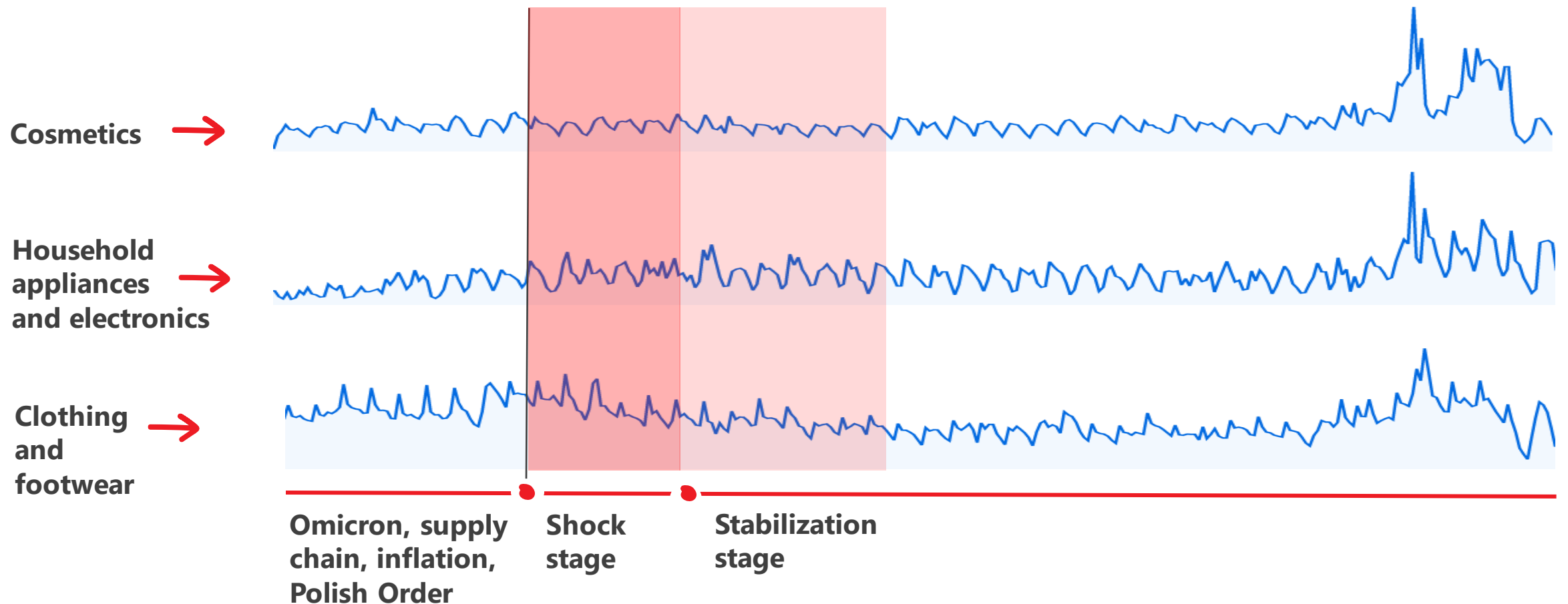


Consumers have long been exposed to negative information related to tax, inflation and price rise forecasts.



More months of postponed advertising communications will affect the seasonality of several industries

Using the data from WP Metrics, we have compiled day-by-day volume sales for entities in the respective industries for 2021. The compilations visualize the sequence of consecutive periods of paused communication.



Expert's comment:



We are going through the stages familiar from the beginning of the pandemic

"By the way advertising communications, the behaviour of the industry, publishers, and consumer expectations are playing out, we can venture the thesis that we have gone through a <<shock stage>> similar to that of the first days of the pandemic. While the context is much more dire in its implications, some ways of responding are analogous. The industry paused for a moment to catch its breath, to give its consumers a break from the inappropriate advertising messages at the time. Slowly, however, it is starting to get the communication going.

We know from experience that the brands that are the first to sense the right moment for a comeback will gain the most in terms of communication."



Małgorzata Pogorzelska
Product & Communication Strategist



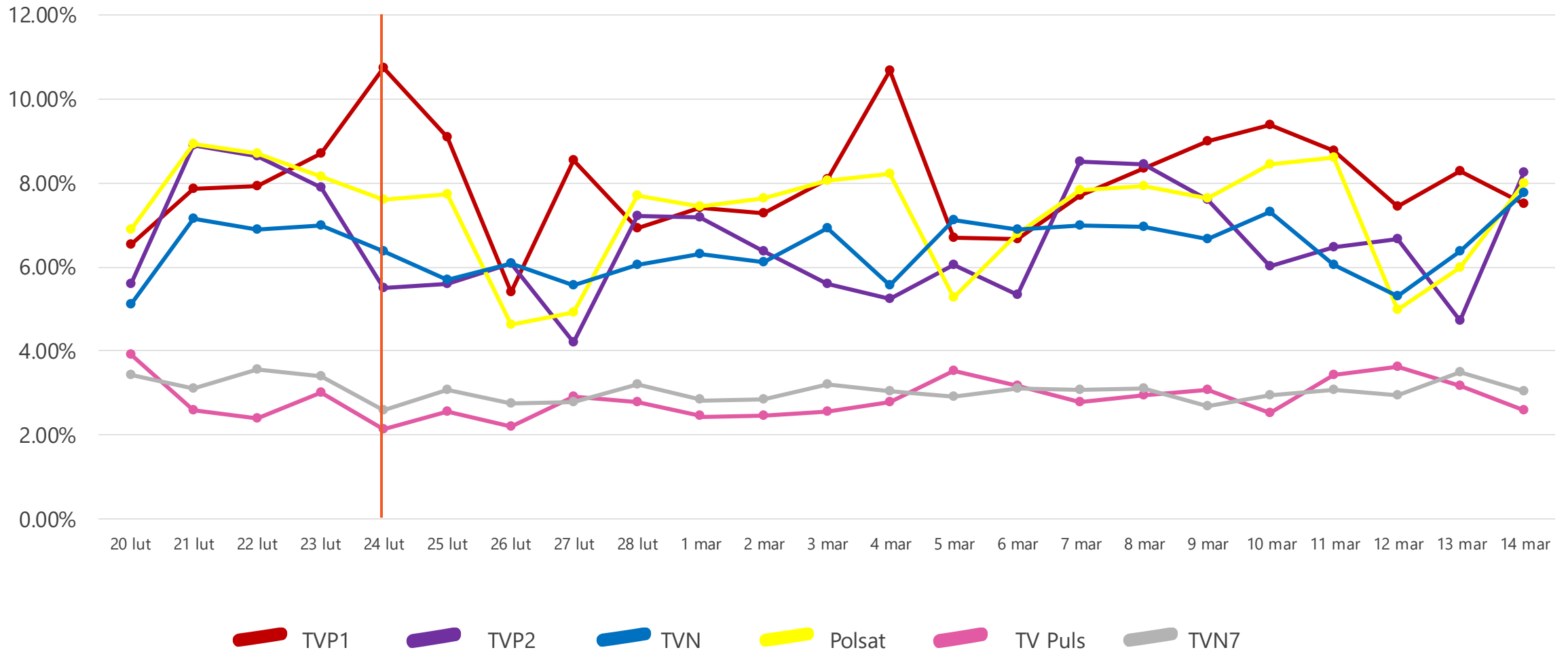
Everyday life with war in the background:

We escape into entertainment, return to old problems

TV stations have launched spring schedules, so far the results have been average



Viewership of major TV stations: BIG 6 – SHR%

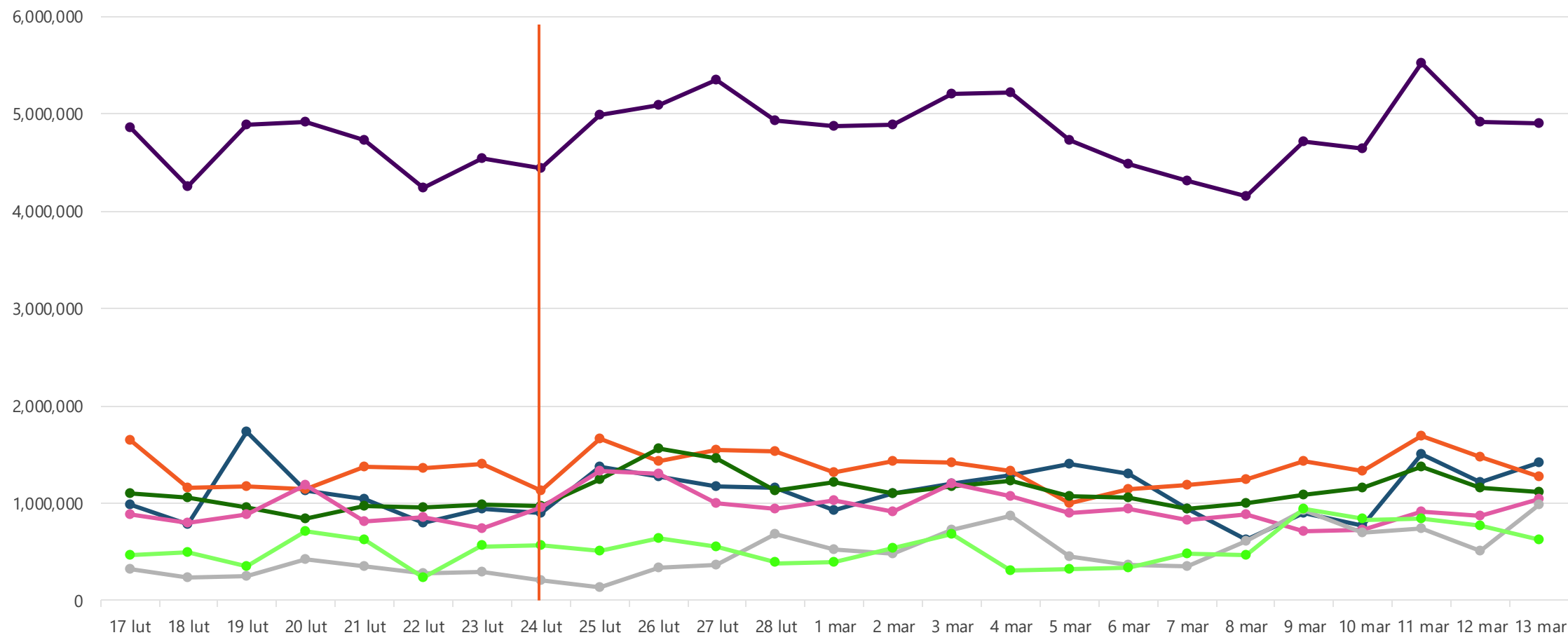


Source: NAM, TG: all, 4+

Show business sites continue to be popular



Results of websites in categories gossip, life of celebrities: whole category and TOP 6 – REAL USERS



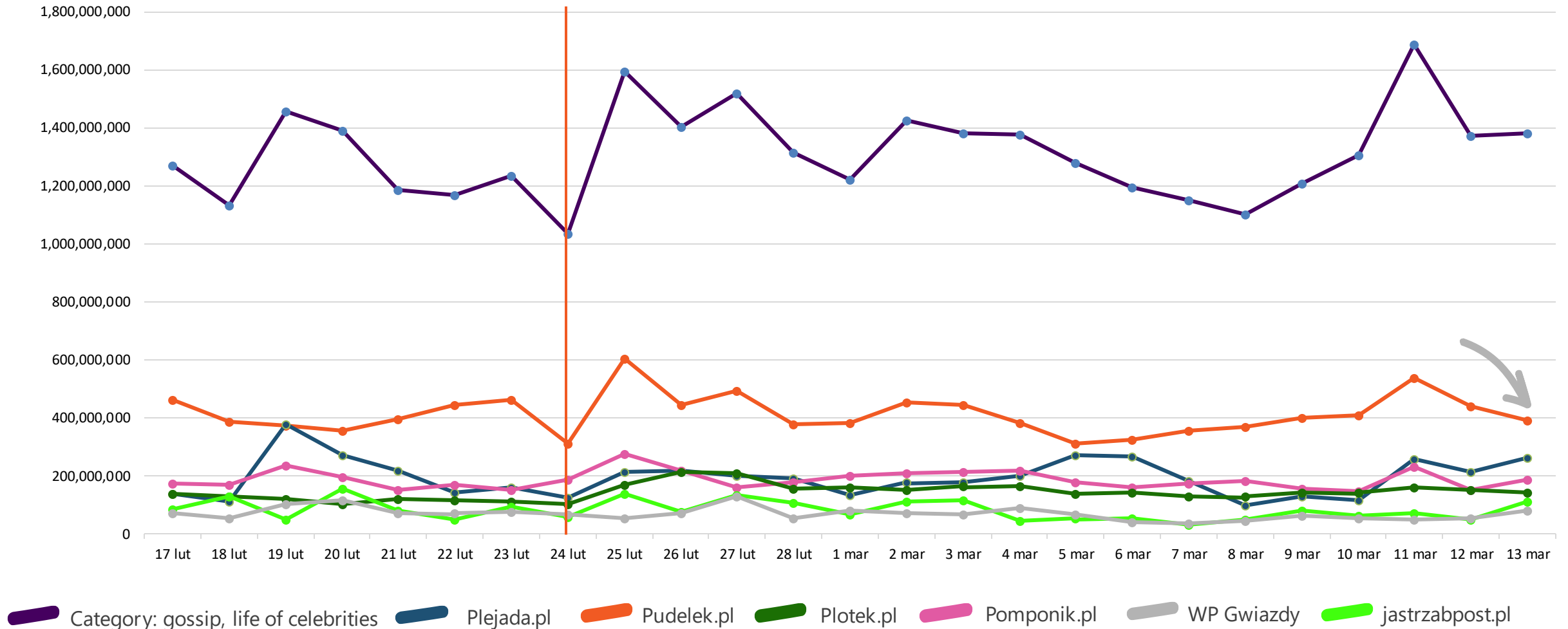
Category: Gossip, life of celebrities Plejada.pl Pudelek.pl Plotek.pl Pomponik.pl WP Gwiazdy jastrzabpost.pl

Source: Mediapanel

Time spent on gossip sites remains stable



Results of websites in categories gossip, celebrities' life: whole category and TOP 6 – Time [s]

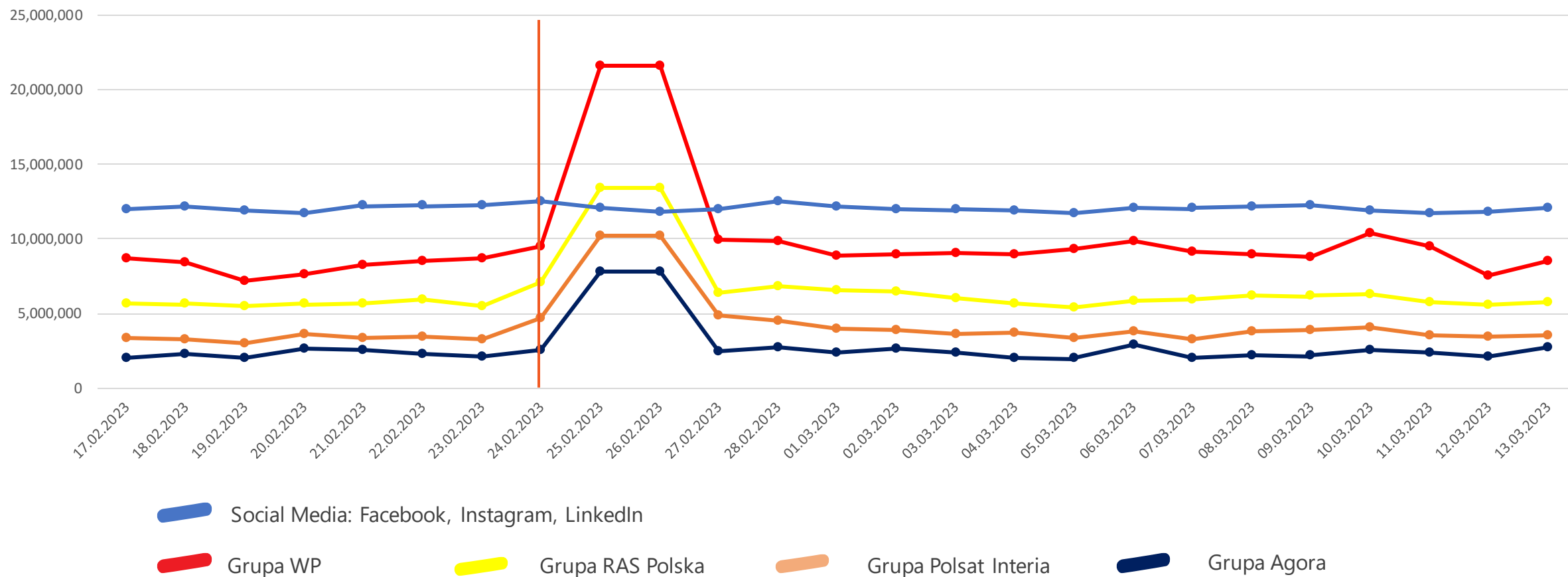


Source: Mediapanel

The daily number of unique users in social media and the major websites has remained unchanged



Activity in social media in comparison with the biggest publishers in Poland – UU



Source: AdReal

It becomes a requirement of the market to be able to provide a safe context that guarantees relaxation for the viewer



Brand safety from WP



33 mln UU and **714 mln PV**
volume of war-related target audience on WP websites within 30 days



103 mln UU and **4 692 mln PV**
guaranteed reach with a safe context after excluding articles with war-related tags



932 mln PV and **42 mln UU**
reach after additional isolation of topics related to accidents, disasters and serious illnesses

Expert's comment:



We are seeking normality and we tend to escape into entertainment

"Poles are seeking normality and want it embedded in everyday life. The results of gossip sites are currently at the same level as before the invasion of Ukraine. Televisions have launched their spring schedules with varying popularity after the first few weeks, but keep viewer numbers high by offering new entertainment shows. The number of users with daily presence in social media is also stabilizing. During the first days of the conflict their activity was higher; the return to normal can be observed."



Paweł Kopacki

Director of Advertising Product
and Big Data



The consumer is returning to the market:

The consumer can no longer put off shopping while waiting for better times

The period of suspended advertising communication is extended



At the beginning of the year, consumers were peppered with messages about the poor state of the economy and threats to their wallets.

News from February 2022

Gas bills to rise 54% and electricity 24% in new year says, says Polish regulator

DEC 18, 2021 | BUSINESS, ENERGY & CLIMATE | 6 COMMENTS



The Polish Deal: how a landmark tax reform has turned into a PR disaster for the government

JAN 23, 2022 | BUSINESS, POLITICS, SOCIETY | 5 COMMENTS



Source: <https://notesfrompoland.com/2022/01/23/the-polish-deal-how-a-landmark-tax-reform-has-turned-into-a-pr-disaster-for-the-government/>
<https://notesfrompoland.com/2021/12/18/gas-bills-to-rise-54-and-electricity-24-in-new-year-says-says-polish-regulator/>

Fuel prices and trends in currency markets add to the shock and anxiety



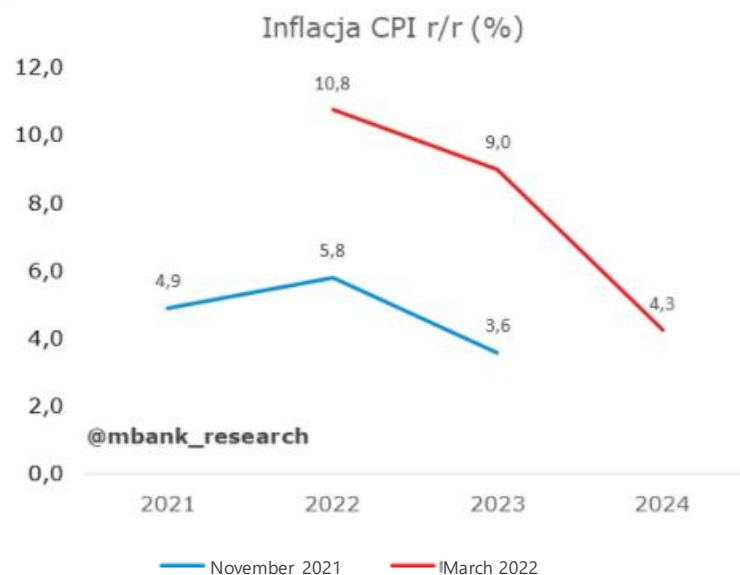
Information from March 2022



Consumers may, in the face of high inflation, opt for large investments or allocate current funds to consumption. They will not want to save money.



Inflation forecast for 2022-2024. November 2021 assumptions and March 2022 revision



Source: MBank

Simulation of mortgage payments with rising interest rates.

Mortgage 300 thousand, fixed interest rate 2%, 216 installments

How will the instalment change with a change in the interest rate?

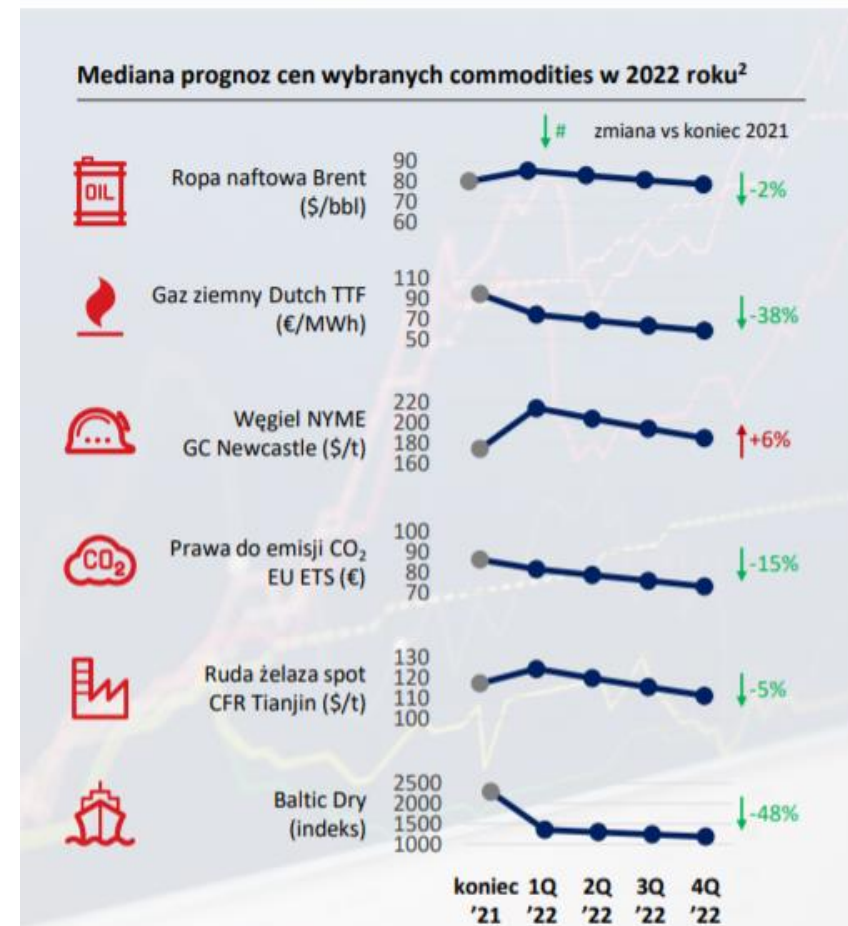
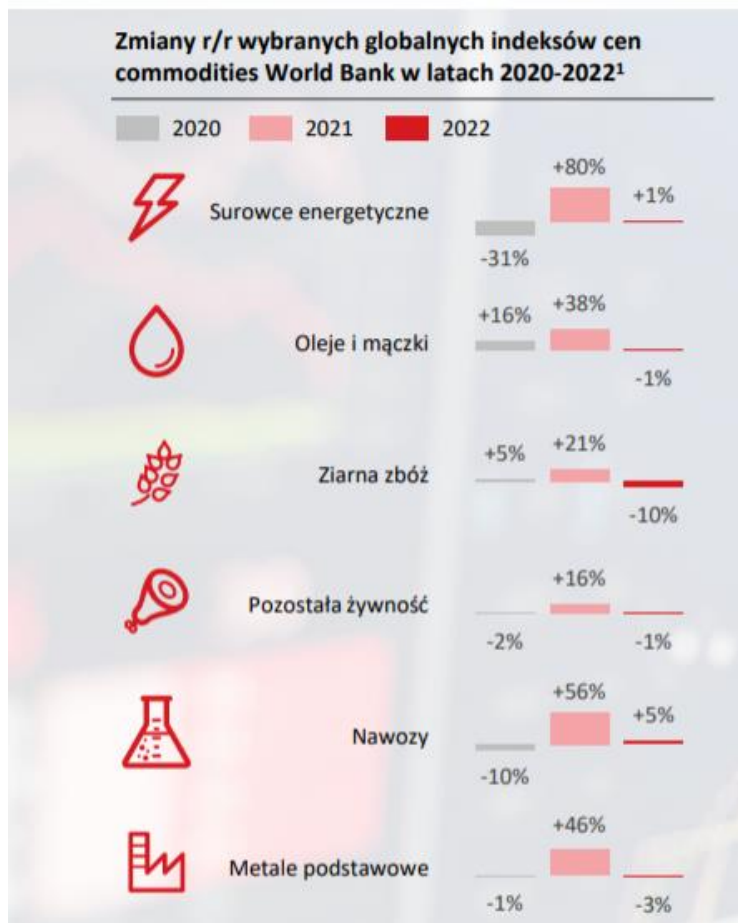
Interest rate at the current level	+ 0,00 PLN	1 655,00 PLN
Interest rate increases by 1%	+ 144,17 PLN	1 799,17 PLN
Interest rate increases by 2%	+ 295,59 PLN	1 950,59 PLN
Interest rate increases by 3%	+ 454,10 PLN	2 109,10 PLN

Source: <https://finanse.uokik.gov.pl/kalkulator-zmiany-oprocentowania/>

A not very distant prospect of price stabilization



The medium- and long-term forecasts are not pessimistic. Rapid stabilization of major commodity and energy prices in global markets.



Expert's comment:



Consumers are living for today

"Consumers are bombarded daily with information about the bad economy, they are looking in their wallets in disbelief after leaving the store and after filling up their car. Meanwhile, the outlook for the coming quarters is not as bad as the situation we currently find ourselves in might suggest. A rapid stabilization in the foreign exchange markets is anticipated, and growth estimates are optimistic. Higher interest rates and inflation will be with us for a long time to come, but this will ensure that consumers will no longer put off purchasing decisions indefinitely, waiting for better times. As a result, this could be a good boost for the retail market."



Jakub Kuczerepa
Product Communication Manager



**New Ukrainians with us:
Today's refugees, tomorrow's consumers**

A new group of consumers

According to the Border Guard, as of 22 March 2022, the number of Ukrainians who had crossed the Polish border since the beginning of the invasion was 2.15 million.

It is estimated that up to 5 million people from Ukraine may stay in Poland for the long term. It is difficult to know at this time what the demographics of this group will look like. Political reality will verify this. However, there is no doubt that communication aimed at people who are slowly settling down (even if only temporarily) in Poland can start now.

(Data updated on 23 of March)



Brands helping Ukrainie



Bank Polski

... and many, many other

Wirtualna Polska stands in solidarity with Ukraine



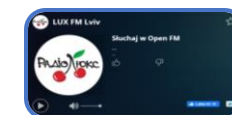
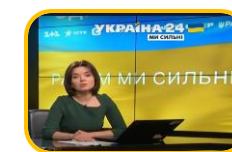
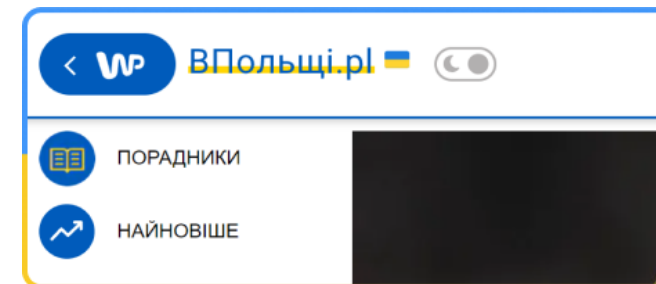
We report live

We provide daily reliable and verified information about the situation in Ukraine. We have disabled comments next to conflict content to prevent the possibility of information warfare and fake news.



We help

We have joined forces with the Henryk Wujec Civic Fund supporting Ukrainian refugees in Poland.



New WP services especially for Ukrainians

We have launched a dedicated website for the Ukrainian community in their language **VPolshchi.pl**, radio **LUX FM** in **Open FM** and **TV Ukraina 24** channel in **WP Pilot**. For the Poles who are helping, we have been aggregating the guide: Pomóż Ukraincom (Help Ukrainians).

For all those who help on a daily basis

For all clients/brands who have been supporting the refugees from Ukraine with their actions, **we reduce the price of video ads by 50%.**

The promotion applies to all sales models and is valid **until the end of March 2022.**



For all brands that are helping, free native presence on VPolshchi.pl



[ВПольщі.pl](https://vpolshchi.pl)

Найновіші інформації про ситуацію в Україні



The screenshot shows the website interface with the article title and a red call-to-action button. The article text is partially visible on the right side of the page.

Життя у Польщі. Телефони екстрених служб, інтернет та мобільні тарифи

Подаємо корисну інформацію щодо екстрених номерів у Польщі, а також спеціальних пакетів мобільних операторів, що висловлюють солідарність з громадянами України.

**30 000 UU
40 000 PV daily**

Przejdź na WP... користаються телефоном за передплатою, а також згідно «MIX», можуть увімкнути цей спеціальний тариф, вписуючи на клавіатурі телефону код *136*11*9999#, а потім підтвердивши зеленою слухавкою. Клієнти, що користаються зв'язком за контрактом, висилають безкоштовний СМС з текстом 10 GB на номер 80125.

Більше інформації на сайті: <https://www.plus.pl/news/art-8623-plus-solidarny-z-ukraina>

Internet w telefonie

Оператор «Orange» пропонує дешеві дзвінки. Знижено тариф на міжнародні дзвінки з Польщі до України, акційна ціна тепер складає 0,29 грошів за хвилину. Тариф не вимагає активації і діє від 25 лютого до 10 березня 2022 р.

Більше інформації на сайті: <https://www.orange.pl/view/roaming>

Оператор «Play» пропонує такі тарифи:

- 120 безкоштовних хвилин до абонентів найбільших українських операторів (Kyivstar, Vodafone, Lifecell).
- 10 GB інтернету у Польщі для клієнтів за передплатою. Пакет можна активувати кодом *111*1010*1# з коду... підтвердженням послугою...



Report:
**Polish media market facing
the war in Ukraine**

Next issue coming soon

