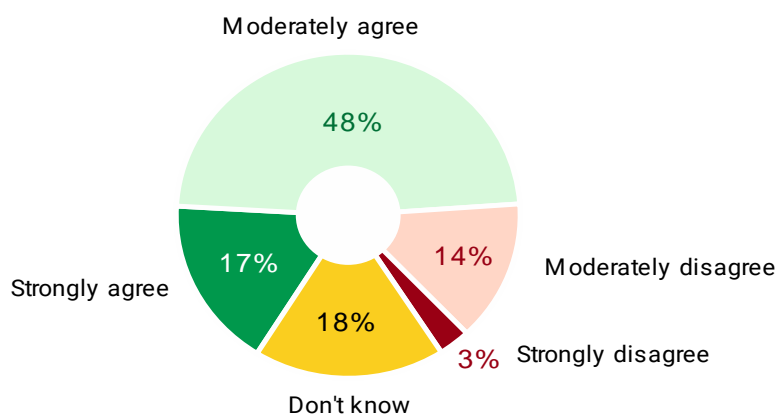


Media market in Poland

Most people (65%) believe that mass media in Poland are pluralistic: they present different views and opinions. The fact that the media in our country present different points of view is expressed both by people who identify with the right (65%) and supporters of the left (73%).

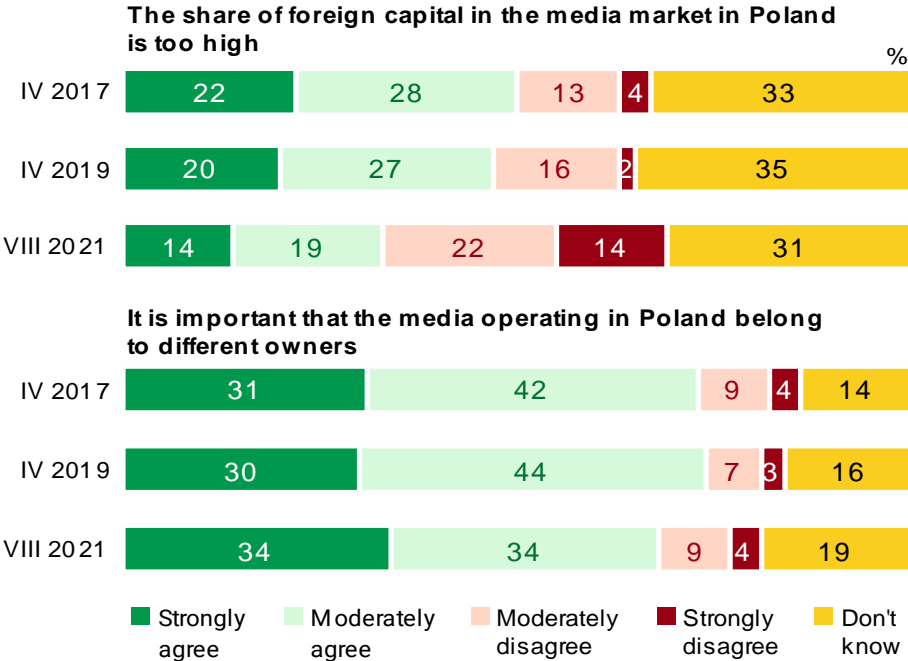
Do you agree with the statement: Mass media in Poland are pluralistic and present different views and opinions.



Most respondents (68%) consider it important that the media operating in Poland belong to different owners. In the studies carried out in 2017-2019, about half believed that the share of foreign capital in the media market in Poland was too high. Currently, this view is shared by only one-third of Poles (33%). The remaining people do not agree with the belief

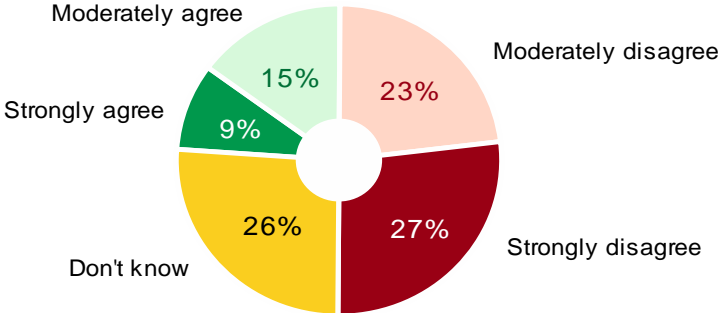
that there is an excessive presence of foreign capital in the media market in Poland (36%) or do not have an unambiguous opinion on this subject (31%).

Do you agree with the statements:



Amendments to the Broadcasting Act recently adopted by the Sejm, according to which only media owned by capital from the countries of the European Economic Area could receive a license to broadcast radio and television programs in Poland, are more than twice as often opposed (50%) than approved of (24%).

Do you agree that a law should be introduced under which a license for broadcasting radio and television programs in Poland will be granted only to media owned by the capital from the countries of the European Economic Area (European Union countries as well as Norway, Iceland and Liechtenstein)?



More information about this topic can be found in CBOS report in Polish: "Media in Poland and License for TVN24", August 2021. Fieldwork for national sample: August 2021, N=1167. The random sample is representative for adult population of Poland.