

## **BUILDING RELATIONS WITH CUSTOMERS, CLIENTS AND SUPPLIERS**

Relations with the environment, including the industry environment, are particularly important to Agora Group. Therefore Agora and its media become involved in initiatives and projects for the benefit of the industry.

### **MEMBERSHIP IN INDUSTRY ORGANIZATIONS**

Agora Group strives to influence the environment in which it operates. Therefore, its entities are active members of organizations representing specialists in industries relevant to its operations. The most prominent are:

#### **Członkostwo w organizacjach branżowych**

<b>POLISH:</b>	<b>INTERNATIONAL:</b>
<ul style="list-style-type: none"><li>• Confederation of Private Employers „Lewiatan”,</li><li>• Polish Association of Stock Exchange Issuers,</li><li>• Press Publishers Chamber,</li><li>• National Circulation Audit Office (ZKDP),<ul style="list-style-type: none"><li>• Polish Internet Survey,</li></ul></li><li>• Internet Advertising Bureau Polska,</li><li>• IGRZ - Outdoor Advertising Economic Chamber,<ul style="list-style-type: none"><li>• ReproPol (Association),</li></ul></li><li>• Polish Cinemas Association,</li><li>• Polish New Cinemas Association,<ul style="list-style-type: none"><li>• IAA Polska - International Advertising Association, Poland,</li></ul></li><li>• ZPAV - Association of Audio Video Producers,<ul style="list-style-type: none"><li>• KIPA - The Polish Audiovisual Producers Chamber of Commerce</li><li>• Polish Chamber of Books.</li></ul></li></ul>	<ul style="list-style-type: none"><li>• IAB Europe</li><li>• INMA - International Newsmedia Marketing Association</li><li>• EPC - European Publishers Council</li><li>• EGTA - Association of television and radio sales house</li><li>• UNIC - International Union of Cinemas</li></ul>

Along with joining industry initiatives, Agora Group also takes steps to educate the industry.

## **AGORA Report 2019**

Employees of Agora share their knowledge and experience with the representatives or clients or business partners, forming a knowledge exchange platform. Similar activities are organized by Gazeta.pl, Radio TOK FM or Agora IT that regularly organize industry conferences and manifesting their responsibility also by joining industry organizations.

### **GAZETA.PL EDUCATES THE ADVERTISING INDUSTRY IN GAZETA.PL LAB**



Gazeta.pl LAB is an educational project of Gazeta.pl addressed to advertisers. It aims to acquaint clients with the latest trends online content and advertising and projects developed by the team of Gazeta.pl. It is a series of events for the clients of Gazeta.pl – large expert conferences, small workshops, training sessions, informal breakfast-and-learn meetings, webinars and other events organized to optimize the cooperation of Gazeta.pl with advertiser clients.

The second EFFECT LAB conference was held in May 2019. Experts of Gazeta.pl and invited guests talked about communication effectiveness in the multimedia business environment. What is effectiveness in the digital format and how can it be measured? Effectiveness of the content, communication, outreach – how do we approach it, think about it, evaluate it? EFFECT LAB experts discussed effectiveness in the context of content marketing and programmatic advertising or media planning. 2019 breakfast-and-learn events were dedicated to parenting and digital revolution and motoring and business trends.

### **SZCZĘŚLIWE FIRMY (HAPPY COMPANIES) - PROJECT OF GAZETA WYBORCZA FOR EMPLOYERS**

| 400



While everybody has heard about the employee market, very few know how the employees have changed. Common benefits are no longer enough for new employees. The young do not have qualms about spending dozens of hours in the office every day. The key is what they are offered in exchange. Work has to give them satisfaction from the fact that they make a difference.

Under the new Happy Companies project Gazeta Wyborcza and partners launched a debate about a new organizational culture in business and the role of employer in building happy companies. Along debates and workshops, the project includes a series of articles published in printed and online media. Participants of the debates held in Gdańsk, Poznań, Wrocław and Cracow looked for a definition of 'happiness at work', explored the values and meaning of work, contemporary role of leader and operating in a market that changes with growing speed. Panellists talked about future challenges - automatization, AI and robotics, wondered how the sense of happiness at work is affected by the environment: the city, personal life, passions, health - and whether they could even be approached separately, as how should employer approach this ecosystem. Participants were also introduced to the best practices in the Polish market.

Four debates were held, with experts and employers, in Gdańsk, Poznań, Wrocław and Cracow, plus mindfulness workshops. Dedicated service [Wyborcza.pl/szczęśliwe firmy](http://Wyborcza.pl/szczęśliwe-firmy) was launched, with video materials and quality and expert editorial content. The events attracted over 400 participants, with 10 companies from different parts of Poland sharing their experiences and solutions.

Local issues of Gazeta Wyborcza and Wyborcza.pl also published a series of articles Happy Companies based on reports and experiences of employers, including effects of the events organized under the project and benefits of being a 'happy company' to the employees and employers.

A number of independent experts were involved in the project, including: Mariusz Turek Academy of Leadership Psychology, Barbara Zych EB Institute, Anna Macnar of HRM Institute, Zyta Machnicka, Lightness.pl, Michał Ulidis, SWPS University of Social Sciences and Humanities, Halina Czubaszewicz of Gdańsk University.

More information on: <http://wyborcza.pl/AkcjeSpecjalne/0,171210.html>

## YELDBIRD INVITES PUBLISHERS TO YELDFEST POLSKA



Three events were held in 2019 under YieldFest – series of meetups for publishers interested in programmatic advertising – In Warsaw (12 June), London (2 October) and again in Warsaw (28 November). The title of the second edition of YieldFest Polska was Challenges and Trends for 2020. How to prepare for changes in the ecosystem of internet advertising was discussed by the experts of Yieldbird, Xandr, Codest and Xaxis. Yieldbird is a member of Agora Group, specializing in optimizing publishers’ advertising assets. How limitations on data use impact advertising revenue? What should be done to avoid wasting advertising budgets on the wrong content? What are the first effects Google introducing first price auction? Since answers to these and more questions are difficult to find behind the closed door of one office, Yieldbird invited industry experts to get together and share their knowledge with others. Admission to the events was free of charge, advance registration was required.

To better educate the industry and engage in internet initiatives in 2019 Yieldbird joined IAB Europe, a leading organization of European digital advertising industry.

## POLISH PODCAST SURVEY FOR TANDEM MEDIA

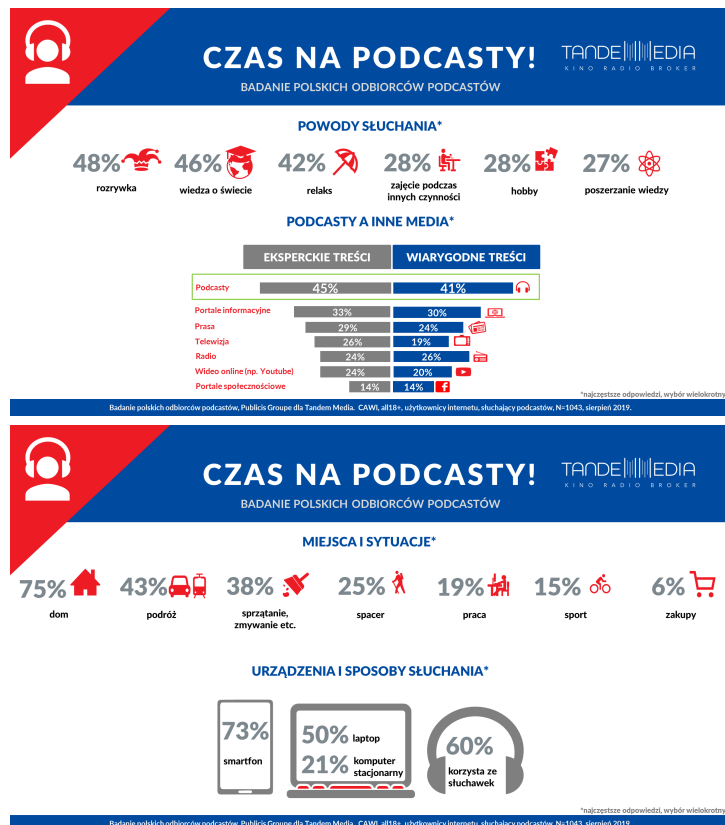
| 27 percent

of Polish internet users listen to podcasts



As much as 27 percent of Polish internet users listen to podcasts. Most do so at least once a month, listening on a headset from their smartphone - at home or when travelling, for fun and to learn about the world. While the majority of podcast users started listening to them only a year ago, they give a podcast their full attention when listening and trust them more than traditional media. These are the findings of the largest survey among Polish podcast users delivered for Tandem Media of Grupa Radiowa Agory. Podcasts are a new, dynamically growing medium in Poland. According to the survey delivered in August 2019 by Publicis Groupe, over a quarter of Polish internet users have listened to podcasts - audio broadcasts available online. Nearly all podcast users put on at least one over the last month, which places monthly reach of this medium at 27 percent. In this sense, Poland is at the European average in terms of the consumption of radio broadcasts. Podcasts have a group of loyal users all over the world, estimated roughly at 800 million in 2019 and projected to reach 1.5 billion by 2022. In Poland podcast audience has recently recorded a dynamic growth. The survey for Tandem Media revealed that 65 percent of current podcast listeners started to do so in the last year. Interestingly enough, new listeners subscribe to more podcasts and tune in more frequently than old users. Nearly a third of all respondents admitted to subscribing to only one podcast and 12 percent to five or more. The largest group, as much as 59 percent, stick to two to four titles, and over a half tune in at least once a week.





## JAKOŚĆ WIDEO ON-LINE (ONLINE VIDEO QUALITY) - REPORT OF GAZETA.PL



Gazeta.pl Developed a report Online Video Quality. The report presents findings in a Communication Revolution: Video Hits the Web. The report offers replies to the questions: What video content attracts the greatest interest? What makes a video site popular? What habits and preferences are associated with watching style? The report explores online video consumption and is available for download free of charge on [Gazeta.pl](http://Gazeta.pl).