PRESS

Gazeta Wyborcza and Wyborcza.pl

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to Wyborcza.pl at the end of December 2020

Throughout 2020, ***Gazeta Wyborcza*** carried out further projects developing its traditional and digital offer. As a result, at the end of the year, the number of subscriptions to **Wyborcza.pl** content sold by it amounted to over 259 thousand. In the latest Global Digital Subscription Snapshot 2020 report published in December by the international association FIPP *Gazeta Wyborcza* with over 240,000 active digital subscriptions and took 11th place among all European press titles, in the world ranking took 24th place. In addition, thanks to the efforts of the journal's team and in connection with the situation caused by the coronavirus pandemic, the Wyborcza.pl website systematically increased both the number of users visiting it and the number of page views. The increase in the number of sold subscriptions to Wyborcza.pl content was supported by special campaigns and offers prepared by the daily team. These were, for example, offers for users of the MyBenefit platform, the Gift of Dreams shopping platform and the home.pl marketplace. A new digital subscription offer for business was also launched, aimed at clients from the PR and promotion sector, as well as a special offer for students.

Since the outbreak of the coronavirus pandemic, the editorial office has observed a significant increase in interest in the content of *Gazeta Wyborcza* and Wyborcza.pl, especially news, foreign and prepared by scientific journalists. In order to meet it, the team of the journal prepared, among others special publications, cycles and social campaigns

about which you can read in the section ***Social involvement*** of this Report.

Magazines

The outbreak of the COVID-19 pandemic deepened the negative trends in the press advertising market and forced some publishers to close the least promising press titles. Agora also decided to stop publishing the next titles – *Logo* and *Avanti*, focusing on the main product – *Gazeta Wyborcza* and Wyborcza.pl.

MUSIC FESTIVALS AND CULTURAL EVENTS

Agora organizes many interesting music, entertainment and educational events. In 2020, as a result of the prevailing COVID-19 pandemic, some of them could not take place, while others took place online, without the direct participation of the public. These were, among others: **Olsztyn Green Festival**, and **Białystok NewPop Festival**.

OLSZTYN GREEN FESTIVAL

In connection with the transfer of the Olsztyn Green Festival to 2021 due to the COVID-19 pandemic, the event organizers have prepared a musical surprise for festival fans, residents and tourists who choose to rest in Olsztyn. The special **Olsztyn Green PLAŻÓWKA** event was held on the same date as the festival – on August 14 and 15 2020.

BIAŁYSTOK NEW POP FESTIVAL

In 2020, when most of the large Polish outdoor music events canceled their editions, Agora decided to experiment: a live festival with artists performing on stage, which the audience watched online. In this way, the 3rd edition of the Białystok New Pop Festival in a pandemic time became one of the first outdoor festivals in Poland available on the Internet, but realized in the natural festival scenery, live, in the courtyard of the Branicki Palace. The event gathered a record 338,000 audience.

In addition, in order to support the artists in the difficult time of the pandemic, the organizers made recordings of the concerts available on newpop.pl for a month after the event. The materials were available in the HD version, paid from PLN 20. 50% the amount from each ticket has been donated to the creators.