

TV sponsorship: 'Good morning TVN' and 'First love' with the largest revenue, Cinkciarz.pl is the leader among advertisers

'Good morning TVN' is the TV show which has earned the most thanks to sponsorship. Cinkciarz.pl is the company which has invested the most in this form of advertising.

The report prepared by Nielsen Audience Measurement for WirtualneMedia.pl shows that from September 1st to October 15th the largest income from sponsorship was registered by the morning TV show 'Good morning TVN'. The TV channel earned on broadcasting sponsored content almost 9.5 million PLN (2.45 mln USD) - price list data, no discounts included.

The sponsorship revenue of the soap opera 'First love', a Polsat production, was not much lower – the show earned 9.1 mln PLN (2.34 mln USD).

Among the top earning shows with this form of advertising were also: the weather forecast after Polsat's news bulletin (6.7 mln PLN – 1.7 mln USD), Polsat's sitcom 'Kiepscy's World' (6.7 mln PLN– 1.7 mln USD) and the weather forecast on TVP 1 (also 6.7 mln PLN– 1.7 mln USD).

TV shows with the largest income from sponsorship (Nielsen Audience Measurement, price list data)	
WIRTUALNEMEDIA.PL	Sep 1st – Oct 15th,2015
Good Morning TVN (PL "Dzien dobry TVN") / TVN	9 487 335 PLN / 2 448 471 USD
First love (PL "Pierwsza milosc") / Polsat	9 072 910 PLN / 2 341 517 USD
Weather forecast / Polsat	6 716 380 PLN / 1 733 349 USD
Kiepscy's World (PL "Swiat wedlug Kiepskich) / Polsat	6 697 240 PLN / 1 728 409 USD
Weather forecast / TVP 1	6 673 315 PLN / 1 722 234 USD

Among advertisers, the most money on sponsorship from September 1st to October 15th was spent by Cinkciarz.pl, which got lots of media coverage thanks to its partnership with the basketball team Chicago Bulls. In the event announcing the contract, former Polish Presidents Lech Walesa and Bronislaw Komorowski participated. This company spent almost 21 mln PLN (5.4 mln USD) on TV sponsorship. It's almost the total amount that was spent by the other four top ranking companies combined.

Regina, the producer of paper towels, spent on TV sponsorship 5.6 mln PLN (1.4 mln USD), Bank Zachodni WBK – 5 mln PLN (1.3 mln USD), Plus (mobile phone network operator which belongs to Polkomtel) – 4.9 mln PLN (1.2 mln USD) and Mokate – 4.4 mln PLN (1.1 mln USD).

Brands which spent the largest amounts on sponsorship
(Nielsen Audience Measurement, price list data)

WIRTUALNEMEDIA.PL	Sep 1 – Oct 15,2015
Cinkciarz.pl	20 939 457 PLN / 5 404 009 USD
Regina	5 639 755 PLN / 1 455 495 USD
Bank Zachodni WBK	5 011 221 PLN / 1 293 285 USD
Plus	4 921 659 PLN / 1 269 123 USD
Mokate	4 380 495 PLN / 1 130 509 USD