

The Wirtualna Polska Group is getting stronger

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The Wirtualna Polska Group (GWP) has recently achieved many successes. After changes in ownership which took place in February this year, the Group has reorganised itself, restructured its offer and reviewed its structure. As a result, GWP has seen a revenue increase between ten and twenty percent, and net profit increase of several dozen percent.

Changes in GWP do not stop here. Currently under review are among others: information structures, some of the procedures and tools. WP.tv is also undergoing changes. Before the end of this month a new newsroom for news journalists will be open. GWP is also thinking about extending its activities by acquisition of websites to complement its content areas. GWP is negotiating takeovers, among others in the e-commerce sector, described by its management as one of the four key development directions (besides video, mobile and premium content).

As announced, the merger of the potentials of the o2 Group and the Wirtualna Polska Group created a new leader of the Polish internet. According to a Megapol PBI/Gemius survey for May 2014, in the month surveyed all GWP websites were visited by 14.44 million internet users, with 2 757 million page views. The websites were visited for an average of 6 hours and 52:22 minutes. WP.pl portal itself had 11.52 million users, with 1.93 billion page views and 5 hours and 28:32 minutes per an average user. According to a ranking of websites and non-grouped websites covered by a site-centric audit based on a monthly number of mobile page views, GWP was the first among all groups of internet websites in Poland.