



PRESS RELEASE

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Ad Cake 2021: soaring domestic television advertising market revenues

Television advertising revenues increased by 17.1% to HUF 75 billion in 2021, according to an analysis by the Association of Hungarian Electronic Broadcasters (MEME) and the consulting firm EY.

Based on an evaluation of data gathered from television companies and sales houses, commercial spending on classic television spots amounted to HUF 58.6 billion, while non-spot advertising including product placement and programme sponsorship generated HUF 4.8 billion, accounting for 87 percent of the advertising cake in total. The advertising spending of the public sectors, including TCR (social advertising) reached nearly HUF 10 billion, covering 13 percent of the total market size.

According to the 17th edition of the survey conducted by MEME and EY, the commercial market has corrected the 2020 downturn, resulting in an 18.3 percent increase in spot revenues and a 14.7 percent increase in non-spot advertisement in the sector in 2021 compared to the previous year. Public sector advertising, meanwhile, grew by 9.5 percent.

The total amount of advertising slots offered in exchange of services or products exceeded HUF 1.79 billion in 2021, but even excluding such barter transactions, the advertising market grew spectacularly by 16.8 percent to HUF 73.2 billion.

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About television advertisement market analysis of EY and MEME

In order to determine the size of the market, the actual data was provided directly by members of MEME, television companies and sales houses. Data was collected and aggregated by EY. 79 television channels were included in the analysis, which, according to Nielsen, covers 99 percent of the market. Aggregate data does not include estimates and other sources of revenue (e.g., premium SMS or event revenue). From 2016, based on the decision of MEME, members also report revenues from public and commercial sources separately. As in previous years, advertising revenues reported in connection with the state TCR

were taken into account in compiling the 2021 study. The survey also aggregated revenues from television channels' commodity barter transactions.

About the Association of Hungarian Electronic Broadcasters (MEME)

The Association of Hungarian Electronic Broadcasters (MEME) is a professional interest group, which aims to enhance the media service culture of audiovisual media, to increase the moral weight of audiovisual commercial activity and its members, to promote their professional work and to maintain and improve the professional environment. MEME has been carrying out a survey of the television advertising market since 2005, providing real - not estimated - data on the size of the television advertising market, stressing the importance of market transparency. More information: www.memeinfo.hu

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