



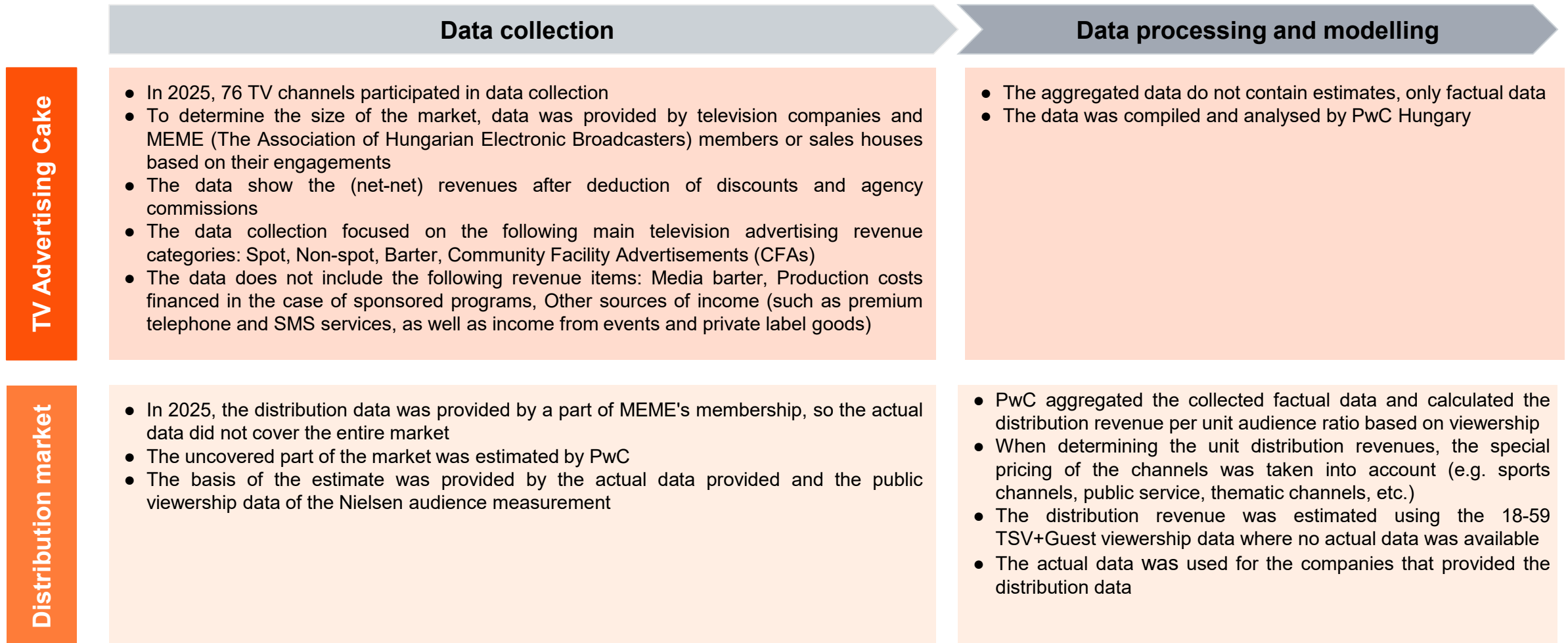
Television Media Cake 2025

Results of the 2025 television advertising market survey

Report prepared by: **PwC**
March 04, 2026

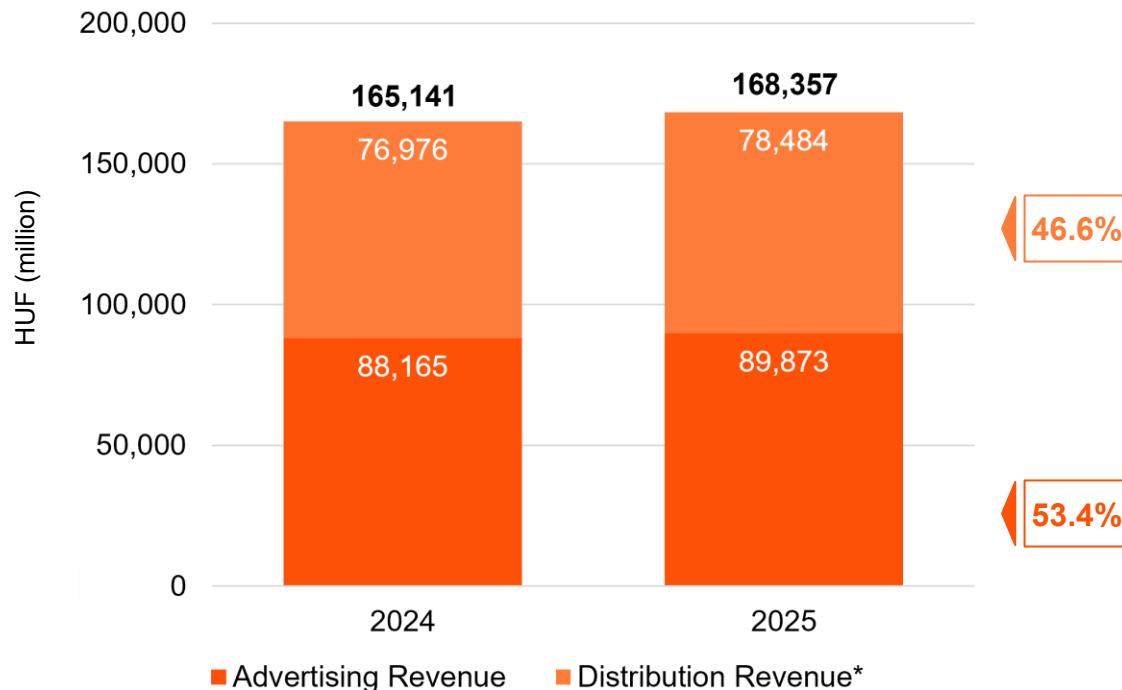


The size of the Hungarian television advertising market was determined using actual data, while the revenues for the distribution market are based on estimates



The combined estimated size of the Hungarian television advertising and distribution market reached HUF 168.36 billion, the sector achieved an increase of 1.95% year-on-year growth

Advertising and Distribution Revenues in Hungary



The total estimated market size increased by 1,95% compared to the last year

- From 2024 to 2025, the total estimated market size grew from HUF 165.14 billion to HUF 168.36 billion
- This value is the result of actual advertising revenue and the estimated value of distribution revenue

The estimated value of distribution revenues reached nearly HUF 78.5 billion

- Estimated distribution revenues accounted for approximately 46.6% of the total market
- In 2025, estimated distribution revenues amounted to HUF 78.48 billion, representing a 2.0% increase compared to the estimated value of the previous year.

Advertising revenues increased approximately by HUF 2 billion

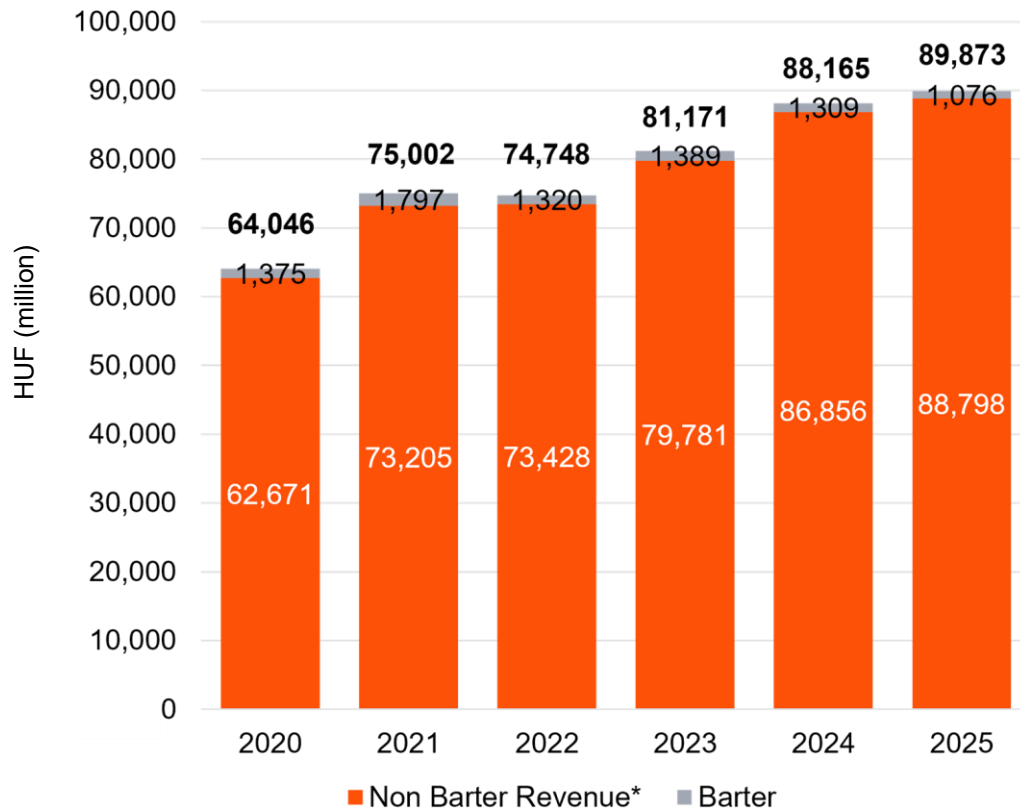
- The size of the television advertising market increased from HUF 88.2 billion in 2024 to HUF 89.9 billion in 2025 based on the reported data
- This corresponds to a 1.9% growth compared to the estimated value of the previous year



*Distribution revenues are estimates! Detailed methodology can be found on the second slide!

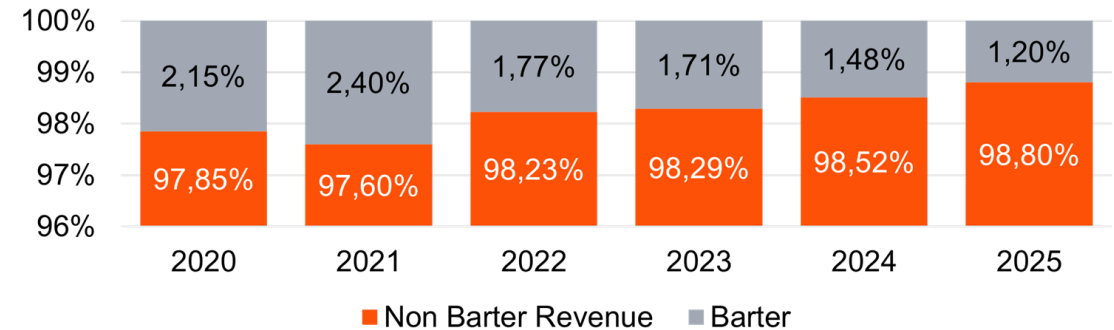
The total size of the television advertising market amounted to HUF 89.9 billion in 2025, of which the barter category accounted for only 1.2%

Distribution of Television Advertising Revenues and Barter Transactions



*Non-barter revenues include commercial spot and non-spot advertising revenues, and revenues realized from public sector advertising spending, excluding barter transactions

Distribution of Television Advertising Market Revenue and Barter between 2020 and 2025

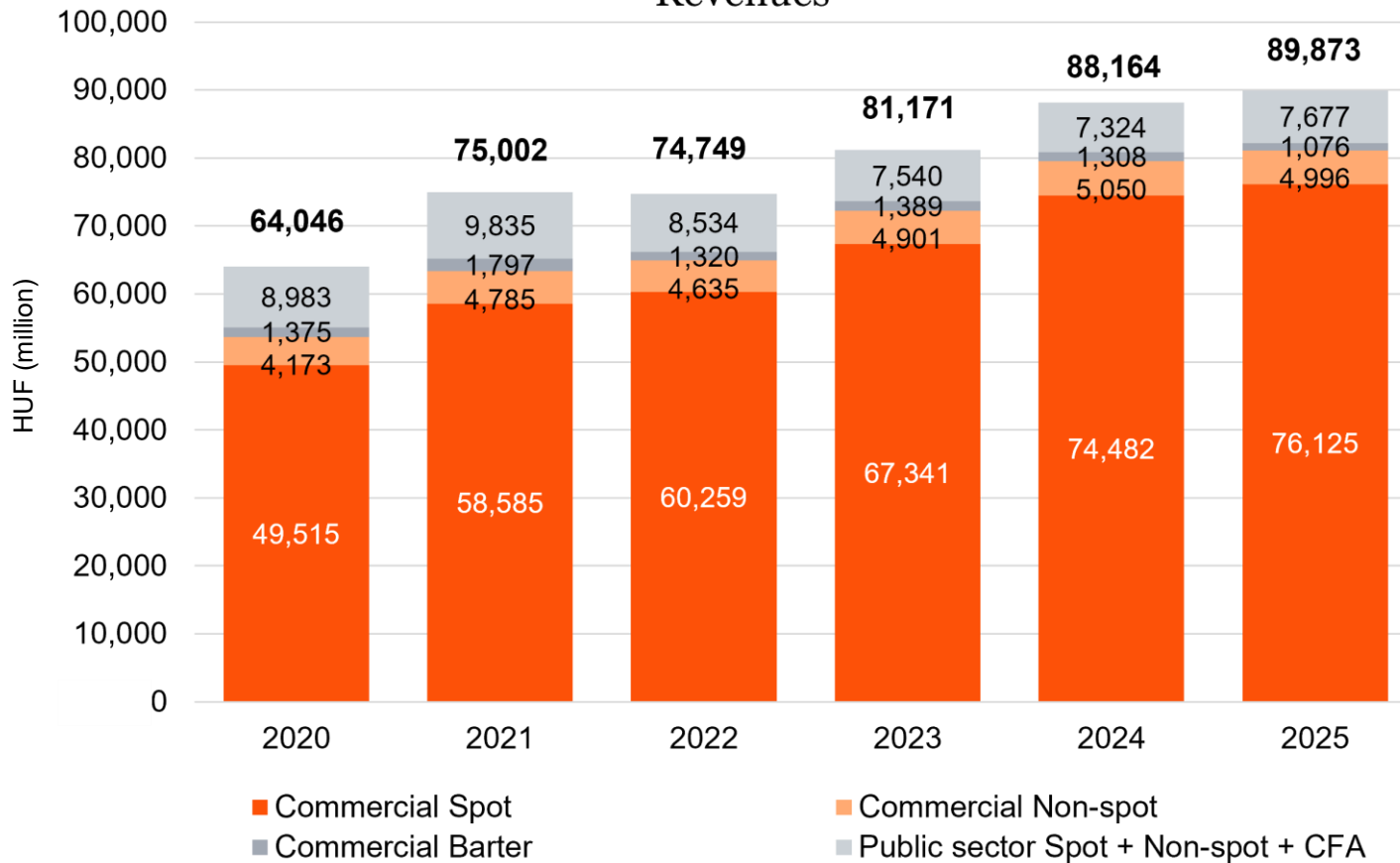


The television advertising market continued to grow





- Total television advertising market revenues reached HUF 89.9 billion in 2025, representing a 1.9% increase compared to the previous year
- Since 2020, the average annual growth rate of the overall market has been 7.0%
- In 2025, barter revenues amounted to HUF 1.076 billion, while advertising revenues reached HUF 88.798 billion
- As a result, barter accounted for an increasingly smaller share of total revenues, representing only 1.2% of total television advertising revenues in 2025
- A continuous decline in the share of barter revenues has been observed since 2021

In 2025, growth was once again driven by commercial categories, with revenues realized from spot-type advertising increasing by HUF 1.6 billion

Changes in Television Advertising Market Category Revenues

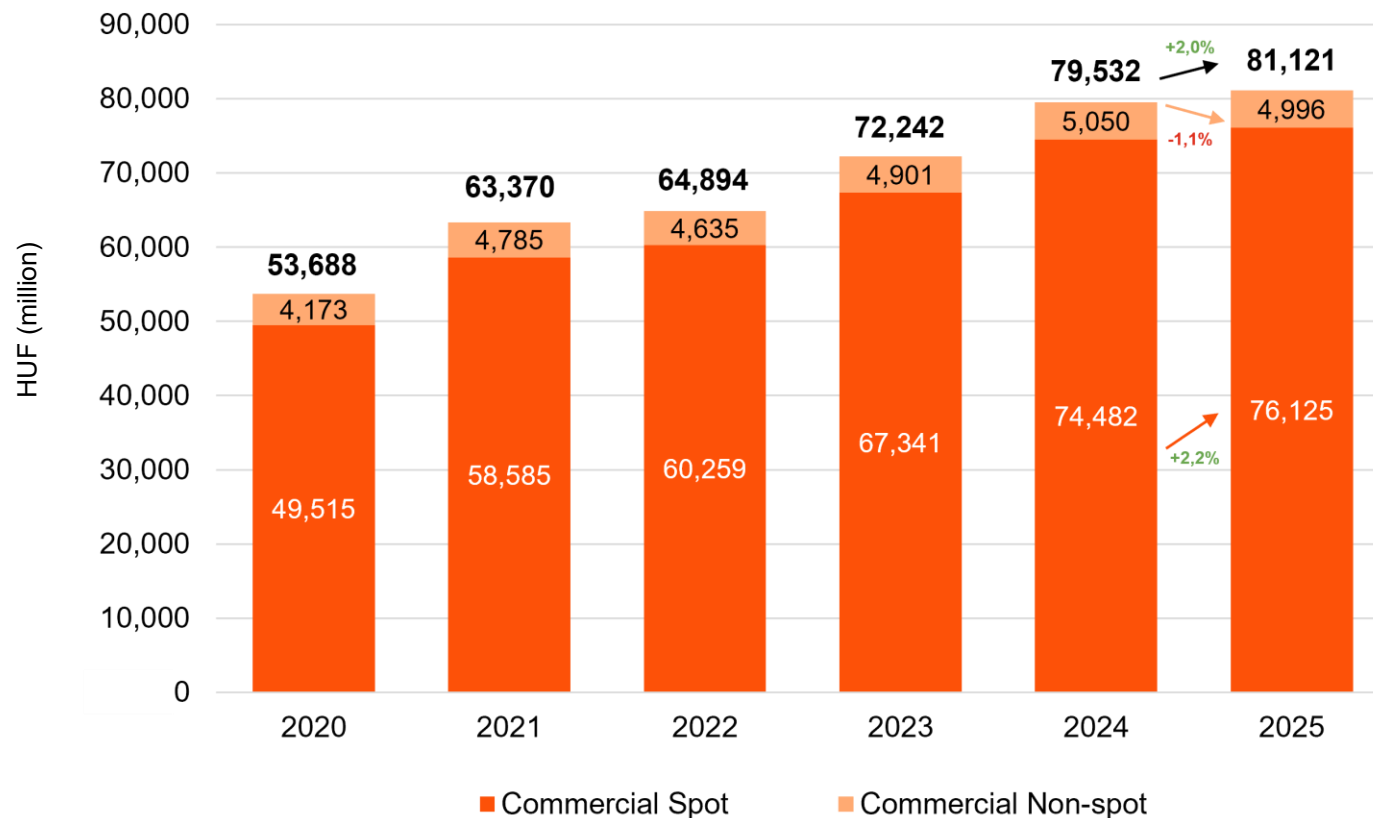


Changes in television advertising market category revenues from 2024 to 2025

	Commercial Spot category (excluding barter): HUF 76,125 million + 2.2% ↗
	Commercial Non-spot category (excluding barter): HUF 4,996 million - 1.1% ↘
	Commercial Barter: HUF 1,076 million - 17.8% ↘
	Public Sector Spot, Non-spot, TCR: HUF 7,677 million + 4.8% ↗

While commercial spot revenues continued to steadily grow since 2020, non-spot revenues showed a slight decline for the first time in 2025

Composition of Spot and Non-spot Advertising Revenues within Commercial Revenues (Excluding Barter)



Key messages on Commercial Spot and Non-spot advertising



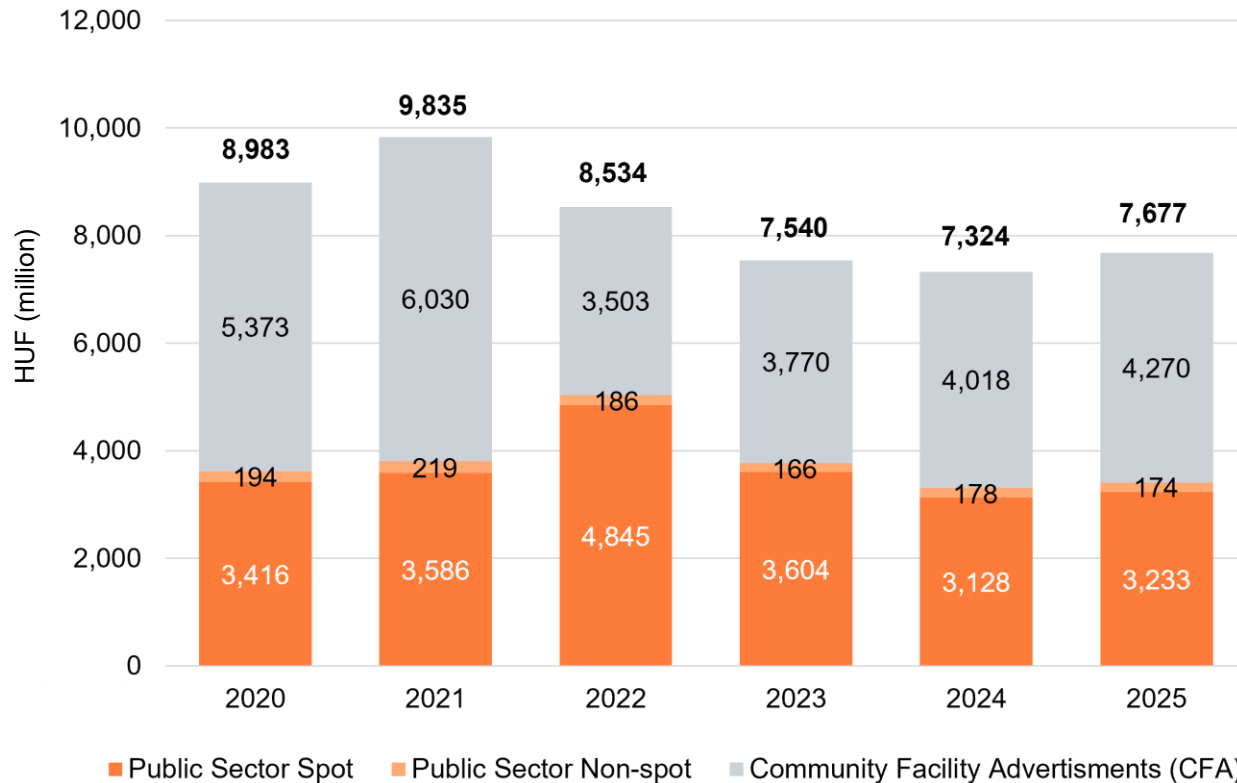
- From 2024 to 2025, **Spot** advertising revenues increased significantly by **2.2%**
- **Non-spot** advertising revenues declined by **1.1%** compared to the previous year



- **Commercial revenues** excluding barter recorded an **overall growth of 2.0%** in the past year.
- Between 2020 and 2025, sector-level commercial revenues grew at an average **annual rate** of approximately **8.6%**

Revenues from public sector spending have increased by a total of HUF 350 million compared to last year, partly driven by a 6.3% growth observed in CFA revenues

Changes in revenue categories from public sector spending



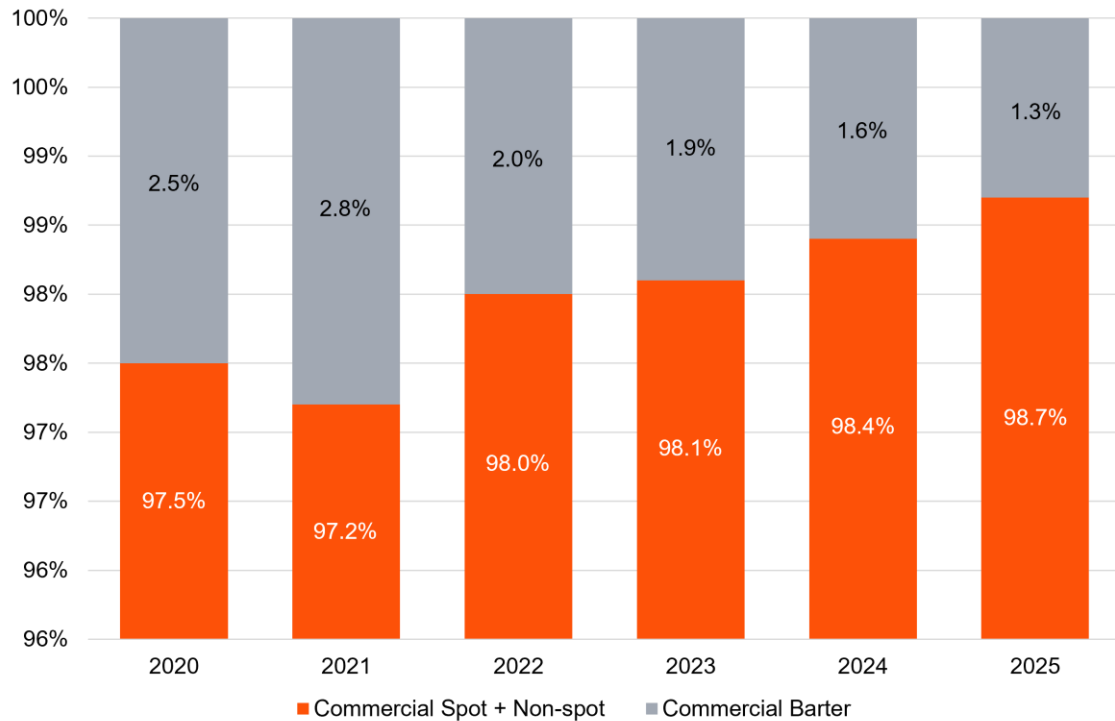
Changes in revenue categories from public sector spending compared to 2024 and 2020

	2025/2024	2025/2020
Public sector spending Spot	3.4%	-5.4%
Public sector spending Non-spot	-2.1%	-10.2%
Community facility advertisements (CFAs)	6.3%	-20.5%
Revenue from total public sector spending	4.8%	-14.5%

- Public Sector Spot advertising revenue increased by 3.4% in 2025
- In 2025, the only category showing a year-on-year decline in revenue was Public Sector Non-spot advertising, with a moderate decrease of 2.1%
- A stable 36.5% growth was recorded in revenues from Community Facility Advertisements in 2025
- Total revenues generated from state spending increased by 4.8% compared to the previous year. However, compared to the 2020 baseline, a decline of 14.5% was observed

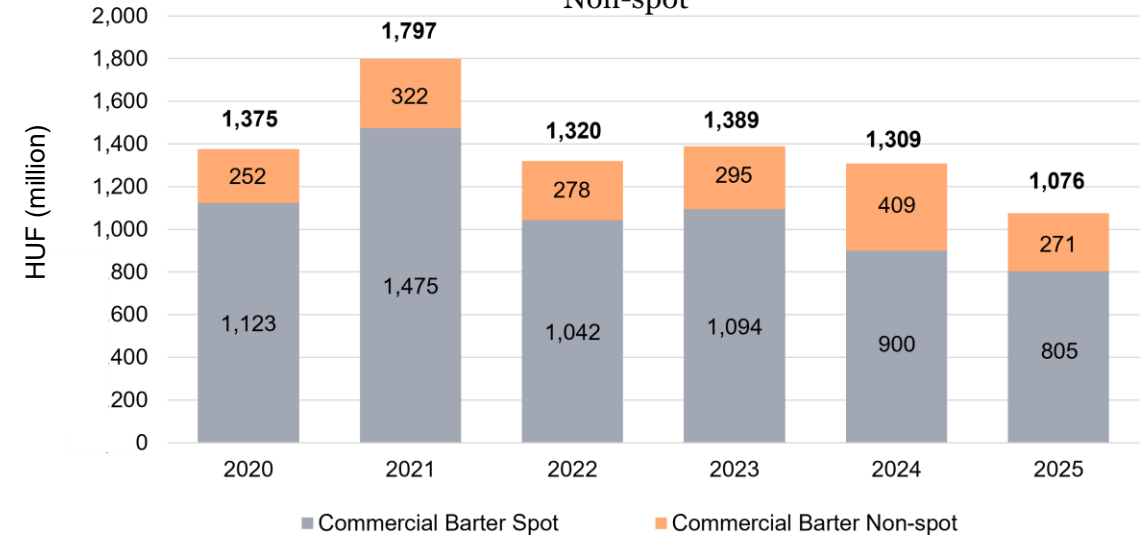
The share of barter transactions within the commercial television revenues has been declining year by year

Breakdown of Commercial Revenues: Commercial Spot & Non-spot Advertising, Commercial Barter



- In 2020, commercial barter accounted for 2.5% of total sector-level commercial revenues, while by 2025 this share had decreased to 1.3%

Share of Commercial Barter Spot and Commercial Barter Non-spot



- Revenue from commercial barter decreased by 17.8% from 2024 to 2025
- Declines were observed in both the Commercial Barter Spot and Commercial Barter Non-spot categories: while the Barter Spot category, revenues decreased from HUF 900 million to HUF 805 million, the Barter Non-spot category, revenues fell from HUF 409 million to HUF 271 million
- Since 2020, the Commercial Barter category has declined by 22%

Summary

- Similar to previous years, the Television Media Cake 2025 survey aimed to assess advertising market revenues and distribution revenues of the Hungarian television sector:
 - As in previous years, the television advertising market revenue data were still provided exclusively by the membership of MEME
 - Regarding the distribution data, PwC prepared an estimate based on information received from MEME members and public Nielsen audience measurement data
- In 2025, the size of the total television advertising and distribution market reached HUF 168.36 billion, of which HUF 89.9 billion was generated by television advertising revenues
- Commercial Spot revenues continue to drive overall sector growth: in 2025, industry players generated HUF 76.1 billion in revenues, representing a 2.2% increase compared to the previous year
- In contrast to the previous year, Non-spot revenues declined slightly in 2025, decreasing from HUF 5.05 billion to HUF 5.00 billion
- Revenues generated from public sector spending increased in 2025, rising by 4.8% compared to 2024
- The share of revenues from commercial barter transactions continues to decline in 2025: such revenues accounted only for 1.3% of the total commercial television advertising market revenues



Thank you!

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The survey covered advertising revenue data of operators of the following television channels

- RTL
- RTL KETTŐ
- Cool
- Film+
- RTL Gold
- Muzsika
- Sorozat+
- RTL HÁROM
- Paramount Channel
- Comedy Central
- Comedy Central Family
- Nickelodeon
- Nick Jr.
- Nicktoons
- MTV
- HISTORY
- AMC
- Film Café
- Film Mania
- Minimax
- JimJam
- Spektrum
- Spektrum Home
- TV Paprika
- Sport1
- Sport2
- Viasat3
- Viasat6
- AXN
- Viasat2
- Viasat Film
- Cartoon Network
- Boomerang
- Disney Channel
- Nat Geo Wild
- National Geographic
- Music Channel
- Duna TV
- Duna World
- M1
- M2/Petőfi
- M4 Sport
- M4 Sport+
- M5
- TV2
- FEM3
- IZAURA
- JOCKY TV
- MOZI+
- MOZIVERZUM
- PRIME
- SPILER1 TV
- SPILER2 TV
- Super TV2
- TV2 COMEDY
- TV2 KIDS
- TV2 SÉF
- ZENEBUTIK
- Arena4
- Film4
- Galaxy4
- Match4
- Max4
- Story4
- TV4
- Viasat Explore
- Viasat History
- Discovery Channel
- ID
- TLC
- Travel Channel
- Eurosport 1
- ATV
- ATV Spirit
- Life TV
- Ozone TV

