

Sajtóközlemény

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Television advertising revenue over 60 billion HUF

Television advertising revenue exceeded HUF 60 billion last year, according to analysis by the Hungarian Association of Electronic Broadcasters (MEME) and the consulting company EY. Spot advertising still determines the market, on which private sector players are taking an increasing share compared to state advertisers.

The 14th consecutive MEME and EY report shows that advertising revenue increased in 2018 compared to the previous year. The expansion rate reached HUF 510 million, which represents 1% growth. The value of the advertising market overall was HUF 60.7 billion, which includes spot (classic television commercials) and non-spot ads (such as product placement or program sponsorship).

“Over the past three years, in addition to slowing growth, television advertising revenue has grown by more than 17%. While advertising revenue in the private sector has increased, in the public sector it seems to have dropped”, said Krisztián Kovács, President of MEME.

Orders from the public sector accounted for 11%, or HUF 6.9 billion, of television advertising revenue, a 7% decrease compared to 2017. Meanwhile, advertising revenues from the private sector grew by 2%, approaching HUF 53.8 billion.

“The sector was still dominated by revenues from classic spots last year. These expenditures accounted for 94% of channel advertising revenues, or nearly HUF 57 billion. Non-spot revenues rose 9% to HUF 3.7 billion, while advertisers are placing increasing emphasis on it in their marketing strategy as well” added Judit Bindics, Head of Risk Management Services at EY.

About the Survey

This year's survey was based on an examination of advertising revenues on 69 channels broadcasting in Hungarian. According to Nielsen data, the television channels involved in data provision cover 99% of the market. To determine the size of the market, the actual data were provided directly by MEME members, television companies, and sales houses based on their mandates. In all cases, the amounts were calculated based on preferential values considering the deduction of agency commissions. In addition, the data does not include other sources of revenue (like premium rate SMS or event revenues). Since 2016, based on the decision of MEME, members have also indicated state and non-state revenue separately.

About the Hungarian Association of Electronic Broadcasters

The Hungarian Association of Electronic Broadcasters (MEME) is a professional interest representation that aims to increase the media service culture of audiovisual media, to increase the audiovisual commercial activity and the moral weight of its members, to promote their professional work and to maintain and improve the professional environment.

MEME has been conducting a TV advertising market survey since 2005, providing real – not estimated – data on the size of the television advertising market, emphasizing the importance of market transparency. Krisztián Kovács has been the chairman of the association since April 2012.

More information: <https://www.memeinfo.hu/en>

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