

Media and Total Communication Spending

Hungary 2020

14 April 2021



Summary 2020

Covid19 crisis, which broke out last March, has had a highly negative effect on the entire Hungarian communications industry.

1

In 2020, the respective sizes of both the media and other communication spending decreased

- All segments but one suffered significant losses (between -2.9% and -80%), both in the case of the media pie and the players present in the communications pie.
- Only the digital segment albeit at a rate far below the growth of previous years – was able to end the year with a 5.5 percent increase, thanks to the effect of global platforms. At the same time, domestic digital advertising spends, as part of the segment, also showed a downward trend (-0.2%), compared to 2019.

All this seems to indicate that it was not the worst case scenario that came true

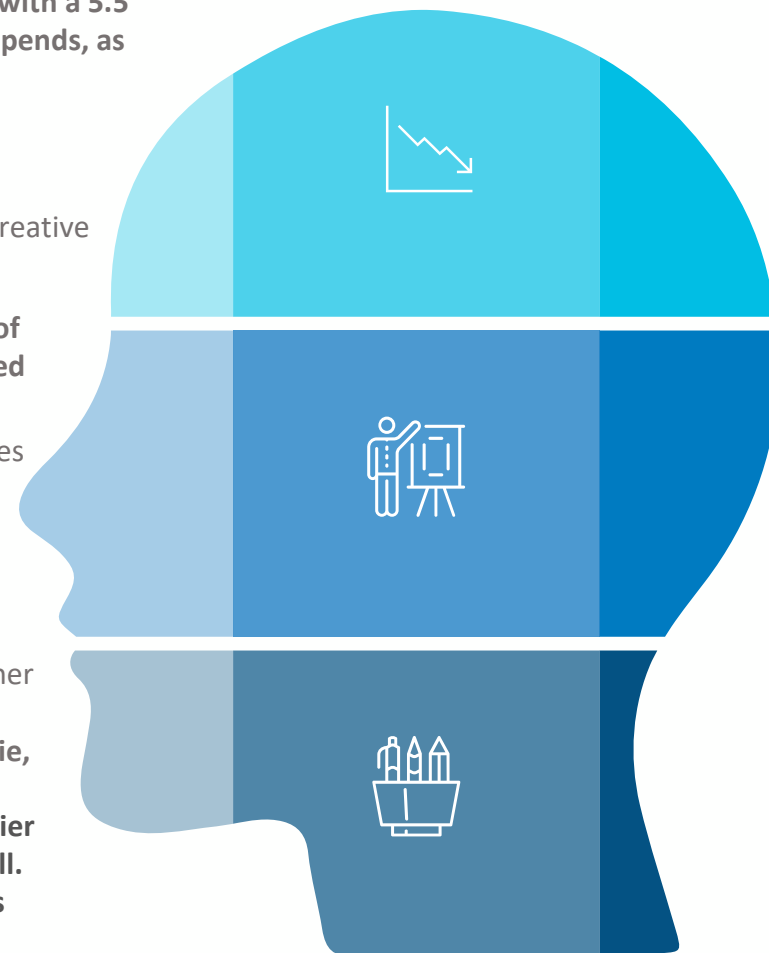
- The communications industry reacted appropriately, with cost-cutting measures, operative changes and creative innovations. However, the practice of ‘belt-tightening’ cannot be maintained in the long run.
- The extent of the shrinkage in the individual media segments was also influenced by the **dynamic increase of governmental organisations’ spending**, but these had diverse effects on the particular segments, and **helped certain market players selectively**.
- The situation and the restrictive measures / decrees affected and are still affecting – albeit to varying degrees – the entire industry. We must not forget to mention **the effects of state aids made available to and measures benefiting certain industry players, which – to varying degrees – helped some segments and players to stay alive**.

2

Data correction 2016-2019

- The “pie” has been undergoing over two decades of continuous development, involving the addition of further segments, as well as the continual adjustment of methodologies, adapting to the ever-changing market environment. The most radical step, based on an industry-wide consensus, was to **replace the advertising pie, used previously, with the media and communications pies**.
- The methodologies applied in certain fields have been adjusted. The corrections involve the figures of earlier advertising pies, published in 2016, 2017 and 2018 and the media and communications pies of 2019 as well. This material is intended to present the corrected figures, as well as the pies adjusted accordingly, and it is along these lines that it shall discuss ratios and the extent of changes.

3



Media and Total Communication Spending

MRSZ and its co-associations intend the market numbers of the communications sector, published annually already for the twenty-first year now, to map and determine each year the size of the market and to provide data that are comparable over the long term and therefore suitable for analyses.

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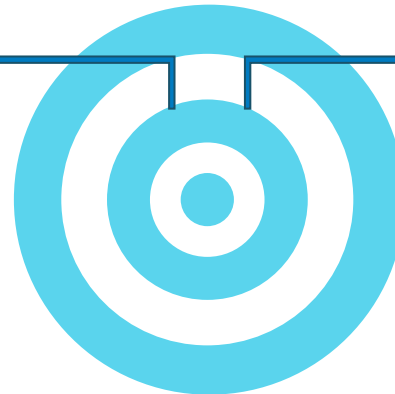
The “pie” has undergone over two decades of continuous development, involving the addition of further segments, as well as the continual adjustment of methodologies, adapting to the ever-changing market environment. **The most radical step, based on an industry-wide consensus, was to replace the advertising spending definition, used previously, to media and total communication spending.**

5

Participants contributing their figures to the report are as follows: IAB Hungary, MEME, MLE, MRSZ-OOH, RAME, HEROE, Cinema City, DIMSZ, Ambient, MAKSZ, MPRSZ, MARESZ, Scores Group, PwC, Ernst & Young, Impetus Research, Kantar Hoffmann, ZRI

Media Spending

The purpose of the media spending is to **provide a better assessment of advertisers’ investments as regards the cost of publishing advertisements in media.**



Total Communication Spending

With the **Total Communications Spending**, the Advertising Association intends to provide comprehensive market data **that reflect the size and changes of the totality of advertisers’ external marketing communications investments.**

6

MEDIA SPENDING 2020



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Segments of Media Spending

Media spending includes the following segments:

- Digital, Television, Press, Outdoor, Radio, and Cinema

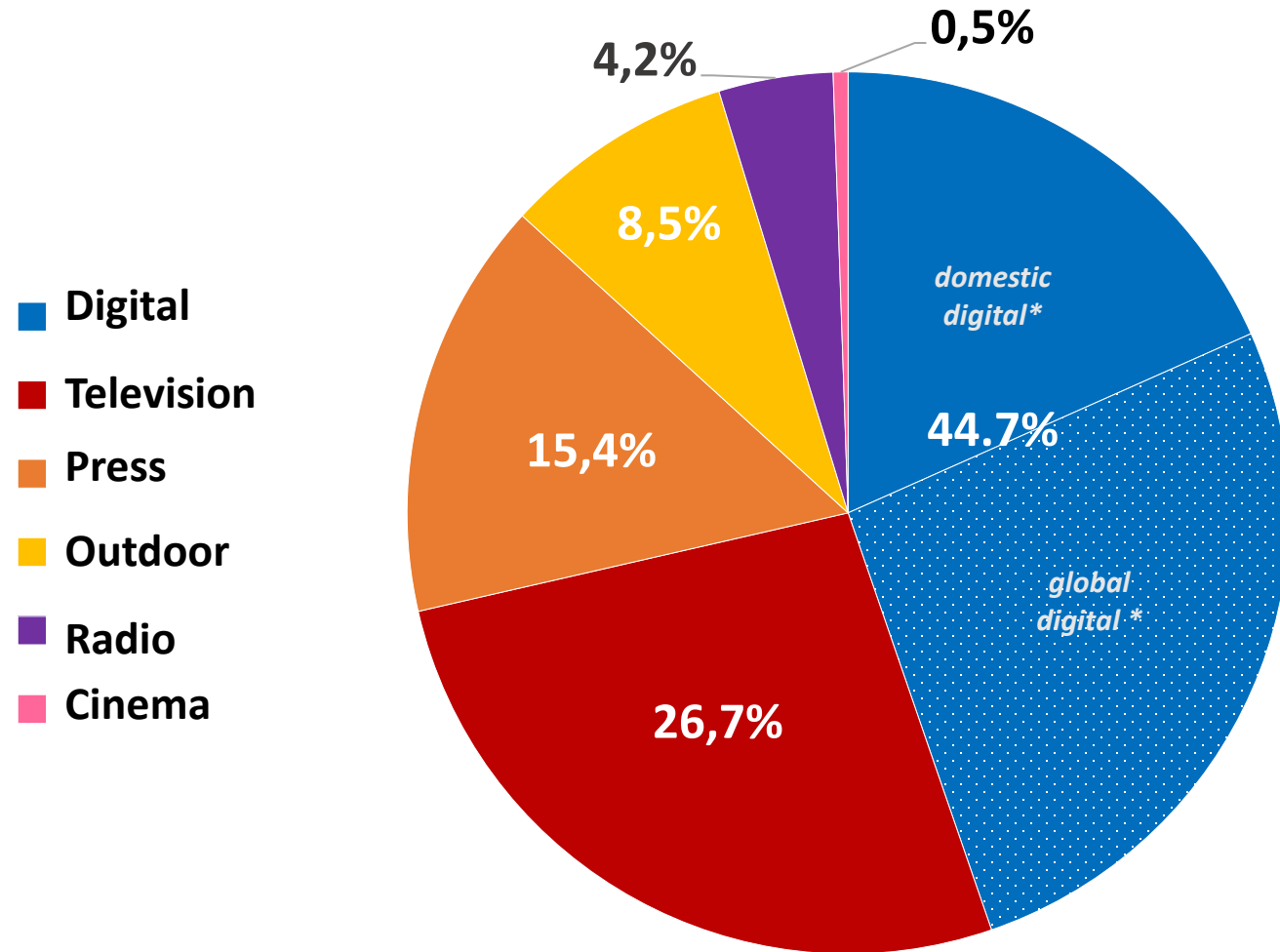
Uniform criteria:

Figures contains homogeneous data and only the costs incurred by media, according to entirely uniform factors.

- Net-net expenditures without overlaps
- Does not include production costs
- Barters may include only non-media barters

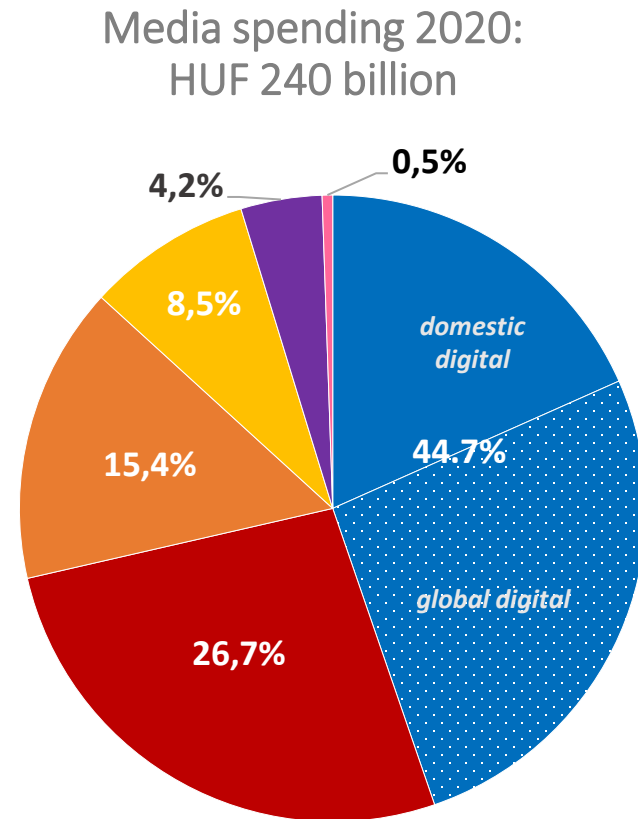
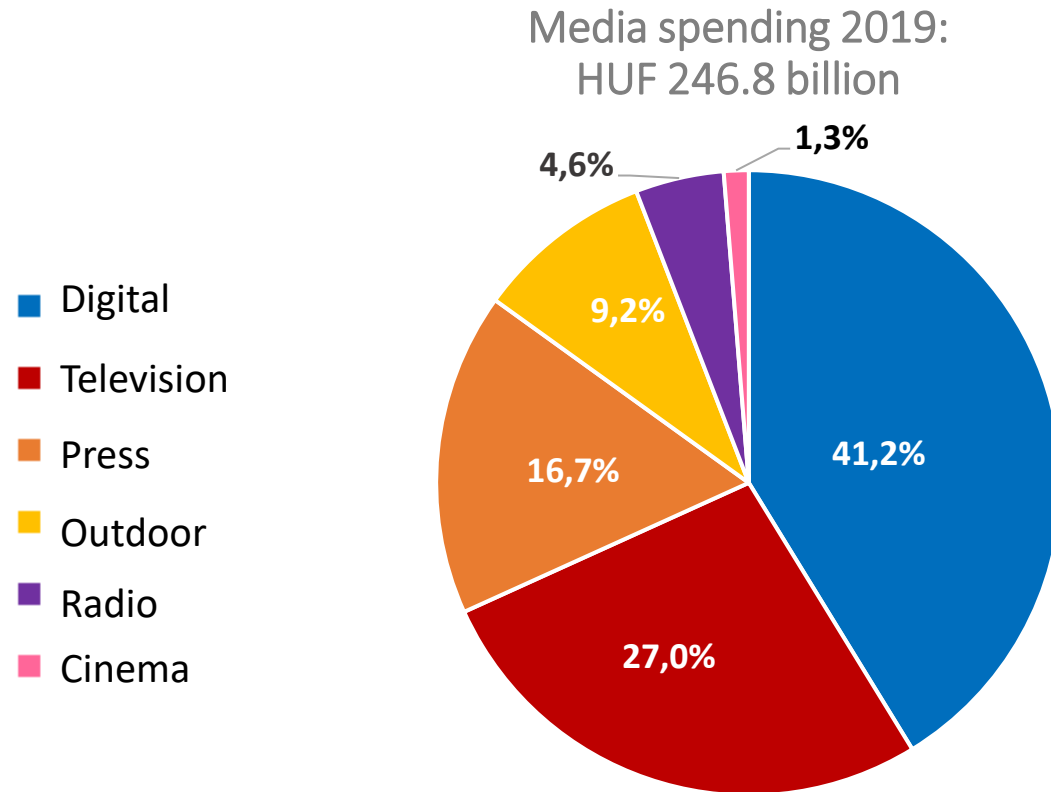


Media Spending 2020: HUF 240 billion



* The proportion of global digital players in the total advertising spend is 26.4 percent.

YoY decrease: 2,8%



(1) In comparison with the 2019 figure (HUF 245.1 billion), published earlier, the difference, arising from the adjustment of television and digital numbers was + HUF 1.7 billion.

(2) Share of global digital players in the total advertising spend is 26.4 percent.

Media Spending in details, 2019-2020 (HUF)

	Media Spending 2019*	Share 2019	YoY 2019/2018 ⁽²⁾	Media Spending 2020**	Ranking	Share 2020	YoY 2020/2019
Digital (2)	101.8 bn	41.2%	+16.3%	107.3 bn	1	44.7%	+5.5%
Television ⁽¹⁾	66.6 bn	27.0%	+9.8%	64.0 bn	2	26.7%	-3.8%
Press	41.2 bn	16.7%	+4.0%	36.9 bn	3	15.4 %	-10.6 %
Outdoor	22.7 bn	9.2 %	+4.7 %	20.4 bn	4	8.5 %	-10.2 %
Radio	11.3 bn	4.6 %	+3.5 %	10.1 bn	5	4.2 %	-11.0 %
Cinema	3.2 bn	1.3 %	+11.0 %	1.3 bn	6	0.5 %	-59.0 %
TOTAL:	246.8 bn		+10.5 %	240.0 bn			-2.8 %

(3) With regard to the 2018 benchmark, those segments of the advertising spending (compiled according to the previous methodology) were taken into account that are also included in the 2019-2020 media spending: Digital, Television, Outdoor, Public Areas, Radio, Cinema. Within this framework, total advertising spending including the corrected TV data amounted to HUF 223.3 billion in 2018.

(1) Media Spending 2020 already includes TV advertising spending figure with the adjusted methodology, and the TV figure has also been corrected.

(2) IAB Hungary has also adjusted its digital figure for 2019. Their correction concerned the listings within the real estate sub-segment.



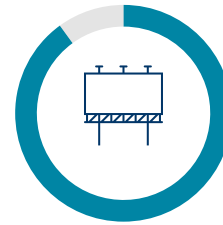
Advertising revenues of almost all media segments declined significantly

Decline varies between -3.8% and 59% in 2020:



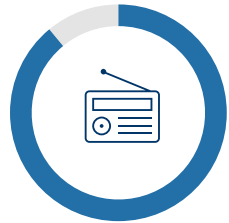
CINEMA

Cinema suffered the greatest loss (-59%), since it was, beyond doubt, one of the market segments most badly affected by the Covid restrictions.



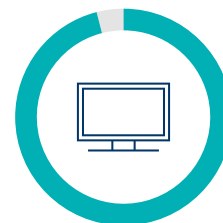
OUTDOOR

Outdoor came second with a market contraction of -10.2 percent.



RADIO

The second biggest drop was experienced in the radio market (-11%).



TELEVISION

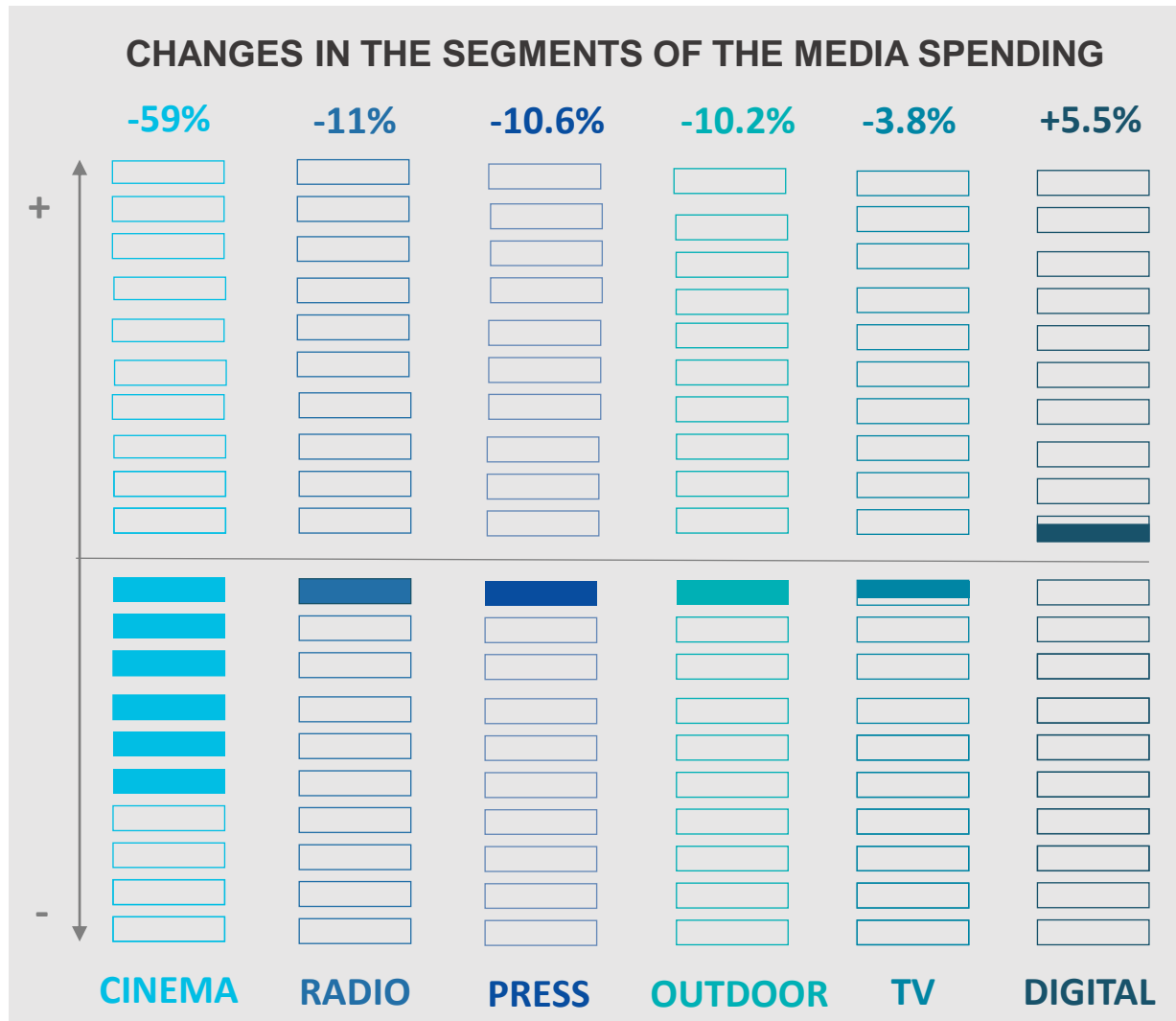
Television also decreased (by -3.8 percent) by HUF 2.1 billion, compared to the 2019 results.



PRESS

The segment that took the third hardest fall was the **press** (-10.6%).

Digital advertising market was the only one to achieve a modest growth



DIGITAL

Digital media – albeit at a rate far below the growth of previous years – **was able to end the year with a 5.5 percent increase.** The segment owes this result primarily to the unchanged popularity of global platforms, since domestic digital advertising spends also showed a downward trend (-0.2%), compared to 2019.

The market shares of the global platform actors continued to increase in the digital sector in 2020, as a result of which 59% of advertising expenditures spent on domestic online advertisements in 2020 went to global players (the figure was 57% in 2019, 55% in 2018, 53% in 2017 and 51% in 2016).



TOP3 media channels by spending

Despite of the adjustments, no changes occurred in their rankings of the segments of the media pie in the past 5 years (segments in 2019 media pie and 2016 / 2017 / 2018 advertising pies).

TOP 3 MEDIA WITH THE LARGEST SLICES IN 2020




























Digital continues to be responsible for the largest slice of the pie (44.7%).



The second largest slice is that of the television sector (26.7%).

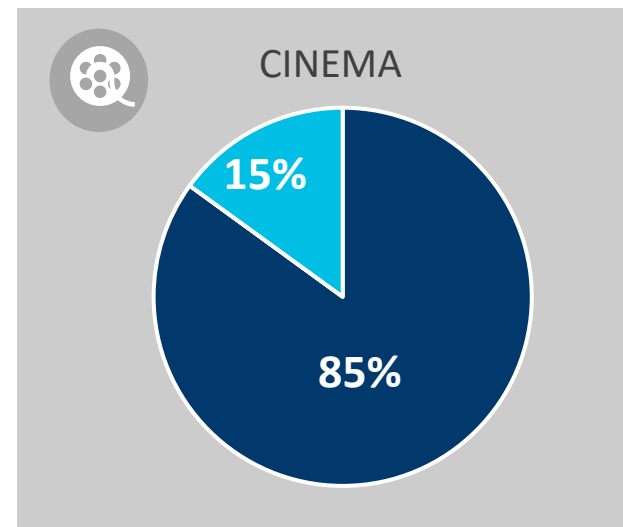
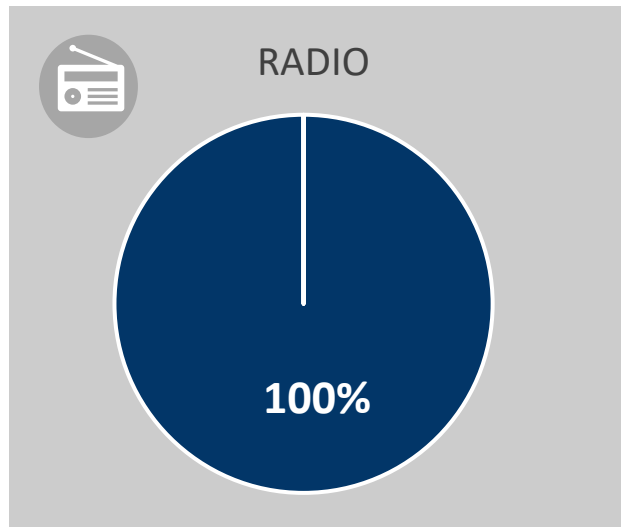
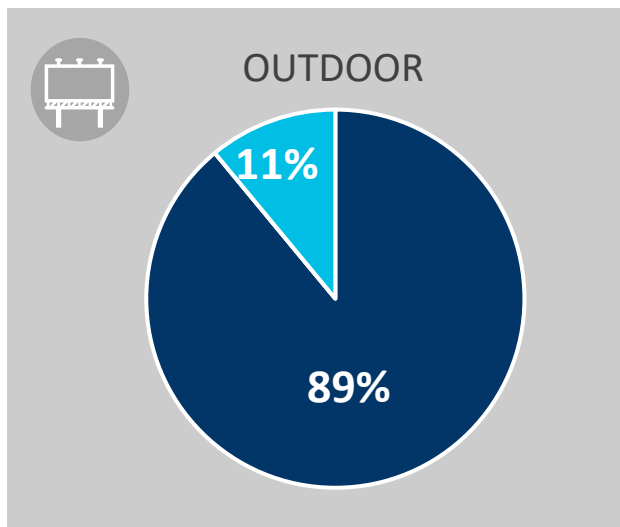
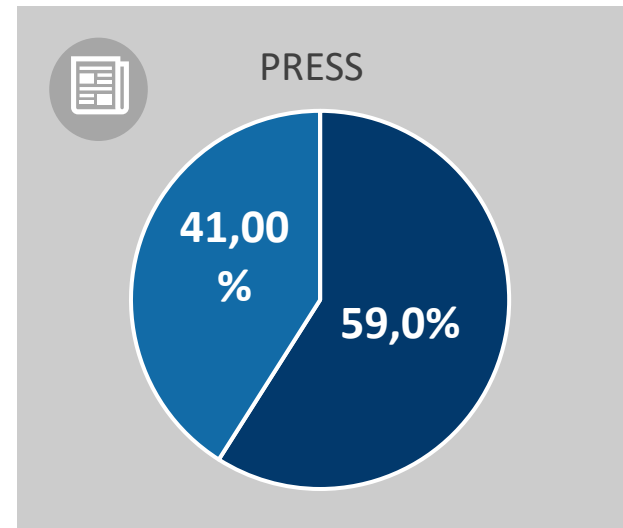
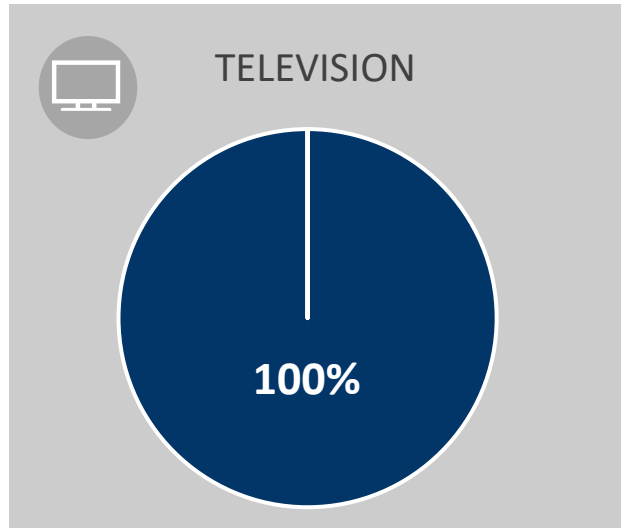
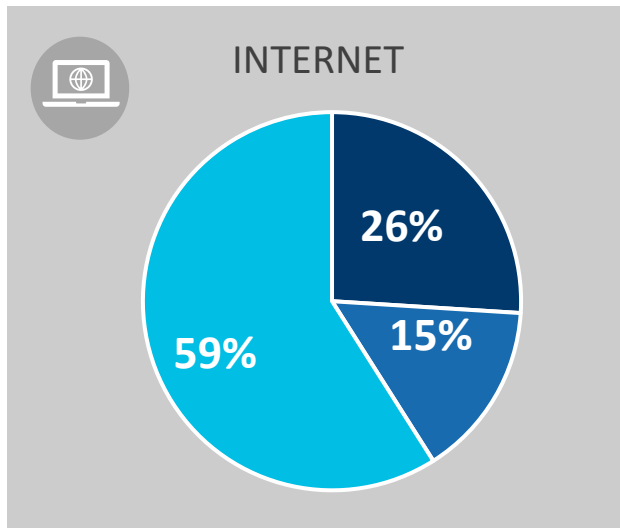


The press comes in at third place (15.4%).

MEDIA SPENDING METHODOLOGY	DIGITAL	TELEVISION	PRESS	OUTDOOR	RADIO	CINEMA
Number of data reporters and media companies providing data	 55 <i>media companies, agencies</i>	 79 <i>television channels</i>	 13 <i>publishers</i> <i>(Number of newspapers involved in reporting: 240)</i>	 17 <i>company</i>	 <i>Aggregated data of the radio stations of MTVA, Sláger, Magyar Katolikus Rádió, Target Média (Jazzy, Klasszik), InfoRádió, TrendFM, Retro Rádió, Rádió 1, Best FM, and HEROE</i>	 <i>Aggregate of the Cinema City and MiMozink cinema chains</i>
What percentage of the numbers is based on exact data?	26 % <i>self-declared data reporting</i>	100 %	59 %	89 % <i>Based on asset numbers and revenue</i>	100 %	85 %
What percentage of the numbers is estimated based on data reporting?	15 %		41 %			
What percentage of the numbers is estimated by experts?	59 %			11 %		15 %
Does it include non-media barter?						
Does it include overlaps with other segments?						



METHODOLOGY BY MEDIA



■ Data reporting

■ Estimate based on data reporting

■ Expert estimation



TOTAL COMMUNICATION SPENDING 2020



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ÉS -SZOLGÁLTATÓK SZÖVETSÉGE



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Segment of Total Communication Spending

Total Communication Spending includes:

- Media Spending;
- Data-driven marketing (direct marketing) and Ambient;
- new segments: Creative and Media Agency services, Event Marketing, Marketing research (client-financed studies) and PR;
- Production costs related with advertising incurred by media owners;
- All figures are net-net without overlaps.



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CINEMA
CITY



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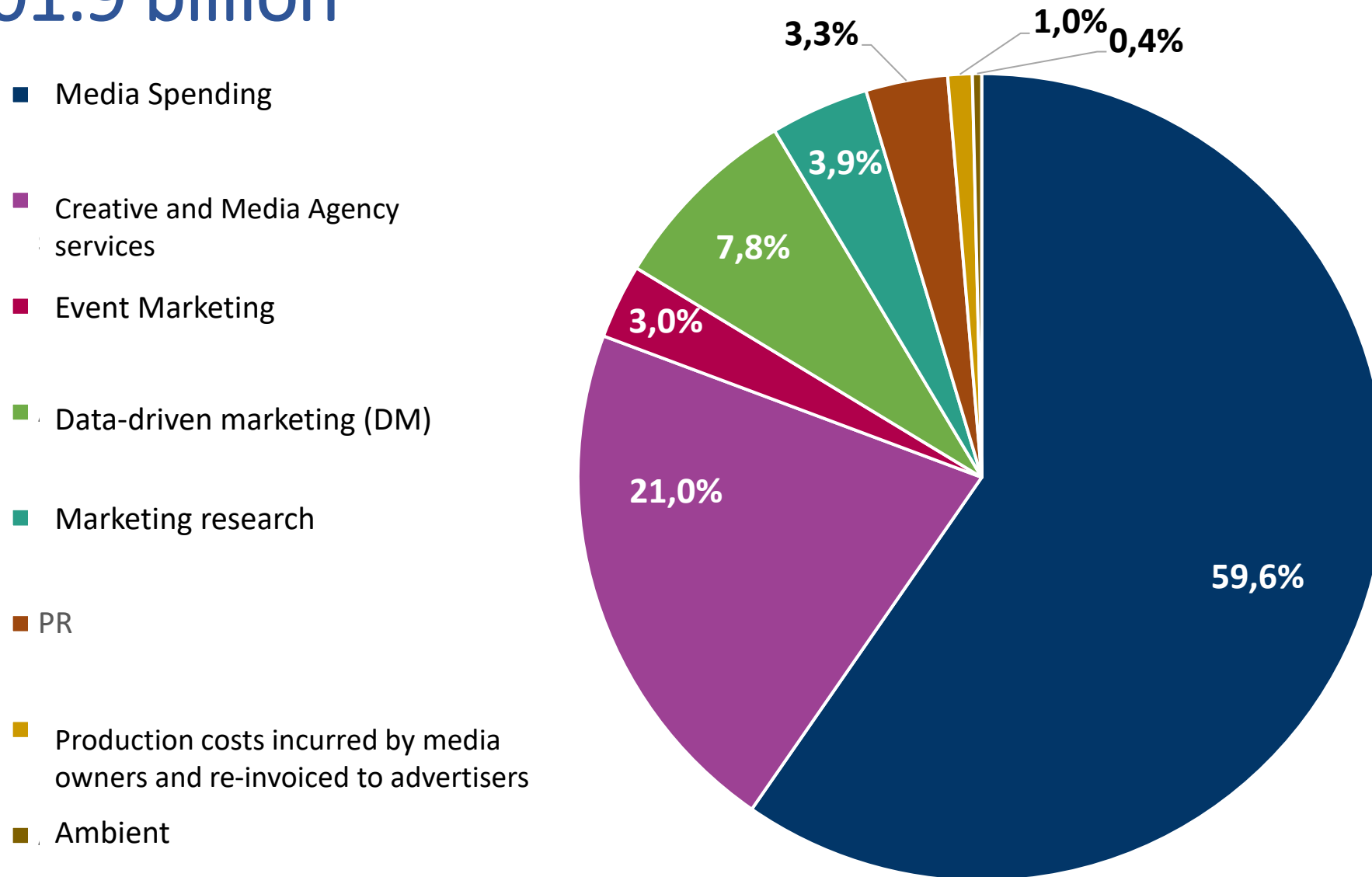
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KANTAR HOFFMANN

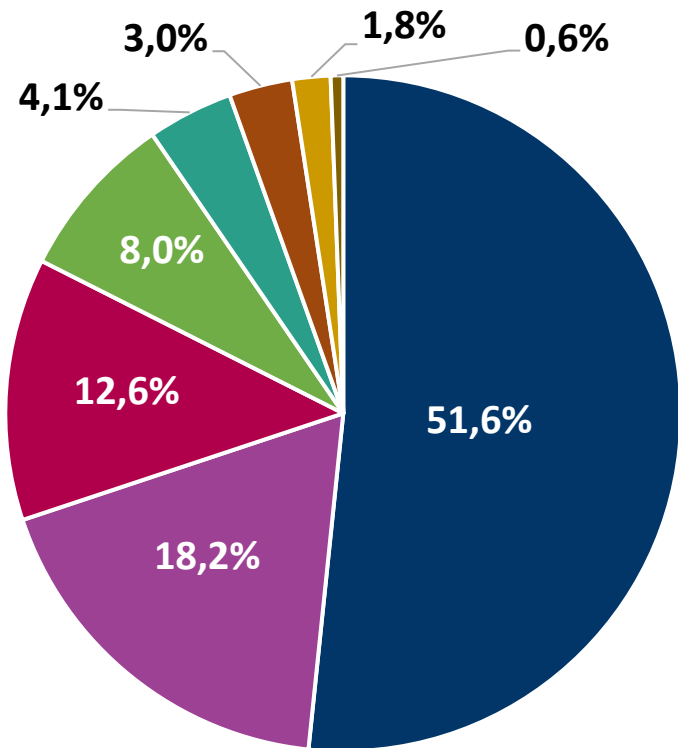


TOTAL COMMUNICATION SPENDING 2020: HUF 401.9 billion

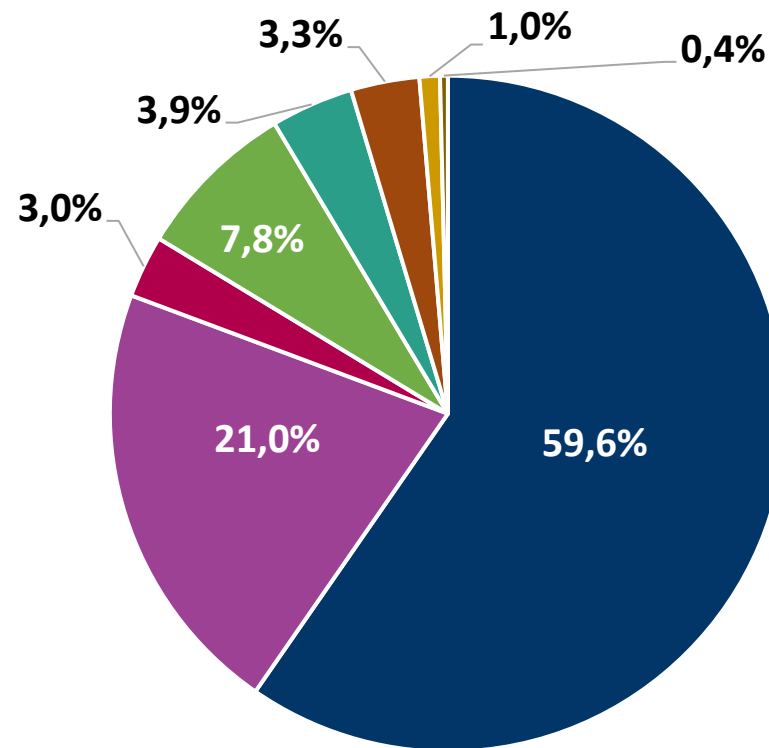


YoY decrease: 15.8%

TOTAL COMMUNICATION SPENDING 2019*:
HUF 477.2 billion



TOTAL COMMUNICATION SPENDING 2020:
HUF 401.9 billion



* Modified 2019 data:
- modification of the media spending,
- adjustment of PR methodology (by MPRSZ)

Result of these two corrections:
+ HUF 9.2 billion
(earlier published HUF 468 billion)

- Media Spending
- Creative and Media Agency services
- Event Marketing
- Data-driven marketing (DM)
- Marketing research
- PR
- Ambient
- Production costs incurred by media owners and re-invoiced to advertisers

Total Communication Spending, 2019-2020 (HUF)



	TOTAL Communication Spending 2019* (billion HUF)	Share 2019	TOTAL Communication Spending 2020 (billion HUF)	Share 2020	YoY
MEDIA Spending	246.8	51.6%	240.0	59.6%	-2.8%
Creative and Media Agency services	87.2	18.2%	84.7	21.0%	-2.9%
Event Marketing	60.0	12.6%	12.0	3.0%	-80.0%
Data-driven marketing (direct marketing)*	38.2	8.0%	31.2	7.8%	-18.3%
Marketing research	19.6	4.1%	15.9	3.9%	-19.0%
PR	14.5	3.0%	13.2	3.3%	-9.00%
Production costs (incurred by media owners, re-invoiced to advertisers)	8.7	1.8 %	3.9	1.0 %	-54.9 %
Ambient	2.9	0.6 %	1.5	0.4 %	-47.9 %
Total:	477.2**		401.9**		-15.8%

* Modified 2019 data:
- modification of the media spending, - adjustment of PR methodology (by MPRSZ)

Result of these two corrections:
+ HUF 9.2 billion (earlier published HUF 468 billion)

** 2019 data includes overlap of HUF 708 million, while 2020 data an overlap of HUF 526 million (email marketing) that are deducted from the Total figures

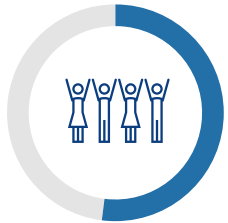


1. All the segments declined*



EVENT Marketing

In the **events market**, lost sales returns amounted to over 80 percent for 2020. “According to MaReSz’s survey, the number of events in 2020 dropped by 80 percent from the preceding year, and this trend will continue in 2021. Organisers were able to hold less than 20 percent of all canceled events online, and online events drive much lower profits than live events.



AMBIENT

The **ambient** sector in 2020 decreased by over HUF 1.3 billion (-47.9%), in comparison with the 2019 figure, to HUF 1.5 billion. The primary cause is the cancelation of functions, cultural events and concerts.



MARKETING RESEARCH

The size of the **marketing research** market in 2020 was HUF 15.9 billion. This is a significant, 19% decrease from 2019.

*Segments are shown in descending order, in accordance with the magnitude of their respective decline.

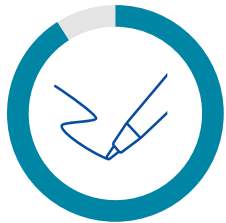


2. All the segments declined*



DATA-DRIVEN MARKETING

The **data-driven marketing** (direct marketing) sector in 2020 was hit by a significant decrease of 18.3 percent, compared to the preceding year.



PUBLIC RELATIONS

The **PR** segment in 2020 decreased by 9 percent in comparison with 2019.



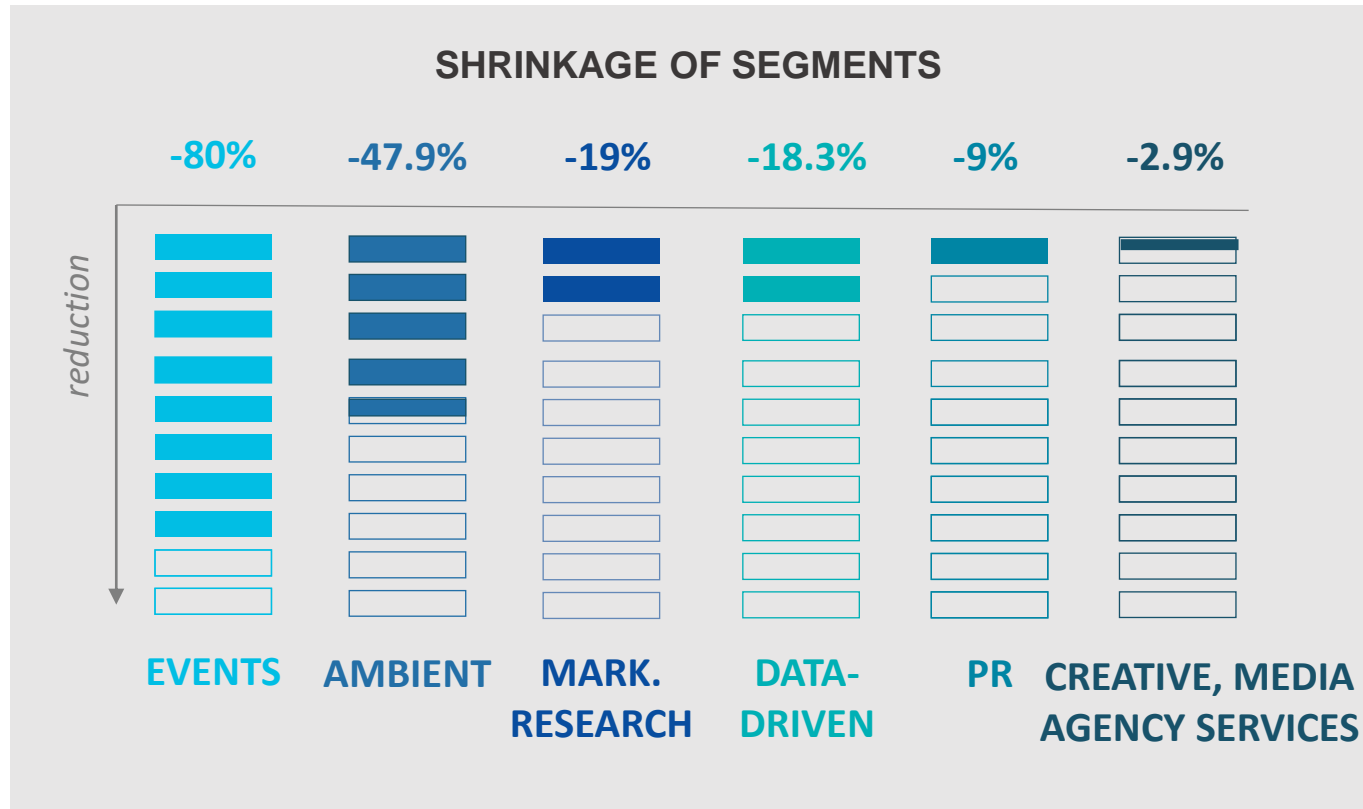
CREATIVE AND MEDIA AGENCY SERVICES

Creative and media agency services dropped 2.9 percent compared to 2019. Although the overall picture is less gloomy, 2020 in fact turned out the way it did because of the increasing amount of the advertising spends of public actors. In case of agencies working for non-governmental actors the decrease was double-digit for the creative side, and market-market players were also worse off on the media agency side than the overall figures suggest.

*Segments are shown in descending order, in accordance with the magnitude of their respective decline.



3. Nearly 30% decline in non-media spending



Advertising industry reacted to the downhill trend started by the Covid crisis in 2020 in an exemplary manner, and implementing creative innovations, in many cases eating its reserves. However, this can be maintained only temporarily in all the fields, and certain segments are already on the verge of collapse.

If we consider segments represented only in the Total Communication Spending (so, without Media Spending) the decrease is **-29.7% YoY!**





Methodology of Creative and Media Agency Services data

The data was prepared on the basis of public financial information and extensive self-declaration data reporting, taking into account the peculiarities of the agency market. To achieve our goal, we processed data from the 2019 annual statements of more than 150 major creative and media agencies, which we adjusted with 2020 business information obtained from over 70 agencies, and provided the final flourish to the data thus gathered with the involvement of industry specialists to make the picture as comprehensive as possible.

- The estimate includes agency fees and the manufacturing costs realised by way of agencies.
- The estimate includes agency fees and the manufacturing costs realised by way of agencies.
- Overlaps with other segments were filtered out (events, PR).



Methodology of Event Marketing data

The MaReSz data shows the numbers of the B2B corporate event market in the media and communications pies, which were compiled on the basis of the data provided by MaReSz's event agency members and the freely available data of the most prominent external market players.

They include:

- Corporate internal and external events (client parties, consumer events, partner events, sales conferences, loyalty events, festival sponsorship presences, and team building and employee training events, brand-sponsored family events).

They do not include:

- the turnover of conference and congress organisers (PCOs), wedding planners, and festival organisers.



Methodology of Data-driven marketing (Direct Marketing) data

The Hungarian Data & Marketing Association (DIMSZ) assesses each year the size of the domestic data-driven marketing sector, and studies the applications and the significance of the data-driven marketing (and conventional direct marketing) tools:

The industry survey called DM Szenzor provided data from several sources for the analysis for 2020. The results are based on the one hand on the actuals supplied by market players, and on data derived from the annual reports on the other hand, which were then supplemented with data from expert estimates in individual segments.

The research involved the examination of the following tools:

addressed mail (production / dispatch / delivery)

- unaddressed mail, leaflets (production / distribution)
- digital solutions (call center, mobile marketing, email marketing, database management)

The analysis involved also the comparison of the turnover data of the subject year with those of previous years, as well as the study of the trends expected by market players for the upcoming year.



Methodology of Marketing Research data

The estimate of the size of the marketing research market of 2020 – departing from the methodology applied in 2019 – was determined using a method based on service providers' data provision. Altogether 44 companies were requested to report their data, with the cooperation of an independent auditor. All of these companies' core business was market research, and they had an established reputation for having significant earnings from research activity.

Out of these, a total of 22 companies submitted their data, which – in terms of sales returns – represented 65 percent of the entire market. For the companies that did not submit their data the estimate was based on their balance sheets of 2019. To estimate their figures, the ratio of the 2020 and 2019 sales returns of the companies that had submitted their data was used.

The sales returns taken into consideration were solely those realized from their market research activity.

It does not include:

- non-marketing research (social researches)
- researches subcontracted out to them by other market research companies
- researches where the client was a foreign entity and the researched market was not Hungary



Methodology of PR data

The amount invoiced to clients for traditional PR services.

For this reason, MPRSZ, in the compilation of the 2020 data, made an adjustment to the methodology, which also caused a change in the PR figure for 2019: from the published PR figure (HUF 7 billion) the Public Relations figure for 2019 has been changed to HUF 14.5 billion.

The adjusted methodology:

- The baseline was made up of the approx. 100 companies appearing on MPRSZ's list of PR-businesses, 66 of which with their official 2019 net turnover figures, and 16 businesses also reported their exact figures from event revenues.
- These businesses were then divided into 3 groups according to net turnover (HUF 10 to 50 / 51 to 250 / 250+ M). These groups of businesses operated with a net turnover/PR revenue ratio of 66%, 79% and 76%, respectively.
- The same ratios were applied to the rest of the companies' figures, coming from their respective business information, and in view of the long tail, the entire PR market was estimated at HUF 14.5 billion for 2019.
- According to the submitted data, the market overall decreased by 9 percent in a 2019-2020 comparison, based on which the PR market of 2020 is estimated at HUF 13.195 billion.



Methodology of Ambient media data

The Ambient Association presents the numbers of the domestic ambient industry.

The data were made up of the reports from the association's members and the accessible and estimated turnover data of major market players.

The data include:

non-stationary (unique vehicles, street promotions) and location-/theme-specific (public education networks, healthcare networks, point-of-purchase networks, shopping centres, petrol station networks, HORECA, sports and fitness centres, nightclubs, post offices, lottery stands, beauty networks) tools.

The data do not include:

the ambient surfaces operating in overlaps with the OOH sector.

ADVERTISING Spending adjusted figures, 2016-2018



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HELYI RÁDIÓS SZOLGÁLTATÓK EGYESÜLETE

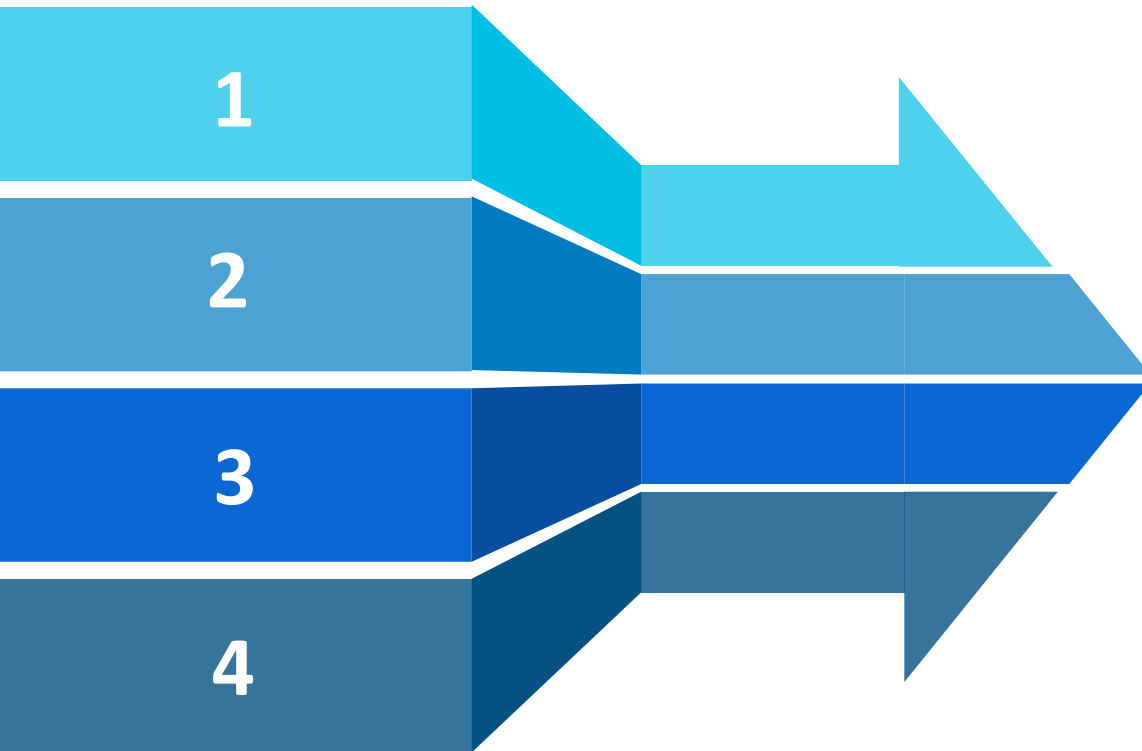
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Ambient Media

Adjustments, TV

MEME (Association of Hungarian Television Broadcasters), **in the spirit of transparency, as well as for data cleansing purposes, backed by the consensus of the television industry, decided to also include in the data used for preparing the pies the advertising revenues reported in relation to the government’s community facility advertising, and correct accordingly the figures of the television segment retrospectively, back to 2016.**



- 1** The data providers reported their advertising from governmental community facility advertising retrospectively to 2016, which has effected a change in the MRSZ Advertising Pie data published in 2016, 2017 and 2018, as well as the TV figures in the 2019 MRSZ Advertising Pie.
- 2** The data of the rest of the segments in 2016-2018 (earlier) advertising pies have remained the same as published earlier.
- 3** Even with the adjustment made to the television figures, the “rankings” of the specific media types indicated earlier (2016, 2017, 2018) have remained the same.
- 4** Nevertheless – due to the adjustment of the TV data – the percentages of the media slices in the pie have changed in the 2016, 2017 and 2018 Advertising Pies.

Adjusted Advertising Spending, 2016-2018

Adjusted
Media Spending, 2016⁽¹⁾:
HUF 216.2 bn

Adjusted
Media Spending 2017⁽²⁾:
HUF 240.9 bn

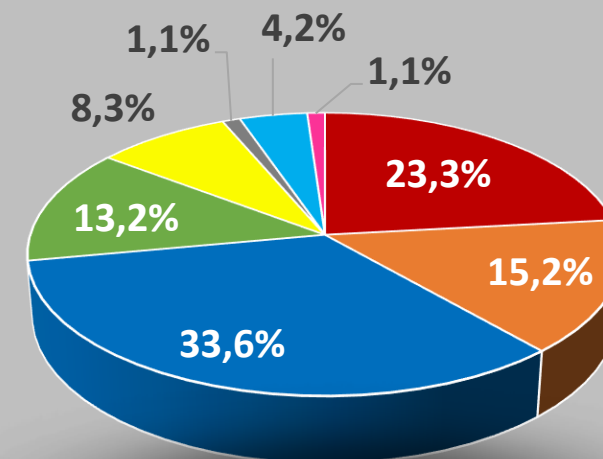
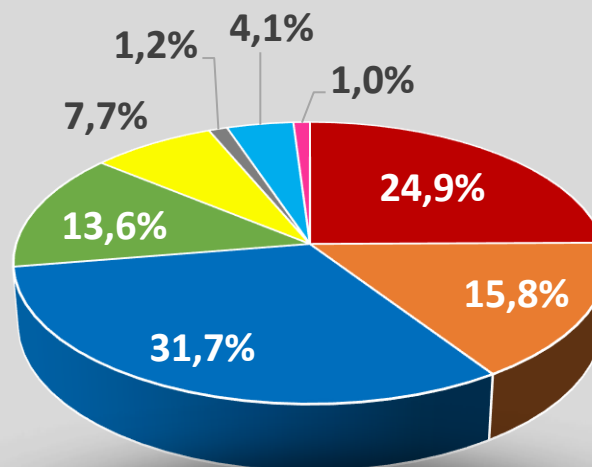
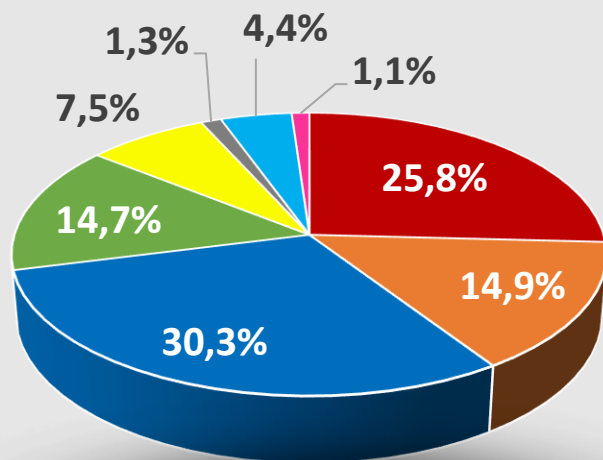
Adjusted
Media Spending 2018⁽³⁾:
HUF 259.6 bn

Change compared to 2015: +33.1%

Change compared to 2016: +11.4%

Change compared to 2017: +7.8%

- Television
- Press
- Internet
- DM
- Outdoor
- Ambient
- Radio
- Cinema



(1) In comparison with the figure published earlier (HUF 216.1 billion), the difference, arising from the adjustment of the television figure is + HUF 100 billion.

(2) In comparison with the figure published earlier (HUF 241.0 billion), the difference, arising from the adjustment of the television figure is - HUF 85 billion.

(3) In comparison with the figure published earlier (HUF 259.6 billion), the difference, arising from the adjustment of the television figure is - HUF 75 billion.

Adjusted Advertising Spending, 2016-2018

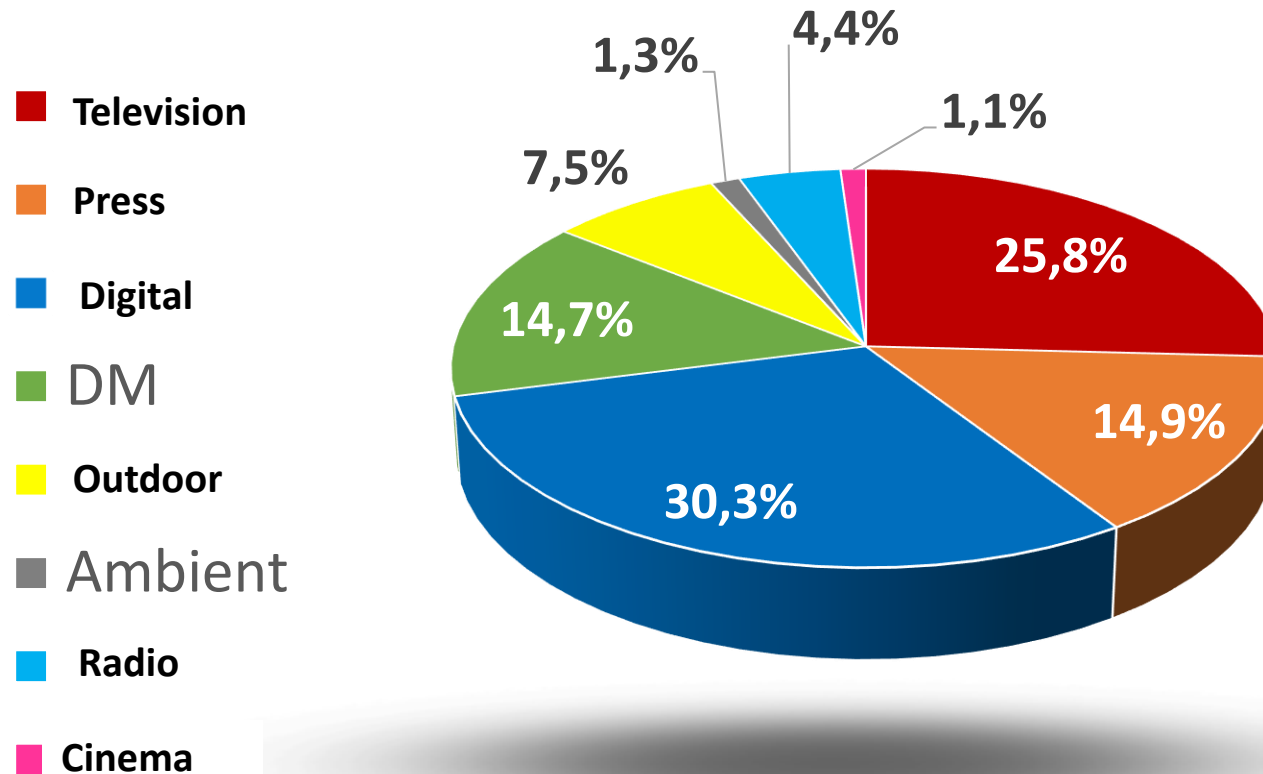
	2016	Share 2016	2017	Share 2017	2018	Share 2018
DIGITAL	66.0 bn	30.3 %	76.8 bn	31.7 %	87.5 bn	33.6 %
TELEVISION ⁽¹⁾	56.1 bn	25.8 %	60.1 bn	24.9 %	60.7 bn	23.3 %
PRESS	32.4 bn	14.9 %	38.3 bn	15.8 %	39.7 bn	15.2 %
DM (data-driven)	31.9 bn	14.7 %	32.8 bn	13.6 %	34.4 bn	13.2 %
OUTDOOR	16.4 bn	7.5 %	18.6 bn	7.7 %	21.7 bn	8.3 %
RADIO	9.6 bn	4.4 %	10.0 bn	4.1 %	10.9 bn	4.2 %
AMBIENT	2.7 bn	1%	2.8 bn	1.2 %	2.9 bn	1.1%
CINEMA	2.4 bn	1.10%	2.5 bn	1.0 %	2.9 bn	1.1%
Adjusted summary^{(1) (2):}	216.2 bn		240.9 bn		259.6 bn	
Earlier summary^{(1) (2):}	216.1 bn		241.0 bn		259.7 bn	
Difference:	+100 million		-85 million		-75 million	

(1) The historical data presented here already include the TV aggregations based on the new methodology, thereby modifying earlier results. No change has occurred in the rest of the segments.

(2) Excluding email duplications

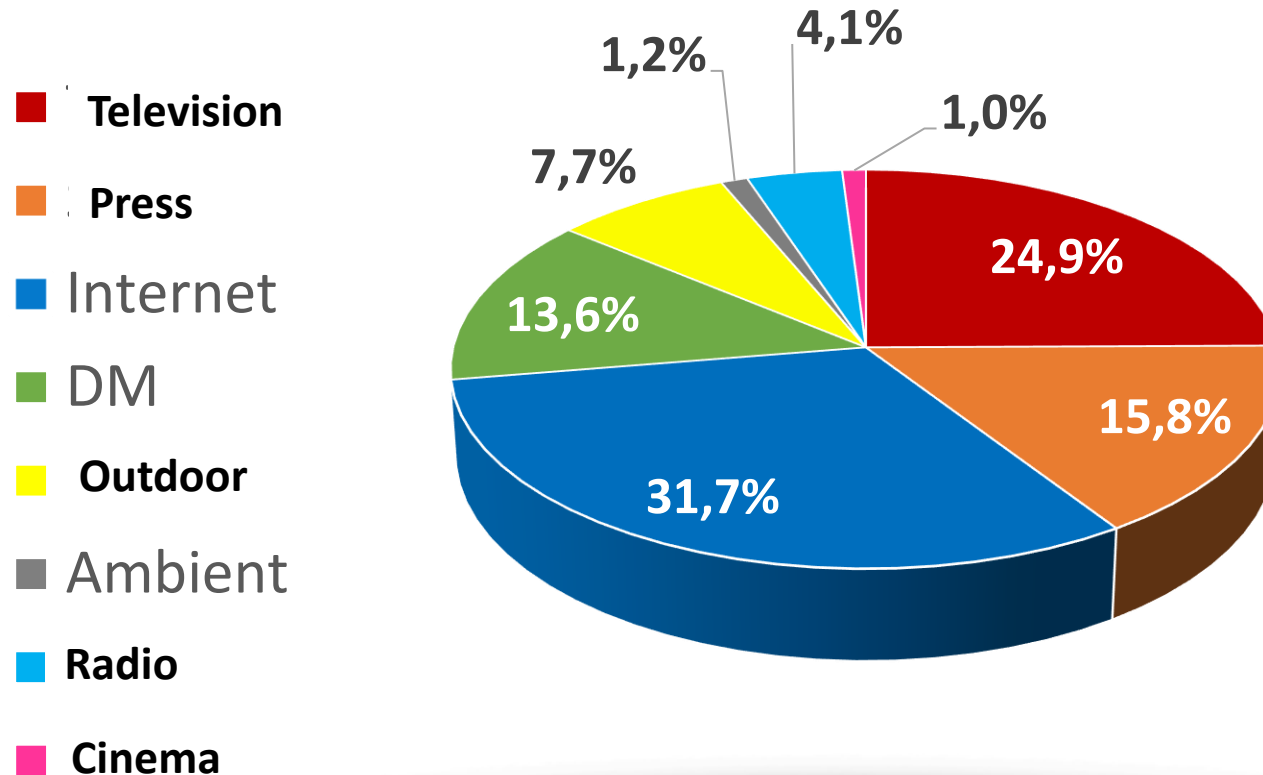


Adjusted Advertising Spending, 2016*: HUF 216.2 bn



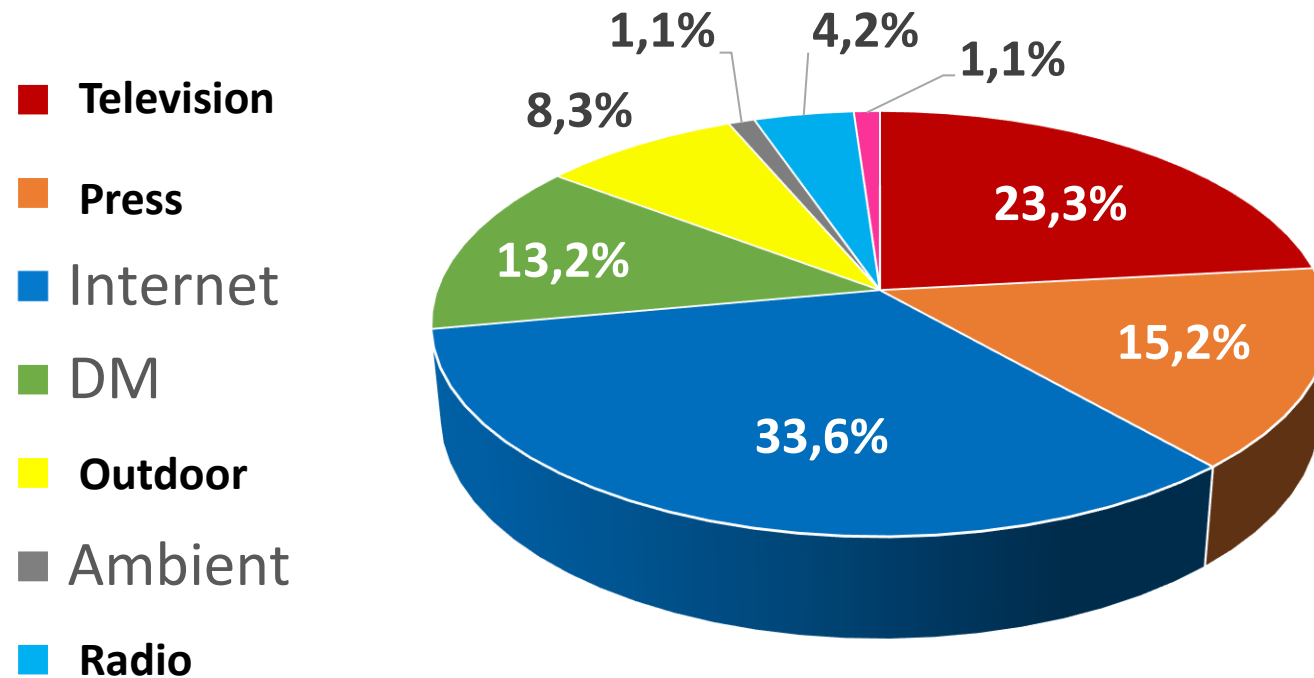
* In comparison with the figure published earlier (HUF 216.1 billion), the difference, arising from the adjustment of the television figure is + HUF 100 billion.

Adjusted Advertising Spending, 2017*: HUF 240.895 bn



** In comparison with the figure published earlier (HUF 241.0 billion), the difference, arising from the adjustment of the television figure is - HUF 85 billion.*

Adjusted Advertising Spending, 2018: HUF 259.615 bn



In comparison with the figure published earlier (HUF 259.6 billion), the difference, arising from the adjustment of the Television figure is - HUF 75 billion.

Adjusted Media Spending 2019



Adjustment of Media Spending 2019

The reason for and the consequences of the correction

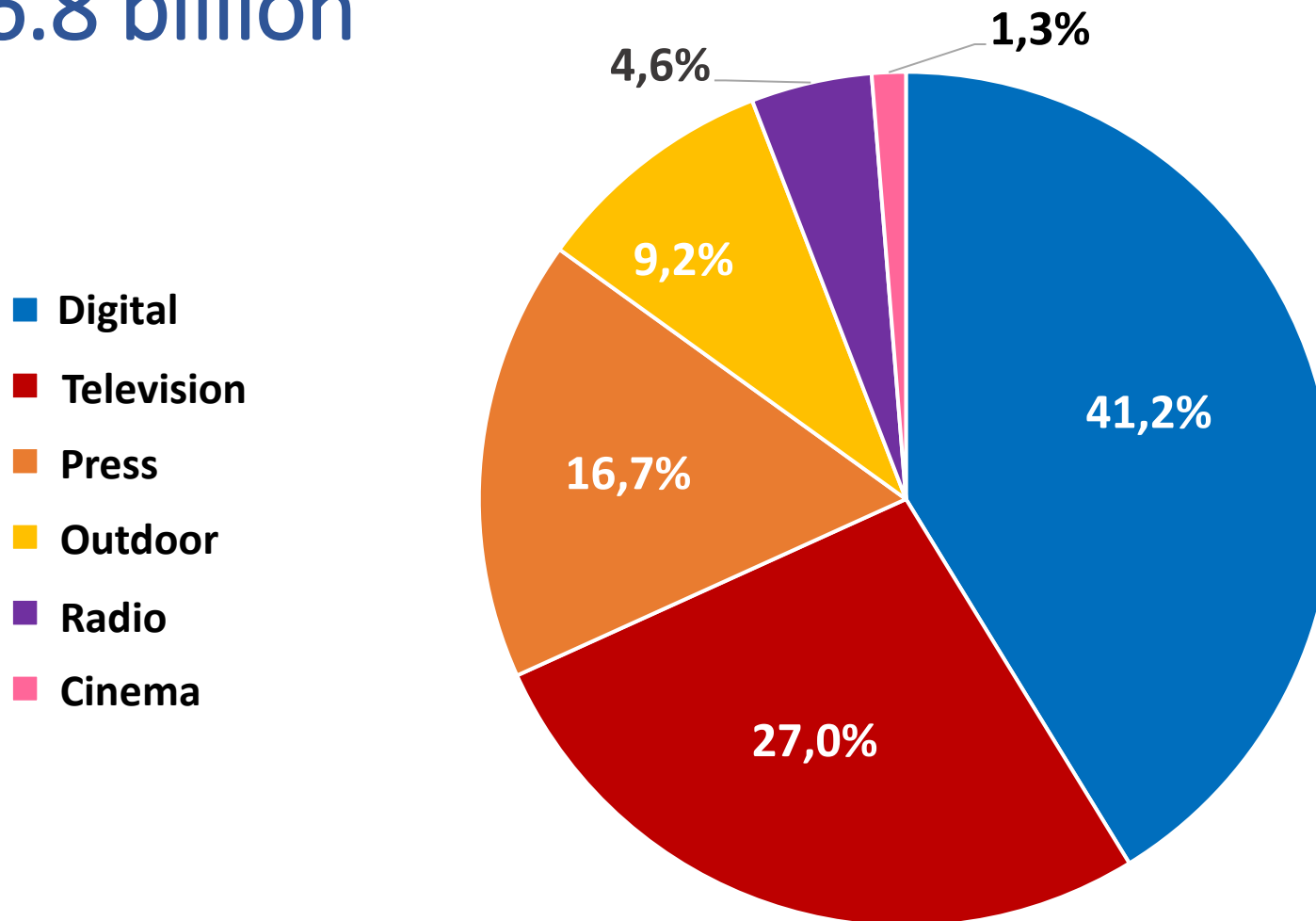
- **MEME** (Association of Hungarian Television Broadcasters) also includes the advertising revenues reported in relation to the government's community facility advertising retrospectively to 2016, in the data used for preparing the MRSZ pies. This also affects number published earlier in the 2019 media pie, which has been changed to HUF 66.6 billion. The difference is + HUF 1.5 bn.
- **IAB Hungary has also adjusted its digital figure for 2019. Their correction concerned the listings within the real estate sub-segment. With the move, the digital figure for 2019 has been changed to HUF 101.8 bn.**
- These two corrections have resulted in a change of + HUF 1.7 billion in the media pie of 2019.
- **Nevertheless, the order of the segments present in the media pie of 2019 has not changed in spite of the adjustment**

**Adjusted Media Spending 2019:
HUF 246.8 billion**

Difference: +HUF 1.7 bn



Adjusted Media Spending 2019: HUF 246.8 billion



** In comparison with the figure published earlier (HUF 245.08 billion), the difference, arising from the adjustment of the Television and Digital figures is was + HUF 1.729 billion.*



Adjusted Total Communication Spending 2019



Adjustment of Total Communication Spending 2019

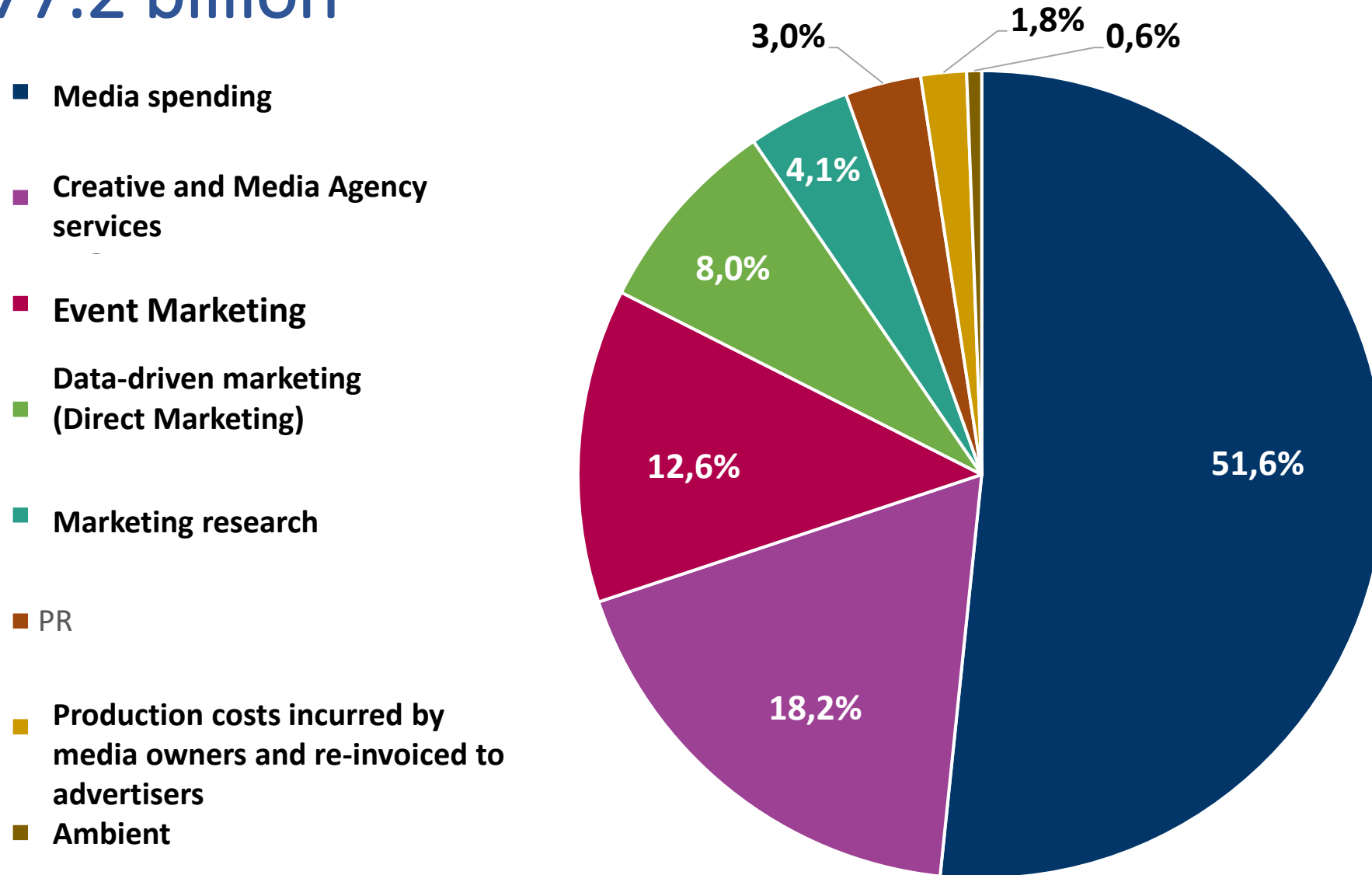
The reason for and the consequences of the correction

- **One** of the causes of the change is the modification of the 2019 media pie figure.
- For this reason, MPRSZ, in the compilation of the 2020 data, made an adjustment to the methodology, which also caused a change in the PR figure for 2019: from the published PR figure (HUF 7 billion) the Public Relations figure for 2019 has been changed to HUF 14.5 billion.
- These two corrections have resulted in a change of + HUF 9.2 billion in the communications pie of 2019 from the earlier published HUF 468 billion.

**Adjusted Total Communication Spending 2019:
HUF 477.2 billion**

Difference: + HUF 9.2 bn

Adjusted Total Communication Spending 2019 : HUF 477.2 billion



More information:

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