THE HUNGARIAN ADVERTISING ASSOCIATION PRESENTS:

THE FIGURES OF THE TOTAL ANNUAL SPENDING IN THE MEDIA AND COMMUNICATIONS MARKET IN 2024

27 March, 2025

MRSZ HAS BEEN PUBLISHING "ADVERTISING SPENDING" DATA FOR 25 YEARS (2000–2024)

Year 2000

It was in 2000 that we published media spending data for the first time under the title "Advertising Spending".

2001–2018

Continuous development of the methodology and expansion of the scope of published information.

Media spending trends 2000–2024 (Bn HUF)

From 2019

After long and thorough preparatory work – in collaboration with fellow professional organisations – we introduced a completely new methodology, significantly expanding the scope of available market data, and providing an even more comprehensive picture of the advertising, media, communications and marketing sectors.

Key changes:

- ✓ The media spending chart only includes the advertising revenues of media segments,
- ✓ The total communications spending includes not only media spending, but also the expenditures on advertising and media agency services, events, PR and marketing reserach, and the segments of direct (data-driven) marketing and ambient have also been included.

We thank fellow professional organisations for their cooperation.

SPENDING CHARTS COMPILED BY: *MRSZ, IAB Hungary, MRSZ-OOH, MEME, MLE, RAME, HEROE, DIMSZ, MAKSZ, MPRSZ, MARESZ, PMSZ, Cinema City*

2024: SECTORAL DATA SUPPLY

(A) MRSZ'S MARKET FIGURES TURN 25

By presenting our annual market figures report, issued already for the twenty-fifth time this year, MRSZ and its co-associations intend to reflect and determine the size of the market, as well as to supply comparable data in the long term for further analyses.

(B) ASPECTS

This year the sectoral figures, presented until 2018 as advertising spending, and then from 2019 as Media and Communications Spending summaries, we analyse from some new points of view as well.

1. **MEDIA SPENDING**
   Media spending
2. **MEDIA REVENUE STRUCTURE**
   Revenues of certain media types beyond ad revenue
3. **NON-MEDIA SPENDING**
   Further fileds of communications
4. **COMMUNICATIONS SPENDING**
   Media and non-media spending together,
5. **25 YEARS OF THE ADVERTISING INDUSTRY 2000–2024**

2024: ATYPICAL YEAR WITH A PROMISING GROWTH

ECOMOMIC ENVIRONMENT: STRONG EXPECTATIONS, MIXED RESULTS

The GDP growth previously estimated at 4% turned out to be 0.6%. Households' consumption proved to be the main driving force.

2024 WAS AN ATYPICAL YEAR FOR THE COMMUNICATIONS INDUSTRY

With a backdrop of a virtually stagnant economy, it is highly unusual that our industry can grow. This is exactly what happened last year, however (+ 7.6%).

THE PRIVATE SECTOR IS THE ENGINE OF MARKET GROWTH

In 2024, it was again primarily the communications spending in the private sector that drove the market's growth.

IMPACT OF PRICE INCREASES

The rise of media prices also contributed to the market growth.

AFTER ROLLERCOASTER RIDE

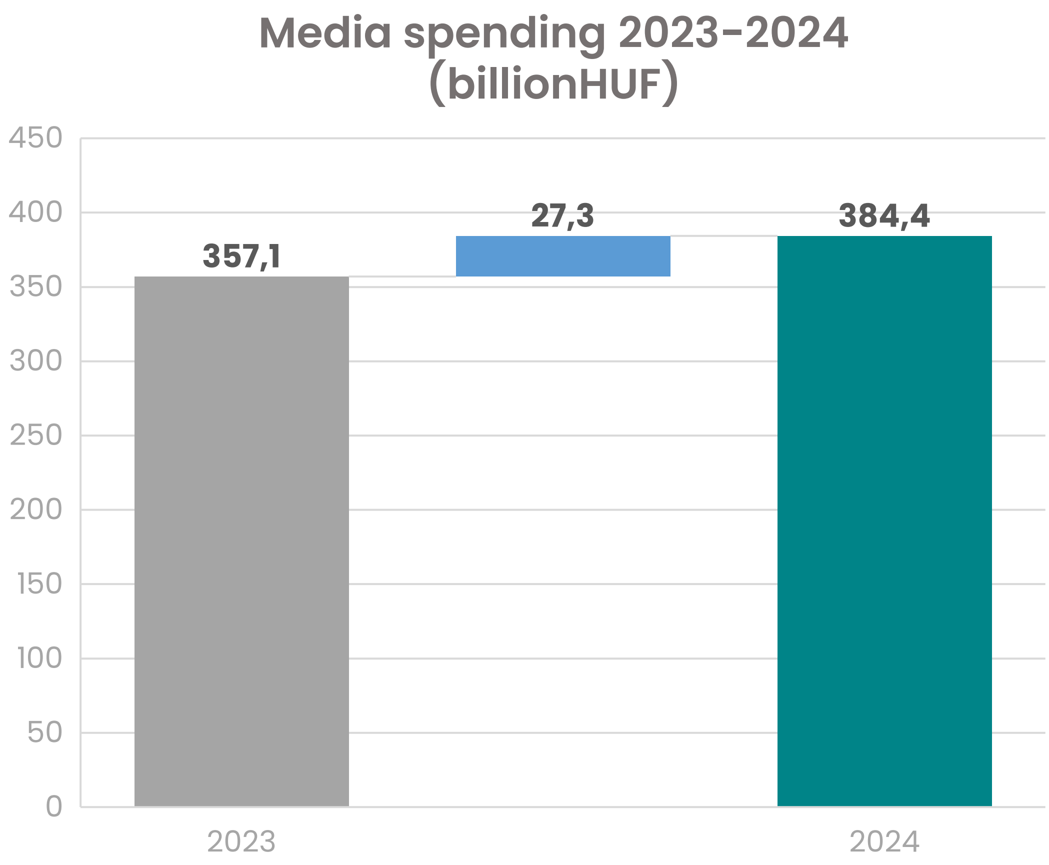
After an extremely volatile period that started in 2020, last year already indicated the stabilisation of the market.

ABOVE INFLATION

At long last, after 2022 and 2023, growth above inflation (3.7%)!

MRSZ MEDIA SPENDING 2024

MEDIA SPENDING 2024: HUF 384.4 billion



TOTAL MEDIA SPENDING GREW BY HUF 27.3 BILLION

Except for print, all media types were able to grow their advertising revenues.

2024/2023: 7,6% GROWTH

Last year's nominal growth is higher than the average of the past 25 years (5.6%)

GROWTH OF DOMESTIC MEDIA'S ADVERTISING REVENUES: 5.4%

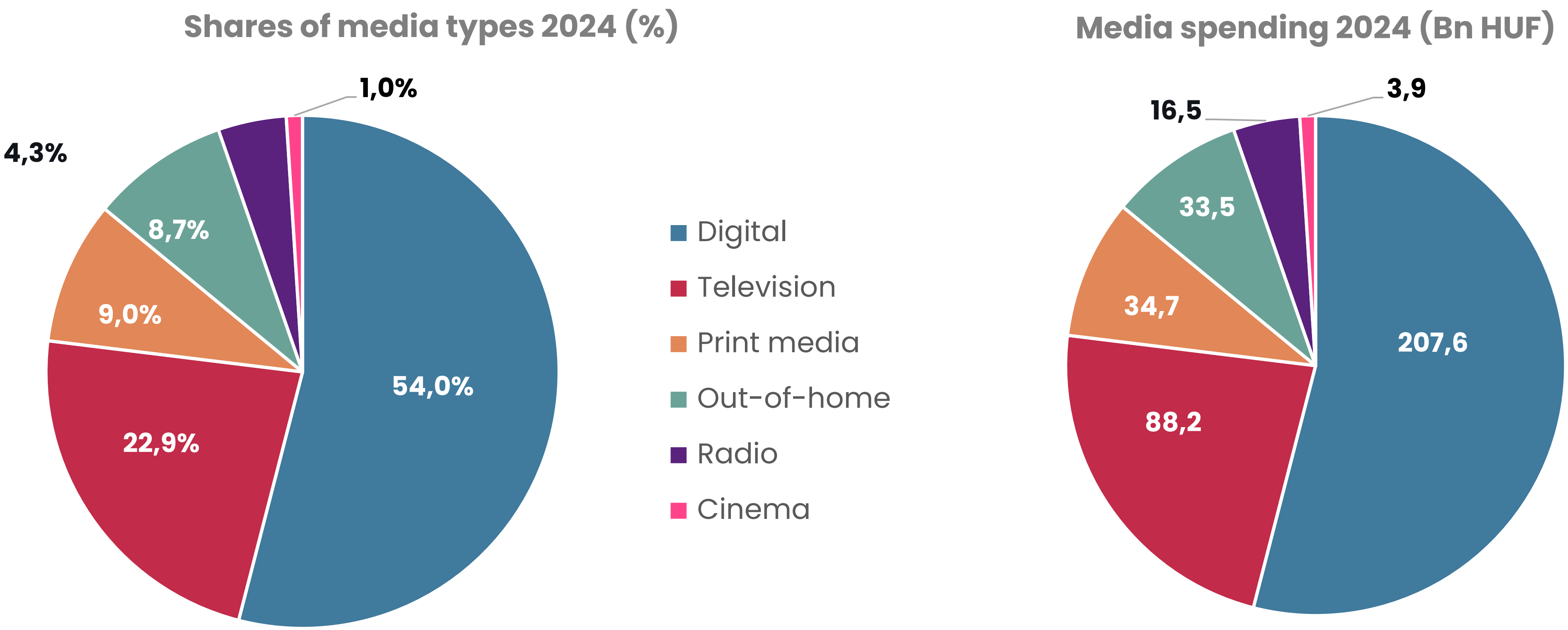
This growth falls short of that of the total media spending
(Domestic media: media market players without global digital players.)

NOTES:

a) *MEDIA SPENDING: The media spending breakdown chart is intended to provide a more thorough assessment of advertisers' investment in publicity. It only includes the advertising spending received by media, in accordance with a uniform set of criteria: (1) including net-net expenditures without overlaps, (2) barters only include non-media (goods) barters, (3) excluding production costs.*

b) *As we indicated at the conference taking place on 20 March, 2024, the influencer spending figures published then for the first time, from this year on, we will adjust the 2023 media spending figures retroactively with the influencer spending data (+HUF 6.2 bn is added to the original digital advertising spending figure).*

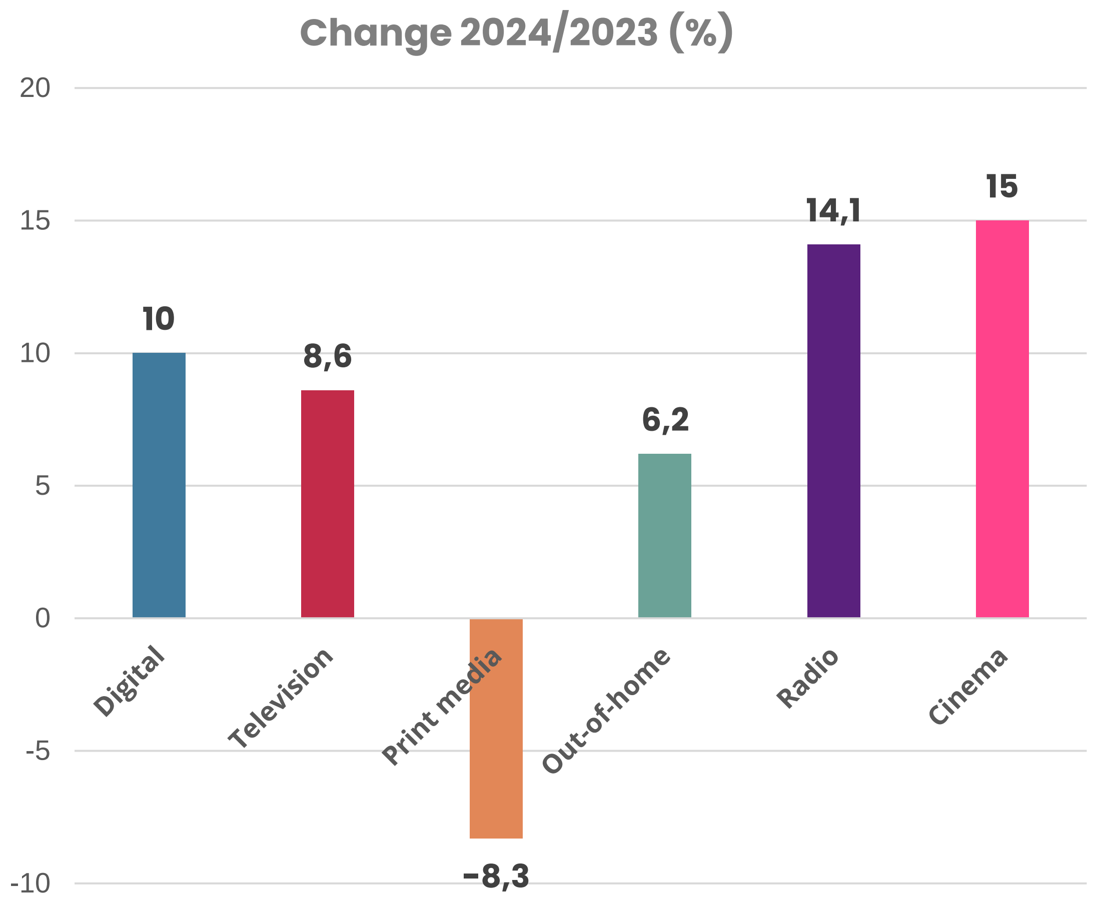
MEDIA SPENDING BY TYPE OF MEDIA (2024)

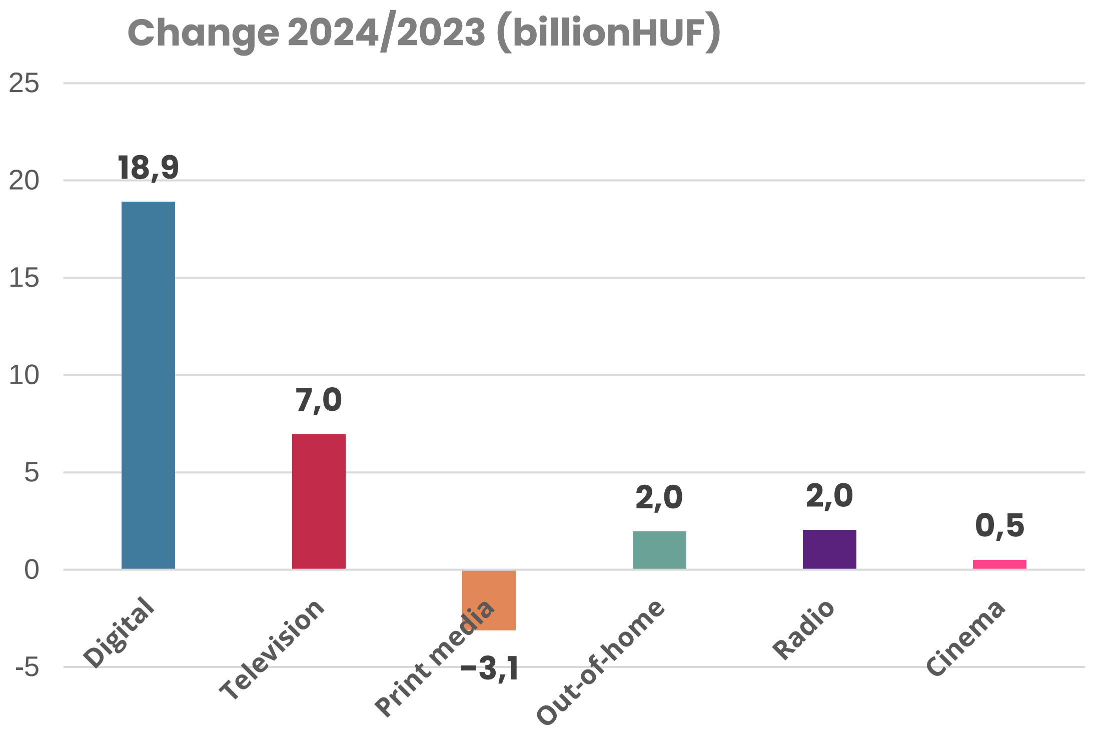


The share of digital grew to 54% from the preceding year's 52.8% (including influencer marketing spending as well)

MEDIA SPENDING: The media spending breakdown chart is intended to provide a more thorough assessment of advertisers' investment in publicity. It only includes the advertising spending received by media, in accordance with a uniform set of criteria: (1) including net-net expenditures without overlaps, (2) barters only include non-media (goods) barters, (3) excluding production costs.

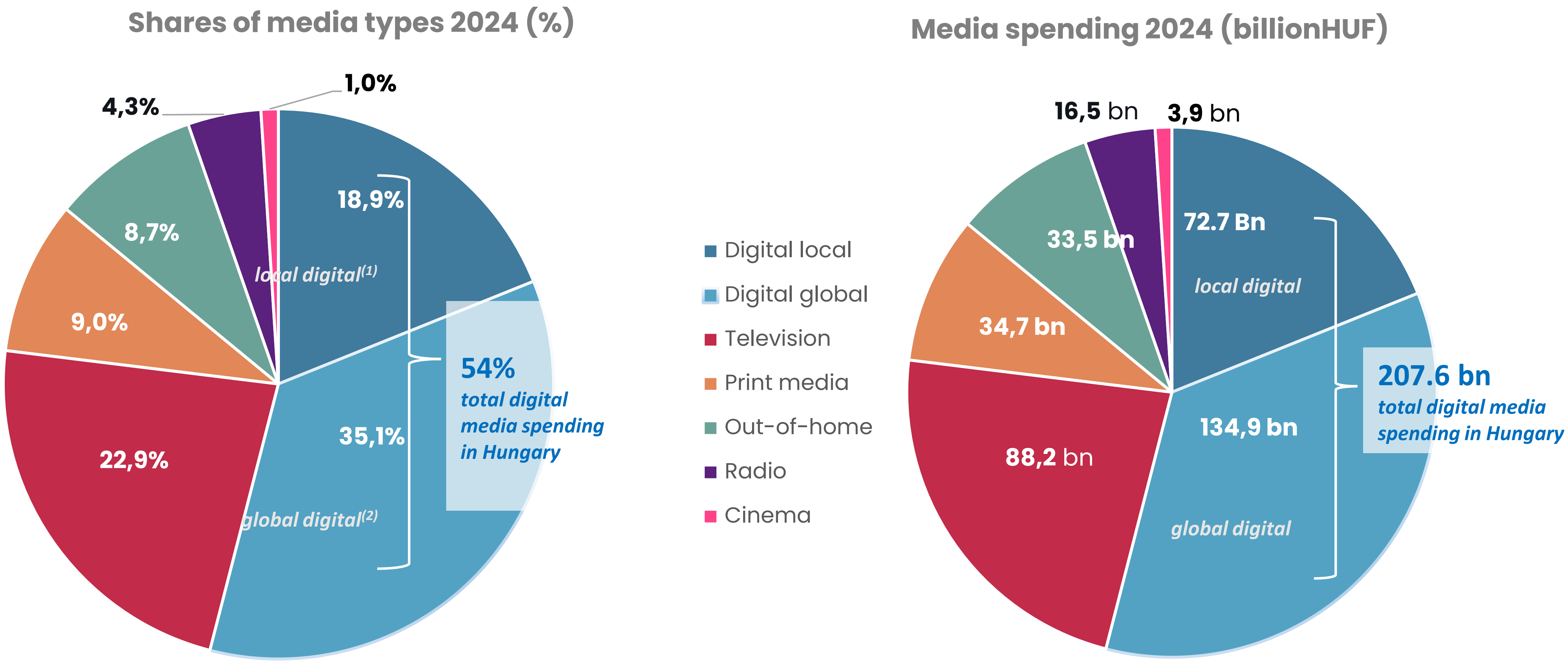
CHANGE OF MEDIA SPENDING BY TYPE OF MEDIA (2024/2023)





With the exception of the print media, all types of media were able to increase their adverising revenues, with radio and cinema having achieved outstanding growth.

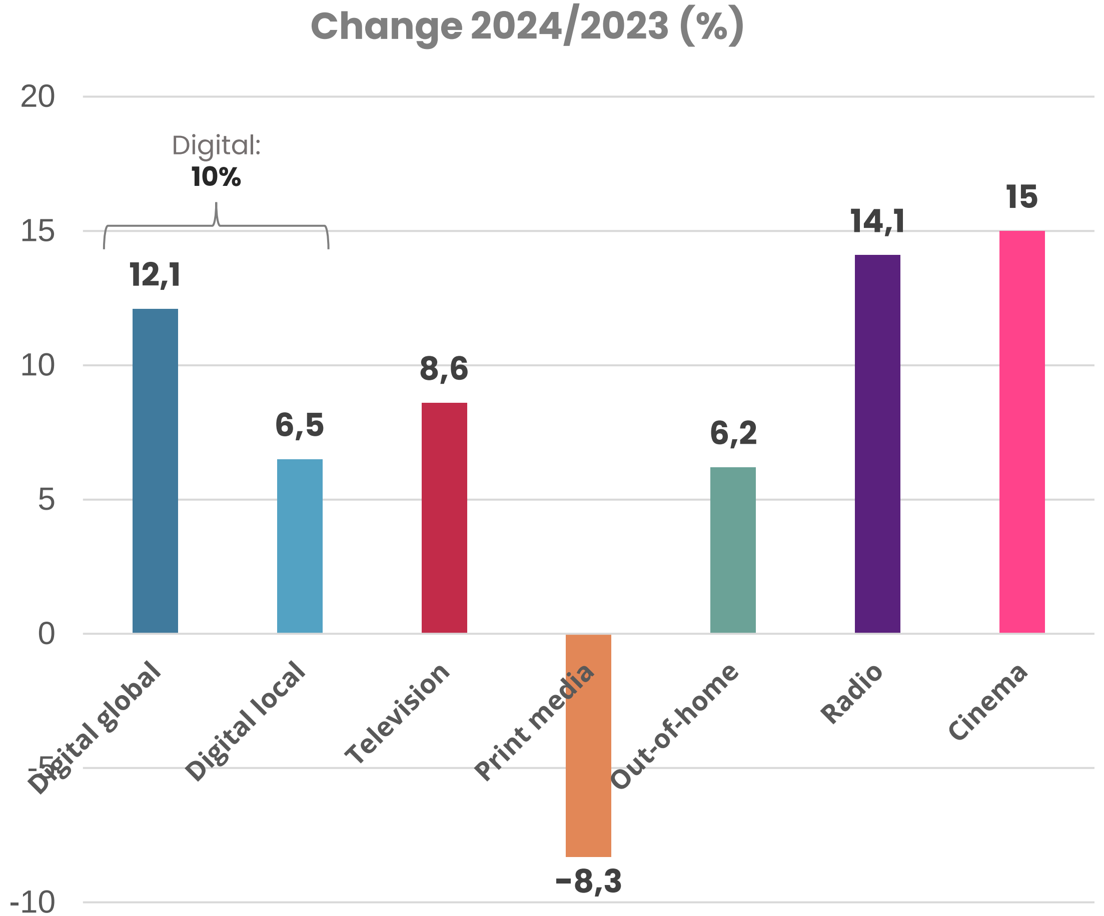
MEDIA SPENDING IN DETALIED SEGMENTAL BREAKDOWN (2024)

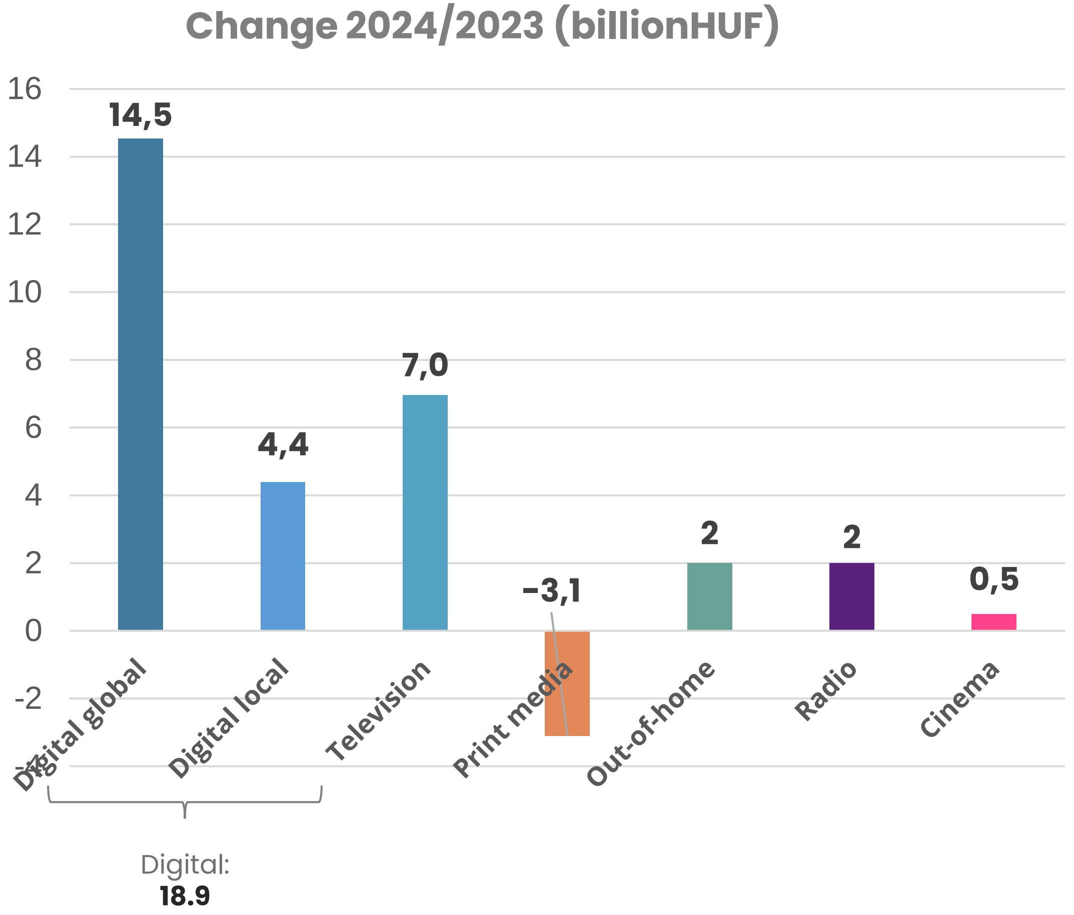


(1) The advertising spending pocketed by local (domestic) digital content providers represents 18% of the total media spending and 35% of the digital advertising spending

(2) Global players pocketed 35.1% of the total media spending, while 65% of the digital advertising spending is 65% went to the same players.

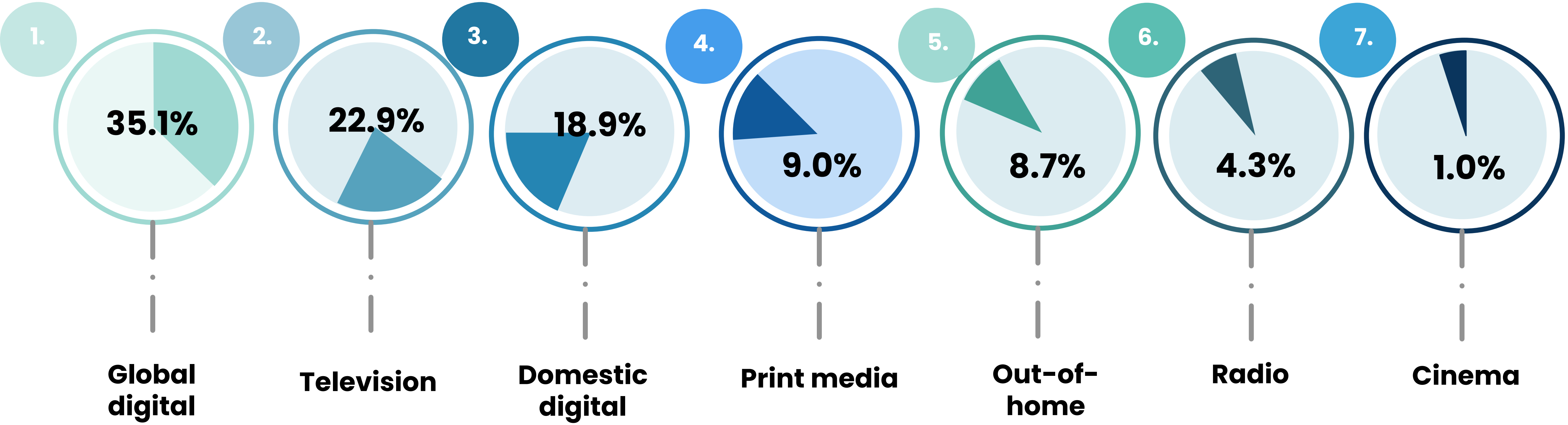
CHANGE IN MEDIA SPENDINGIN DETALIED SEGMENTAL BREAKDOWN





The growth rate of global digital players is higher than local digital players.

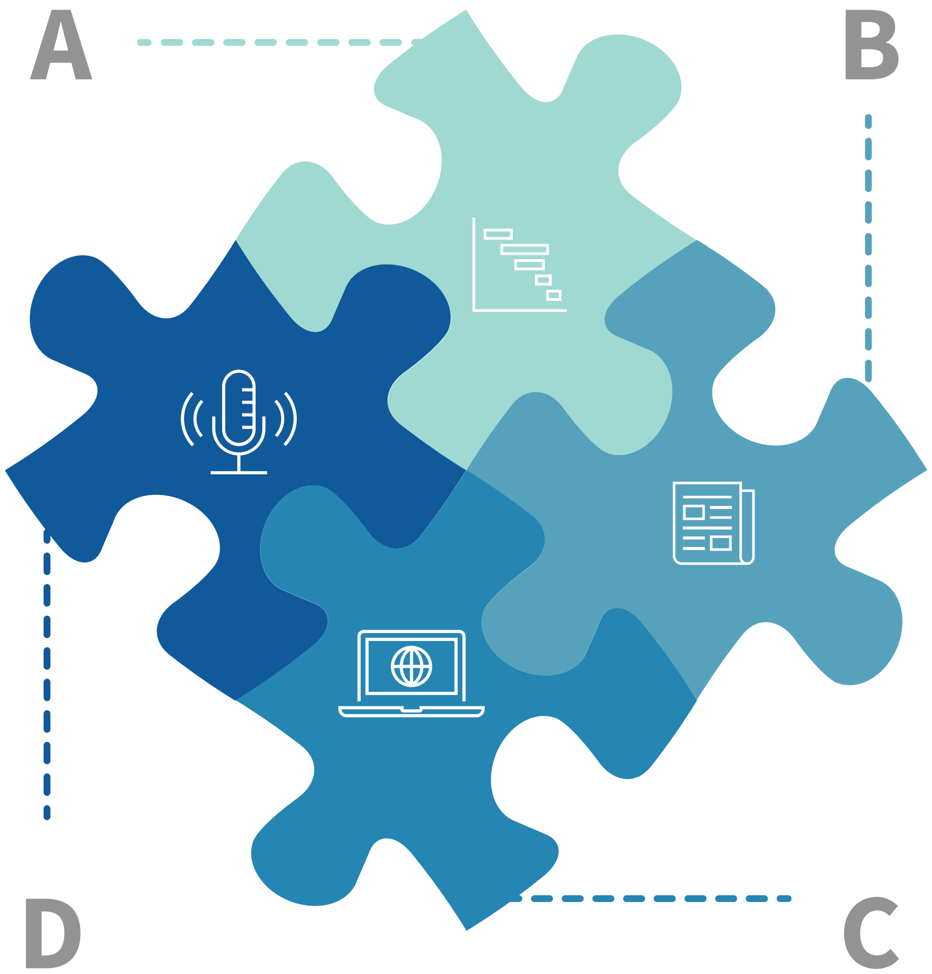
MEDIA SEGMENTS: NO CHANGE IN RANKINGS



(1) In the total media spending, 35.1% of advertisers' digital advertising spending and 65% of the total digital advertising spending are pocketed by global digital players.

(2) The advertising spending pocketed by local (domestic) digital content 18,9%-ot, accounts for 18.9% of the total media spending, and 35% of the overall digital advertising spending.

THE DIFFERENCES OF THE GROWTH OF THE MEDIA SEGMENTS HAVE SHRUNK



Key conclusions:

A – THE GROWTH RATE OF THE SEGMENTS ON A RISING TREND SLOWED DOWN, AND THE DIFFERENCES ALSO DIMINISHED

In 2024, the media types on the rise showed a revenue growth that varied in a narrower range (+6.2-15%) than in 2023 (+0.6%-23.6%).

B – PRINT MEDIA SHRANK

The print media market experienced a -8.3% drop in 2024, after a very modest growth (+0.6%) in 2023

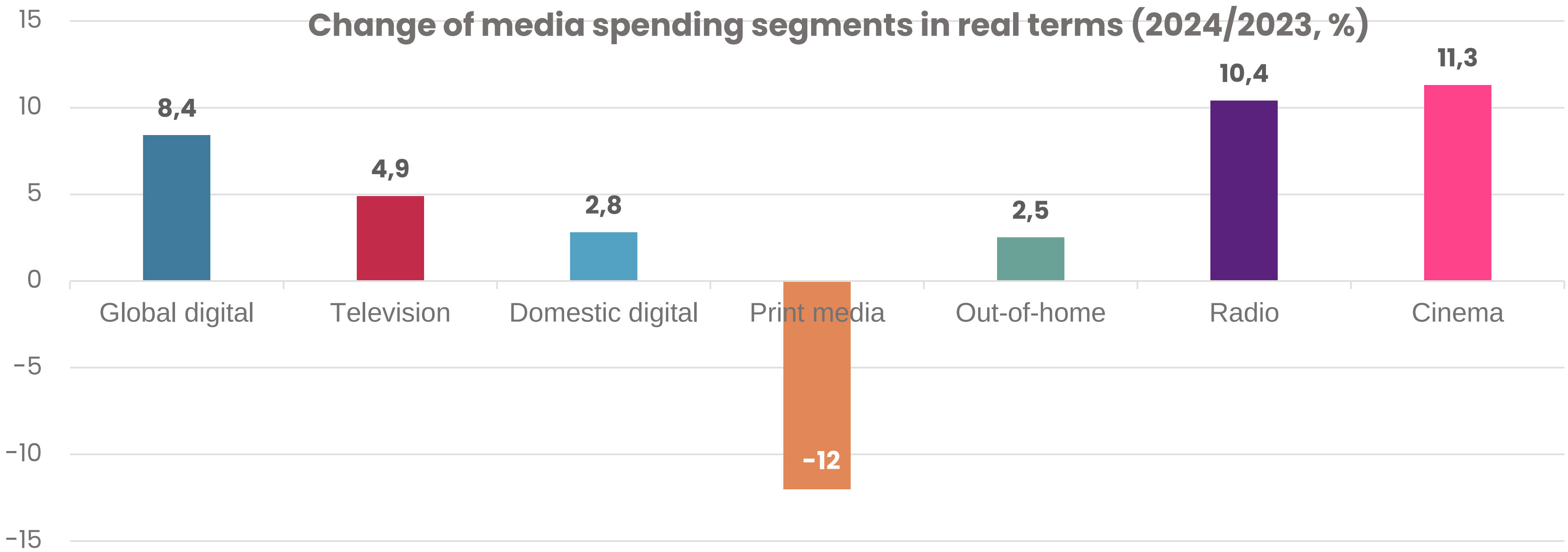
C - THE GROWTH RATE OF DIGITAL SLOWED DOWN

While global players were able to achieve the same percentage of growth (+12.1%) in 2024 as a year before, the growth rate of local digital players – after the soaring rate of 2023 (+24.2%), which was due partly to the newly included influencer marketing data – turned out lower in 2024 (+6.5%)

D - SMALLER PLAYERS AGAIN EXPERIENCED THE GREATEST GROWTH IN 2024: RADIO, CINEMA

In 2024, cinema continued to forge ahead with a 15% increase, and radio also performed outstandingly (+14.1%).

AFTER TWO YEARS OF SHRINKAGE 2024 BROUGHT ABOUT GROWTH IN REAL TERMS +3.9%



The growth of the media spending is 3.9% in real terms

With the exception of print media, all media segments achieved growth even in real terms. However, the performance of the print media continued to fall in real terms in 2024.

Radio and cinema achievedthe greatest positive change

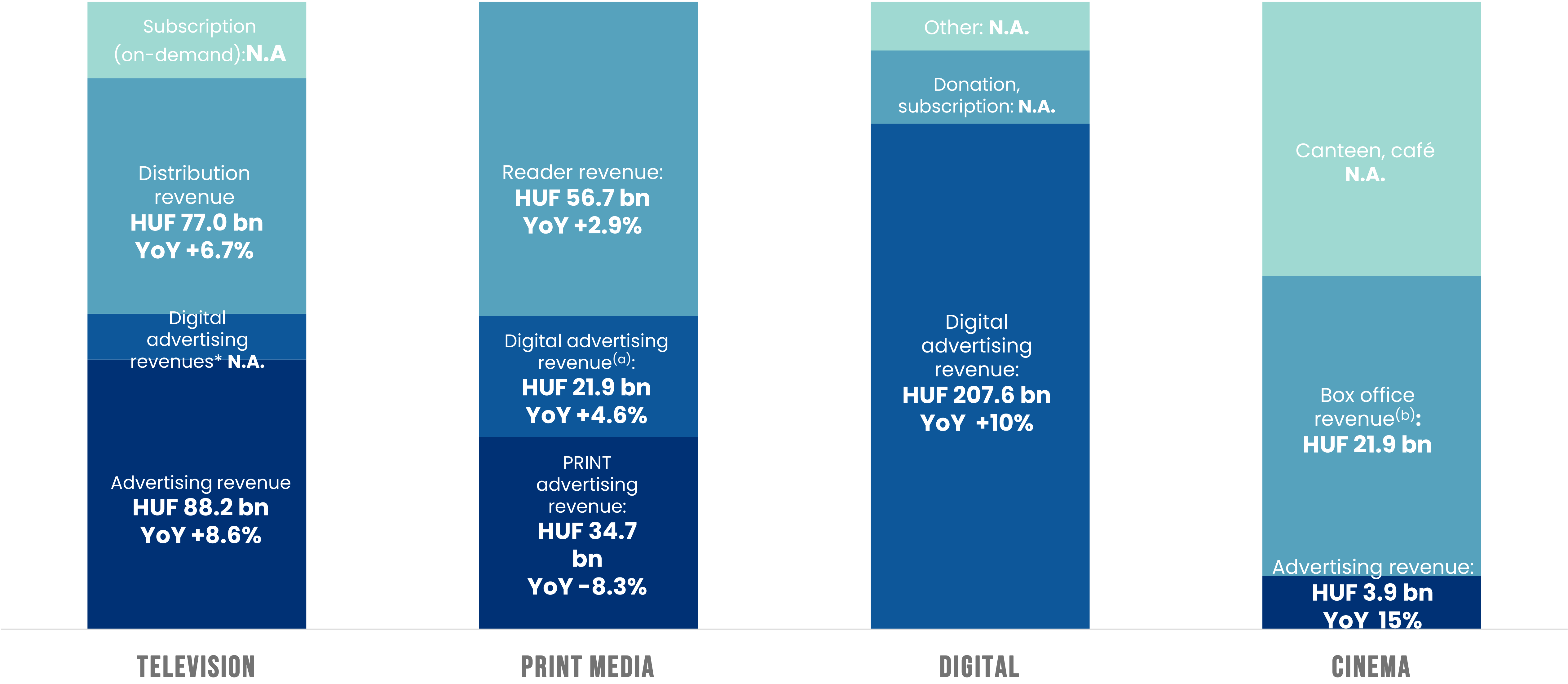
The highest real value increase was achieved by cinema (+11.3%) and radio (+10.4%): above 10%.

The growth rate of the real value of digital segments slowed down

In 2024, the change of the digital advertising spending was smaller than the growth achieved in 2023. The growth rate of global players (+8.4%) is exceeded by both radio (+10.4%) and cinema (+11.3%) in real terms.

Note: compared to the consumer inflation rate in 2024

IMPORTANT PILLARS OF REVENUE BEYOND ADVERTISING



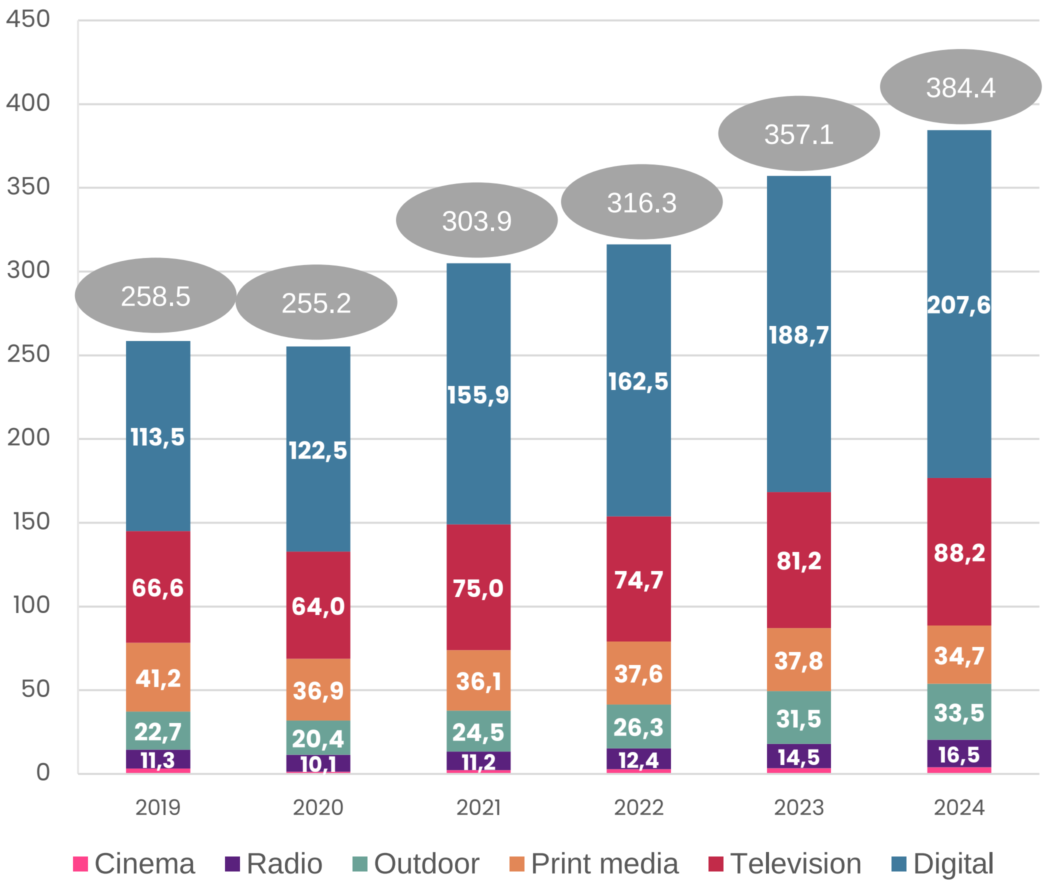
(a) The advertising revenues of TV and print media companies are included in the Digital media spending figure
(b) Source of cinema box office data: https://www.boxofficemojo.com/year/?area=HU .

MEDIA MARKET TRENDS IN THE LIGHT OF MEDIA SPENDING

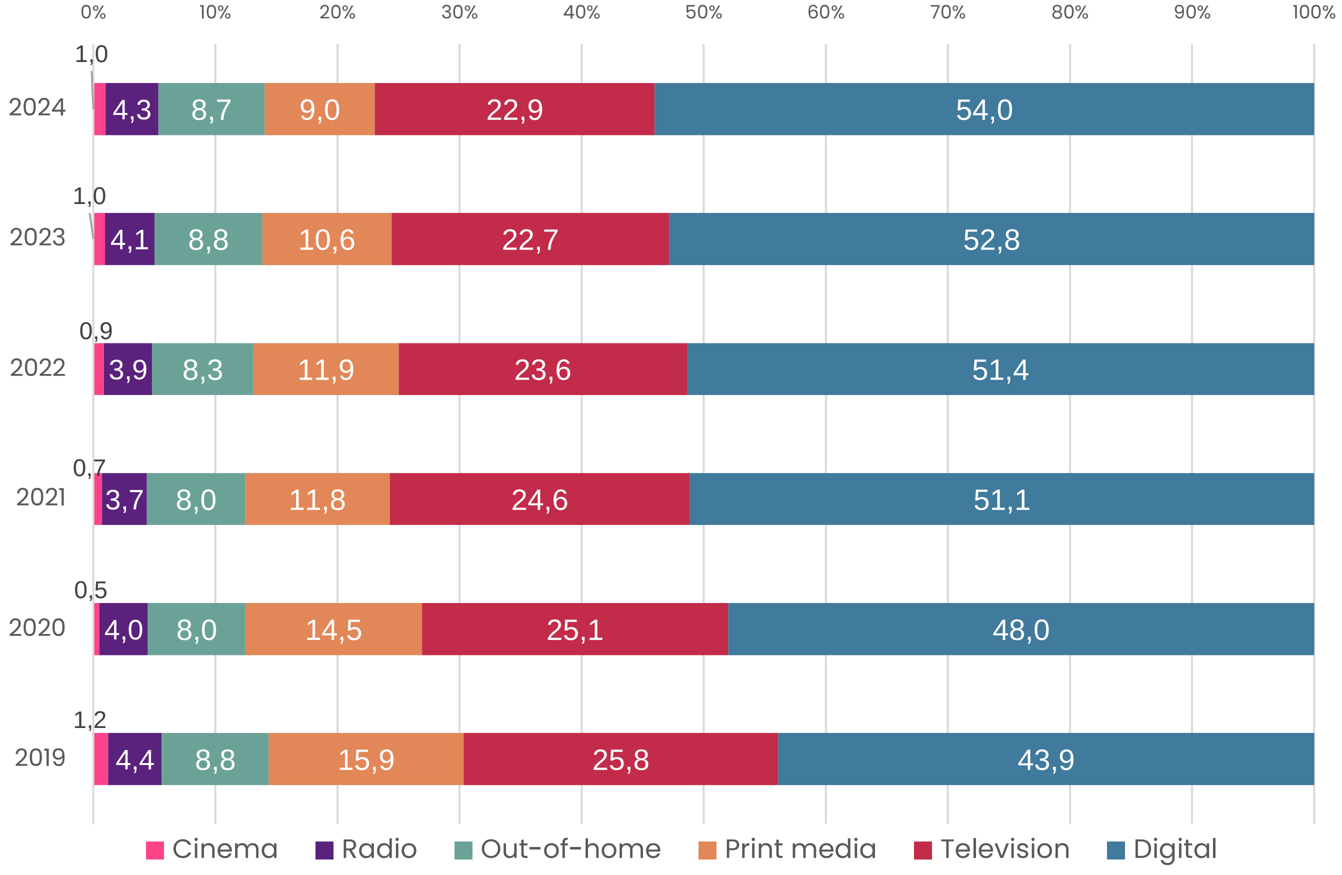
Starting from the year preceding the polycrisis and permacrisis (2019-2024)

MEDIA SPENDING AND MARKET SHARES (2019–2024)

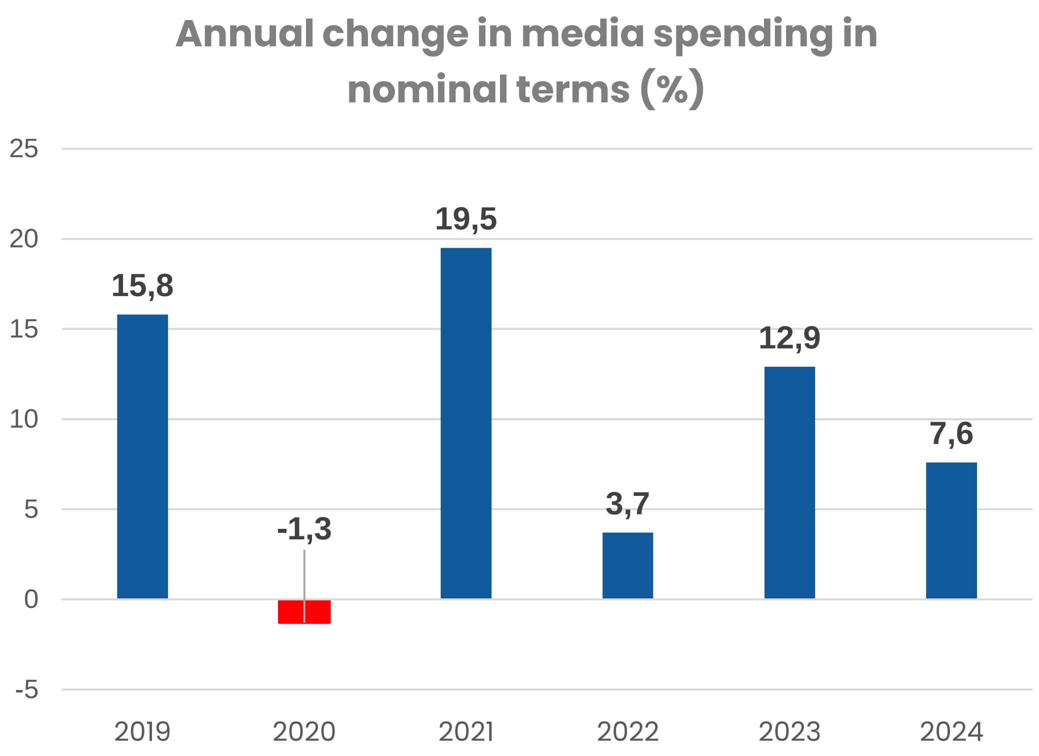
Media spending (Bn HUF)

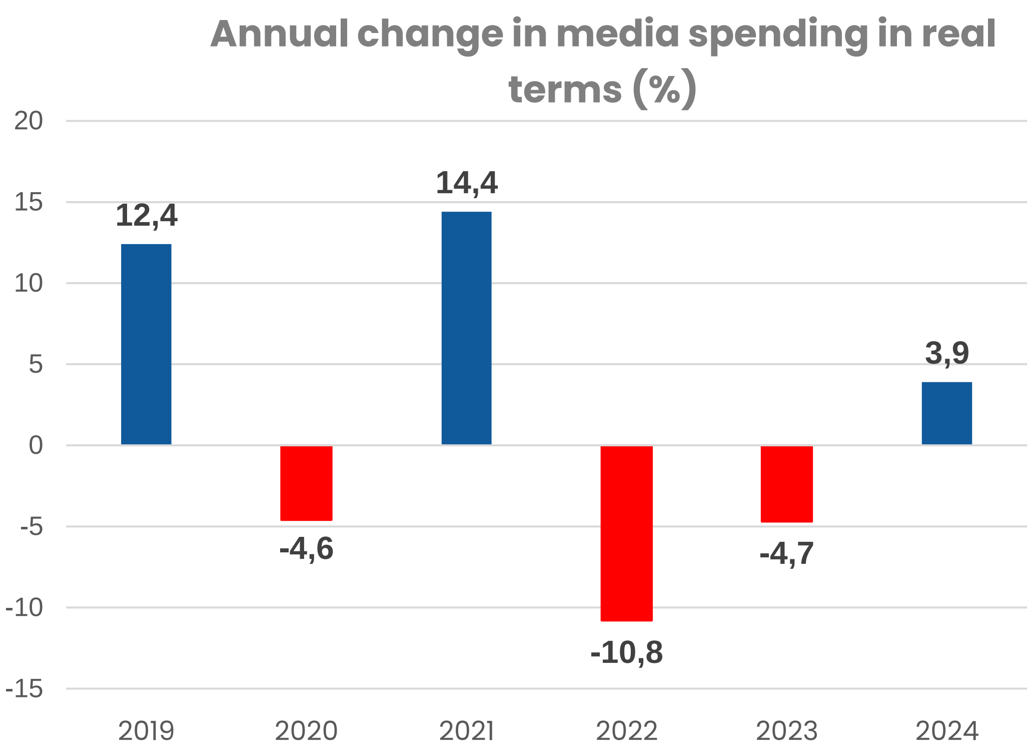


Distribution of media spending (%)



MEDIA SPENDING IN NOMINAL VS IN REAL TERMS (2019–2024)





One year of shrinkage in nominal terms

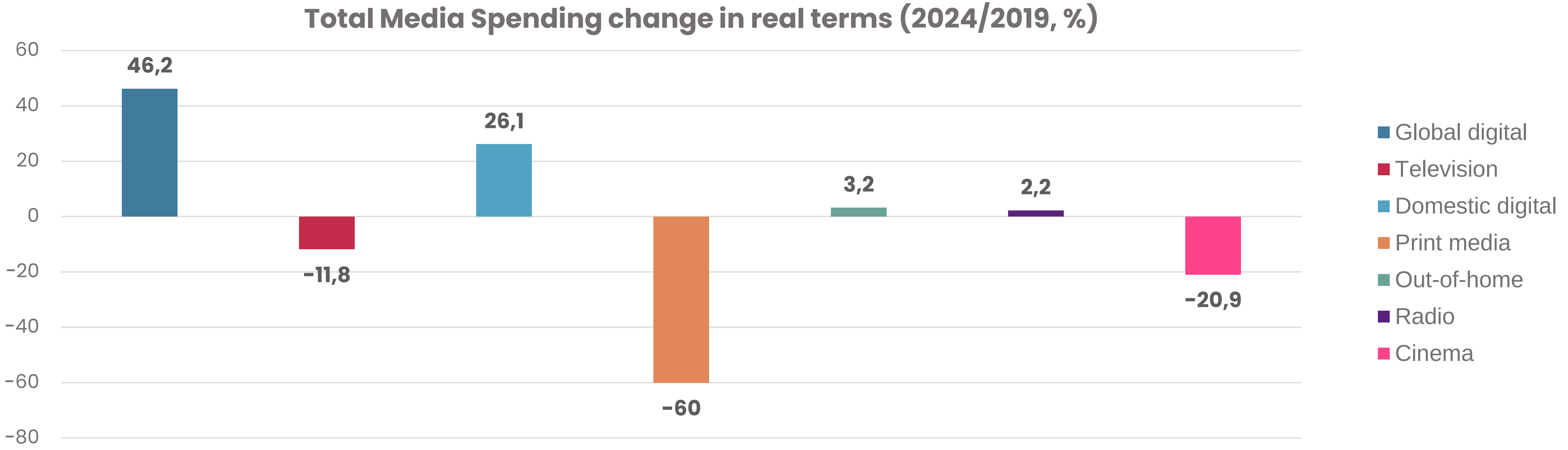
With the exception of 2020, media spending grew in nominal terms

However, already 3 "negative growth years" in real terms

In 2020 and then In the field of media spending, after the rebound of 2021, decline in real terms for two years, then growth in media spending finally took place in real terms in 2024.

Note: compared to the consumer inflation rate in years 2019-2024

CHANGE IN REAL TERMS 2024 VS 2019: +4.5%



In real terms, this is the first time that the total media speding has outdone the 2019 baseline: +4.5%

Compared to the pre-crises 2019, media spending in 2024 finally exceeded the baseline.

However, certain media types are still falling short of their 2019 figures in real terms

Print media is undergoing a -60% fall, but cinema is also underperforming by 20.9% compared to its 2019 levels. Television is already showing signs of recovery, with a fall 'only' 11.8% in real terms.

The growth of digital media spending is high even in real terms

Both the global and local segments of the digital advertising spending achieved considerable – in the case of global players even spectacular – growth in real terms, compared to 2019.

Note: compared to the consumer inflation rate in years 2019-2024

SUMMARY: MEDIA SPENDING 2019-2024

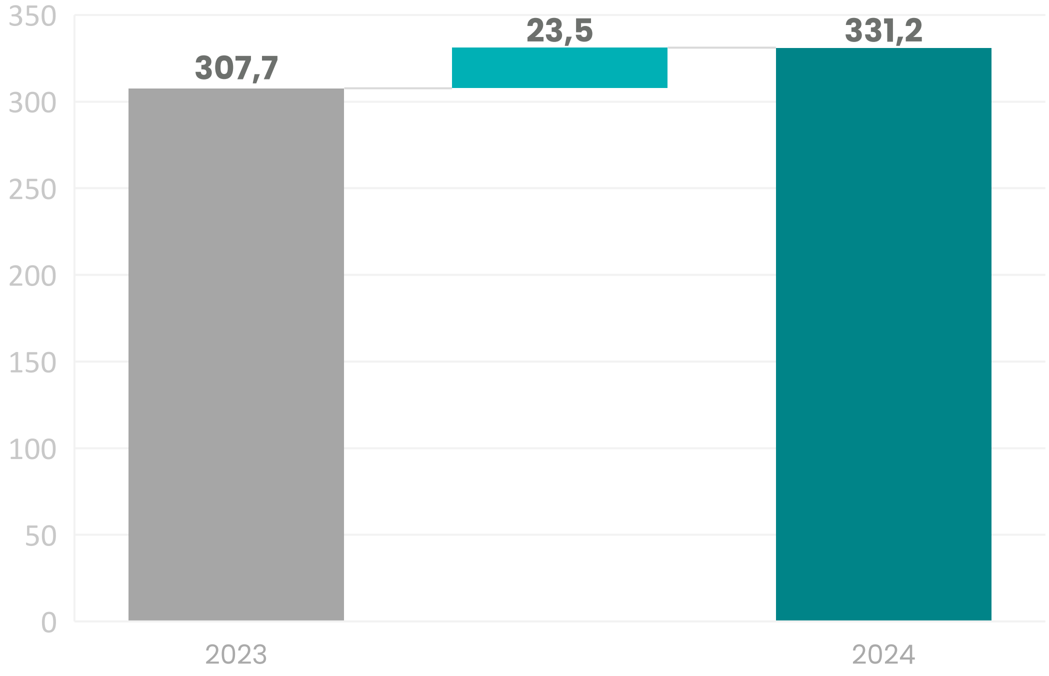
	2019 (Bn HUF)	Change 2019/2018	2020 (Bn HUF)	Change 2020/2019	2021 (Bn HUF)	Change 2021/2020	2022 (Bn HUF)	Change 2022/2021	2023 (Bn HUF)	Change 2023/2022	2024 (Bn HUF)	Change 2024/2023
GLOBAL DIGITAL	70.8 Bn	+47.2%	79.4 Bn	+12.0%	101.8Bn	+28.2%	107.4 Bn	+5.5%	120.4Bn	+12.1%	134.9 Bn	+12.1%
TELEVISION	66.6 Bn	+9.8%	64.0Bn	-3.8%	75.0 Bn	+17.1%	74.7 Bn	-0.3%	81.2 Bn	+8.6%	88.2 Bn	+8.6%
LOCAL DIGITAL	42.7 Bn	+ 8.4%	43.1 Bn	+1.0%	54.1 Bn	+25.5%	55.1 Bn	+1.9%	*68,3 Bn	+24.0%	72.7 Bn	+6.5%
PRINT MEDIA	41.2Bn	+ 4.0%	36.9 Bn	-10.6%	36.1 Bn	-2.0%	37.6 Bn	+4.1%	37.8 Bn	+0.6%	34.7 Bn	-8.3%
OUT-OF-HOME	22.7Bn	+ 4.7%	20,4 Bn	-10.2%	24.5Bn	+20.1%	26.3 Bn	+7.3%	31.5 Bn	+19.9%	33.5 Bn	+6.2%
RADIO	11.3Bn	+ 3.5%	10.1 Bn	-11.0%	11.2Bn	+11.3%	12.4 Bn	+10.4%	14.5 Bn	+17.3%	16.5 Bn	+14.1%
CINEMA	3.2Bn	+ 11.0%	1.3 Bn	-59.0%	2.2Bn	+69.0%	2.8 Bn	+25.0%	3.4 Bn	+23.6%	3.9 Bn	+15.0%
TOTAL:	258.6Bn	+ 15.8%	255.2Bn	- 1.3%	304.9Bn	+ 19.5%	316.3Bn	+3.7%	357.1Bn	+12.9%	384.4Bn	+7.6%

NOTES: *The volume of the 2023 media spending was adjusted with + HUF 6.2 bn, since the 2023 figure published originally did not include the influencer spending data published last year for the first time, which was added to the domestic digital advertising spending.*

MRSZ NON-MEDIA SPENDING 2024

NON-MEDIA SPENDING (2024): HUF 331.2 bn

Non-media spending 2023-2024 (Bn HUF)



REVENUES OF THE COMMUNICATIONS AND MARKETING SERVICES GREW BY HUF 23.5 BILLION

With the exception of ambient – which stagnated – all segments achieved growth.

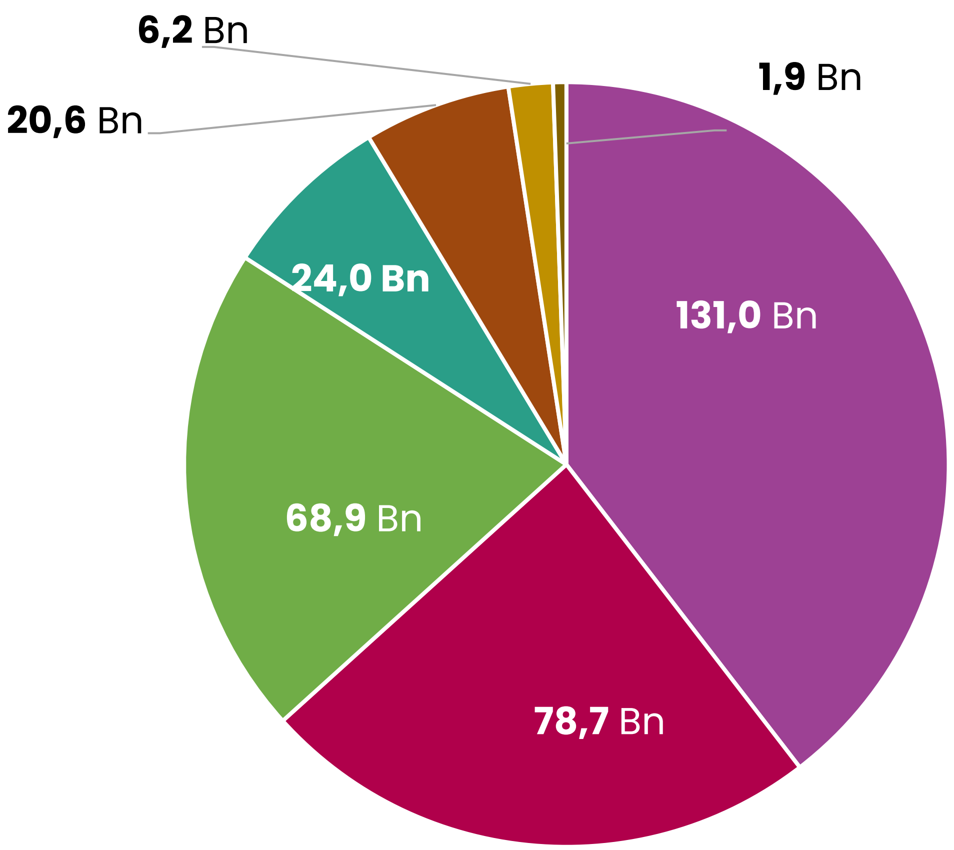
2024/2023: 7,6% GROWTH

The performance of the communications segments (including production costs) was up +7.6% in 2024, achieving the same growth as the total media spending (+7.6%). However, this growth falls short of the past 5 years' average (8.6%)

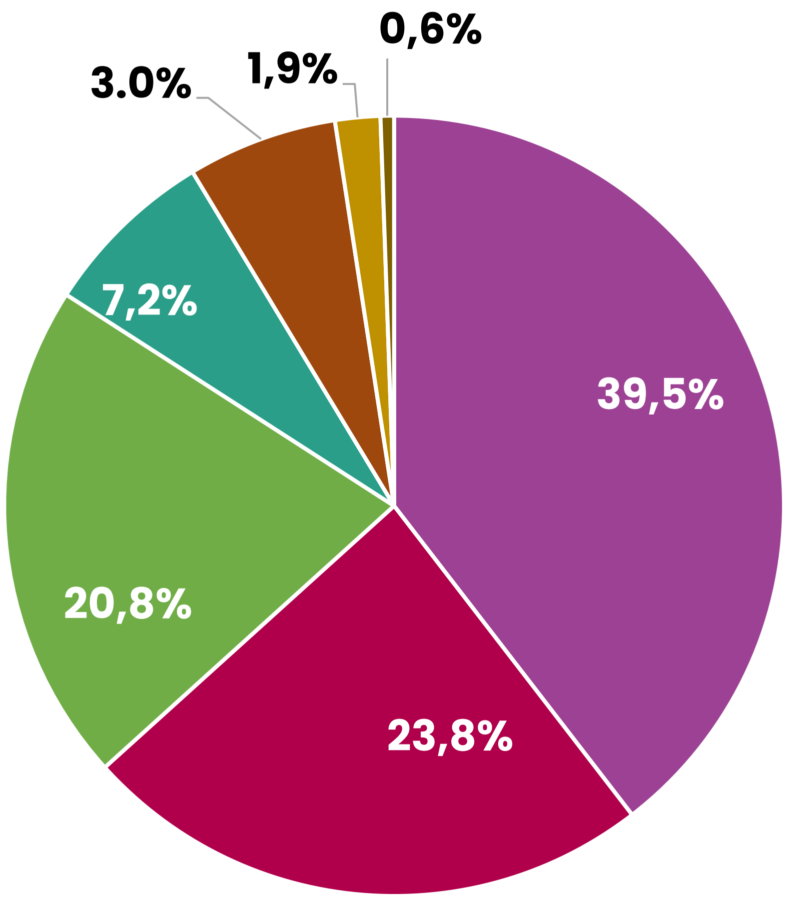
Notes:
1. The non-media spending includes data-driven marketing (direct marketing), ambient, creative and media agency services (including productions run through agencies), events, client-financed marketing research and PR. It also includes the production costs related to the media spending.

2. Adjusted figures from 2023:
a) MAKSZ reduced the figure for the 2023 figure for the creative and media agency services to HUF 120.2 billion, because of a methodological adjustment.
b) Due to the availability of more precise data, DIMSZ raised the 2023 figure for the segment of data-driven marketing to HUF 63.1 billion

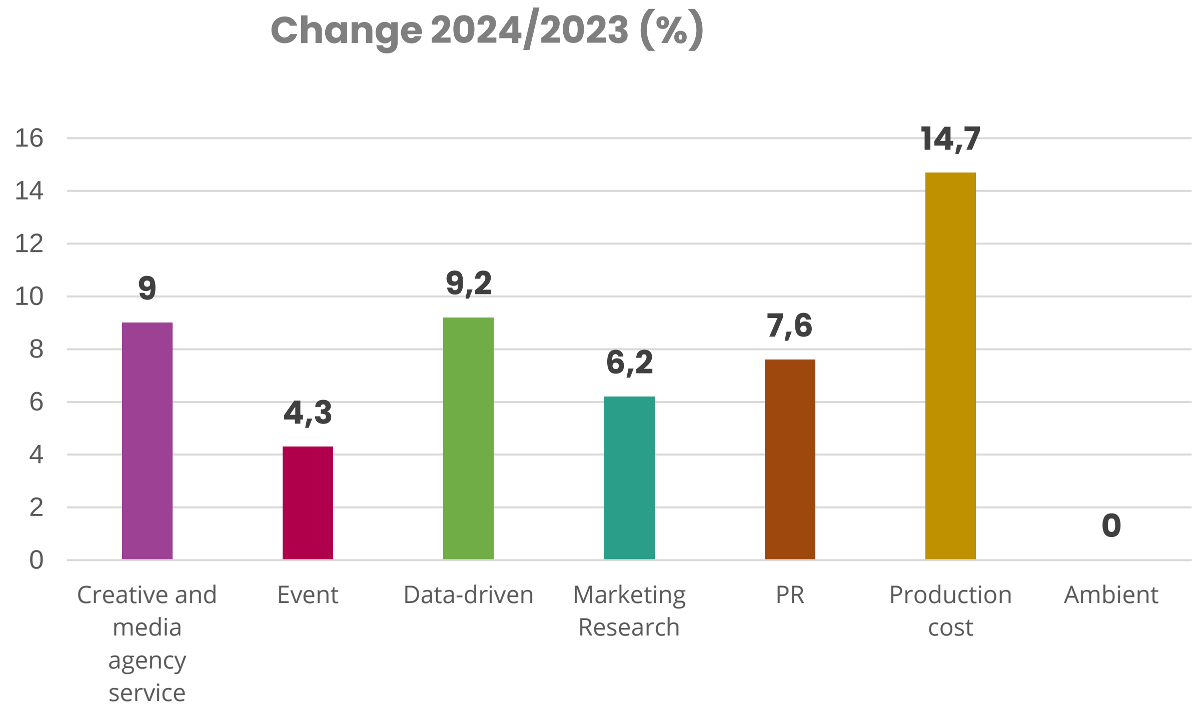
NON-MEDIA SPENDING SEGMENTS (2024)

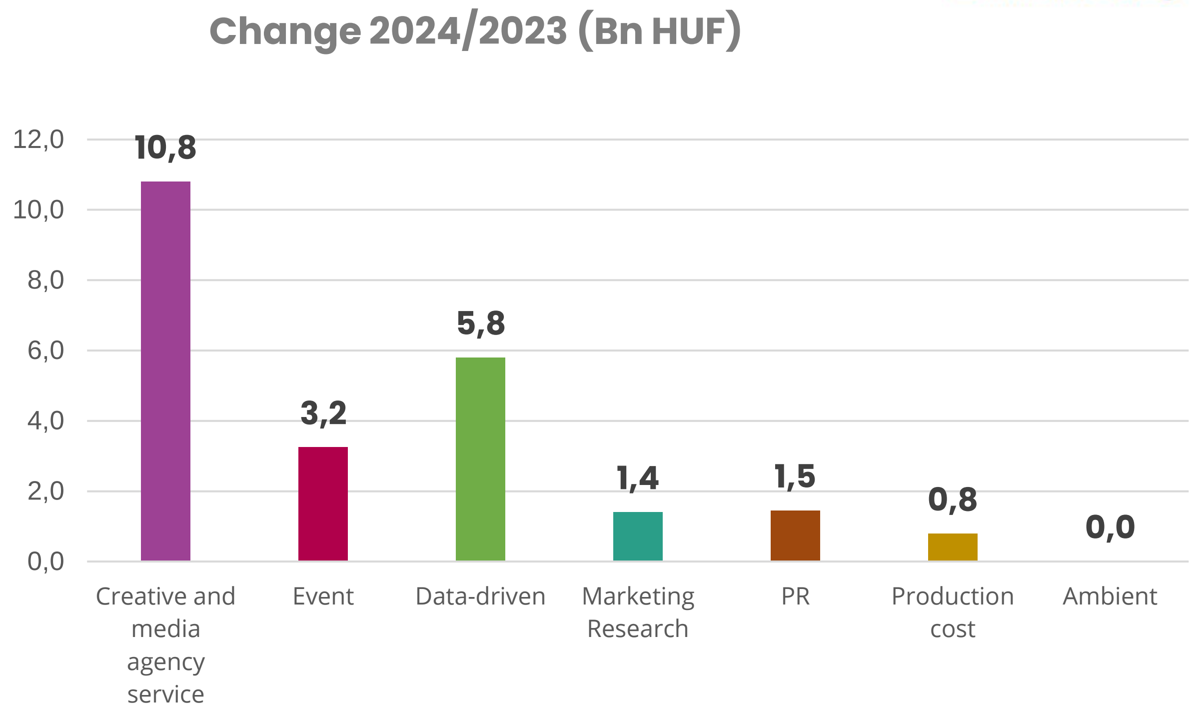


- Creative and media agency Services
- Event
- Data-driven (DM)
- Marketing research
- PR
- Production cost
- Ambient



CHANGE OF NON-MEDIA SEGMENTS 2024/2023





Almost all segments grew: The growth rates vary within a narrow range *(in a range of 4.9 percentage points)*

The segments on the rise achieved growth within a range of 4.3 to 9.2%. Ambient was the only stagnant segment. *(The total of production costs incurred by the particular media types – e.g. print media, radio – shows a growth exceeding that rate (+14.7%)*

The data-driven segment and the creative and media agency services segments grew the most: almost 10%

If we ignore the growth rate of production costs, the top three places are taken by the data-driven (+9.2%), the creative and media agency services (+9%), and the PR (+7.6%) segments.

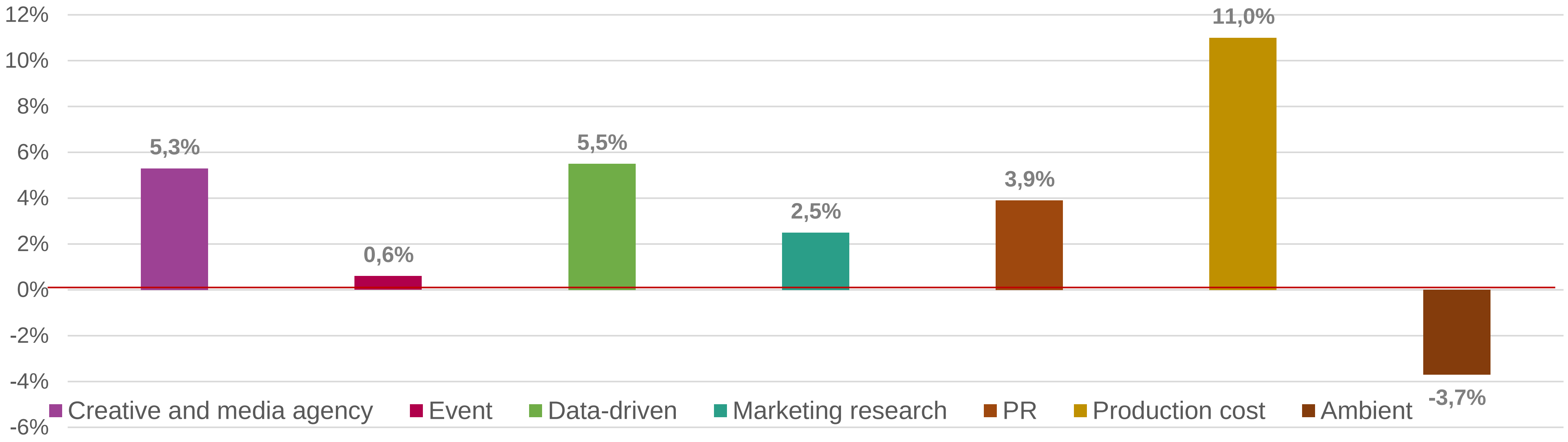
The order of the top 3 is different in terms of volume (billion HUF):

The order from that aspect is the following:

1) creative and media agency services (+HUF 10.8 billion)
2) Data-driven (+HUF 5.8 billion)
3) Event marketing (+HUF 3.2 billion)

CHANGES IN NON-MEDIA SEGMENTS IN REAL TERMS 2024/2023 (%)

In 2024, communications industry sectors on the whole already showed a slight, 3.9% increase even in real terms.



A good part of the communications industry returned to a growth path even in real terms in 2024

The top three places are occupied by the data-driven portion, creative and media agency services and PR with real value increases of 5.5%, 5.3% and 3.9%, respectively.

The growth of the event segment slowed down in 2024

After its soaring experienced in 2023, the growth rate of the events segment turned out much lower in 2024, barely above zero growth in real terms.

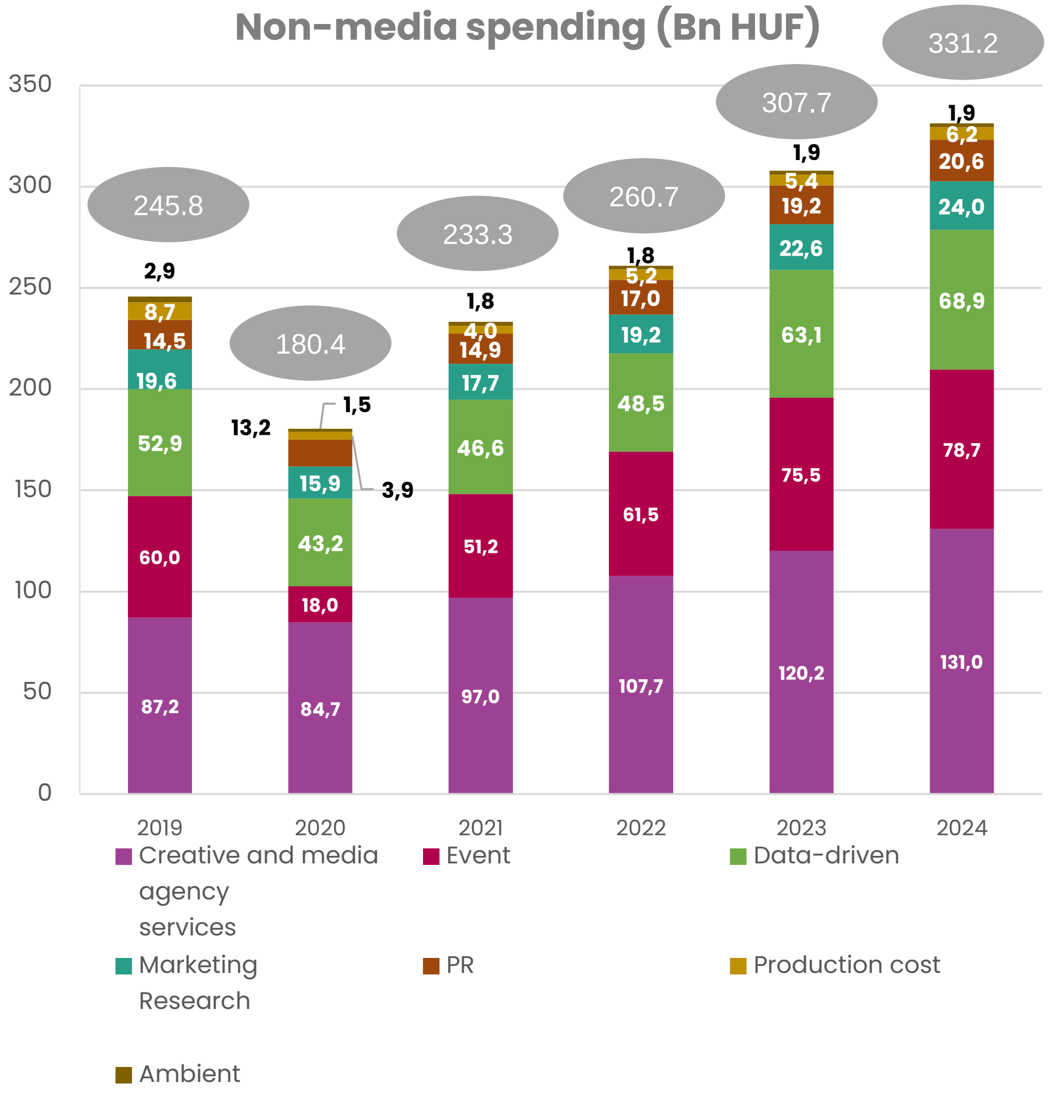
The ambient segment was close to stagnation in nominal terms, and even went into negative territory in real terms

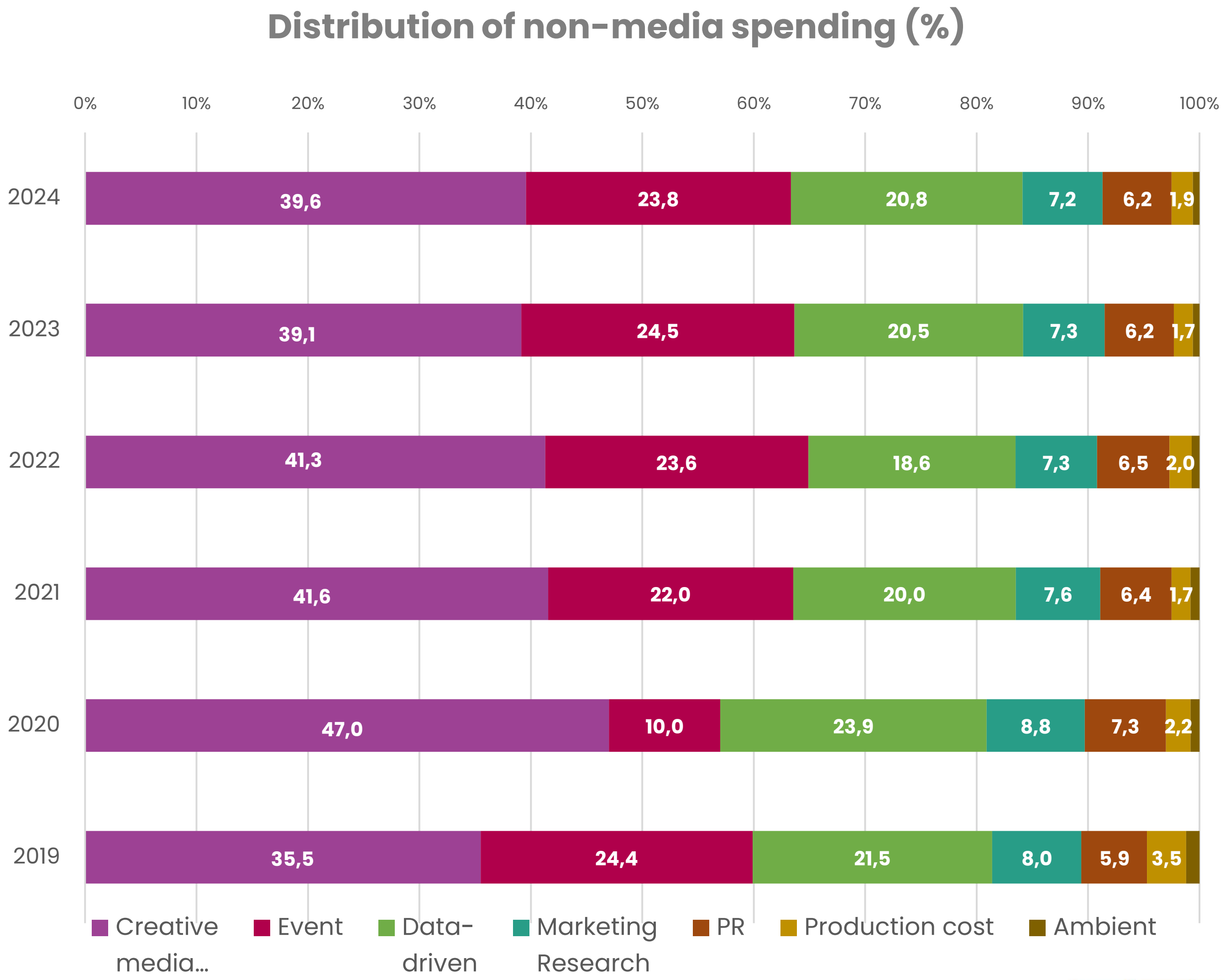
This makes it the only segment of the total communications spending that went into negative territory in real terms.

TRENDS IN NON-MEDIA SECTORS

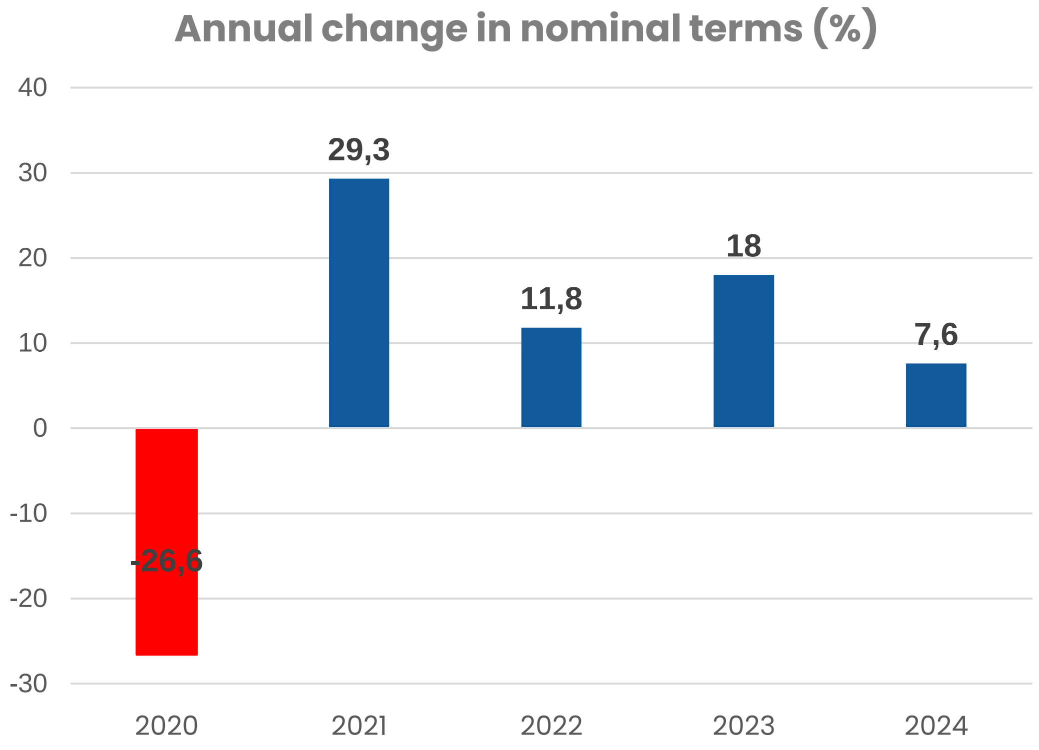
Starting from the year preceding the polycrisis and permacrisis (2019-2024)

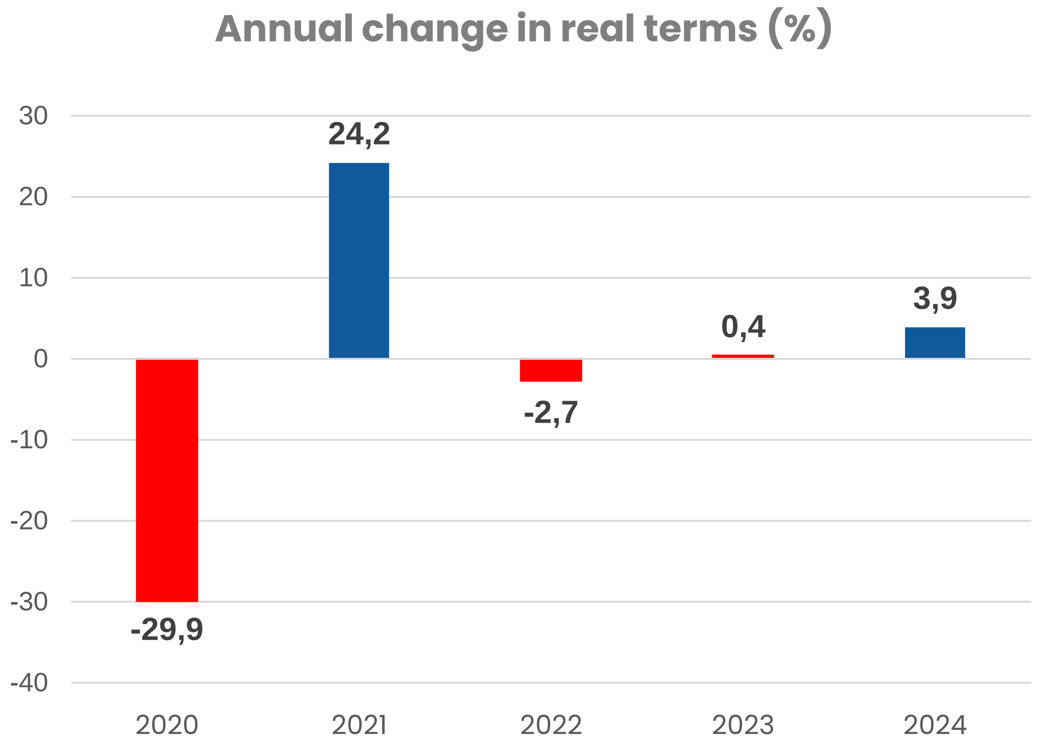
NON-MEDIA SPENDING AND MARKET SHARES (2019-2024)





NOMINAL VS REAL NON-MEDIA EXPENDITURE (2019-2024)





One year of "massive" shrinkage in nominal terms

With the exception of 2020, the revenues of the communications industry's sectors grew in nominal terms.

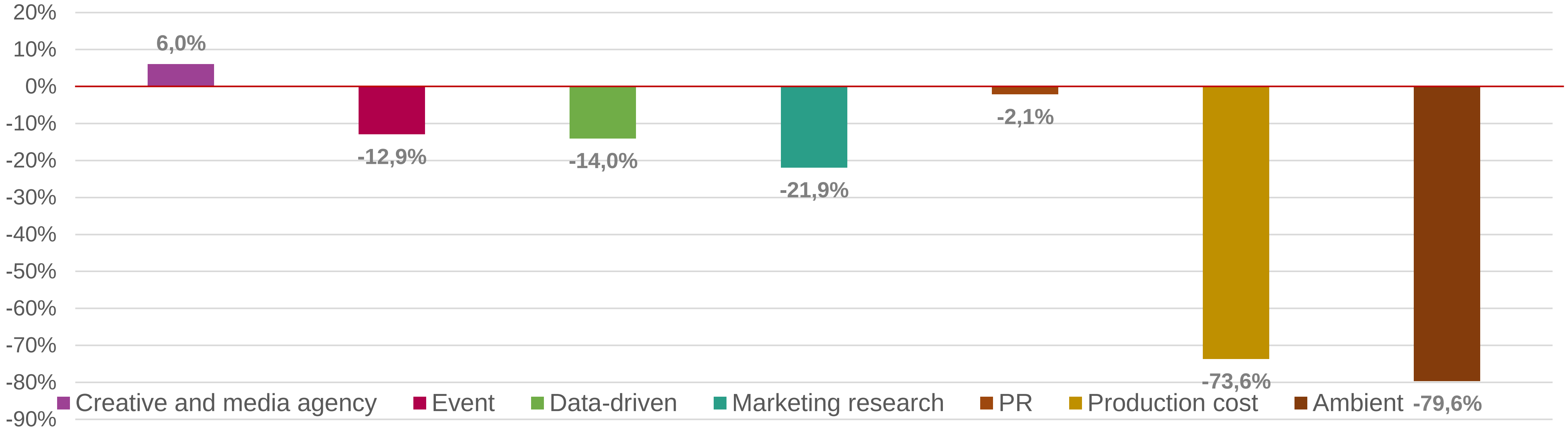
In real terms, there were only two years of growth

After the rebound experienced in 2021 was followed by two years of decline and stagnation in real terms, until in 2024 the marketing communications spending of advertisers increased in real terms as well.

Note: compared to the consumer inflation rate in years 2020-2024

CHANGES IN NON-MEDIA SEGMENTS' REAL VALUE 2024 VS 2019 (%)

In 2024, communications industry sectors on the whole still showed a performance that fell well short of the 2019 figure in real terms (-33.6%)



Only the forints spent by advertisers in 2024 on creative and media agency services exceeded the levels of 2019

Only the volume growth achieved in the segment of creative and media agency services came up to the levels of 2019.

The PR segment almost climbed back to its 2019 levels in real terms

The PR segment only fell short of its 2019 revenues by as little as 2.1 percentage points.

The events, data-driven and marketing research segments still lagging behind

Events segment: -12.9%; data-driven segment: -14%; marketing research:-21.9%.

Ambient is nearly 80% behind its 2019 figure in real terms

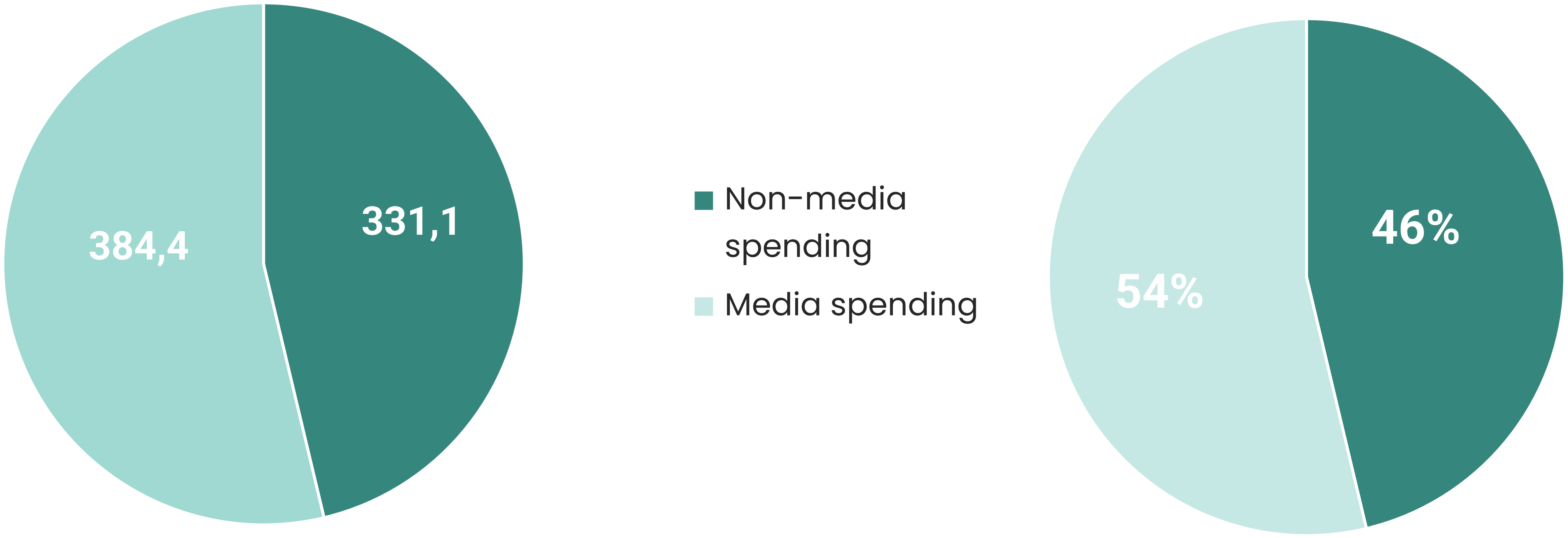
The biggest loser is the ambient segment.

MRSZ COMMUNICATIONS SPENDING 2024

TOTAL COMMUNICATIONS SPENDING (2024): HUF 715 bn / YoY +7.6%

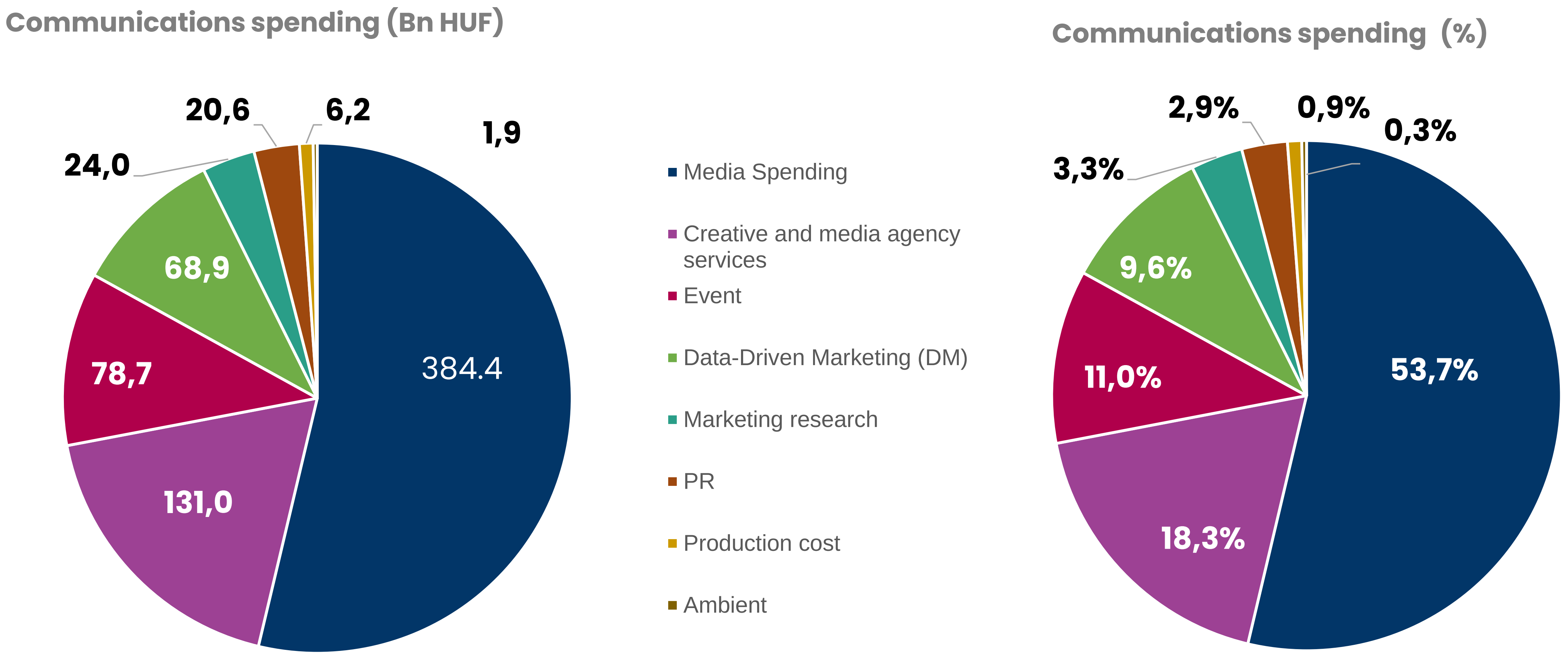
Non-media – media spending (Bn HUF)

Non-media – media spending (%)



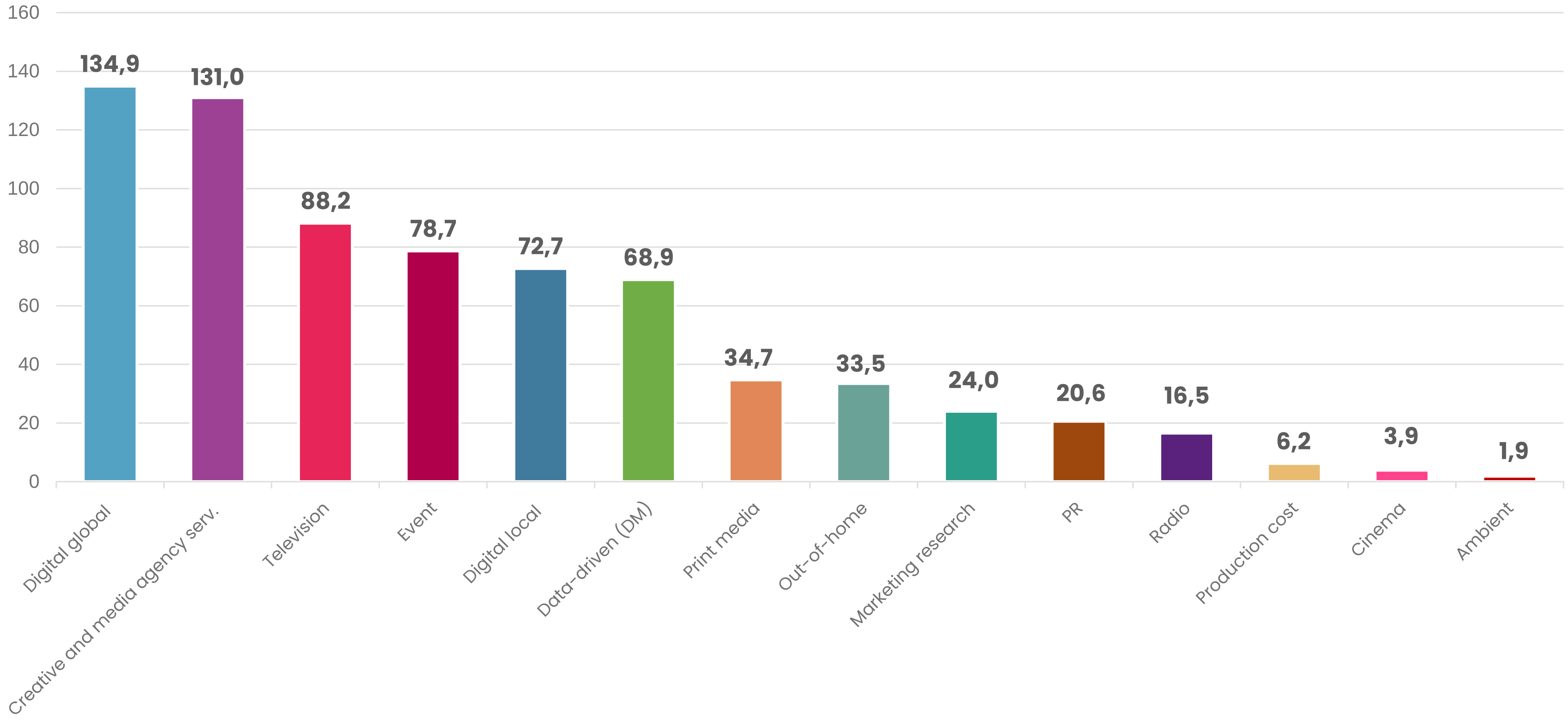
a) COMMUNICATIONS SPENDING: Net-net expenditures without overlaps. Includes the media spending figure; data-driven marketing (direct marketing), ambient; creative and media agency services (including productions run through agencies), events, client-financed marketing studies, PR, as well as the production costs incurred by media owners and charged to advertisers
b) PRODUCTION COST: Production cost incurred by media owners and charged to advertisers.
c) email spending overlapping digital and data-driven figures (thus generating duplications) in 2024: HUF 0.636 Bn, which was deducted from the grand total of the spending.

TOTAL COMMUNICATIONS SPENDING (2024): HUF 715 bn

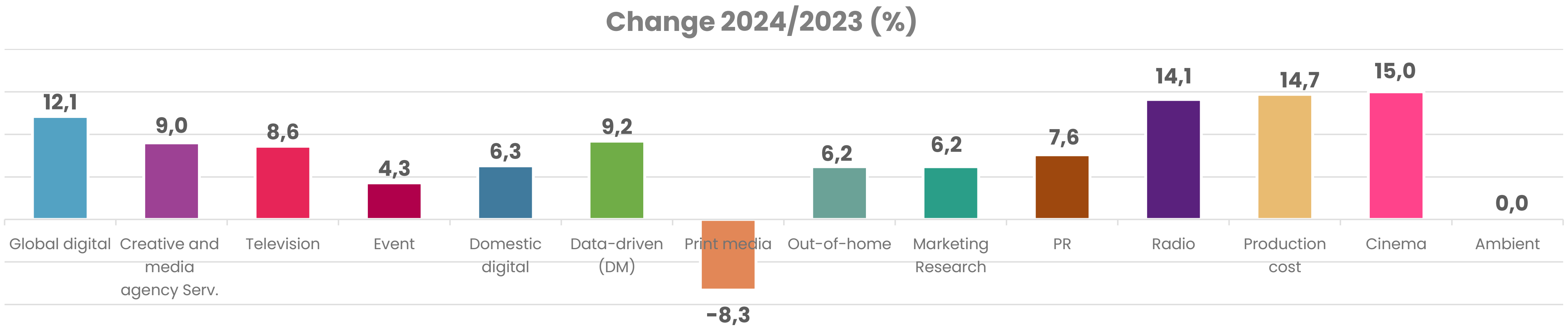


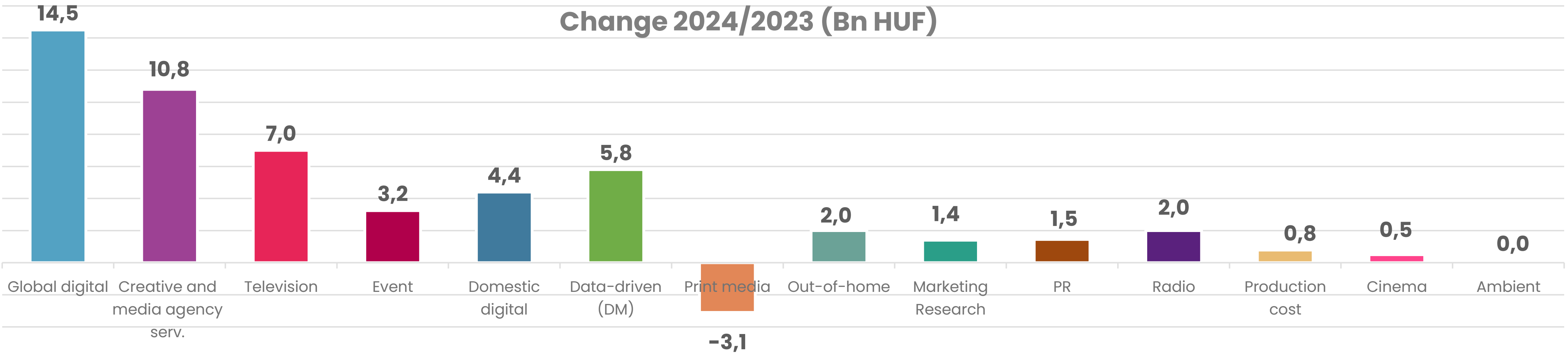
Note: Contents of the total communications spending, without the overlaps of net-net expenditures. It includes the media spending figure; data-driven marketing (direct marketing), ambient; creative and media agency services (including productions run through agencies), events, client-financed marketing studies, PR, as well as the production costs incurred by media owners and charged to advertisers

ALL SEGMENTS OF THE COMMUNICATIONS SPENDING 2024 (Bn HUF)



CHANGE IN EACH SEGMENT OF THE COMMUNICATIONS SPENDING (2024/2023)





SUMMARY: COMMUNICATIONS SPENDING 2019–2024

	2019 (Bn HUF)	Share %	2020 (Bn HUF)	Share %	Change 2020/2019	2021 (Bn HUF)	Share %	Change 2021/2020	2022 (Bn HUF)	Share %	Change 2022/2021	2023 (Bn HUF)	Share %	Change 2023/2022	2024 (Bn HUF)	Share %	Change 2024/2023
MEDIA SPENDING(1)	258.6 Bn	51.3%	255.2 Bn	58.6 %	-1.3%	304.9 Bn	56.7%	+ 19.5%	316.3Bn	54.8%	+3.7%	357.1Bn	53.7%	+12.9%	384,4Bn	53.7%	+7.6%
Creative and media agency serv. (2)	87.2 Bn	17.3%	84.7 Bn	19.4%	-2.9%	97.0 Bn	18.0%	+14.5%	107.7 Bn	18.7%	+11.0%	120.2 Bn	18.1%	+11.7%	131.0 Bn	18.3%	+9.0%
Event	60.0 Bn	11.9%	18.0 Bn	4.1%	-70.0%	51.2 Bn	9.5%	+184.6%	61.5 Bn	10.7%	+20.0%	75.5 Bn	11.4%	+22.8%	78.7 Bn	11.0%	+4.3%
Data-driven marketing (DM) (3)	52.9 Bn	10.5%	43.2 Bn	9.9%	-18.3%	46.6 Bn	8.7%	+7.9%	48.5 Bn	8.4%	+4.1%	63.1 Bn	9.5%	+30.1%	68.9 Bn	9.6%	+9.2%
Marketing Research	19.6 Bn	3.9%	15.9 Bn	3.6%	-19.0%	17.7 Bn	3.3%	+11.8%	19.2 Bn	3.3%	+8.0%	22.6 Bn	3.4%	+17.8%	24.0 Bn	3.3%	+6.2%
Public Relations	14.5 Bn	2.9%	13.2 Bn	3.0%	-9.0%	14.9 Bn	2.8%	+12.7%	17.0 Bn	2.9%	+14.0%	19.2 Bn	2.9%	+12.9%	20.6 Bn	2.9%	+7.6%
Production cost (4)	8.7 Bn	1.7%	3.9 Bn	0.9%	-54.9%	4.0 Bn	0.7%	+2.4%	5.2 Bn	0.9%	+29.2 %	5.4 Bn	0.8%	+3.1%	6.2 Bn	0.9%	+14.7%
Ambient	2.9 Bn	0.6%	1.5 Bn	0.3%	-47.9%	1.8 Bn	0.3%	+19.6%	1.8 Bn	0.3%	+1.0%	1.9 Bn	0.3%	+2.6%	1.9 Bn	0.3%	0.0%
TOTAL(5):	503.4 Bn		434.6 Bn		-13.7%	537.1 Bn		+23.6%	576.1Bn		+ 7.3%	664.2 Bn		+15.3%	715.0 Bn		+7.6%

(1) The 2023 Total Media Spending was adjusted with Mthe influencer advertising spending that totalled HUF +6.2 billion..

(2)-(3) The 2023 figure for creative and media agency services, éas well as data-driven marketing were corrected for a methodological adjustment.

(4) Production cost incurred by media owners and charged to advertisers.

(5) Adjusted Communications spending 2023: HUF 664.2 Bn (+HUF 66.1 Bn)

(6) email: spending overlapping digital and data-driven figures in 2024: HUF 0.636 Bn was deducted from the total of the communications spending.

TRENDS OF THE ADVERTISING MARKET IN THE LIGHT OF ECONOMIC INDEXES AND MEDIA SPENDING

25 YEARS: 2000–2024

QUESTIONS AND CONCLUSIONS

INDEXES ASSESSED (2020-2024)

Change of GDP, household consumption trends, media spending, inflation

QUESTIONS

1. Is there any correlation between the trends of key economic indicators and advertising spending (media spending).
2. Does the trends of GDP and housholds' consumption determine media spending? And vice versa?
3. Based on these trends, is it possible to divide the advertising market trends into homogeneous stages?

Source: Worldbank, Statista, KSH, MRSZ Media Spending
Note: nominal GDP, Media Spending nominal data

Conclusion 01

The correlation between media spending and the change of GDP and consumption (0.5 and 0.6 respectively), so other factors and circumstances also affect the trends of the advertising market.

Conclusion 02

But even so, it is obvious that:

- if both GDP and consumption are in negative territory, then media spending also decreases (2009, 2012, 2020), meaning that in years of economic difficulty, the advertising market is not safe, either,
- and the inverse is also true (2000-2006, 2014-2019, and 2021, the year of "rebound").

Conclusion 03

There were atypical years: Low GDP and consumption, but growing media spending (2007-2008, this particularly applies to year 2011 - downwards and year 2023 - upwards).

Conclusion 04

The change of media spending YoY varies in a far wider range (from -19% to +19%) than the other economic indicators assessed.

5 PHASES OF THE AD INDUSTRY UNTIL 2024

MAGYAR Reklámszövetség

- until 2008

1. CONTINUOUS GROWTH

Continuous growth from the 90's to 2008 in the ad industry

2009-2016

2. SETBACK AND SLOW RECOVERY

Although the economy and the ad industry grew between 2014 and 2016, the latter falls short of the 2008 level

2017-2019

3. RESUMING GROWTH

The advertising industry is also in full swing, along with the rest of the economy

2020-2023

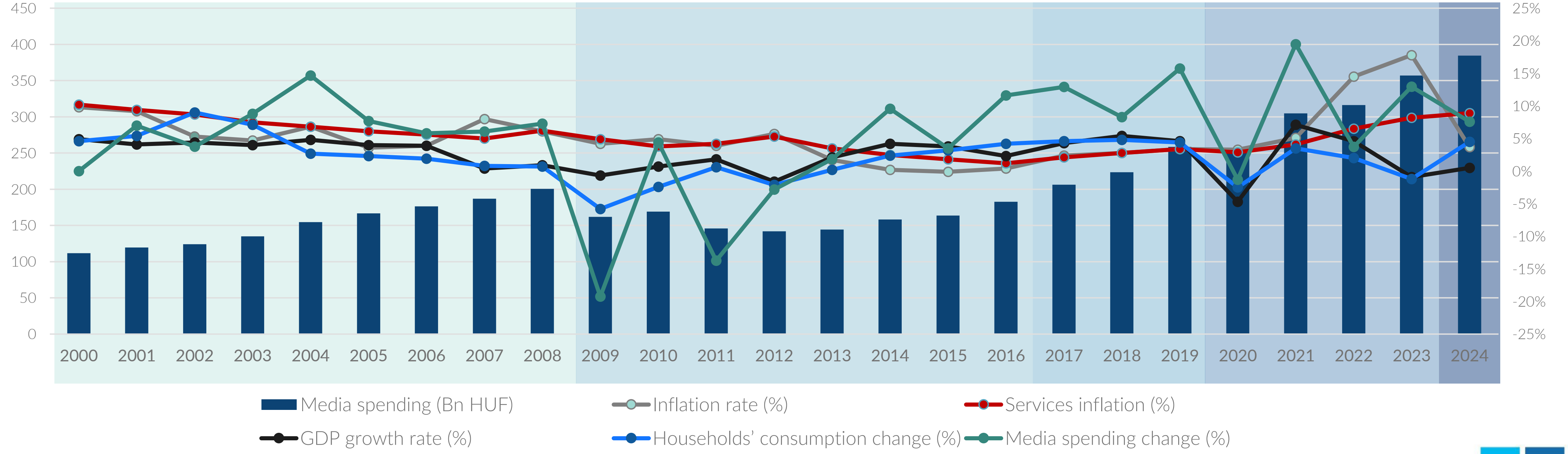
4. ON A SEESAW

Up and down at the time of the polycrisis

2024-

5. A NEW BEGINNING?

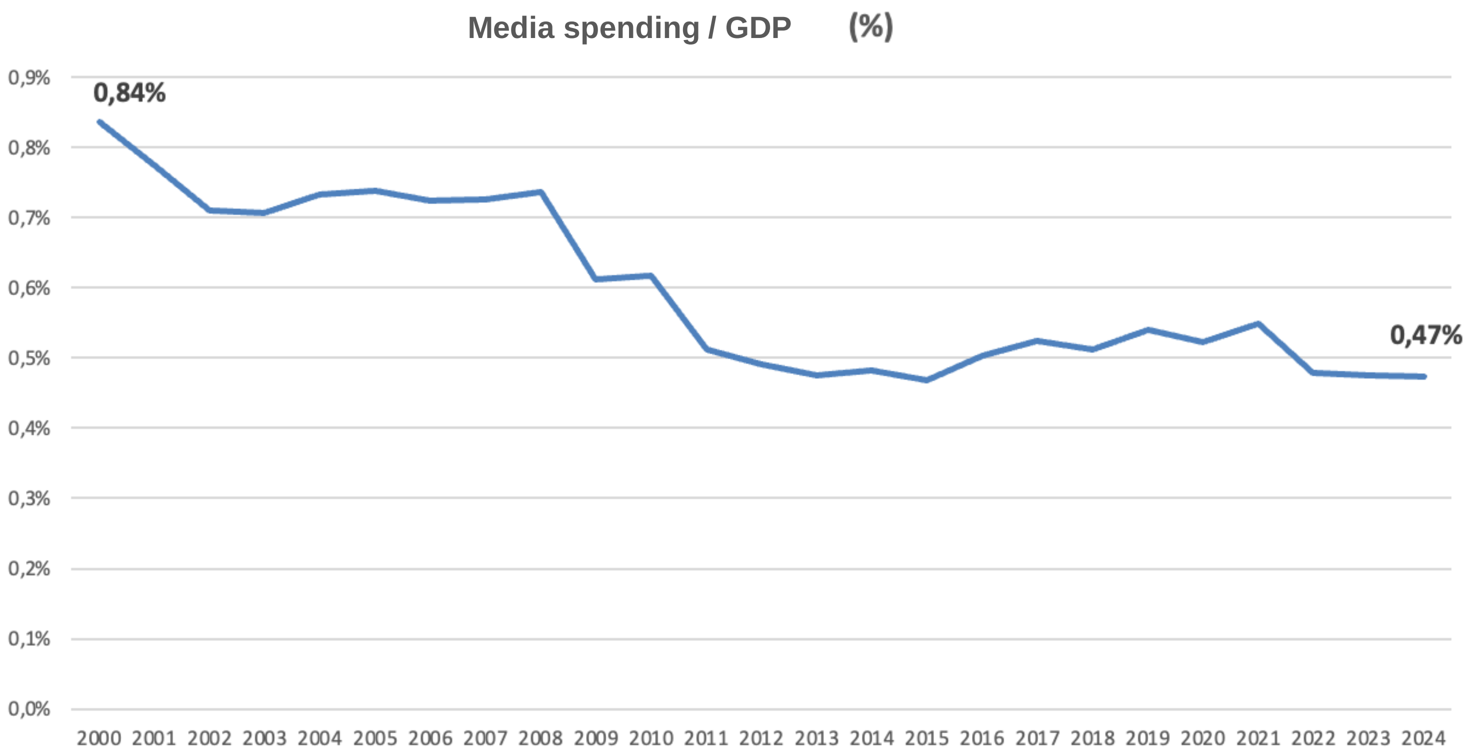
Growth in almost the entire adverising industry, in addition, in real terms



Source: *KSH, Total Media Spending*

Note: Media spending nominal data

OVER 25 YEARS MEDIA SPENDING FELL DRASTICALLY COMPARED TO THE GDP IN HUNGARY



25 YEARS: 43% DECREASE

In the baseline year 2000, the annual media spending accounted for 0.84% of the nominal GDP
In 2024, this figure is only 0.47% of the GDP
Meaning that media spending had fallen by 2024 to 57% of the baseline value.

ONE STEP UP AND TWO STEPS DOWN

While slight improvements took place in the 2002-2008 and 2016-2019 periods, a significant setback occurred between 2009 and 2015, and figures indicate further decrease between 2022 and 2024.

GLOBAL AVERAGE: 0.99%

Our domestic figure of 0.47% is extremely low internationally as well, in view of the fact that global average in 2024 was 0.99%.
And although the media spending/GDP index dropped all over the world, the decline was far more significant in Hungary than the global average.

Source: Worldbank, Statista, KSH, MRSZ Media Spending
Note: nominal GDP, Media Spending nominal data

INDUSTRY OPINION LEADERS' FORECAST 2025

Based on 7th MRSZ Barometer survey

MEDIA SPENDING EXPECTATION 2025

ACCORDING TO THE RESPONDENTS OF THE 7TH MRSZ BAROMETER SURVEY

MAGYAR Reklámszövetség

Question: please estimate the 2025 trends of the below segments of domestic media spending.

	Actual 2024/2023	Expectation 2025/2024
Digital global	+12.1%	+15.6%
Television	+8.6%	+4.1%
Digital local	+6.3%	+8.3%
Print media	-8.3%	-4.7%
Out-of-home	+6.2%	+4.0%
Radio	+14.1%	+0.4%
Cinema	+15%	-2.6%

DIGITAL: FURTHER DOUBLE-DIGIT GROWTH EXPECTED

In digital advertising spending, the respondents expect a growth exceeding last year's change.

TELEVISION AND OUT-OF-HOME: ON THE RISE

But the growth rate is smaller than in 2024

PEINT MEDIA: FURTHER DECREASE

Although the rate of decline is slowing down compared to last year

RADIO: STAGNATION

Stagnation after strong double-digit growth in 2024

CINEMA: SURPRISING FALL

Respondents expect a decrease in the segment of cinema, which produced the highest annual growth in 2024

Note: Respondents filled in the 7th MRSZ Barometer survey in January-February 2025.

SCORES GROUP Solution for Cooperative Researches

CAWI

KOMMUNICATIONS, MEDIA, ADVERTISING AND MARKETING SERVICES (NON-MEDIA) EXPECTATION 2025

MAGYAR Reklámszövetség

ACCORDING TO THE RESPONDENTS OF THE 7TH MRSZ BAROMETER SURVEY

Question: please estimate the 2025 trends of the below segments of advertisers' marketing communications spending!

	Actual 2024/2023	Expectation 2025/2024
Creative and media agency services	+9.0%	+4.3%
Events	+4.3%	+3.6%
Data-Driven Marketing (direct marketing)	+9.2%	+8.4%
Marketing research	+6.2%	-0.6%
PR (Public Relations)	+7.6%	+3.2%
Ambient	0%	+0.8%

CREATIVE AND MEDIA AGENCY SERVICES: TO SLOW DOWN

Creative and media agency services

EVENTS: NEARLY IDENTICAL GROWTH RATE

Respondents expect virtually the same events spending for this year.

DATA-DRIVEN MARKETING (DM): TO CONTINUE TO GROW

In a growth rate almost as high as last year

MARKETING RESEARCH: MINOR SETBACK

Respondents think less money will be spent on marketing research this year than in 2024.

PR: GROWTH RATE TO DIMINISH

Advertisers will continue to attach great importance to Public Relations in 2025, generating further growth for the segment.

AMBIENT: PROGRESS AFTER STAGNATION

Respondents expect slight growth after recent years' stagnation.

Note: Respondents filled in the 7th MRSZ Barometer survey in January-February 2025.

Thank you for your attention!

APPENDIX 1

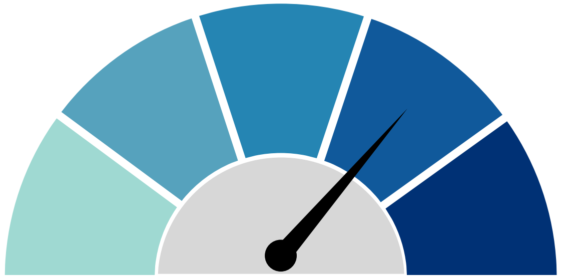
BREAKDOWN OF MEDIA AND COMMUNICATIONS SPENDING SEGMENTS (2024)

BREAKDOWN #1 OF THE SEGMENTS OF TOTAL MEDIA SPENDING

DIGITAL SEGMENTS

DIGITAL GLOBAL

In 2024 the global digital segment already has 35.1% of the total media spending, continuing to rank first. Although the growth rate has slowed down, global digital platforms still pocketed the largest portion of Hungary's media spending in 2024, just like in every year from 2019.



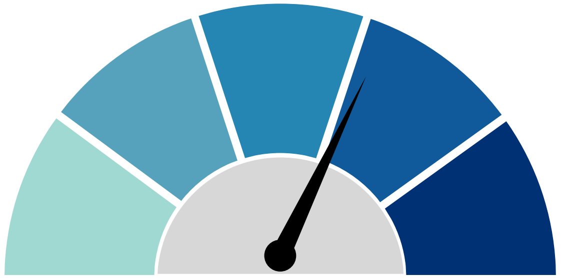
GLOBAL DIGITAL

HUF 134.9 Bn

2024/2023 change:
+HUF 14.5BN
IN NOMINAL TERMS +12.1%
(IN REAL TERMS +8.4%)

DIGITAL LOCAL

Domestic digital media increased by 6.5 percentage points in 2024: The segment increased to HUF 72.7 billion. This makes the segment the third largest segment of the media spending, with a 18.9% share of the total spending.



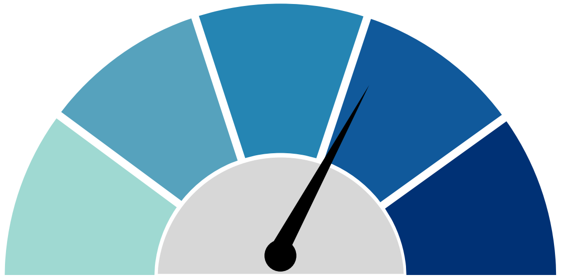
LOCAL DIGITAL

HUF 72.7 Bn

2024/2023 change:
+HUF 4.4BN
IN NOMINAL TERMS +6.5%
(IN REAL TERMS +2.8%)

TOTAL DIGITAL

The digital (global and domestic) advertising spending in 2024 totalled HUF 207.6 billion, which is a 10% growth in nominal terms from the preceding year, which equals +6.3% in real terms. The proportion of the total digital spending continued to grow in the entire media spending, accounting already for 54% thereof



TOTAL DIGITAL

HUF 207.6 Bn

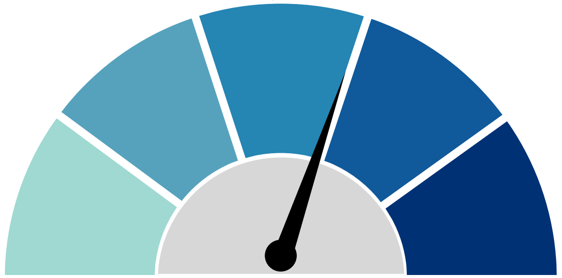
2024/2023 change:
+HUF 18.9BN
IN NOMINAL TERMS +10.0%
(IN REAL TERMS +6.3%)

BREAKDOWN #2 OF THE SLICES OF MEDIA SPENDING

TELEVISION, PRINT MEDIA, OUT-OF-HOME SEGMENTS

TELEVISION

In 2024, the television market players' advertising revenues: Totalled HUF 88.2 billion, meaning a 8.6% growth. This shows a 4.9% improvement in real terms. TV continues to keep its second position in the media spending. Apart from the advertising revenues, the television market can also rely on other sources of revenue, such as the distribution revenues, which also totalled HUF 77 billion, a considerable sum.



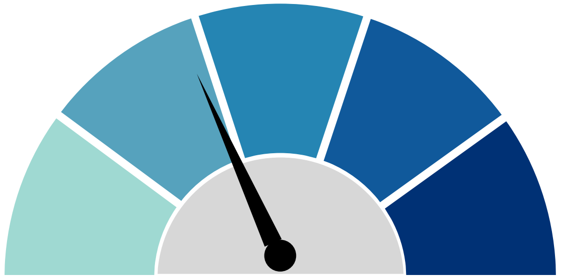
TELEVISION

HUF 88.2 Bn

2024/2023 change:
+HUF 7.0BN
IN NOMINAL TERMS +8.6%
(IN REAL TERMS +4.9%)

PRINT MEDIA

The annual print media spending dropped to HUF 34.7 billion in 2024, which is a 8.3% decrease from 2023, and a -12% fall in real terms. This makes the print media the only media type that experienced shirinkage in both real and nominal terms.



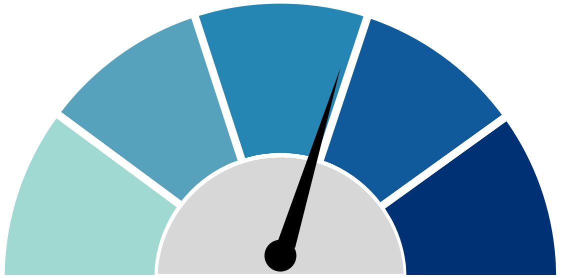
PRINT MEDIA

HUF 34.7 Bn

2024/2023 change:
- HUF 3.1.BN
IN NOMINAL TERMS -8.3%
(IN REAL TERMS -12%)

OUT-OF-HOME

Out-of-home advertising spending grew to HUF 33.5 billion last year, which is a 6.2% growth from the preceding year, so out-of-home is in positive territory (+2.5%) even in real terms. The 8.7% share obtained from the 2024 total media spending proved sufficient for the segment to keep is position achieved in the past 5 years.



OUT-OF-HOME

HUF 33.5 Bn

2024/2023 change:
HUF +2.0 BN
IN NOMINAL TERMS +6.2%
(IN REAL TERMS +2.5%)

BREAKDOWN #3 OF THE SEGMENTS OF MEDIA SPENDING

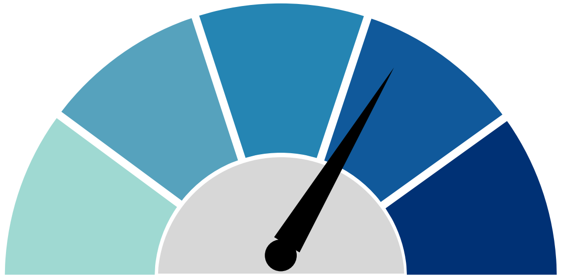
RADIO AND CINEMA SEGMENTS

RADIO

The aggregate radio (RAME/HEROE) spending of 2024 totalled HUF 16.5 billion, which is a growth of 14.1% from the preceding year, so the growth rate was similar to the one experienced in the preceding year. This segment achieved a 10.4 percentage point growth – a sizable increase also in real terms – last year, thanks to the renaissance of radio campaigns.

CINEMA

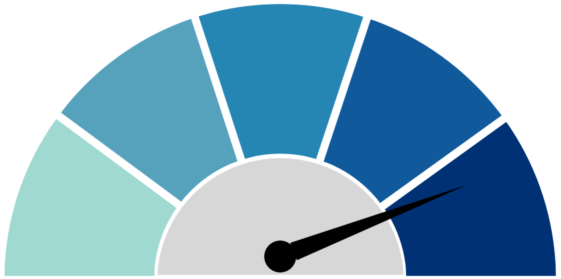
Cinema advertising spending was HUF 3.9 billion in 2024, which means a 15 % growth from the preceding year. Out of all media segments, cinema experienced the most dynamic growth over the past three years. With this intensifying trend, cinema achieved a +11.3% growth in real terms last year.



RADIO

HUF 16.5 Bn

2024/2023 change:
HUF +2.0 BN
IN NOMINAL TERMS +14.1%
(IN REAL TERMS +10.4%)



CINEMA

HUF 3.9 Bn

2024/2023 change:
+HUF 0.5BN
IN NOMINAL TERMS +15.0%
(IN REAL TERMS +11.3%)

BREAKDOWN #1 OF THE SEGMENTS OF MEDIA SPENDING

CREATIVE, MEDIA AGENCY SERVICES

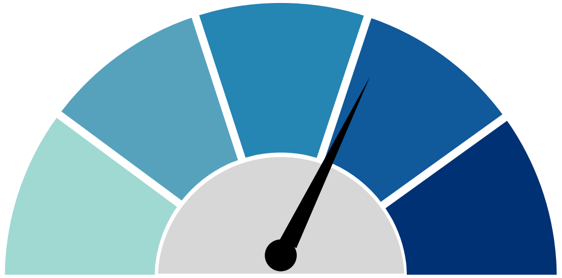
On creative, advertising, digital and media agency services, advertisers spent HUF 131 billion in 2024. Thus the growth rate in nominal terms (+ 9%) already secured an 5.3%increase already in real terms. The fact that the segment accounts for the second largest portion (18.3%) of the total spending after the global digital segment demonstrates well its significance.

EVENT

The revenues of the events sector grew to HUF 78.7 bn, which is a more moderate growth (4.3%) than it secured in 2023. But even this growth was sufficient for the sector not to go into negative territory last year even in real terms, and to keep its earlier position in the scale-competition among the spending segments.

DATA-DRIVEN MARKETING

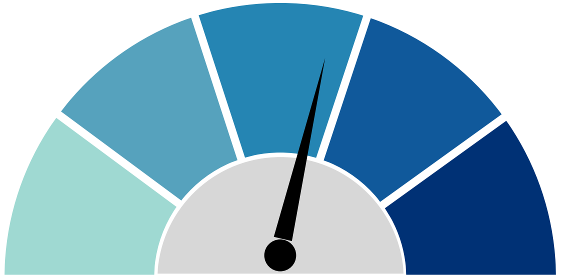
Last year, the data-driven segment of the total spending amounted to HUF 68.9 billion, which is a +9.2% change in nominal terms from the preceding year, and is in the positive territory also in real terms (+5.5%). With this performance, the segment achieved the highest growth in the non-media spending (without production cost), keeping its position among the segments of the total spending, which it had attained over the preceding years.



CREATIVE / MEDIA AGENCY SERVICES

HUF 131.0 Bn

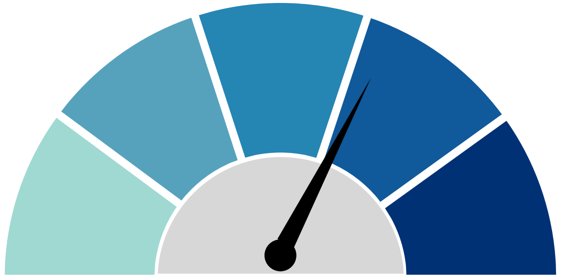
2024/2023 change:
HUF +10.8 BN
IN NOMINAL TERMS +9.0%
(IN REAL TERMS +5.3%)



EVENT

HUF 78.7 Bn

2024/2023 change:
+HUF 3.2BN
IN NOMINAL TERMS +4.3%
(IN REAL TERMS +0.6%)



DATA-DRIVEN MARKETING

HUF 68.9 Bn

2024/2023 change:
HUF +5.8BN
IN NOMINAL TERMS +9.2%
(IN REAL TERMS +5.5%)

BREAKDOWN #2 OF THE SEGMENTS OF MEDIA SPENDING

MARKETING RESEARCH

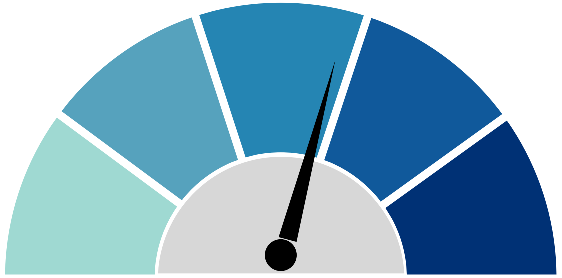
In 2024, the marketing research market achieved 6,2%, a third of the growth it secured in 2023/2022 in nominal terms, (at that time, the growth was almost 18 %). Inreal terms (2.5%) no significant growth occurred.

PUBLIC RELATIONS

The Public Relations market achieved HUF 20.6 billion in 2024, which means half the growth (7.6%) it achieved in 2023/2022. The PR segment achieved growth also in real terms (+3.9%).

AMBIENT

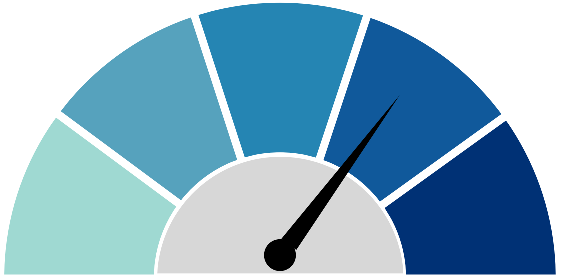
The ambient segment stagnated in nominal terms last year, as it remained the same size in 2024: The total of the communications spending in the segment amounted to HUF 1.9 billion, which is identical to the figure of 2023. As the smallest portion of the segments of the communications spending it was the only non-media sector that shrank (3.7%) last year.



MARKETING RESEARCH

HUF 24.0 Bn

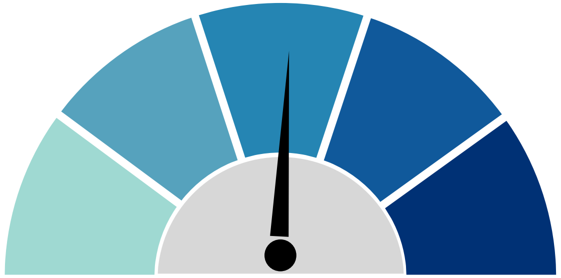
2024/2023 change:
+HUF 1.4 BN
IN NOMINAL TERMS +6.2%
(IN REAL TERMS +2.5%)



PUBLIC RELATIONS

HUF 20.6 Bn

2024/2023 change:
HUF +1.45 BN
IN NOMINAL TERMS +7.6%
(IN REAL TERMS +3.9%)



AMBIENT

HUF 1.9 Bn

2024/2023 change:
HUF 0 BN
IN NOMINAL TERMS -
(IN REAL TERMS +3.7%)

APPENDIX 2.

METHODOLOGY (2024)

MRSZ MEDIA SPENDING METHODOLOGY

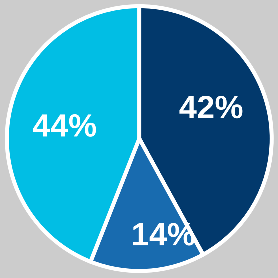
DIGITAL

Number of data providers, reporting media companies:

54

media company, sales house, agency

Proportions of exact data and forecast:



Supplementary information:

- *Self-declaration-based data reporting;*
- *Includes goods barter;*
- *Email overlaps with the data-driven (DM) figures are deducted in the communications spending report.*

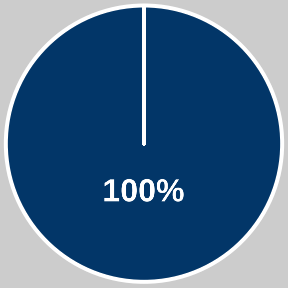
TELEVISION

Number of data providers, reporting media companies:

76

television channel

Proportions of exact data and forecast:



Supplementary information:

- *The data collection focuesd on the following key categories of television advertising revenue: Spot, Non-spot, Goods barter, Government public service advertising*

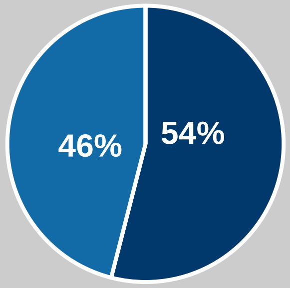
PRINT MEDIA

Number of data providers, reporting media companies:

12

publisher

Proportions of exact data and forecast:



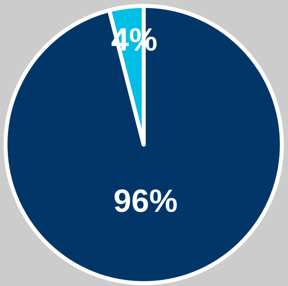
OUT-OF-HOME

Number of data providers, reporting media companies:

18

company

Proportions of exact data and forecast:



Supplementary information:

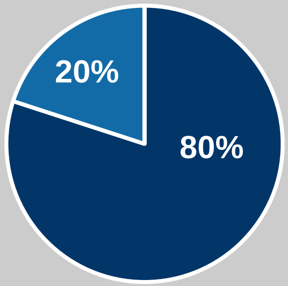
The market share of the OOH media owner companies providing comprehensive data supply, based on number of advertising spaces and revenue is 96%.
The revenues data of the other 37 OOH media owner companies registered by OM Audit were estimated on the basis of the assessment of the utilisation of advertising spaces and the average sales prices.
(based on their number of spaces and revenues, around 4%)

RADIO

Data providers:

MTVA, Sláger, Magyar Katolikus Rádió, Target Média (Jazzy, Klasszik), InfoRádió, TrendFM, Retro Rádió, Rádió 1, Best FM, Radiocafe, Base FM, Rock FM, and the aggregated data of other RAME and HEROE member radios

Proportions of exact data and forecast:

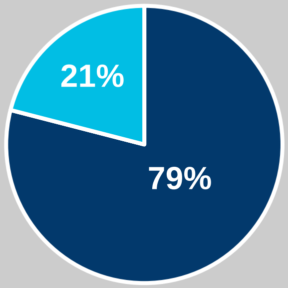


CINEMA

Data providers:

Cinema City and MiMozink cinema chains together

Proportions of exact data and forecast:



(1) All segments include goods barter.

(2) None of the segments of the media spending contains any overlaps with any other domains. (The email duplication also appearing in the digital and data-driven figures are deducted from the communications spending.)

Data reporting | *Data reporting-based estimate* | *Expert estimate*

MRSZ COMMUNICATIONS SPENDING METHODOLOGY

Creative and media agency services methodology

The data are based on publicly available financial information and comprehensive, self-declaration type reporting, taking into consideration the peculiarities of the agency market.
The 2023 financial statement data of over 190 key players of the creative and media agency market were collected, processed, and then adjusted with 2024 business information from more than 50 agencies and the inputs of market experts, in order to get a comprehensive picture.
Due to the nature of the methodology above, MAKSZ can provide preliminary data for the communications spending in March in any year under review. After the publication of the financial reports of the year under review, we perform another analysis, and if it results in a figure that significantly differs from the preliminary one, MAKSZ updates it, and the updated one will become the definitive data. Similarly to last year, the magnitude of the difference between the preliminary and the final figures of 2023 also justified the publication of updated final figures.

- The estimate includes the agency fees and production costs that were realised via the agency.
- The figure does not include any proceeds from other agency services, so they do not overlap with the events and PR data

MRSZ COMMUNICATIONS SPENDING METHODOLOGY

Events methodology

The data of MaReSz present the figures of the B2B corporate event market inside the media and communications spending. These figures were calculated on the basis of the figures reported by the members of MaReSz's event agency section and some key external players of the market.

They include:

- Internal and external corporate events (client parties, consumer events, partner events, sales conferences, loyalty events, trade fair appearances
- festival sponsorship appearances, team-building and employee training events, family days connected to brands).

They do not include:

- Association events, professional events of conference and congress organisers
- Incentive events, conferences, congresses and corporate events held by foreign clients in Hungary
- National festivities, government and political party events
- Music and entertainment events, festivals,
- Sporting events,
- Weddings and other family events

MRSZ COMMUNICATIONS SPENDING METHODOLOGY

Data-Driven Marketing (DM) methodology

Data Marketing and Analytics Hungary surveys the size of the domestic direct marketing sector every year, and – within the sector – the use and significance of direct marketing) tools. Thanks to the methodological changes implemented in 2022 and 2024, the sectoral research called DM Szenzor will cover an even larger portion of the data-driven market, thereby providing an even greater precision in determining the size of the market. (The measurement methodology of direct mail marketing has not changed.)

Methodological changes:

- For unaddressed advertising materials, from 2024 on, the measurement is based on the number and distribution cost of unaddressed advertising materials of a nationwide or local circulation, delivered to letterboxes. Therefore, the measurement captures a larger portion of the market.
- In the case of digital channels, the scope of data included in the assessment has been boroadened.

The results are based – on the one hand – on factual data (20%) reported by 115 market players, and – on the other hand – the data acquired from annual financial reports (75%), which were supplemented with data obtained from channel-specific expert estimates (5%).

Marketing research methodology

Our auditor received 2024 proceeds data from 22 enterprises that conduct market research as their main business, for the market research market defined by us. The marketing research figure was calculated using 61% exact data and 39% expert appraisal.
Similarly to previous years, the Hungarian Association of Markert Research Companies (PMSZ) and Impetus Research calculated its market size estimate using a combined expert appraisal based on self-declaration and balance sheet data. The sales revenue of reporting (audited) companies made up 61% of the estimated size of the market. The growth for 2024 from the 2023 baseline is estimated at 6.2%

The sales returns that were taken into account are revenues exclusively from market research, which do not include:

- any revenues received by subcontractors working for other market research firms,
- other non-marketing purpose researches (e.g. sociology, basic research, pharmaceutical research),
- or researches prepared for non-Hungarian clients on subject markets other than the Hungarian market.

MRSZ COMMUNICATIONS SPENDING METHODOLOGY

PR methodology

The Hungarian Public Relations Association (MPRSZ) managed to provide a much more precise picture of the size of the consultancy/agency market, based on the financial data reported by agencies. The data processing took into account the fee charges for the PR consultancy services, meaning that the figures of MPRSZ shows the size of the PR market (and not the total of the PR agencies' revenues):

MPRSZ calculated the 2024 figure from financial data and actual data supply from agencies:

a) The organisation calculated the volume of the PR market from the 2023 turnover data of 63 companies (making up 16% of the market).
b) Another 15 market players, accounting for 8% of the market, also supplied data directly.
c) Based on the exact data refereed to above (in articles 'a' and 'b', the association placed the companies making up the remaining 76% of the market into 3 groups (10-50 / 51-250 / 250+ net income), and weighted the data on their respective net turnover/PR revenue ratios (81%/87%/75%).

The data do not include:

- Media and conventional (not connected to PR-communication) events spending
- No data are available on PR specialists working as self-employed persons.
- Institutions' communications costs (staffing and resource) are not included.

MRSZ COMMUNICATIONS SPENDING METHODOLOGY

Ambient methodology

The Ambient Association presents the figures of domestic ambient industry.
Data were provided from the section members' reporting and the public and estimated information of major market players.

The data include:
location-independent (individual vehicles, street promotions) and location-/theme-specific (public educational networks, healthcare networks, point of sale networks, shopping centres, filling station networks, HORECA, sports and fitness centres, nightclubs, post and lottery offices, beauty networks) tools.

The data do not include:
ambient platforms overlapping the OOH sector.

APPENDIX 3

ADJUSTED MEDIA AND COMMUNICATIONS SPENDING 2023

THE MAGNITUDE OF THE ADJUSTED MEDIA SPENDING OF 2023 IS HUF 357.1 BN

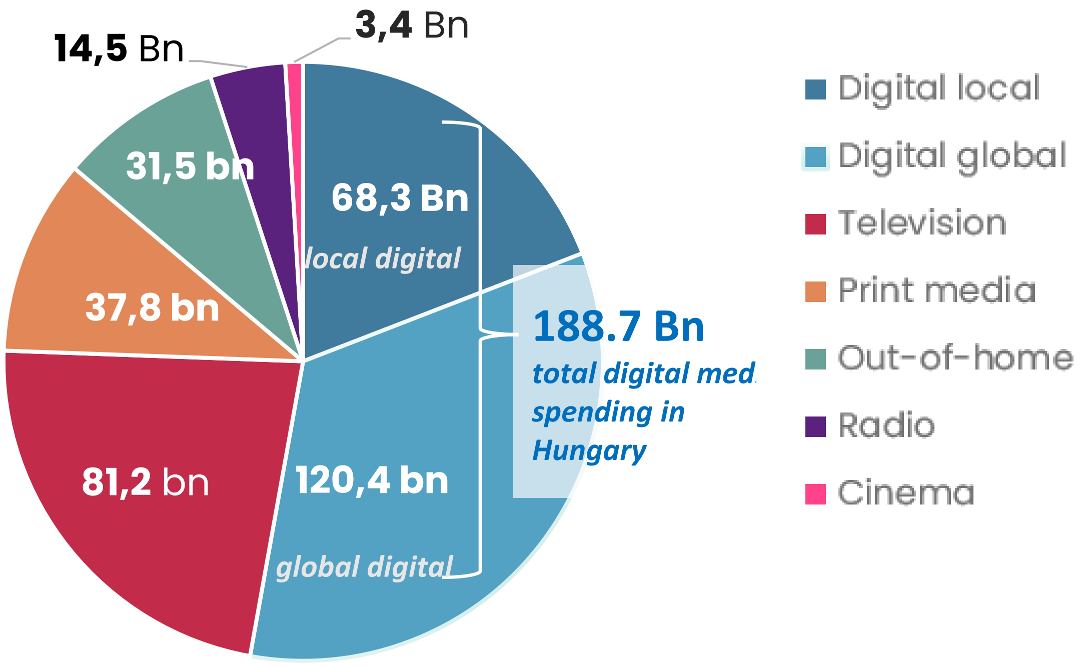
01 Reason for adjustment:

The 2023 figure published originally did not include the influencer spending data published last year for the first time, which was added to the domestic digital advertising spending.

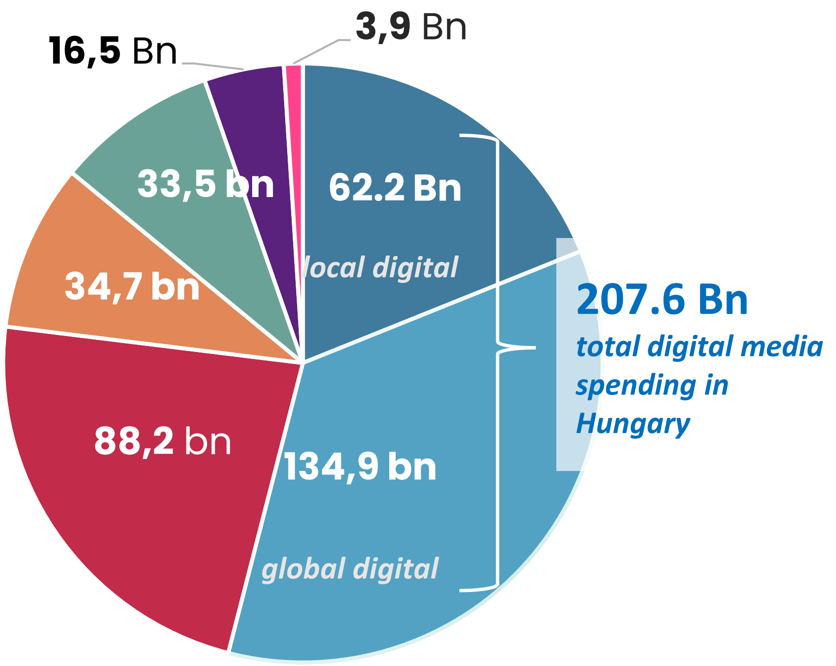
02 Change due to adjustment in 2023 : +HUF 6.0 Bn

The total of the 2023 media spending published (earlier) in March 2024 was HUF 351.1 billion.

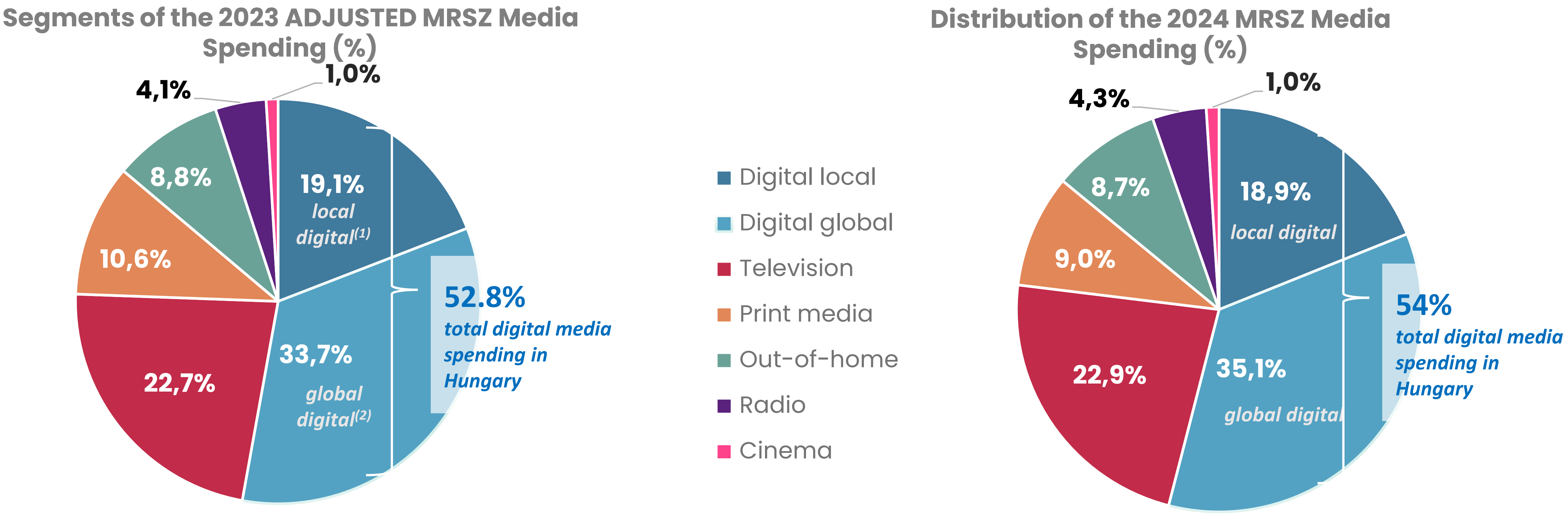
Total of the 2023 ADJUSTED MRSZ Media Spending (Bn HUF)



Total of the 2024 Media Spending (Bn HUF)



THE ADJUSTED MEDIA SPENDING OF 2023 CHANGED BY 1.7%



ADJUSTED 2023 COMMUNICATIONS SPENDING: HUF 664.3 BN (+15.3%)

MAGYAR Reklámszövetség

1. 2023: THE ADJUSTMENT OF THE MEDIA SPENDING TOTAL HAD AN EFFECT ON THE COMMUNICATIONS SPENDING TOTAL

There occurred a change in the media advertising spending (figure changed to HUF 367.3 billion), since the volume of the 2023 media spending was adjusted with +HUF 6.2 bn, since the 2023 figure published originally did not include the influencer spending data published last year for the first time, which was added to the domestic digital advertising spending.

2. THE ADJUSTED 2023 COMMUNICATIONS SPENDING TOTAL IS +2.4% HIGHER THAN THE PREVIOUSLY PUBLISHED FIGURE

Adjusted Communications Spending 2023: HUF 664.3 bn. The difference between the adjusted and the previously published figure (HUF 648.9 bn) is HUF +15.4 bn.

3. MAKSZ HAS ADJUSTED ITS FIGURES FOR 2023: HUF 120.2 bn

MAKSZ changed the 2023 figure for the creative and media agency services to HUF 120.2 billion, as a result of a methodological adjustment. Compared to the adjusted 2023 figure, the 2022-2023 change is +12%.

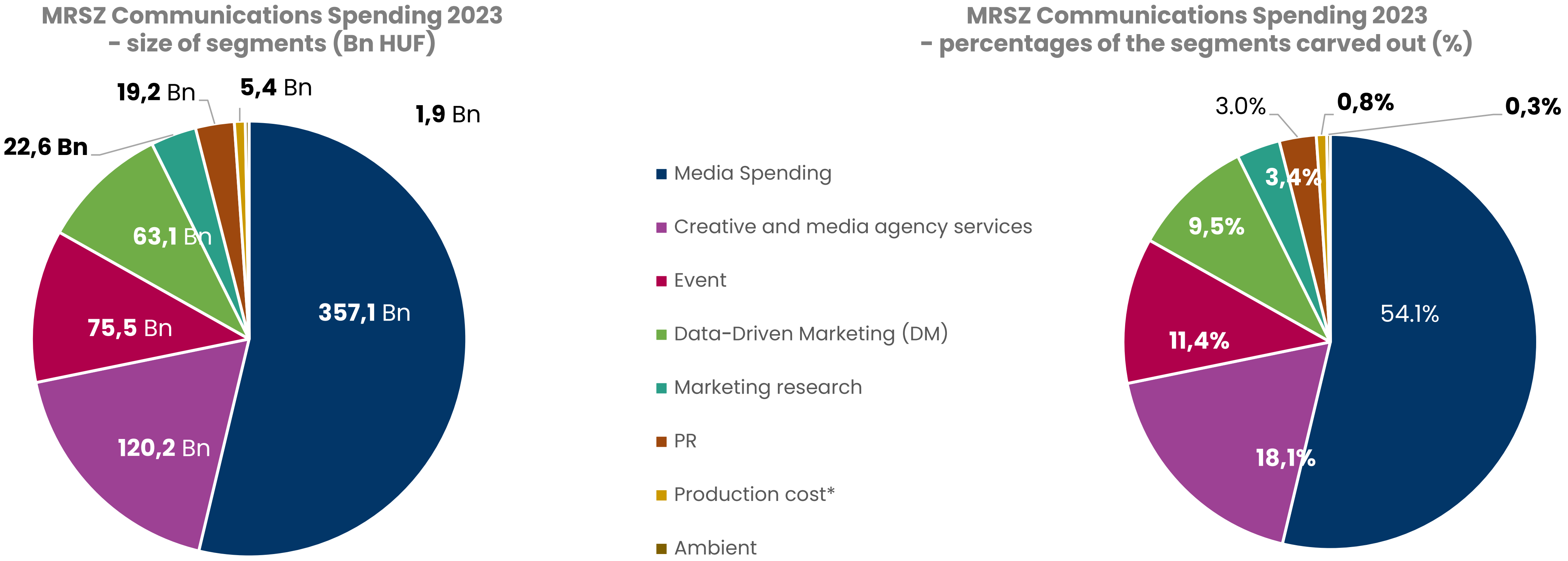
4. DIMSZ HAS ADJUSTED ITS FIGURES FOR 2023: HUF 63.1 Bn

Thanks to the methodological changes implemented in 2022 and 2024, an even larger portion of the data-driven market is covered, thereby providing an even greater precision in determining the size of the market. (The measurement methodology of direct mail marketing has not changed.)
Methodological changes:

- For unaddressed advertising materials, from 2024 on, the measurement is based on the number and distribution cost of unaddressed advertising materials of a nationwide or local circulation, delivered to letterboxes. Therefore, the measurement captures a larger portion of the market.
- In the case of digital channels, the scope of the data included in the assessment has been boroadened.

NOTE: email spending overlapping digital and data-driven figures (thus generating duplications) in 2023: HUF 0.688 Bn was deducted from the total of the communications spending.

ADJUSTED 2023 COMMUNICATIONS SPENDING: HUF 664.3 BN* (YoY +15.3%)



(1) The 2023 Total Media Spending figure changed to HUF 357.3 Bn (+HUF 6.2 Bn), due to the inclusion of influencer advertising spending, which was added to the domestic digital advertising spending.

(2) Because of a methodological adjustment, MAKSZ reduced the figure for the 2023 figure for the creative and media agency services to HUF 120.2 billion.

(3) Due to the availability of more precise data, DIMSZ raised the 2023 figure for the segment of data-driven marketing to HUF 63.1 billion

*email spending overlapping digital and data-driven figures (thus generating duplications) in 2023: HUF 0.688 Bn was deducted from the grand total of the communications spending.

(4) Production cost incurred by media owners and charged to advertisers.

(5) email spending overlapping digital and data-driven figures (thus generating duplications) in 2024: HUF 0.636 Bn was deducted from the total of the communications spending.