

**THE HUNGARIAN ADVERTISING ASSOCIATION  
PRESENTS:**

**THE FIGURES OF ANNUAL SPENDING  
IN THE MEDIA AND COMMUNICATIONS  
MARKET IN 2022**

20 March, 2023



# BACKGROUND

## 23 YEARS HISTORY

By presenting our annual market spending report issued for the 23rd time, MRSZ and its partner associations intend to reflect and determine the size of the market and to supply comparable data in the long term for further analyses.

## DATA PROVIDERS

MRSZ, IAB Hungary, MRSZ-OOH, MEME, MLE, RAME, HEROE, Cinema City, DIMSZ, Ambient, MAKSZ, MPRSZ, MARESZ, Scores Group, PwC, Ernst & Young, Impetus Research, PMSZ, ZRI, Kantar Hoffmann

HISTORY

DATA PROVIDERS

SPENDING

## MEDIA SPENDING

Media spending figures provide a detailed analysis of investments made by advertisers in publicity. Data covers advertising revenues of media in a uniform set of criteria: (1) net-net revenues without overlaps, (2) only non-media (goods) barter included, (3) production costs excluded.

**Segments of media spendings:** Global digital, local digital; television; print media; out-of-home; radio and cinema

## COMMUNICATIONS SPENDING

Total communication spending covers media spending and further related spendings by advertisers on external communication, so it provides a full picture for all kind of investments in communication.

Total communications spending includes the following (**net-net expenditures without overlaps**): Media spending; creative and media agency services, event, data-driven marketing (*direct marketing*) marketing research (*client-financed marketing researches*) Public Relations (PR), ambient; production cost (*incurred by media owners and re-invoiced to advertisers*)



# SUMMARY

2022 was a specially challenging year for the industry: dominated by the consequences of the Russian-Ukrainian war, such as high energy prices, a global and unprecedentedly high domestic inflation, and exorbitant utility and food prices, a combination which had a huge impact on the entire economy and advertising market in Hungary. Advertisers had to cope with new, special taxes, and agencies with the effects of the phaseout of the KATA tax.



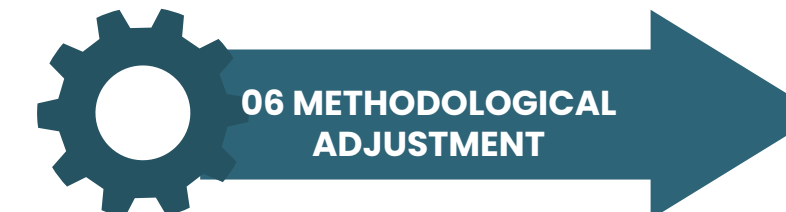
Nominal growth of Total Communication Spending was +3.7%. However, in real terms, spending was -10.8% YoY, even lower than in 2019 (-0.6%).

Growth of the digital ad spending slowed down in 2022, following global trends this segment reached maturity in the Hungarian market as well. Its +4.2 YoY growth is the lowest in the past 25 years in Hungary.



Global digital platforms had 34% share of the total media spending.

After several years of its steady growth, ad spendings of the public sector, state-owned companies and political players declined in 2022 after the parliamentary elections and due to the challenges of the Hungarian economy. In parallel, several media outlets were discontinued or suspended.



*Due to some changes in its methodology, Data-driven marketing (DM) figures were adjusted from 2019 on:*  
 (1) For unaddressed advertising materials, the measurement is now performed on the basis of circulation, instead of revenue.  
 (2) Scope of the digital channels included in the figures has been extended: it also includes revenues of service providers in technology of email marketing and telemarketing.

# NEW CHALLENGES TESTED THE ADAPTABILITY OF THE COMMUNICATIONS INDUSTRY



## 01 ENERGY CRISIS

High energy prices and energy supply disruptions, not mitigated even by the temporary fuel price cap. Adaptability of the industry: 16% of the respondents have moved into less energy-intensive offices to cut down on their operational costs according to the 5th MRSZ Barometer Survey.

## 02 HIGH LOCAL INFLATION

Record high inflation in 2022 (+14.5% AVG) had a profound effect on the entire economy, including the advertising industry, an important engine of the economy's growth.



## 03 SPECIAL EXTRA TAXES

Special, sectoral taxes ("extra profit taxes") introduced in the middle of the year in 2022 made advertisers rethink and cut their advertising budgets.



## 06 IN-YEAR PHASEOUT OF TAX "KATA"

In-year phaseout of the tax "KATA" most particularly affected the agency market. According to the 5th MRSZ Barometer Survey, 12% of the companies were severely, and 56% moderately or slightly affected by the amendment.



## 04 DEVALUATION OF FORINT = UNCERTAINTY

Devaluation of the Hungarian Forint brought uncertainty to the market, which was also aggravated by the dwindling trade flows of the euro zone, due to the EU's sanctions and the drastic deterioration of economic prospects.



## 05 SUPPLY CHAIN PROBLEMS

In certain sectors, advertisers' production potential became erratic (e.g. automotive industry, where new cars' delivery time grew to 1 or 2 years), and their shipping costs also increased. In Hungary, marketing specialists in 2022 had to take many more aspects into consideration, when launching campaigns.



# MEDIA SPENDING 2022



MEME



Solution  
for Cooperative  
Researches

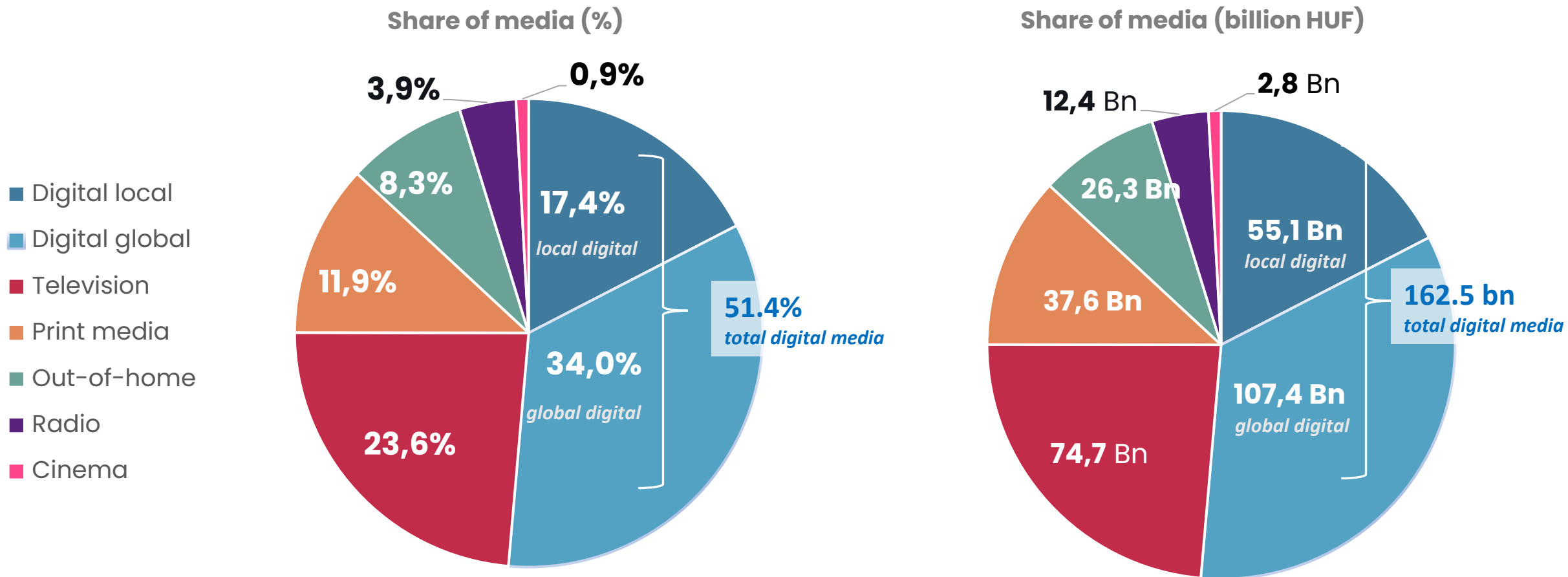


MAGYAR LAPKIADÓK EGYESÜLETE

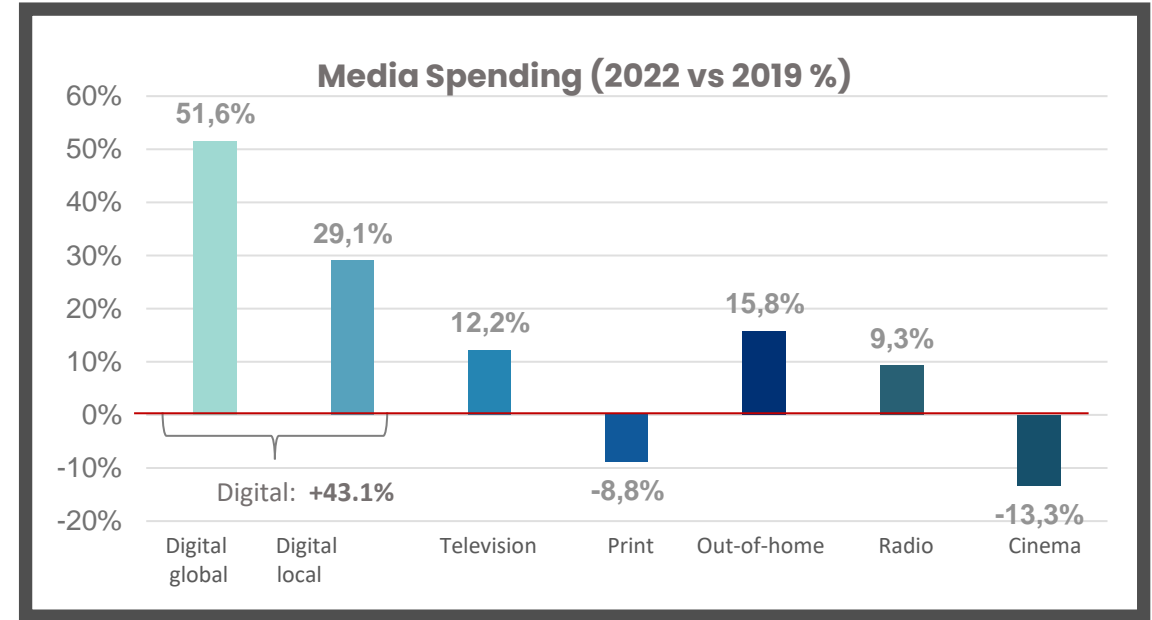
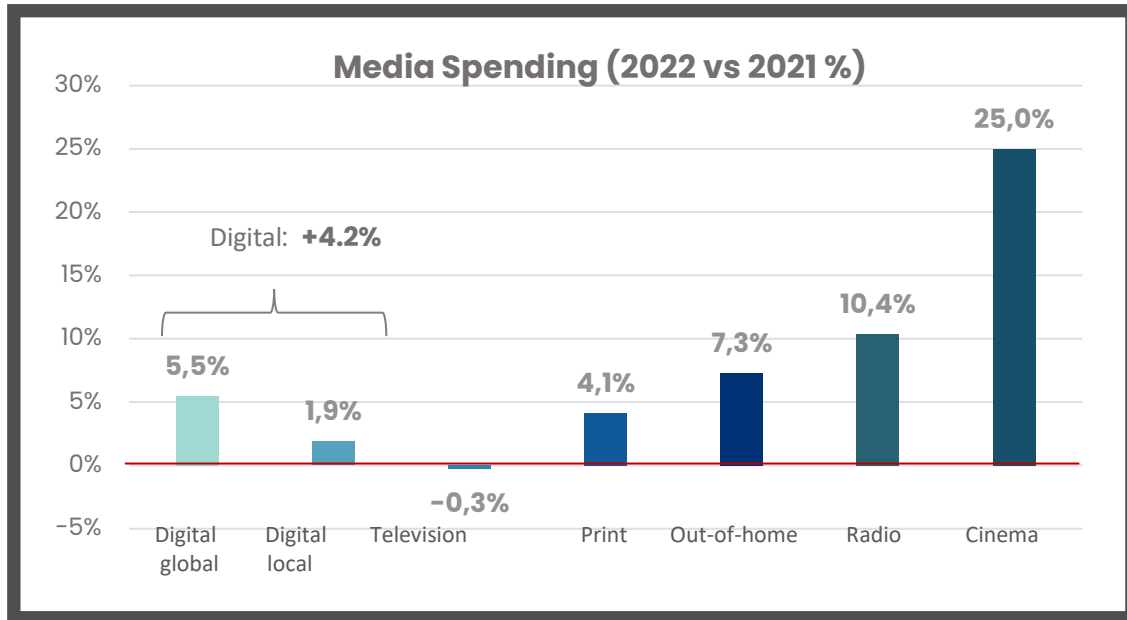


# MEDIA SPENDING 2022: 316.3 billion HUF

ADVERTISING REVENUES OF LOCAL MEDIA +2.8%, WHILE TOTAL MEDIA SPENDING +3.7%



# MODERATE GROWTH: +3.7% (NOMINAL)



## 01 MODERATE GROWTH

All segments experienced lower growth than in 2021,

## 02 CINEMA: TOP GROWTH

Cinema, with its 25% growth last year, should be considered as standing out from the crowd.

## 03 TELEVISION IN NEGATIVE

A slight shrinkage of television ad spending in 2022 due to the 13% decrease of public, government advertising spending.

## 04 LOCAL DIGITAL

Local digital's 1.9% growth was the lowest compared to others (exc TV)

## 05 GLOBAL DIGITAL +52% vs 2019

Global platforms' expansion continued.

## 06 LOCAL DIGITAL +30% vs 2019

Strong growth compared to other segments.

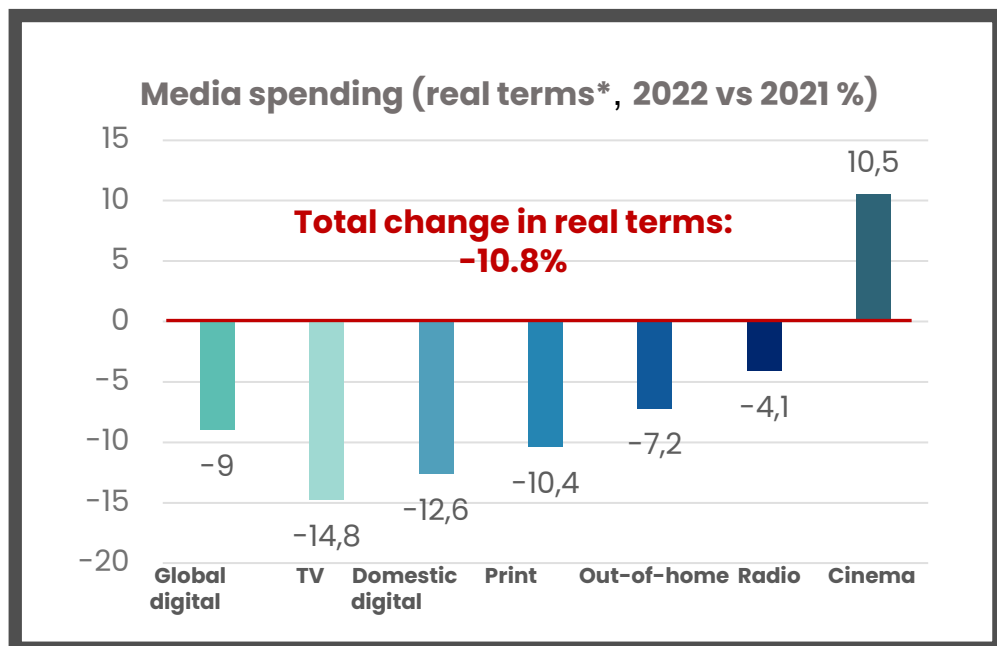
## 07 CINEMA: GREATEST VICTIM OF CRISES

Cinema has been coming up gradually, but the closure of movie theatres due to epidemiological restrictions were still causing difficulty in 2022 to the segment, whose revenues fell short of its 2019 level by 13.3%.

## 08 PRINT: -9% vs 2019

Print media pocketed 8.8% less in advertising revenues in 2022 than in 2019.

# MEDIA SPENDING -10.8% YoY (REAL TERMS) AND EVEN BELOW 2019 (-0.6%)

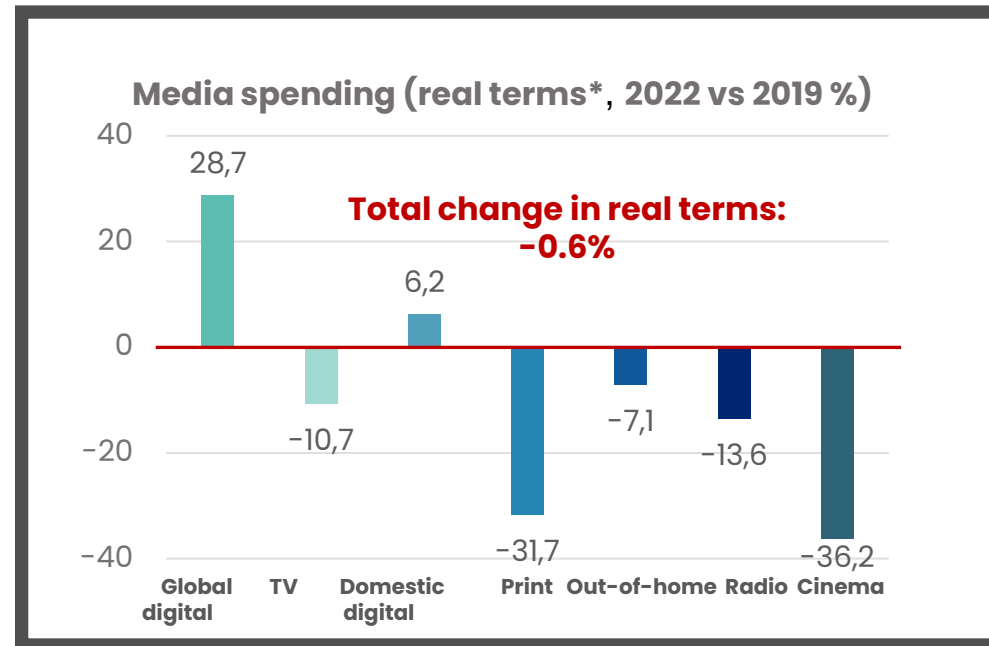


## IN REAL TERMS, SHRINKAGE OF MEDIA SPENDING WAS 11 PERCENT VS 2021

In 2022, compared to 2021, the total media spending shrank 10.8% in real terms.

## ALMOST ALL TYPES OF MEDIA EXPERIENCED SHRINKAGE

In real terms, in comparison with 2021, almost all media segments experienced shrinkage (cinema was the only one to have achieved a 10.5% growth, albeit from the rock bottom "COVID" baseline).



## TOTAL MEDIA SPENDING BELOW 2019 LEVEL

The magnitude of the 2022 media spending in real terms was still 0.6 percentage point behind the 2019 level.

## ONLY DIGITAL EXPERIENCED GROWTH IN REAL TERMS

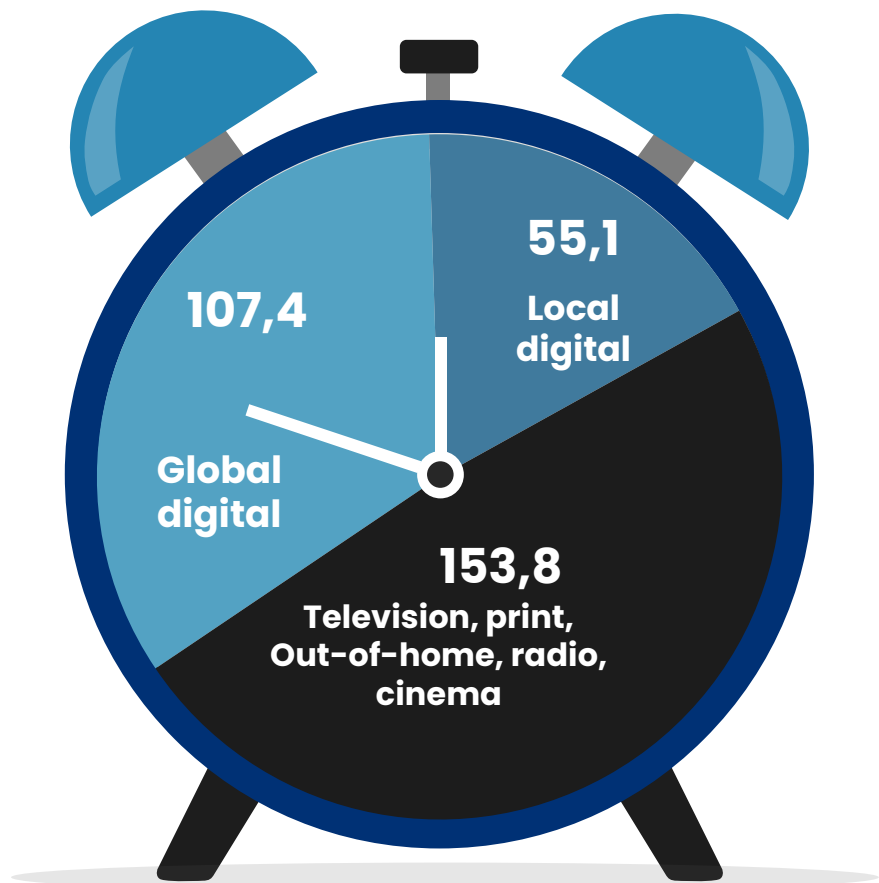
In real terms, only the digital experienced growth in 2022 vs 2019 (global +28.7%, local +6.2%).

\* Taking the annual inflation rates for 2020, 2021 and 2022 into consideration.





# GLOBAL PLATFORMS – HUNGARIAN MARKET'S TOP PLAYERS



## 66% OF DIGITAL: GLOBAL PLAYERS

Since 2016, advertisers in Hungary have been spending more than half of their digital advertising budgets at global players and this proportion has been growing consistently: by 2022, share of global and local players of digital spending became 66% vs. 34%, respectively.

## 34% OF TOTAL: GLOBAL PLAYERS

From 2019, global digital platforms have been holding the largest share of spending. In 2022 34% of total media spend.

# DIGITAL GROWTH COMES TO A HALT: THE DIGITAL MARKET HAS REACHED “MATURITY”

The percentage of change  
in 2022, compared to 2021:

**+4.2%**

In 2022, the entire Hungarian digital advertising market grew only 4.2% compared to the previous year, instead of the double-digit pace of growth in preceding years (even decades!), for instance, the 27.3% growth from 2020 to 2021.



**Digital has reached maturity**

The growth of the digital segment slowed down in 2022 following global trends.

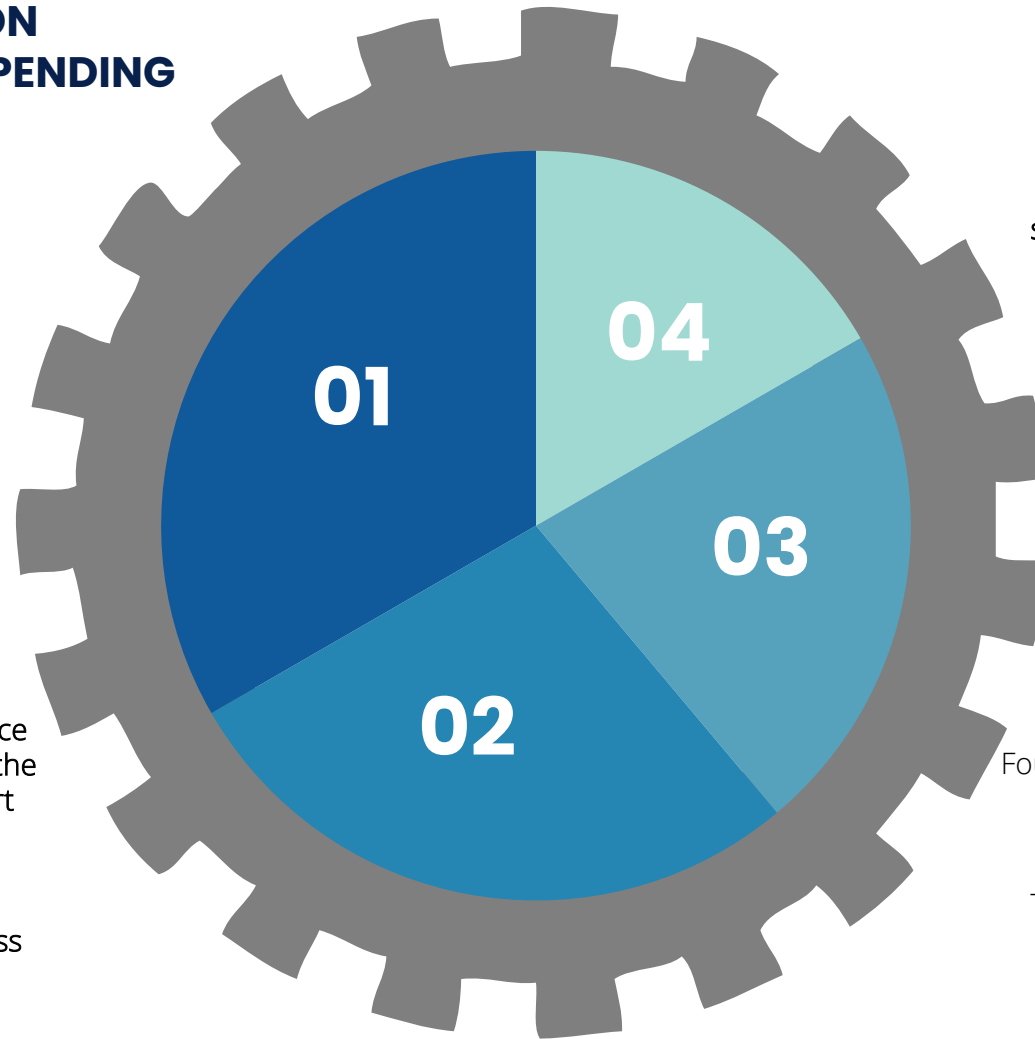
# TURNING POINT IN 2022: PUBLIC, GOVERNMENT AD SPENDING DECLINE

## 01 AFTER THE GENERAL ELECTION GOVERNMENT ADVERTISING SPENDING DECLINED

The 2022 parliamentary elections resulted in higher government spending in the first quarter, but after April, a considerable decrease was experienced. The television market alone saw a more than 13% drop in the total of spot, non-spot and public service (TCR) government advertising spending. (Source: MEME)

## 02 TOP PUBLIC ADVERTISERS CUT THEIR BUDGETS CONSIDERABLY

Between April and June, the Prime Minister's Office spent only about one seventh of its spending in the corresponding period of 2021. Szerencsejáték Zrt also restrained its spending, and spent on advertising only two thirds of its 2021 budget. Hungarian Tourism Agency (Magyar Turisztikai Ügynökség, MTÜ) cut its advertising budget to less than one quarter of the 2021 figure.



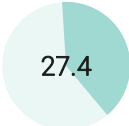
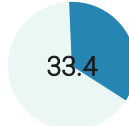

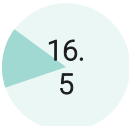
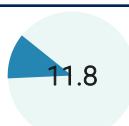
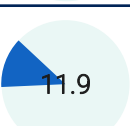
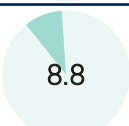
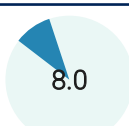
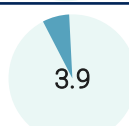
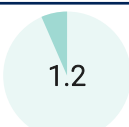
## 03 IMBALANCE / EXPOSURE

The imbalance of the advertising revenues was aggravated by the decrease of government spending: A significant amount of the advertising spending went to pro-government media, and this continues to be a dominant source of income for them.

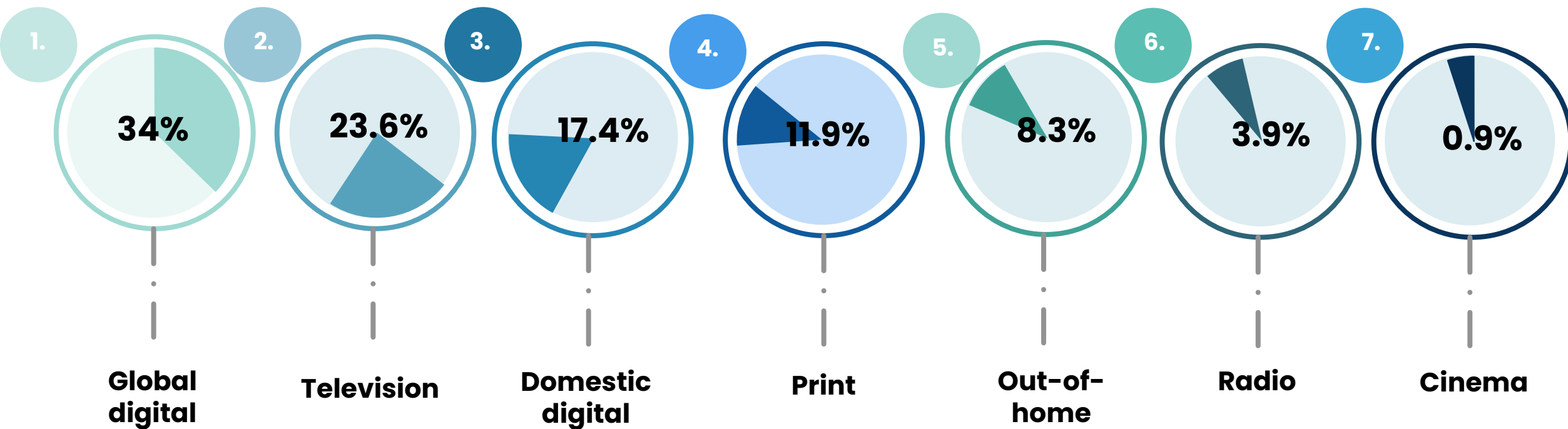
## 04 SURGE OF NEWSPAPER CLOSURES STARTED

FourFourTwo, a soccer magazine and – later – a free weekly called City7 were closed. In June, the print versions of both Figyelő and Világgazdaság were discontinued, and Ripost and Bors were merged. The print version of Magyar Hírlap, as well as Pesti TV and 168 Óra, were closed.

# MEDIA SPENDING 2019–2022

Ranking	2019 (billion HUF)	2019 share (%)	vs. 2018 (%)	2020 (billion HUF)	2020 share(%)	vs. 2019 (%)	2021 (billion HUF)	2021 share(%)	vs. 2020	2022 (billion HUF)	2022 share (%)	vs. 2021
<b>GLOBAL DIGITAL</b>	<b>70.8 Bn</b>	 27.4	<b>+47.2%</b>	<b>79.4 Bn</b>	 31.1	<b>+12.0%</b>	<b>101.8 Bn</b>	 33.4	<b>+28.2%</b>	<b>107.4 Bn</b>	 34.0	<b>+5.5%</b>
<b>TELEVISION</b>	<b>66.6 Bn</b>	 25.8	<b>+9.8%</b>	<b>64.0 Bn</b>	 25.1	<b>-3.8%</b>	<b>75.0 Bn</b>	 24.6	<b>+17.1%</b>	<b>74.7 Bn</b>	 23.6	<b>-0.3%</b>
<b>LOCAL DIGITAL</b>	<b>42.7 Bn</b>	 16.5	<b>+ 8.4%</b>	<b>43.1 Bn</b>	 16.9	<b>+1.0%</b>	<b>54.1 Bn</b>	 17.7	<b>+25.5%</b>	<b>55.1 Bn</b>	 17.4	<b>+1.9%</b>
<b>PRINT</b>	<b>41.2 Bn</b>	 15.9	<b>+ 4.0%</b>	<b>36.9 Bn</b>	 14.4	<b>-10.6%</b>	<b>36.1 Bn</b>	 11.8	<b>-2.0%</b>	<b>37.6 Bn</b>	 11.9	<b>+4.1%</b>
<b>OUT-OF-HOME</b>	<b>22.7 Bn</b>	 8.8	<b>+ 4.7%</b>	<b>20,4 Bn</b>	 8.0	<b>-10.2%</b>	<b>24.5 Bn</b>	 8.0	<b>+20.1%</b>	<b>26.3 Bn</b>	 8.3	<b>+7.3%</b>
<b>RADIO</b>	<b>11.3 Bn</b>	 4.4	<b>+ 3.5%</b>	<b>10.1 Bn</b>	 3.9	<b>-11.0%</b>	<b>11.2 Bn</b>	 3.7	<b>+11.3%</b>	<b>12.4 Bn</b>	 3.9	<b>+10.4%</b>
<b>CINEMA</b>	<b>3.2 Bn</b>	 1.2	<b>+ 11.0%</b>	<b>1.3 Bn</b>	 0.5	<b>-59.0%</b>	<b>3.2 Bn</b>	 0.7	<b>+69.0%</b>	<b>2.8 Bn</b>	 0.9	<b>+25.0%</b>
<b>TOTAL:</b>	<b>258.6 Bn</b>		<b>+ 15.8%</b>	<b>255.2 Bn</b>		<b>- 1.3%</b>	<b>304.9 Bn</b>		<b>+ 19.5%</b>	<b>316.3 Bn</b>		<b>+3.7%</b>

# NO CHANGE IN THE RANKING OF MEDIA TYPES IN 2022

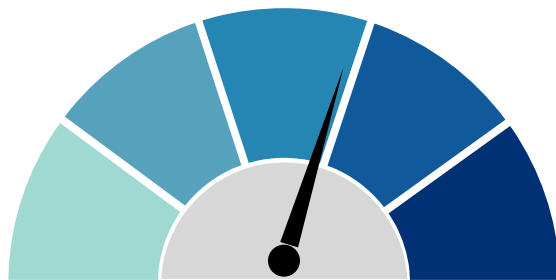


# DIGITAL



## DIGITAL GLOBAL

Since as early as 2019, global digital platforms have been holding the largest share of the Hungarian media market: Global digital carved out a 34% slice of the total media spending.



**GLOBAL DIGITAL**  
**HUF 107.4 Bn**

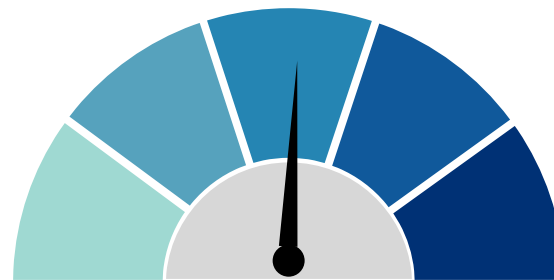
VS 2021: HUF +5.6<sup>Bn</sup>

**IN NOMINAL TERMS +5.5%**  
(IN REAL TERMS -9.0%)



## DIGITAL LOCAL

The domestic digital media spending finished in third position of the media spending, following global digital and television advertising spending.



**LOCAL DIGITAL**  
**HUF 55.1 Bn**

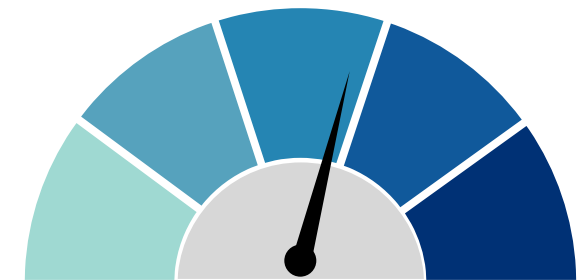
VS 2021: HUF +1.0<sup>Bn</sup>

**IN NOMINAL TERMS +1.9%**  
(IN REAL TERMS -12.6%)



## TOTAL DIGITAL

In 2022, total digital (global and domestic) advertising spending amounted to about HUF 162.5 bn, which means a moderate, 4.2% growth in nominal terms from the preceding year, and is a sign of an already consolidated market.



**TOTAL DIGITAL**  
**HUF 162.5 Bn**

VS 2021: HUF +6.6<sup>Bn</sup>

**IN NOMINAL TERMS +4.2%**  
(IN REAL TERMS -10.3%)

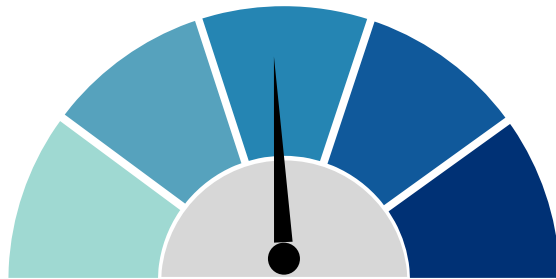


# TV, PRINT, OUT-OF-HOME



## TELEVISION

Total revenues of tv advertising market in 2022: HUF 74.7 Bn, which is a 0.3% decrease from the preceding year. (Growth was 12.2% in nominal terms, as compared to 2019.) The value of commercial advertising grew, but due to the setback of government spending, the overall result was stagnation.



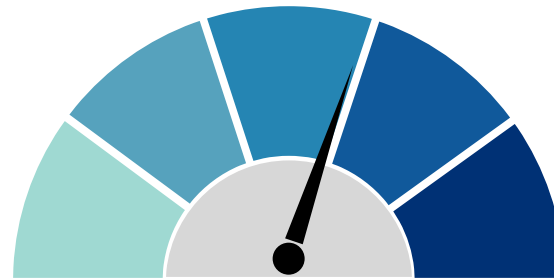
**TELEVISION**  
**HUF 74.7 Bn**  
 VS 2021: HUF -0.3 Bn

**IN NOMINAL TERMS -0.3%**  
 (IN REAL TERMS -14.8%)



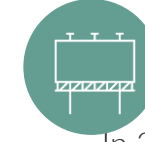
## PRINT

Print media spending in 2022 totalled HUF 37.6 Bn, which is a 4.1% increase from 2021, but still falls short (8.8%) of the result of 2019, the last “year of peace” before the wave of crises. In addition to government spending, soaring prices also helped print media return to growth path.



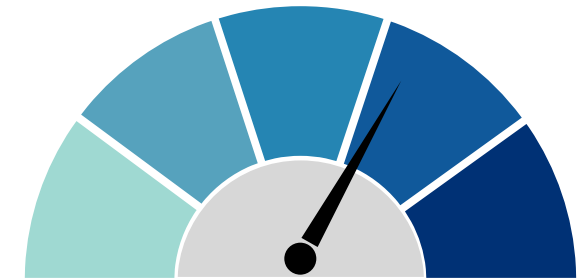
**PRINT MEDIA**  
**HUF 37.6 Bn**  
 VS 2021: HUF +1.5 Bn

**IN NOMINAL TERMS +4.1%**  
 (IN REAL TERMS -10.4%)



## OUT-OF-HOME

In 2022, out-of-home advertising spending totalled HUF 26.3 billion, which is a moderate, 7.3% increase from 2021. (15.8% growth compared to 2019.) Government spending, which was more intense in Q1, declined substantially in the rest of the year, but the increasing commercial spending helped the OOH market turn positive, eventually.



**OUT-OF-HOME**  
**HUF 26.3 Bn**  
 VS 2021: HUF +1.8 Bn

**IN NOMINAL TERMS +7.3%**  
 (IN REAL TERMS -7.2%)

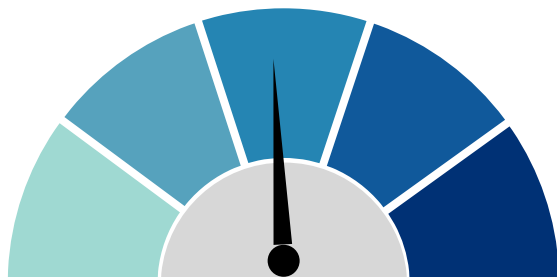


# RADIO, CINEMA



## RADIO

Spending on radio in 2022 totalled HUF 12.4 billion, which is a growth of 10.4% from the preceding year. (Last year, the radio market repeated, and – in nominal terms – even exceeded, by 1.1 percentage points, the HUF 11.3 Bn level of 2019.) Besides large advertisers, an intensifying demand for advertisements from the SME sector also contributed to the growth of the radio advertising market last year.



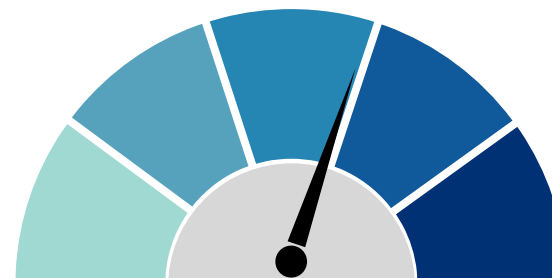
**RADIO**  
**HUF 12.4 Bn**  
VS 2021: HUF +1.2 Bn

**IN NOMINAL TERMS**  
**+10.4%**  
(IN REAL TERMS -4.1%)



## CINEMA

Cinema advertising spending was HUF 2.8 billion in 2022, which is a 25% growth from 2021. Out of all media segments, cinema experienced the biggest growth last year, although the epidemiological restrictions, which remained in force until the beginning of March, set back the traditionally strong winter movie season. Even with last year's considerable upward trend (compared to the COVID year baseline!), cinema was still unable to catch up with the pre-pandemic 3.2 Bn advertising spending level.



**CINEMA**  
**HUF 2.8 Bn**  
VS 2021: HUF +0.6 Bn

**IN NOMINAL TERMS**  
**+25.0%**  
(IN REAL TERMS +10.5%)





# FORECAST\*: MEDIA SPENDING IN 2023



As a result of the processes that started in 2022, hardships will obviously continue this year, so the industry is looking ahead to the remaining three quarters of 2023 with a battle-hardened mentality and down-to-earth expectations.

**According to the forecast of industry players, in 2023: total media spending will experience a tiny growth of 1.4%, which means a 15–20% decrease for the market in real terms.\*\***

**CONFIDENCE** Nevertheless, we can still hope that inflation will moderate during the rest of the year, and there will not be any unexpected turns that create erratic circumstances for the industry, so the bouncing back of the communications industry may also gain momentum.

**RELIEF** It is likely a relief for the market that, thanks to the extension of the advertising tax suspension until the end of the year, companies' communications budgets will stay free – at least – from this particular burden. It would be best if this tax was permanently phased out in the long term.

\*As a part of the Barometer survey series, we asked market players between December 2022 and January 2023 about their expectations in terms of the development of media spending.

\*\* Calculating with MNB's (Hungarian National Bank) projection for inflation in 2023.

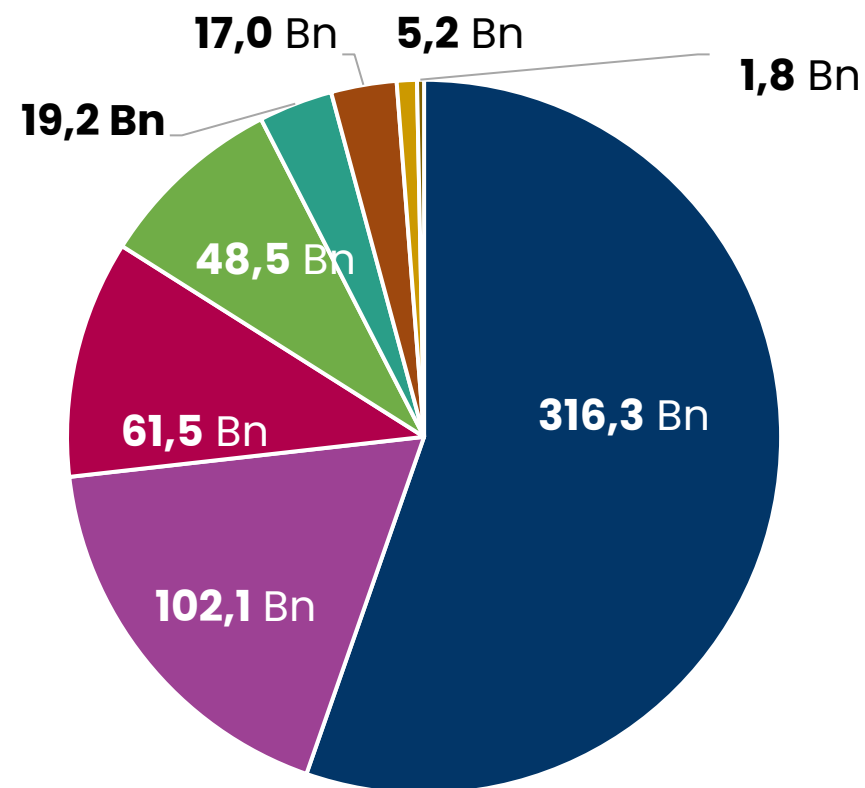
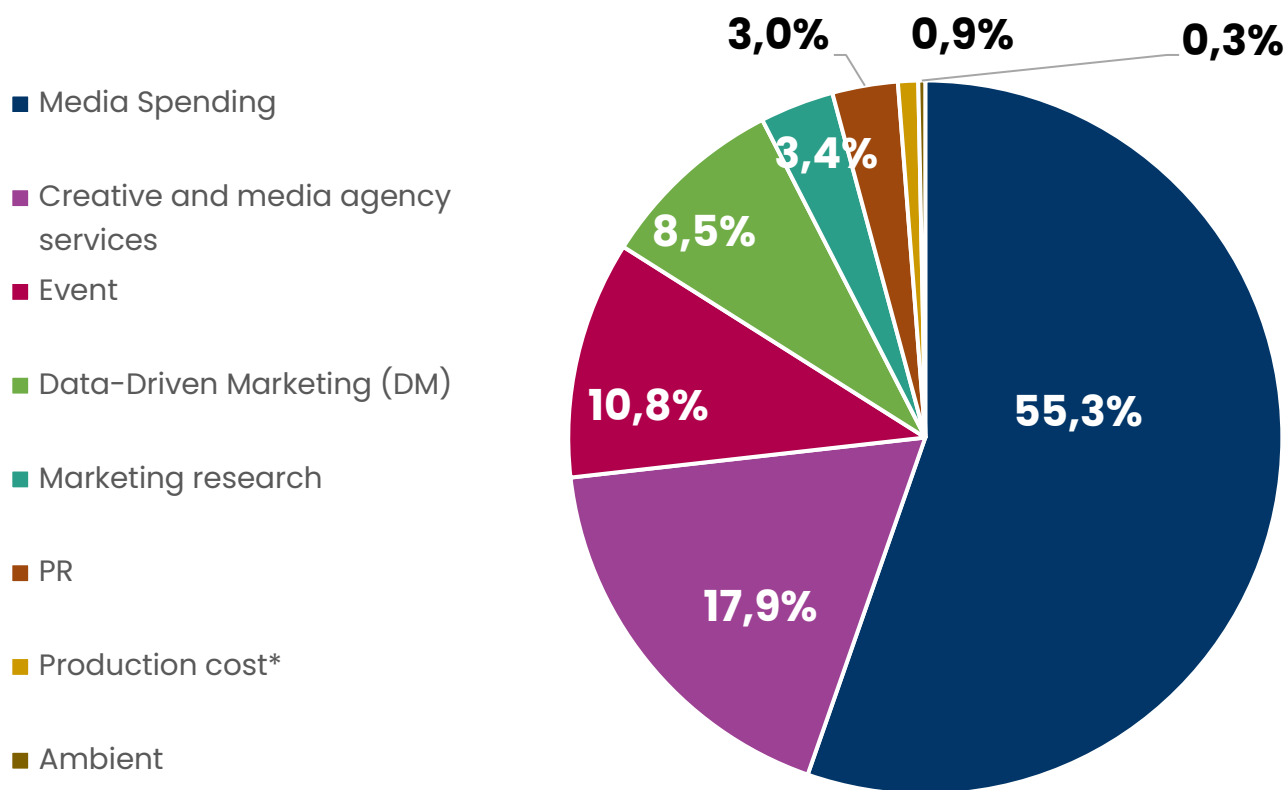
# TOTAL COMMUNICATIONS SPENDING 2022



# TOTAL COMMUNICATIONS SPENDING IN 2022: 570.2 BILLION HUF +6.2% YoY

Total Communications Spending 2022 (%)

Total Communications Spending 2022 (Billion HUF)

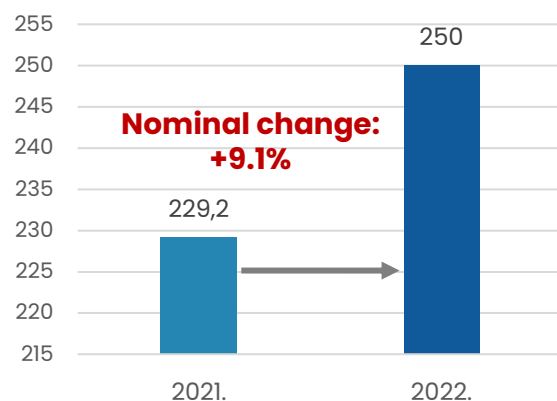


\*incurred by media owners and re-invoiced to advertisers



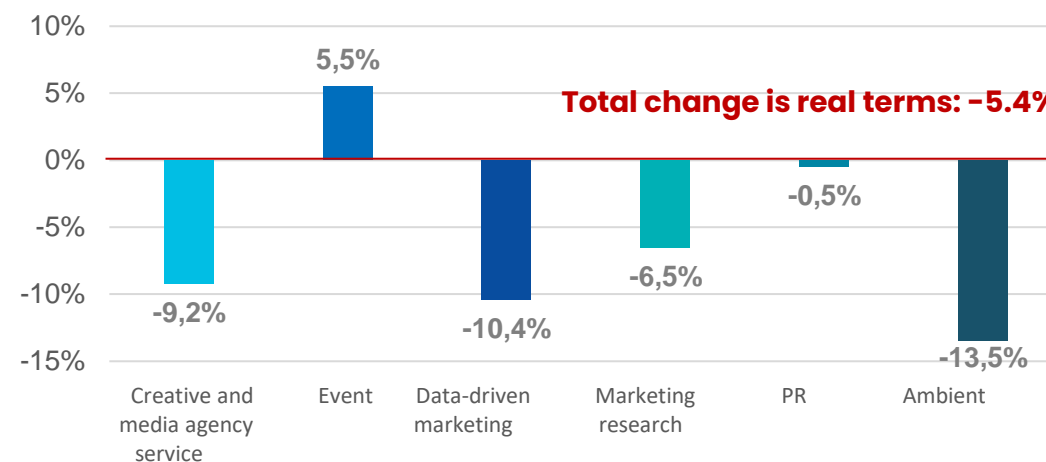
# REVENUES OF THE COMMUNICATIONS INDUSTRY FELL 5.4% FROM 2021 (REAL TERMS)

Revenues Communications industry\*  
(Billion HUF)



Includes: creative and media agency services, events, data-driven marketing (DM) marketing research, PR, ambient sectors  
Does not include media spending and production costs

Growth of Communications Spending (2022 vs 2021, real terms) \*\*



## NOMINAL YoY GROWTH: 9.1%

As compared to 2021, overall, the sectors of the communications industry experienced a modest 9.1% growth. However, this achievement still means a -5.4% decrease in real terms, due to the extremely high inflation in 2022.









## EVENT MARKETING SECTOR WAS THE ONLY ONE TO EXPERIENCE GROWTH IN REAL TERMS

The event sector owes its spectacular growth to the COVID baseline and the explosive, much-awaited post-pandemic re-opening, as well as a higher demand for organising events because of the election year, and an increase in government event spending (e.g. events on 20 August).

\*Sectors of Communications Spending: creative and media agency services, events, data-driven marketing (DM) marketing research, PR, ambient). Does not include media spending and production costs incurred by media owners and re-invoiced to advertisers:.

\*\* Taking into account the annual inflation rate of 2022.

# SUMMARY: COMMUNICATIONS SPENDING'S 2019–2022 DATA (1)

Ranking	Adjusted 2019 communications spending (2) (billion HUF)	Adjusted 2020 communications spending (3) (billion HUF)	vs. 2019 (%)	Adjusted 2021 communications spending (4) (billion HUF)	vs. 2020 (%)	2022 (billion HUF)	2022 share (%)	vs. 2021 (%)
<b>MEDIA SPENDING</b>	<b>258.6 Bn</b>	<b>255.2 Bn</b>	<b>-1.3%</b>	<b>304.9 Bn</b>	<b>+19.5%</b>	<b>316.3 Bn</b>		<b>+3.7%</b>
Creative and media agency serv.	87.2 Bn	84.7 Bn	-2.9%	97.0 Bn	+14.5%	102.1 Bn		+5.3%
Event	60.0 Bn	18.0 Bn	-70.0%	51.2 Bn	+184.6%	61.5 Bn		+20.0%
Data-driven marketing (DM)	52.9 Bn	43.2 Bn	-18.3%	46.6* Bn	+7.9%	48.5 Bn		+4.1%
Marketing research	19.6 Bn	15.9 Bn	-19.0%	17.7 Bn	+11.8%	19.2 Bn		+8.0%
Public Relations	14.5 Bn	13.2 Bn	-9.0%	14.9 Bn	+12.7%	17.0 Bn		+14.0%
Production cost	8.7 Bn	3.9 Bn	-54.9%	4.0 Bn	+2.4%	5.2 Bn		+29.2%
Ambient	2.9 Bn	1.5 Bn	-47.9%	1.8 Bn	+19.6%	1.8 Bn		+1.0%
<b>TOTAL:</b>	<b>503.4 Bn</b>	<b>434.6 Bn</b>	<b>-13.7%</b>	<b>537.1 Bn</b>	<b>+23.6%</b>	<b>570.5 Bn</b>		<b>+6.2%</b>

(1) Data-driven marketing sector's (DIMSZ) methodological adjustment altered the figures of the 2019-2021 period. This table already contains the adjusted 2019-2021 data, and we took these adjusted numbers as reference points for the calculations about 2022.

(2) (2) Adjusted 2019 communications spending: compared to the figure published earlier (HUF 488.7 bn), the difference is HUF +14.7 bn, due to the adjustment of data-driven marketing figures.

(3) (3) Adjusted 2020 communications spending: compared to the figure published earlier (HUF 422.6 bn), the difference is HUF +12 bn, due to the adjustment of data-driven marketing figure.

(4) (4) Adjusted 2021 communications spending: compared to the figure published earlier (HUF 542.2 bn), the difference is HUF +12.9 bn, due to the adjustment of data-driven marketing figure.

\*\*\* 2022 email spending overlapping digital and data-driven figures (thus generating duplications): HUF 0.896 bn was deducted from the total of the communications spending.

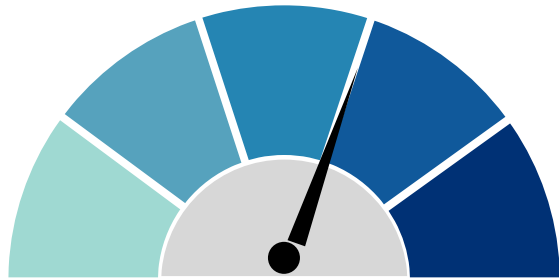
# BREAKDOWN #1 OF COMMUNICATIONS SPENDING

CREATIVE AND MEDIA AGENCY SERVICES, EVENT, DATA-DRIVEN MARKETING



## CREATIVE, MEDIA AGENCY SERVICES

Advertisers spent HUF 102.1 bn on creative, advertising and media agency services in 2022, which, compared to the preceding year's strong growth, is a modest increase of 5.3%. The impact of the restrictions imposed on government spending was also profound in the segment.



### CREATIVE / MEDIA AGENCY SERVICES

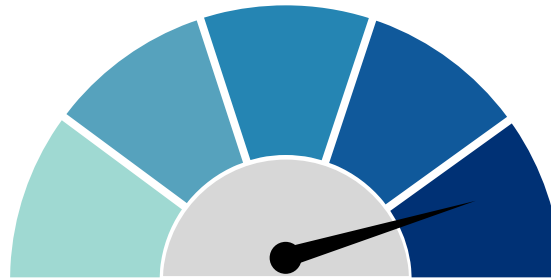
**HUF 102.1 Bn**

VS 2021: HUF +5.1 Bn  
IN NOMINAL TERMS +5.3%  
(IN REAL TERMS -9.2%)



## EVENT

The 2022 revenues of the event sector already exceeded the 2019 pre-pandemic figures, in spite of the fact that due to the epidemiological measures, events could only be held under certain conditions, arrivals from particular countries were also restricted, and the outbreak of the war caused a setback for international events as well. These negative circumstances were offset by an increased demand for events, thanks to the election year and the mass events of 20 August.



### EVENT

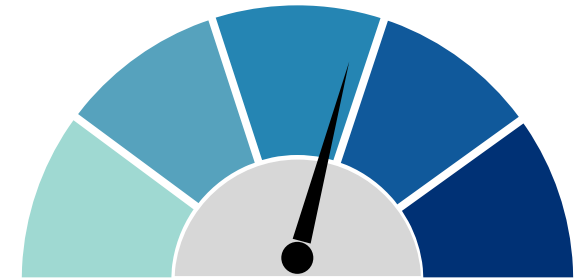
**HUF 61.5 Bn**

VS 2021: HUF +10.2 Bn  
IN NOMINAL TERMS +20.0%  
(IN REAL TERMS +5.5%)



## DATA-DRIVEN MARKETING

DIMSZ's updated measurement methodology in 2022 was able to capture the figures of the data-driven market on a wider spectrum and with a greater precision than earlier measurements. Last year, the data-driven slice of the spending amounted to HUF 48.5 bn, which is a +4.1% change from the preceding year.



### DATA-DRIVEN MARKETING

**HUF 48.5 Bn**

VS 2021: HUF +1.9 Bn  
IN NOMINAL TERMS +4.1%  
(IN REAL TERMS -10.4%)



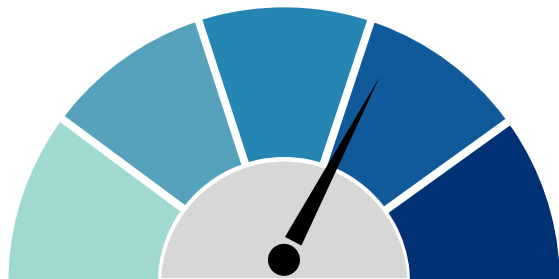
# BREAKDOWN #2 OF COMMUNICATIONS SPENDING

MARKETING RESEARCH, PUBLIC RELATIONS, AMBIENT



## MARKETING RESEARCH

In 2022, advertisers spent HUF 19.2 bn on marketing research, which is an +8% growth from 2021, but still below the 2019 level (-2.3%). Since the setback generated by the pandemic, companies' desire to conduct researches has not returned to such an extent as to offset the inflation.



### MARKETING RESEARCH

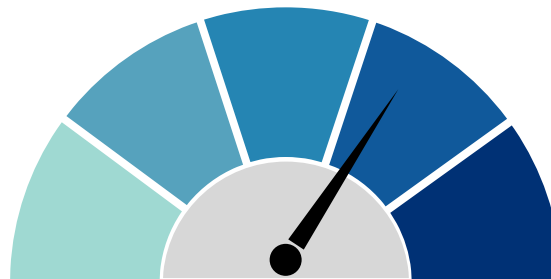
**HUF 19.2<sup>Bn</sup>**

VS 2021:  
HUF +1.4<sup>Bn</sup>  
IN NOMINAL TERMS **+8.0%**  
(IN REAL TERMS -6.5%)



## PUBLIC RELATIONS

Public Relations spending totalled HUF 17.0 bn, meaning a 14% growth from the preceding year. The comparatively fast pace of growth can be ascribed to the fact that the pandemic pushed companies to increase their PR activity, and this trend also continued last year.



### PUBLIC RELATIONS

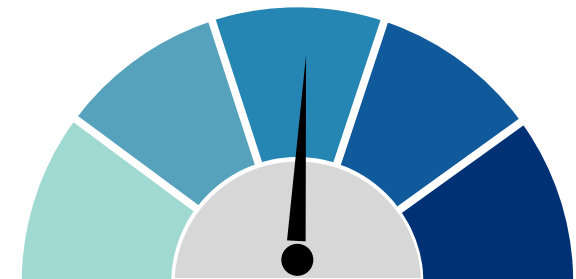
**HUF 17.0<sup>Bn</sup>**

VS 2021: HUF +2.1<sup>Bn</sup>  
IN NOMINAL TERMS  
**+14.0%**  
(IN REAL TERMS -0.5%)



## AMBIENT

The ambient segment stagnated in nominal terms: the segment, worth HUF 1.8 bn, experienced minimal, 1% growth, fell way behind its 2019 performance (-37%), and – in real terms – its performance was nearly 60% below the 2019 figures. Advertisers focused their spending on the first quarter of 2022, and – due to the economic circumstances – restrained their advertising in the rest of the year.



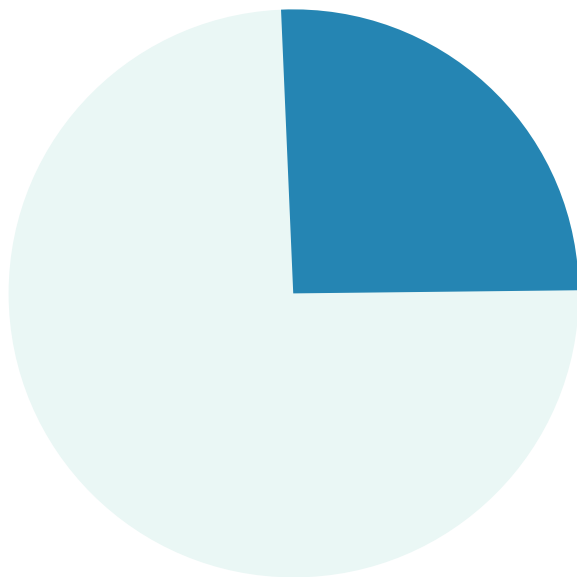
### AMBIENT

**HUF 1.8<sup>Bn</sup>**

VS 2021: HUF +0.02<sup>Bn</sup>  
IN NOMINAL TERMS **+1.0%**  
(IN REAL TERMS -13.5%)



# FORECAST\*: REVENUE EXPECTATIONS OF MARKETING COMMUNICATIONS INDUSTRY IN 2023?



**According to industry players and responding CEOs, the marketing communications revenues\*\* of the communications industry are also likely to decrease in nominal terms by 8.5%, which means a 20–25% fall in real terms\*\*\*.**

\*As a part of the Barometer survey series, we asked market players between December 2022 and January 2023 about their expectations in terms of the development of media spending. The purpose of the Hungarian Advertising Association and Scores Group's series of surveys is to explore the current situation and future prospects of the communications industry, involving the leaders of the members of MRSZ and its co-associations, as leading players of the industry. 820 company CEOs participated in the research (98 of them answered all of the questions). All types of media were represented, and the respondents also included advertisers, media owners, agencies and the players of the services sector. The sample included mostly Hungarian-owned companies, in a wide variety of sizes.

\*\*Creative and media agency services, event, data-driven marketing (DM) marketing research, PR, ambient sectors collectively.

\*\*\* Calculating with MNB's (Hungarian National Bank) projection for inflation in 2023.



# APPENDIX: Details of methodology



# MRSZ MEDIA SPENDING METHODOLOGY



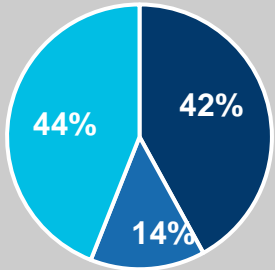
## DIGITAL

Number of data providers, reporting media companies:

**55**

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.



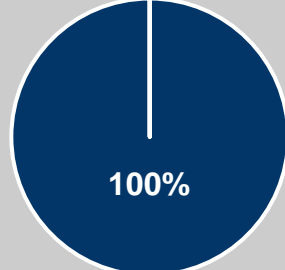
## TELEVISION

Number of data providers, reporting media companies:

**77**

television channel

Proportions of exact data and forecast:



### Supplementary information:

- Includes government public service advertising
- Music Channel and Pesti TV were closed during the year. Match4 television channel was closed during the year.



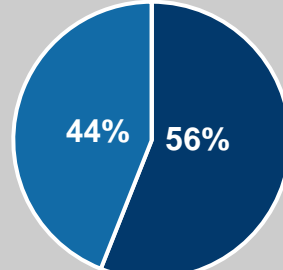
## PRINT

Number of data providers, reporting media companies:

**13**

publisher

Proportions of exact data and forecast:



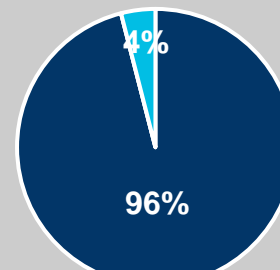
## OUT-OF-HOME

Number of data providers, reporting media companies:

**17**

company

Proportions of exact data and forecast:



### Supplementary information:

- Based on equipment number and proceeds

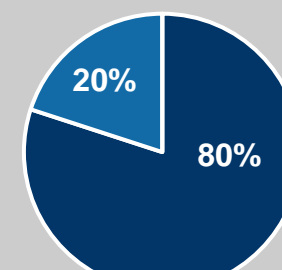


## RADIO

Data providers

Aggregated data of MTVA, Sláger, Magyar Katolikus Rádió, Target Média (Jazzy, Klasszik), InfoRádió, TrendFM, Retro Rádió, Rádió 1, Best FM and HEROE member radios

Proportions of exact data and forecast:

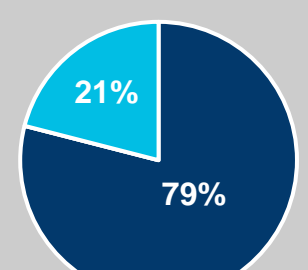


## CINEMA

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



## 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 **2021 financial statement data, from over 160 key players of the creative and media agency market players, were collected, processed, and adjusted with 2022 business information from more than 50 agencies and the inputs of market experts, in order to get a comprehensive picture.**

- 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 event and PR data.

## Event 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, festival sponsorship appearances, team-building and employee training events, family days connected to brands).

**They do not include:**

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



## 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. From this year (2022) on, thanks to its methodological changes, their 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:

- From this year on, unaddressed advertising mail will be measured on the basis of circulation, instead of revenue. This change will allow us to see a larger slice of the market.
- In case of the digital channel, the scope of the players whose spending is surveyed has been extended to also include the revenues of the technological service providers, which are mainly active in providing technological support for email marketing and telemarketing processes.



## Marketing research methodology

Our auditor received 2022 proceeds data from 27 enterprises that conduct market research as their main business, for the market research market defined by us. With regard to the other companies involved in the survey, expert estimates were prepared by the specialists of PMSZ (Hungarian Association of Market Research Firms) and Impetus Research, on the basis of the most recent available balance data. The sales revenue of reporting companies made up 63% of the estimated size of the market. The estimated growth from the preceding year is 8.0% 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.

## PR methodology

Similarly to last year, MPRSZ calculated the size of the PR market on the basis of financial data and the factual agency data reporting by 77 companies. 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):

- 2019: HUF 14.5 bn,
- 2020: HUF 13.2 bn,
- 2021: HUF 14.9 bn,
- 2022: HUF 16.96 bn,

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.



## 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.





# Thank you for your attention!

Additional information:

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