



Press release of the Hungarian Advertising Association (MRSZ) and its co-associations

The figures capturing the spending of the media and communications market in 2022 are now complete:

Although in nominal terms, media’s advertising revenues grew last year, they fell 10.8% in real terms, and advertisers’ total marketing communications spending shrank 5.4%

20 March, 2023, Budapest – MRSZ’s conclusions on the 2022 figures of the media and communications spending figures¹: (1) Year 2022 brought no relief to the market, as the communications industry was not exempt from the impact of the complex crisis triggered by the Russo-Ukrainian war, either. In addition to all that, the industry also had to cope with the introduction of extra-profit taxes and the effects of the phaseout of the KATA tax. (2) The MRSZ total Media Spending² seemingly (in nominal terms) experienced a small, 3.7% growth from 2021, but in real terms, it suffered a double-digit, 10.8% decrease, and even fell short of the 2019 figure (-0.6%). (3) The pace of growth of the digital segment, which the industry had accustomed to in preceding years, came to a halt in 2022, as it reached “adulthood” also in the domestic market, following global trends. (4) Digital players dominate the total media spending: More than half (51.4%) of the total media spending went to digital media. Also, more than one third (34%) of domestic advertising spending went to global digital platforms. (5) There was a trend shift in government advertising spending: after the general election, the advertising spending of state actors (government and state-owned corporations) dropped significantly. (6) The modest growth of the 2022 MRSZ communications spending³ in nominal terms is also misleading, as the marketing communication revenues of the communications industry decreased by 5.4%⁴ as compared to the preceding year. (7) According to market players’ forecast, the figures of the 2023 media and communications spending charts may continue to shrink conspicuously in real terms.

MRSZ President János Gulyás emphasised: ***“The year left behind us put the adaptability of the communications market to yet another test. Having pulled through the period of the pandemic, the industry not only had to face an inflation so high that had not been seen in decades, a devaluation of the Hungarian Forint, the energy crisis, soaring utility costs and more and more frequently experienced supply disruptions, but also had to take into account the “extra-profit” taxes on the advertisers’ side, as well as the impacts of the phaseout of the KATA tax, particularly on the agencies’ side. In spite of the fact that it was both an election and a football world cup year – two factors that normally drive the advertising market up. That is why we should consider the modest increments of last year’s total spending to be misleading. The advertising revenues pocketed by media market players seemingly grew 3.7%, while the marketing communications revenues received by communications industry players increased by 9.1% from 2021, but due to the high inflation, media’s advertising revenues shrank, in effect, by one tenth (10.8%), and advertisers’ marketing communications spending by 5.4%. We***

¹ By presenting our annual market figures report, issued already for the 23rd time this year, MRSZ and its co-associations intend to capture and establish the size of the market, and supply data for long-term comparison, as well as material for analysis.

² The MRSZ Media Spending Chart is intended to provide a more thorough assessment of the advertisers investments in media publishing.

³ By preparing the spending chart, the Advertising Association wishes to publish such comprehensive market data that capture the totality of advertisers’ external marketing communication investment and the changes thereof.

⁴ Includes: creative and media agency services, event, data-driven (DM) marketing research, PR and ambient sectors / Does not include: media spending and production costs.

believe that **digital has reached adulthood in the Hungarian market** as well. What this means is that its initial steep growth, typical of early development stages, has come to a halt, and **the proportions seem to be stabilising**. Today, **digital already unambiguously dominates the total media spending**. More than half (51.4%) of the total media spending went to digital media last year, and global digital players secured themselves a 34% share of the total media spending. **After the steady growth that had become standard in preceding years, characterised government advertising spending started to fall in 2022**, thereby pointing out also the imbalance of its distribution.

2022 tested the adaptability of the communications market again

The complex crisis that emerged in the wake of the Russian aggression and the start of the war in Ukraine compelled the communications industry to negotiate difficult routes. In addition, **the extra-profit taxes introduced last year weakened companies' desire to advertise**, so they also left their mark on the development of advertising spending. The production capacity of the advertisers active in certain sectors (e.g. automotive) became erratic, so **in 2022, marketing specialists had to take much more aspects into account when launching campaigns**. Furthermore, **the in-year abolition of the KATA tax affected 12% of the companies severely, and 56% of them moderately or slightly**⁵. The amendment brought changes or problems, in particular, in the way agencies and research and consultancy firms and educational institutions worked.

Digital growth slows down significantly: the digital market has reached adulthood

The growth of the digital segment lost its drive in 2022, as it had perceptibly reached "adulthood" also in the domestic market, following global trends. **Last year, the entire Hungarian digital market (local and global combined) grew only 4.2% in nominal terms, compared to the preceding year**, in contrast with the 27.3% increase it had experienced from 2020 to 2021. This kind of fast pace of growth had also been characteristic of earlier years.

Digital slices accounted for more than half the total media spending: Global digital companies are leading players of the domestic market

In 2022, more than half (51.4%) of the total media spending went to digital media. Since 2016, advertisers in Hungary have been spending more than half of their digital advertising budgets at global media companies, and this proportion was still on the rise: In 2022, the shares of global and local players pocketed already two thirds (66%) and one third (34%) of the total digital spending, respectively. At present, more than one third of the total domestic media spending goes to global platforms, which have got to make up the largest slice of the total media spending.

There was a turning point in government advertising spending last year

The size of government spending declined perceptibly in 2022. The top public advertisers cut their budgets considerably.⁶ Although the 2022 parliamentary elections resulted in higher government spending in the first quarter in comparison with the corresponding quarter of the preceding year, **a significant decrease was experienced by the market after the election**. The television sector alone saw a more than 13% drop in the total of spot, non-spot and public service (TCR) government advertising spending (*this is the only segment where a detailed breakdown of the public and market spending data is available*). **The imbalance of advertising revenues was aggravated by the declining government spending**, as a significant amount of the advertising spending went

⁵ As a part of the Barometer survey, we asked market players between December 2022 and January 2023 about the effects of the phaseout of the KATA tax.

⁶ Between April and June, the Prime Minister's Office, which had become one of the largest advertisers of the advertising market – 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 corresponding 2021 figure.

to pro-government media, and this continues to be a dominant source of income for them. It also added to the severity of the situation that a wave of newspaper closures started after the parliamentary election.⁷

Market players' forecast for the figures of the 2023 media and communications spending

MRSZ President János Gulyás summarised the prospects for 2023 as follows: "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 year 2023 with a battle-hardened mentality and down-to-earth expectations. According to the forecast of industry players, in 2023,⁸ the total media spending will experience only a tiny growth of 1.4%, which will likely bring about a shrinkage of 15-20% for the market in real terms⁹. According to industry players and the responding CEOs, the marketing communications revenues of the communications industry are also likely to fall 8.5% also in nominal terms, which means a 20-25% fall in real terms. Nevertheless, we can still hope for inflation to moderate in the rest of the year, and for a lack of new, unexpected turns creating erratic circumstances for the industry, so the bouncing back of the communications industry may also gain momentum. 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 burden. It would be best if this tax was permanently phased out in the long term."

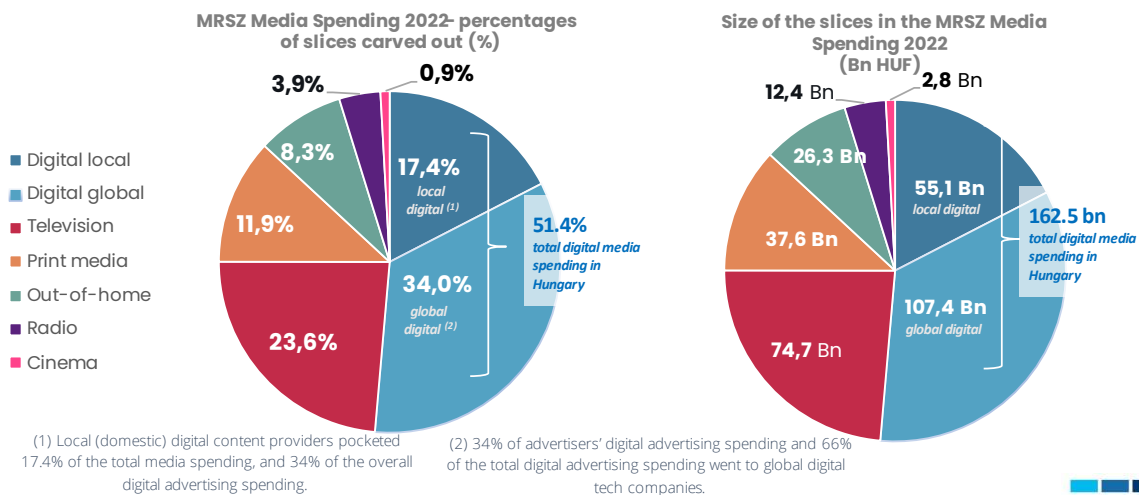
The size of the MRSZ Media Spending in 2022: HUF 316.3 billion:

The sum of the 2022 MRSZ Media Spending was HUF 316.3 billion, which means a small overall growth of 3.7% in nominal terms from the preceding year.

MEDIA MARKET PLAYERS' TOTAL REVENUES IN 2022 WAS HUF 208.9 bn. THE TOTAL MEDIA SPENDING WAS HUF 316.3 bn.



THE ADVERTISING REVENUES OF THE DOMESTIC MEDIA GREW ONLY 2.8%, WHILE THE WHOLE MRSZ MEDIA SPENDING GREW 3.7%



⁷ The Hungarian edition of the soccer magazine FourFourTwo, and then 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 all closed.

⁸ 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 members of MRSZ and its co-associations, as well as the leading players of the industry. 820 company CEOs participated in the research (98 of them answered all the questions). All types of media were represented, and the respondents also included advertisers, media owners, agencies and the players of the services sector, as well. The sample included mostly Hungarian-owned companies, in a wide variety of sizes.

⁹ Calculating with the mean of MNB's (Hungarian National Bank) projection for inflation in 2023 (15-19.5%).

There is no change from the preceding three years in 2022 in the rankings of the types of media making up the total MRSZ media spending: (1) Since as early as 2019, **global digital platforms** have been holding the largest share of the Hungarian media market, carving out a 34% portion thereof: The global digital slice totalled HUF 107.4 billion in 2022, experiencing a growth of 5.5% from 2021, as well as a change of +28.7% from the last “year of peace” (2019). (2) The **television advertising market** amounted to HUF 74.7 billion in 2022, which helped the segment secure the respectable second place in the total media spending chart. All this means a tiny, 0.3% nominal decrease from the preceding year, but still constitutes a 12.2% growth in nominal terms, as compared to the pre-COVID (2019) level. (3) Domestic **digital media spending** came in third (17.4%) with a result of HUF 55.1 billion, securing a modest 1.9% growth in nominal terms from the preceding year. (Growth from 2019 is 29.1%.) (4) The print media spending in 2022 totalled HUF 37.6 Bn, which is a 4.1% increase from 2021, but still falling short (-8.8%) of the result of 2019, the last year before the wave of crises. (5) In 2022, **out-of-home advertising spending** totalled HUF 26.3 billion, which secured the segment a 8.3% share of the total spending, as well as a moderate, 7.3% increase from the preceding year. (As compared to the 2019 figure, the change is +15.8%.) (6) **Radio (RAME/HEROE) spending** amounted to HUF 12.4 billion, as well as a 3.9% slice of the total media spending. This is a 10.4% increase from 2021. (Last year, the radio market reached again, and – in nominal terms – even exceeded by 1.1 percentage points the HUF 11.3 Bn level of 2019). (7) **Cinema** has a 0.9% share of the total media spending. Cinema advertising spending was HUF 2.8 billion in 2022, which is a 25% increase from 2021. (It is still behind the 2019 level, compared to which its size was still 36.2% smaller in 2022.)

The total digital (global and domestic combined) advertising spending amounted to HUF 162.5 billion in 2022, which means a moderate, 4.2% increase from the preceding year.

The modest growth in nominal terms is misleading: The total media spending in 2022 fell 10.8% in real terms from the 2021 level, and even fell short (-0.6%) of the 2019 figure.

*In comparison with 2021, the segments generating the largest growth in nominal terms experienced a much more modest increase of 1.9-2.5% in 2022. The domestic digital segment’s 1.9% growth turned out to be the smallest in comparison. One of the biggest victims of the restrictions of the pandemic was cinema, which experienced the most significant increase in 2022, however. After cinema plummeted in 2020, it started to recover gradually, and last year, it already experienced a pace of growth of 25%, which stood out spectacularly from the crowd, but still fell short by 13.3% from the 2019 figure. The slight shrinkage of the television segment can be ascribed to the more than 13% decrease of government advertising spending. **The apparent growth (in nominal terms) in the specific segments is misleading, as all types of media experienced shrinkage last year. In 2022, cinema was the only segment to experience an upward change in real terms, as last year’s growth was really spectacular, after movie theatres were finally re-opened, and the restrictions of the preceding year were lifted.***

Péter Hivatal, the head of MRSZ’s media and communications spending workgroup pointed out: **“The total media spending in 2022 fell 10.8% in real terms from the 2021 level, and even fell short (-0.6%) of the 2019 figure.”** In addition, local media segments (television, digital local, print media, out-of-home, radio, cinema) experienced a growth of 2.8% in nominal terms from 2021, and a promising increase of 11.3% as compared to 2019, but the picture, in fact, is not that rosy in real terms: **domestic media spending fell 11.7% last year from the preceding year, and 11.6% from the pre-COVID level.”**

The background of global and local digital, television, print, outdoor, radio and cinema segments of the total media spending:

Commenting on the 2022 figures of digital advertising spending, **Péter Novák, a member of the board of IAB Hungary, and the head of the Adexworkgroup, pointed out:** “Based on IAB Hungary’s summary – which was prepared in collaboration with PwC, and to which MAKSZ also contributed some valuable data – digital

advertising spending amounted to HUF 162.5 billion in 2022, which is a modest growth of 4.2% from the preceding year.

In the first quarter of last year, the strong growth, which had also dominated 2021, continued, the dynamic of the digital advertising market started to change from the second quarter. While advertisers' digital spending grew throughout the year, the volume of government and political spending fell significantly after the second quarter.

In 2022, out of the key segments (Display, Search, Listing, Email) Listing increased to the greatest extent (+9%). The 24% growth of programmatic spending and the spectacular, 121% increase of digital audio point to the market penetration of up and coming digital advertising solutions."

Summarising the figures of the television market, Dr. Csaba Tóth, the chairman of the Association of Hungarian Electronic Broadcasters (MEME) explained: *"The television advertising market experienced revenues worth HUF 74.5 billion in 2022, which came close to the 75 billion total revenues in 2021. The driving force of the advertising market segment was provided by commercial advertising revenues in 2022, as well.*

The 'commercial spot' category that is most typical of traditional television advertising closed an outstandingly strong year again: the category grew almost 3% last year, providing reliability and predictability for domestic advertisers. The revenues of the category exceeded HUF 60 billion in 2022.

The innovative 'commercial non-spot' advertisement category, which consists of new types of television advertising materials, maintained its market position, and continues to have significant potential in creative advertising solutions, flexibility and innovation. The total revenues from such advertising materials exceeded HUF 4.6 billion in 2022.

There was less emphasis placed on goods barter type of transactions last year in the domestic television advertising market. Thus, market players pocketed 26% less revenues in 2022 than in 2021. Goods barter generated revenues exceeding HUF 1.3 billion last year in the television advertising market.

The growth of the orders placed by public organisations, which was characteristic of earlier years, stopped in 2022 in the television advertising market, and its total amount shrank 13%, as compared to the preceding year. Nevertheless, the total value of the orders placed by governmental and public organisations still exceeded HUF 8.5 billion last year."

Tibor Kovács, the chairman of the Hungarian Publishers' Association, stated: *"Print media maintained its position in the total media spending: The total proceeds of the print media amounted to HUF 112.185 billion in 2022. To offset the increased costs, publishers stabilised their revenues by price increases. Print media, with a minimal growth that did not reach the rate of inflation, managed to maintain its results achieved in the preceding year, to which both the general election and the price increases contributed.*

Based on the summary of MLE, the proceeds realised by the "net-net" (less agency and other discounts) print advertising market totalled HUF 37.595 billion in 2022. The overall revenue of the press sector, including the proceeds from print media distribution, totalling HUF 53.706 billion, and the reported online revenues, totalled HUF 112.185 billion in 2022. The reporting media publishers also pocketed proceeds worth HUF 20.884 billion from online advertising spending. The growth of advertising revenues connected to digital contents slowed down considerably, which suggests that the better part of digital advertising revenues is pocketed by tech giants.

It can be seen from the figures above that the revenues of print media almost reached pre-pandemic levels.

Print advertisements are still just as relevant in business as digitals: they satisfy demands, convey a sense of confidence and stability, and have proven their worth, providing excellent rates of return several times."

Bálint Hantosi, OOH President of the Hungarian Advertising Association (MRSZ-OOH) pointed out: *"We can already state confidently that the domestic out-of-home market performs well in crises. I consider it very positive that in spite of the successive crises of recent years, the domestic OOH market performed very well in 2022 under the circumstances, and experienced a growth of 7.32%. The results achieved should be regarded as undeniably good in Hungary's advertising market. However, there's no reason for us to be blissfully happy. The setback from 2019 to 2020 was 10.18%. The trend reversed in 2021, and experienced a remarkable (20.1%) growth. This growth path endured through 2022 in nominal terms, but could not set off completely the effect of increased costs and*

the soaring inflation: not even this growth was sufficient for the segment to reach its 2019 level in real terms in 2022. At the beginning of 2022 (Q1), the OOH market experienced two-digit growth, thanks in part to the election campaigns, but this trend reversed in Q3 and Q4. In 2022 Q4, the market bounced back, and its figures indicated growth again.

Apart from anatomising the figures, it is worth noting that the development of the market still has not come to a halt even in the face of successive ordeals. High quality digital platforms, which provide exceptional efficacy, and carve larger and larger slices of the domestic OOH market, experienced a significant growth in 2022 again.

Year 2023 is not going to be easy, either. I am confident, nevertheless, that the OOH segment will keep developing, as developments, investments – albeit at a slower pace – were implemented even in the most difficult years. I am also sure that the market will calm in 2023, and the OOH segment will be able to grow even in real terms.”

Dezső Úrge, the President of the Association of Radio Media Providers (HEROE) outlined the situation of the radio market as follows: “Radio is still holding a sizeable share of the market in Hungary, even in spite of the emergence of newer advertising platforms. Last year, having recovered from the shock that was caused by the COVID-19 pandemic, and surmounting even the economic hardships brought about by the war in a neighbouring country, **the radio advertising market was able to experience in 2022 a considerable growth from the preceding year.** Besides large advertisers, an intensifying demand for advertisements from the SME sector also contributed to the growth of the radio advertising market last year. Although internet-based and other digital media are gaining ground in large agency clients’ portfolios, radio still offers a strong alternative to these, thanks to its cost-efficiency and mass audience. **The war led to economic sanctions, galloping raw material prices and inflation, as a result of which radios’ operational costs – regrettably – also increased.**

Building on their huge listening audiences, Hungarian radio stations secured themselves a serious presence on social media and other digital platforms. Combining linear and digital platforms, radios set out on a path that is going to stay dominant in the future as well.”

Zsuzsanna Kiss, Media Sales Director of Cinema City/New Age Advertising reported: “2022 was the first phase of the recovery after the COVID period. We plan to make full recovery in 2024, but last year’s 25% growth of the cinema market looks really promising, as far as our expectations for this year’s results are concerned. The bulk of our advertisers have kept cinema in their media mixes, while several new clients have discovered the power of the big picture to promote their brands, using national or even smaller, local campaigns. In light of the inflation, the value of measurability and high-quality reach, which are inherent in cinema advertising, has increased. Last year, hundreds of thousands of people went to see Top Gun, Minions, Thor and Jurassic World in movie theatres, and the Avatar sequel drew over 1 million moviegoers, which is already very close to the 1.254 million viewers of Hungary’s highest-grossing movie Avatar (2009). Furthermore, Avatar: The Way of Water has become the third highest-grossing movie of all time worldwide. Several other blockbusters are also going to premiere in 2023. John Wick, Fast X, Guardians Of The Galaxy, Indiana Jones, Mission Impossible, Dune Part Two, Hunger Games and Aquaman sequels, to name just a few.”

Volume of the MRSZ Communications Spending in 2022¹⁰ HUF 570.5 billion

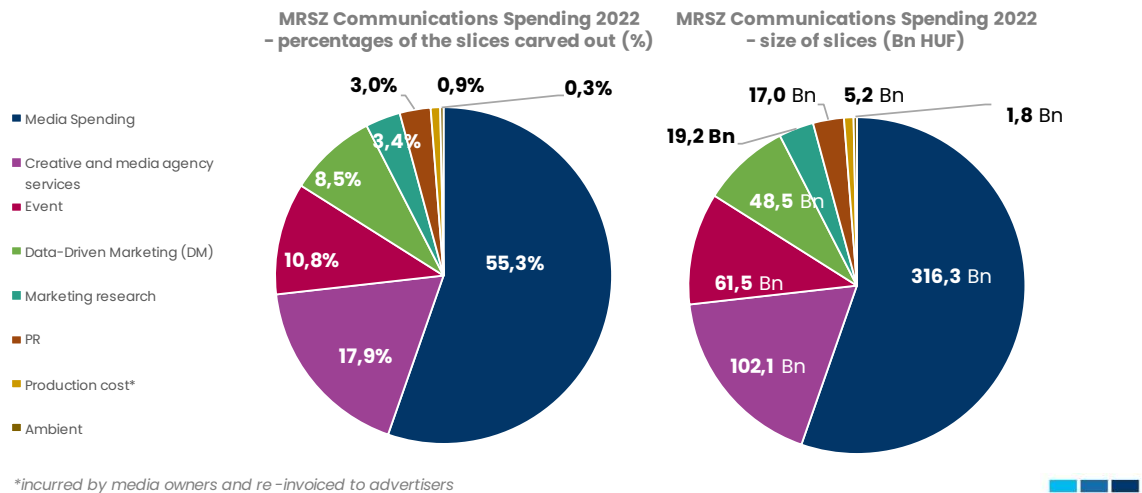
The advertising proceeds of ¹¹ communications sectors were HUF 250 billion last year. In real terms, the total of marketing communications revenues pocketed by the communications industry decreased by 11.1%, in comparison with 2021

¹⁰ The total communication spending chart contains net-net expenditures without overlaps. 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 re-invoiced to advertisers.

¹¹ creative and media agency services, event, data-driven marketing (DM) marketing research, public relations (PR), ambient

The 2022 MRSZ total Communications Spending totalled HUF 570.5 billion, which means that its size increased only slightly, by 6.2%, in nominal terms. All six sectors contributing to the total communications spending experienced growth ranging between 0.1 and 20.0% in 2022, compared to the preceding year.

THE TOTAL COMMUNICATIONS SPENDING IN 2022 WAS HUF 570.2 BN TOTAL COMMUNICATIONS SPENDING WAS UP 6.2% FROM 2021



The rankings of the slices of the communications spending is identical with that of previous years: **(1)** Advertisers spent HUF 102.1 bn on **creative, advertising and media agency services** in 2022, which is a 5.3% growth from 2021, as well as a +17.1% change in nominal terms as compared from the pre-COVID (2019) level. **(2)** The **event sector's** total revenues in 2022 was HUF 61.5 billion, which is a 20% growth from the preceding year, and this result even exceeds by 2.5% the 2019 level. **(3)** The **data-driven marketing market** totalled HUF 48.5 bn, experiencing a minor 4% increase from 2021, but still falling short (by 8.3%) of the 2019 level. **(4)** In 2022, advertisers spent HUF 19.2 bn on **marketing research**, which is a +8% growth from 2021, but still slightly (-2.3%) below the 2019 figure. **(5)** **Public Relations'** marketing communications spending totalled HUF 17.0 bn, meaning a 14% growth from the preceding year, and a 17% increase, as compared to the 2019 figure. **(6)** The **Ambient** segment stagnated in nominal terms: the segment, worth HUF 1.8 bn, experienced minimal, 1% growth, and fell way behind its 2019 performance (-37%).

Péter Hivatal, the head of MRSZ's media and communications spending workgroup pointed out: *“As compared to 2021, overall, the sectors of the communications industry experienced a modest 9.1% growth in 2022. However, this achievement means a 5.4% decrease in real terms, instead, due to the extremely high inflation in 2022. Only the event marketing sector was able to achieve any growth in real terms, thanks to the sudden re-opening after the pandemic, and a greater demand for events during the election year. The Public Relations sector is stagnating in real terms. PR partly owes its comparatively good performance in a crowd of segments with dropping revenues to the fact that the sector's role strengthened and it became more valuable during the coronavirus crisis.”*

(NOTE: DIMSZ made a small adjustment to its methodology within the MRSZ Communications Spending figures, and altered its data retroactively back to 2019. The present document already presents DM figures adjusted accordingly as reference figures. Accordingly, we shall compare 2022 figures to the adjusted 2019-2021 overall data.)

The background of the creative and media agency services, events, data-driven marketing (direct marketing), marketing research, PR and ambient segments:

Nikolett Blaskó, the President of the Association of Hungarian Communication Agencies (MAKSZ) emphasised: *“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%.*

Market advertisers and brands intensified their communications investments to support their businesses amidst last year’s turbulent economic environment, while other market players cut their spending significantly from the second quarter of the year.”

György Huszics, Vice-President of Data & Marketing Association (DIMSZ) commented on the **data-driven marketing (direct marketing) segment** as follows: *“DIMSZ’s updated measurement methodology applied for year 2022 was able to capture the figures of the data-driven market on a wider spectrum and with a greater precision than earlier measurements. The change in the data-driven slice (+4% growth) occurred as a result of the driving force of the growth in the telemarketing (+11%) and the email, database and CRM (+22%) segments. The turnover of the direct mail segment, similarly to the preceding year, amounted to a total of about 50 million mails, and the size of the market exceeded HUF 8.5 billion, but the number of mails actually stagnated, so the segment owed its growth (+3%) entirely to the price increases. The market of paper-based unaddressed mails experienced a setback (-37%), which is consistent with the continuous strengthening of digitalisation and data-driven technologies and a re-arrangement of the roles of communications channels.”*

In 2022, the total of the marketing research market was HUF 19.2 billion, experiencing a growth of 8% from the preceding year. *“After the setback caused by the pandemic, the cautiously optimistic market expected a slight increase for 2022. This growth, however, was not really able to ‘spread its wings’, and with the galloping inflation, our plans for the growth of the segment went up in smoke.”*, **Endre Kassai, the President of the Hungarian Association of Market Researchers** said, commenting on the marketing research figures.

János Bacher, the Managing Director of Impetus Research, in charge of the data collection added: *“There was no reasonable chance that the growth experienced by the marketing research spending could even reach the inflation rate, so in real terms, the industry faced a serious decrease in revenues. The situation was aggravated by the pressure on the costs side, which tied research companies’ hands. The consumer market is going through a significant transition presently, so clients would badly need market information, but according to preliminary estimates, we have little chance of an increase in spending in 2023.”*

Hungarian Public Relations Association (MPRSZ) President András Sztaniszláv said: *“The PR market owes a lot to last year. Agency figures are generally indicating a more than 10% growth in revenues also on a global level, and the upward trend continued in Hungary, as well. Based on the data sent reported to MPRSZ, we counted on a 14% market growth, which means a HUF 16.96 billion market in Hungary.*

We see the trend that more and more integrated agencies are starting to deal with content-based solutions, so it is important that they should also understand the types of PR tools that can be used to facilitate their and their clients’ communication. PR agencies – in the classic sense – are acquiring more and more skills in the digital technologies, filmmaking and even HR fields.

PR strengthened its role during the coronavirus crisis, and this trend is still ongoing, which gives the industry cause for optimism.”

Gábor Rókusfalvy, Vice-President of the Association of Hungarian Event Planners and Service Providers emphasised: *“The event sector closed a strong year in 2022, so much so that its revenues already exceeded the 2019 pre-pandemic figures, in spite of the fact that event organisers were faced with several difficulties last year. Due to the epidemiological measures, events until the 7th of March were only allowed to be held under certain strict rules (e.g. mandatory mask, vaccination certificate), and arrivals from specific countries in Hungary were also restricted. The outbreak of the Russo-Ukrainian war and Hungary’s geopolitical position also caused a*

setback as regards international events originally scheduled to be held in Hungary. In addition to the above, the rise in energy prices in the autumn also made matters worse for the players of the event market.

In spite of all that, the sector in 2022 experienced an average growth of 20% from the preceding year. The sector owes its spectacular growth – among other things – to the explosive, much-awaited post-pandemic re-opening, as well as the higher demand for organising events, because of the election year, and an increase in government event spending (e.g. events on 20 August).

Károly Baráth, the President of the Ambient Association added: “The Ambient market bounced back in 2021, and experienced a two-digit (19.55%) growth after a substantial decline. At the beginning of 2022, this remarkable growth continued, and it seemed that a double-digit increase was realistically achievable, but in Q2 and Q3, the Ambient market suffered a significant fall. For the entire year, we succeeded in achieving a small growth.

We count on dynamic growth for 2023 again. By 2022 Q4, the market had calmed down, and clients that had never used its tools before started to come to seek the Ambient sector’s assistance. The appearance of new advertisers gave new momentum to the sector, and we are quite confident that we will make up for the setback of previous years in 2023.”

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