



TV market outlook and price changes in 2024

On October 26, 2023, the traditional "Big Picture" conference was held, where sales houses (atmedia /RTL Sales House) presented their commercial plans for 2024, and TV companies presented their upcoming program offerings. The biggest interest was around the announcements of the TV Sales Houses, who presented the seasonal price index changes for next year, announcing significant general price increases.

It is important to note that **inflation has manifested itself on several fronts** in the television market in recent years: changes in target group affinities, season indexes, and basic prices. Based on the experience of 2023, we see that these changes can continue to compound in 2024. The recon system cannot be completely ignored in this context; in previous years, sales houses tried to manage the supply-demand situation within the year with fine-tuning between months, but this tool was also limited this year.

The **extent of the price increase in 2024**, based on the announced seasonal price index changes, is as follows (examined on an annual average basis):

- **atmedia: +15%**

- **RTL Sales House: +30%** (20% was mentioned in the announcement, as advertisers have already paid a 10% price increase in saturated months this year)

The **2024/2023 inflation expectation** published by **Kantar** in November 2023 is **an average of 28%**.

Airtime remains an over-demanded factor in the Hungarian TV market. As we have already mentioned in our previous statements*, sales houses have found themselves in a difficult situation due to seasonal unpredictability and unexpected over-demand following September 2023. The mood of advertisers was further worsened by the fact that RTL Sales House rejected some low-priced client campaigns at the end of the year, which volumes atmedia could no longer accommodate. However, RTL Sales House also raised its prices during the year using the Market Index and an Over-Demand Index (=Túlkeresleti Index) introduced in response to sudden market conditions (it is important to note that there has been significant over-demand in the media market in the past 20 years, and various moving price systems such as SAP/DSI have been created in response to these). These variables increased the prices by approximately 10% during the year, leaving clients and agencies with very little time to react in many cases.



Based on the current market information, **MAKSZ agencies still expect a demand-driven market** despite the announced price increases. If the planned price increase by Sales Houses does not materialize, it cannot be ruled out that campaign underperformance or tools such as the Market Index or Over-Demand Index will reappear in the Sales Houses' toolkit in 2024. Unexpected volumes that appear during the year may not be accommodated by the sales houses in 2024 - possible extra budgets may come with a surcharge or rejection - so **it is very important that advertisers try to estimate their own annual (and possibly monthly) television spending as accurately as possible when planning for 2024.**

We continue to make every effort to provide fresh and up-to-date information to market players in the rapidly changing advertising environment, and we are fully committed to ensuring that television campaigns are effective and our clients are successful.

We thank our clients for their trust and support so far, for any further questions or comments, please contact your media agency.

*Please visit our site for previous statements:

- [Overheated Year-End in TV Market](#)
- [Further information on the overheated year end in TV Market](#)

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