



Announcement

Expert evaluation of the Media section of MAKSZ on the commercial policy of the Hungarian television Sales Houses (Big Picture, 2 Nov.) reported for 2022.

The television advertising market faces significant changes in the coming years. Both sales houses (AtMedia and R-Time) have announced fundamental changes in the way they sell television advertising time. All market participants must expect a strong inflationary impact in the future.

According to MAKSZ calculations, price changes resulting from the seasonal index are at least 13%, and the change in viewer rates may cause even higher inflation in some planning target groups (conversion deterioration).

In August, MAKSZ asked the sales houses to announce the “Big Picture” possibly as early as the beginning of October. It is not in advertisers’ interests to have so little time for considering, negotiating and making changes of this magnitude.

Due to the late announcements, there is extremely little time to conduct the negotiations for 2022, especially with regard to the open issues and the fact that the arrival of operative customer offers is expected only in the coming weeks.

It is also a problem that many of the tenders have already taken place without knowing the sales houses’ pricing for next year.

We also find it problematic that the detailed GTC of the Sales Houses for 2022 has not yet been published. This forces customers to make commitments without knowing all the conditions.

The introduction of the Market Index presented by R-Time could cause further price increases in the months concerned, which, together with the increase in seasonal indices, could cause a price increase of up to 20%. We find it especially problematic that a detailed presentation of this and the details of how the banner works are lacking.

We would like to call on the market service providers (agencies, auditors, professional organisations) to communicate these changes and circumstances to their customer in an appropriate manner, with the necessary detail and thoroughness.

If further information on the topic appears in the market, MAKSZ will extend the above announcement.