



Overheated Year-End in the TV Market

Information on the Overdemand for Airtime in the Hungarian Television Market and Predicted Campaign Underdelivery Issues in Q4

Significant changes have occurred in television media consumption in recent years. In this rapidly evolving landscape, the advertising industry faces numerous challenges, and we feel the effects of these changes day by day.

Today, we would like to provide information about the underdelivery issues that may arise in TV advertising during the Q4 period. The unexpected demand for airtime in 2023 and the continued growth in Q4 advertising spending are expected to generate campaign delivery difficulties in the market. This is also reflected in the appearance of the RTL "Market Index," which has led to increased Q4 TV prices by the sales house.

The expectation is that TV usage intensity will remain high in the Hungarian market in 2024, so it is expected that TV sales houses will announce further market price increases.

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

We would like to thank our clients for their trust and support so far, and for any further questions or feedback, please do not hesitate to contact your media agency.