

Quantitative impact of the regulation on TV advertising markets in EU Member States, EEA countries, the new Member States and a number of third party countries

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Hungary – Report 3 (7/18)

Stages B and C

V.3.3.

*June 2005*

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## I. About Channels in Hungary

# 1. Types of broadcast 2002 - 2003

TAB1a	Names	Status	Channel Type (content)	Maximum advertising minutes allowed per hour by law
<b>Channels with a national coverage*</b> *covering at least 80% of the national population	<b>M1</b>	Public service		6
	<b>RTL Klub</b>	Commercial channel free to air	Mainstream	12
	<b>tv2</b>	Commercial channel free to air	Mainstream	12
<b>Local* Channels</b> *By "local", we mean channels covering specific regions or provinces of the country	Budapest TV (regional)	Pay TV (including adv breaks)	Mainstream	12
	<b>Duna Television</b>	Public service		6
	<b>F+</b>	Pay TV (including adv breaks)	Mainstream	12
	Filmmúzeum	Pay TV (including adv breaks)	Fiction	12
	Fix TV (regional)			
	Fénix (regional)			
	Hálózat TV - av.in sw.since 2004	Pay TV (including adv breaks)	Mainstream	12
	Hír TV		Information / Business	
	Humor1		Entertainment (incl. Modern Music)	
	M+		Fiction	
	<b>M2</b>	Public service	Mainstream	6
	<b>Magyar ATV</b>	Pay TV (including adv breaks)	Mainstream	12
	<b>Minimax</b>		Children	
	Music Boks		Entertainment (incl. Modern Music)	
	Music Max		Entertainment (incl. Modern Music)	
	Pax		Information / Business	
	<b>Satelit</b>	Pay TV (including adv breaks)	Mainstream	12
	Spektrum	Pay TV (including adv breaks)	Information / Business	12
	<b>Sport 1</b>	Pay TV (including adv breaks)	Sports	12
	TV11			
	TV13			
	TV20			
	Viasat Explorer	Commercial channel free to air		12
<b>Viasat3</b>	Pay TV (including adv breaks)	Mainstream	12	
Zenit TV				

# 1. Types of broadcast 2002 - 2003

TAB1b	Names	Status	Channel Type (content)	Maximum advertising minutes allowed per hour by law
<b>Non-domestic Channels</b> These channels may occasionally have "overlapping" audiences or can be TV stations officially located abroad (headquarters)	Belgrad 1	Please refer to Chap.I of the economical report of the concerned country		
	Belgrad 2			
	Belgrad 3			
	ESZÉK			
	ERT (Greek)			
	Horvat tv2 (Croatia)			
	Horvat tv3 (Croatia)			
	Horvath tv1 (Croatia)			
	Jugoszlav 1 (Yugoslavia)			
	Jugoszlav 2 (Yugoslavia)			
	MARKIZA (Czech)			
	Medija			
	NOVI SAD			
	NOVI SAD 2			
	Oszrak 1 (Austrian)			
	Oszrak 2 (Austrian)			
	POL SAT (Polish)			
	Szerb (Serbian)			
	ROMAN			
	Szlovak 1 (Slovak)			
	Szlovak 2 (Slovak)			
	Szloven 1			
	Szloven 2			
TV Andalúzia				
TV Bulgaria				
TV Dubai				
TV Polonia (Polish)				
TVN Siedem (Polish)				
UKRAN TV				

# 1. Types of broadcast 2002 - 2003

TAB1c	Names	Status	Channel Type (content)	Maximum advertising minutes allowed per hour by law
International Channels (Worldwide models)	3 Sat	Please refer to Chap.I of the economical report of the concerned country		
	A9			
	AB Motours		Sports	
	Animal Planet (in Hungarian)		Information / Business	
	ANN			
	ARD1			
	ARTE			
	Avante			
	AXN (in Hungarian)			
	B.TV			
	Bavaria TV			
	BBC Prime (in Hungarian)		Information / Business	
	BBC World		Information / Business	
	Blomberg			
	BR			
	BR Alfa			
	BVN			
	BW			
	Canal+		Mainstream	
	Cartoon-TNT		Fiction	
	CATV			
	CCF			
	CCTV4			
	China News E.		Information / Business	
	Club TV (in Hungarian)			
	CMT Europa		Entertainment (incl. Modern Music)	
	CNBC Europe		Information / Business	
	CNN		Information / Business	
	CTV		Information / Business	
	Discovery (in Hungarian)		Information / Business	
	Discovery Civilization (in Hungarian)		Information / Business	
	Discovery Sci-Trek (in Hungarian)		Information / Business	
	Discovery Travel (in Hungarian)		Information / Business	
	DSF		Sports	
	Dubai			
	DWelle		Information / Business	
	Eros TV			
	Europa (in Hungarian)		Information / Business	
	Eurosport (in Hungarian)		Sports	
	Euro News		Information / Business	
Eurosport News	Information / Business			
Eurotica				
Extreme Sport (in Hungarian)	Sports			

# 1. Types of broadcast 2002 - 2003

TAB1d	Names	Status	Channel Type (content)	Maximum advertising minutes allowed per hour by law
International Channels (Worldwide models)	F TV	Please refer to Chap.I of the economical report of the concerned country		
	Fashion			
	Fox Kids (in Hungarian)		Children	
	Fox News		Information / Business	
	Hallmark (in Hungarian)		Fiction	
	H.O.T			
	HIT Channel			
	Home Shopping EU			
	HR			
	K3			
	KABEL 1		Mainstream	
	KIKa		Children	
	KINDER K		Children	
	Landscape CH			
	Live SAT			
	M6			
	MBC			
	MCM		Entertainment (incl. Modern Music)	
	MDR3			
	MEZZO		Classical Music	
	MTV Germany		Entertainment (incl. Modern Music)	
	MTV2 POP		Entertainment (incl. Modern Music)	
	Music Base		Entertainment (incl. Modern Music)	
	Music Extra		Entertainment (incl. Modern Music)	
	Music First		Entertainment (incl. Modern Music)	
	National Geographic		Information / Business	
	N/DR			
	N24			
	N3			
	Neun Live/Best Direct			
	Nickelodeon (in Hungarian)		Children	
	NSZ+			
	nTV			
	NTV INT			
ONYX	Entertainment (incl. Modern Music)			
ORB				
Phoenix				
Pin 24 TV Shop				
Private Blue				
Private Gold				
PRO 7	Mainstream			
Pulse TV	Fiction			
Quantum				
QVC				

# 1. Types of broadcast 2002 - 2003

TAB1e	Names	Status	Channel Type (content)	Maximum advertising minutes allowed per hour by law	
International Channels (Worldwide models)	Rai 1	Please refer to Chap.I of the economical report of the concerned country			
	Rai 2				
	Rai 3				
	RAI News		Information / Business		
	Reality TV (in Hungarian)				
	Romantica (in Hungarian)			Fiction	
	RP				
	RTL 2			Mainstream	
	RTL 7			Mainstream	
	RTL Plus			Mainstream	
	RTL Shop				
	RTP				
	SAT1			Mainstream	
	SEI I				
	SKY NEWS			Information / Business	
	Sonnenklar				
	SPLIT				
	SUDWEST 3				
	SUPER RTI			Children	
	TBN				
	Tale5				
	TELEPACE				
	TET				
	TE1				
	TE2				
	TG1				
	TM3				
	Travel			Information / Business	
	TRT				
	TV5				
	TV Shop Europe				
	TV Travel Shop				
	TV1				
	TV 1000				
	TV4				
	TVE			Mainstream	
	TVN				
	TW1				
	Venus tv				
	VH1			Entertainment (incl. Modern Music)	
VH1 Classic		Children			
TV1 Export					
Video Italia		Entertainment (incl. Modern Music)			
Viva		Entertainment (incl. Modern Music)			
Viva II.		Entertainment (incl. Modern Music)			
Viva Plus (in Hungarian)		Entertainment (incl. Modern Music)			
Vox Deutch Sat		Mainstream			
Other Channels	HBO		Entertainment (incl. Modern Music)		
	HBO2		Entertainment (incl. Modern Music)		



# 1. Types of broadcast 2002 - 2003

<b>TAB1f</b>	<b>Names</b>	<b>Connection Mode</b>	<b>Main Transmission Mode</b>	<b>Comments transmission/reception mode and/or programme type</b>
<b>Channels with a national coverage*</b> *covering at least 80% of the national population	<b>M1</b>	Analogical		
	<b>RTL Klub</b>	Analogical	TV Cable	Terrestrial, , AM-Micro
	<b>tv2</b>	Analogical	TV Cable	Terrestrial, AM-Micro
<b>Local* Channels</b> *By "local", we mean channels covering specific regions or provinces of the country	Budapest TV (regional)	Analogical	TV Cable	
	<b>Duna Television</b>	Analogical	TV Cable	AM-Micro, UPC Direct, Analog Sat.
	F+	Analogical	TV Cable	AM micro
	Filmmúzeum	Analogical	TV Cable	AM micro
	Fix TV (regional)	Analogical	TV Cable	
	Főnix (regional)	Analogical	TV Cable	
	Hálózat TV - av.in sw.since 2004	Analogical	TV Cable	Terrestrial, (network)
	Hír TV	Analogical	TV Cable	AM micro, UPC direct
	Humor1	Analogical	TV Cable	UPC direct
	M+	Analogical	TV Cable	AM micro
	<b>M2</b>	Analogical	TV Cable	AM-Micro, UPC Direct, Analog Sat.
	<b>Magyar ATV</b>	Analogical	TV Cable	AM-Micro, UPC Direct
	<b>Minimax</b>	Analogical	TV Cable	AM-Micro, UPC Direct
	Music Boks	Analogical	TV Cable	
	Music Max	Analogical	TV Cable	
	Pax	Analogical	TV Cable	
	<b>Satelit</b>	Analogical		
	Spektrum	Analogical	TV Cable	
	<b>Sport 1</b>	Analogical	TV Cable	AM-Micro, UPC Direct (Pay TV)
	TV11	Analogical	TV Cable	
	TV13	Analogical	TV Cable	
	TV20	Analogical	TV Cable	
	Viasat Explorer	Analogical	TV Cable	
<b>Viasat3</b>	Analogical	TV Cable	Terrestrial, AM-Micro, UPC Direct	
Zenit TV	Analogical	TV Cable		

# 1. Types of broadcast 2002 - 2003

TAB1g	Names	Connection Mode	Main Transmission Mode	Comments transmission/reception mode and/or programme type
<b>Non-domestic Channels</b> These channels may occasionally have "overlapping" audiences or can be TV stations officially located abroad (headquarters)	Belgrad 1	Analogical	TV Cable	
	Belgrad 2	Analogical	TV Cable	
	Belgrad 3	Analogical	TV Cable	
	ESZEK	Analogical	TV Cable	
	ERT (Greek)	Analogical	TV Cable	
	Horvat tv2 (Croatia)	Analogical	TV Cable	
	Horvat tv3 (Croatia)	Analogical	TV Cable	
	Horvath tv1 (Croatia)	Analogical	TV Cable	
	Jugoszlav 2 (Yugoslavia)	Analogical	TV Cable	
	Jugoszlav 1 (Yugoslavia)	Analogical	TV Cable	
	MARKIZA (Czech)	Analogical	TV Cable	
	Media	Analogical	TV Cable	
	NOVI SAD	Analogical	TV Cable	
	NOVI SAD 2	Analogical	TV Cable	
	Oszrak 1 (Austrian)	Analogical	TV Cable	
	Oszrak 2 (Austrian)	Analogical	TV Cable	
	POLSAT (Polish)	Analogical	TV Cable	
	Szerb (Serbian)	Analogical	TV Cable	
	ROMAN	Analogical	TV Cable	
	Szlovak 1 (Slovak)	Analogical	TV Cable	
	Szlovak 2 (Slovak)	Analogical	TV Cable	
	Szloven 1	Analogical	TV Cable	
	Szloven 2	Analogical	TV Cable	
	TV Andalúzia	Analogical	TV Cable	
	TV Bulgaria	Analogical	TV Cable	
	TV Dubai	Analogical	TV Cable	
	TV Polonia (Polish)	Analogical	TV Cable	
	TVN Siedem (Polish)	Analogical	TV Cable	
	UKRAN TV	Analogical	TV Cable	

# 1. Types of broadcast 2002 - 2003

TAB1h	Names	Connection Mode	Main Transmission Mode	Comments transmission/reception mode and/or programme type
International Channels (Worldwide models)	3 Sat	Analogical	TV Cable	
	A9	Analogical	TV Cable	
	AB Motours	Analogical	TV Cable	
	Animal Planet (in Hungarian)	Analogical	TV Cable	UPC direct
	ANN	Analogical	TV Cable	
	ARD1	Analogical	TV Cable	
	ARTE	Analogical	TV Cable	UPC direct
	Avante	Analogical	TV Cable	
	AXN (in Hungarian)	Analogical	TV Cable	
	B.TV	Analogical	TV Cable	
	Bayern TV	Analogical	TV Cable	
	BBC Prime (in Hungarian)	Analogical	TV Cable	UPC direct
	BBC World	Analogical	TV Cable	UPC direct
	Bloomberg	Analogical	TV Cable	
	BR	Analogical	TV Cable	
	BR Alfa	Analogical	TV Cable	
	BVN	Analogical	TV Cable	
	BW	Analogical	TV Cable	
	Canal+	Analogical	TV Cable	
	Cartoon-TNT	Analogical	TV Cable	AM micro
	CATV	Analogical	TV Cable	
	CCE	Analogical	TV Cable	
	CCTV4	Analogical	TV Cable	
	China News E.	Analogical	TV Cable	
	Club TV (in Hungarian)	Analogical	TV Cable	UPC direct
	CMT Europe	Analogical	TV Cable	
	CNBC Europe	Analogical	TV Cable	UPC direct
	CNN	Analogical	TV Cable	UPC direct
	CTV	Analogical	TV Cable	
	Discovery (in Hungarian)	Analogical	TV Cable	UPC direct
	Discovery Civilization (in Hungarian)	Analogical	TV Cable	
	Discovery Sci-Trek (in Hungarian)	Analogical	TV Cable	
	Discovery Travel (in Hungarian)	Analogical	TV Cable	
	DSF	Analogical	TV Cable	UPC direct
	Dubai	Analogical	TV Cable	
	DWelle	Analogical	TV Cable	
	Eros TV	Analogical	TV Cable	
	Europa (in Hungarian)	Analogical	TV Cable	
	Eurosport (in Hungarian)	Analogical	TV Cable	AM micro, UPC direct
	Euro News	Analogical	TV Cable	
	Eurosport News	Analogical	TV Cable	
	Eurotica	Analogical	TV Cable	
	Extreme Sport (in Hungarian)	Analogical	TV Cable	UPC direct

# 1. Types of broadcast 2002 - 2003

TAB1i	Names	Connection Mode	Main Transmission Mode	Comments transmission/reception mode and/or programme type
International Channels (Worldwide models)	F TV	Analogical	TV Cable	
	Fashion	Analogical	TV Cable	
	Fox Kids (in Hungarian)	Analogical	TV Cable	UPC direct
	Fox News	Analogical	TV Cable	
	Hallmark (in Hungarian)	Analogical	TV Cable	UPC direct
	H.O.T	Analogical	TV Cable	
	HIT Channel	Analogical	TV Cable	
	Home Shopping EU	Analogical	TV Cable	
	HR	Analogical	TV Cable	
	K3	Analogical	TV Cable	
	KABEL 1	Analogical	TV Cable	
	KIKa	Analogical	TV Cable	
	KINDER K	Analogical	TV Cable	
	Landscape CH	Analogical	TV Cable	
	Live SAT	Analogical	TV Cable	
	M6	Analogical	TV Cable	
	MBC	Analogical	TV Cable	
	MCM	Analogical	TV Cable	
	MDR3	Analogical	TV Cable	
	MEZZO	Analogical	TV Cable	
	MTV Germany	Analogical	TV Cable	
	MTV2 POP	Analogical	TV Cable	UPC direct
	Music Base	Analogical	TV Cable	
	Music Extra	Analogical	TV Cable	
	Music First	Analogical	TV Cable	
	National Geographic	Analogical	TV Cable	AM micro
	N/DR	Analogical	TV Cable	
	N24	Analogical	TV Cable	
	N3	Analogical	TV Cable	
	Neun Live/Best Direct	Analogical	TV Cable	
	Nickelodeon (in Hungarian)	Analogical	TV Cable	
	NSZ+	Analogical	TV Cable	
	nTV	Analogical	TV Cable	
	NTV INT	Analogical	TV Cable	
	ONYX	Analogical	TV Cable	
	ORB	Analogical	TV Cable	
	Phoenix	Analogical	TV Cable	
	Pin 24 TV Shop	Analogical	TV Cable	
	Private Blue	Analogical	TV Cable	AM micro
	Private Gold	Analogical	TV Cable	UPC direct
	PRO 7	Analogical	TV Cable	
	Pulse TV	Analogical	TV Cable	
	Quantum	Analogical	TV Cable	
	QVC	Analogical	TV Cable	

# 1. Types of broadcast 2002 - 2003

TAB1j	Names	Connection Mode	Main Transmission Mode	Comments transmission/reception mode and/or programme type
International Channels (Worldwide models)	Rai 1	Analogical	TV Cable	UPCdirect
	Rai 2	Analogical	TV Cable	
	Rai 3	Analogical	TV Cable	
	RAI News	Analogical	TV Cable	
	Reality TV (in Hungarian)	Analogical	TV Cable	UPC direct
	Romantica (in Hungarian)	Analogical	TV Cable	AM micro
	RP	Analogical	TV Cable	
	RTL 2	Analogical	TV Cable	
	RTL 7	Analogical	TV Cable	
	RTL Plus	Analogical	TV Cable	
	RTL Shop	Analogical	TV Cable	
	RTP	Analogical	TV Cable	
	SAT1	Analogical	TV Cable	
	SELL	Analogical	TV Cable	
	SKY NEWS	Analogical	TV Cable	UPC direct
	Sonnenklar	Analogical	TV Cable	
	SPLIT	Analogical	TV Cable	
	SUDWEST 3	Analogical	TV Cable	
	SUPER RTL	Analogical	TV Cable	
	TBN	Analogical	TV Cable	
	Tele5	Analogical	TV Cable	
	TELEPACE	Analogical	TV Cable	
	TET	Analogical	TV Cable	
	TF1	Analogical	TV Cable	
	TF2	Analogical	TV Cable	
	TG1	Analogical	TV Cable	
	TM3	Analogical	TV Cable	
	Travel	Analogical	TV Cable	UPC direct
	TRT	Analogical	TV Cable	
	TV5	Analogical	TV Cable	UPC direct
	TV Shop Europe	Analogical	TV Cable	
	TV Travel Shop	Analogical	TV Cable	
	TV1	Analogical	TV Cable	
	TV 1000	Analogical	TV Cable	
	TV4	Analogical	TV Cable	
	TVE	Analogical	TV Cable	
	TVN	Analogical	TV Cable	
	TW1	Analogical	TV Cable	
	Venus tv	Analogical	TV Cable	
	VH1	Analogical	TV Cable	UPC direct
	VH1 Classic	Analogical	TV Cable	UPC direct
	TV1 Export	Analogical	TV Cable	
	Video Italia	Analogical	TV Cable	
Viva	Analogical	TV Cable	AM micro, UPC direct	
Viva II	Analogical	TV Cable		
Viva Plus (in Hungarian)	Analogical	TV Cable	UPC direct	
Vox Deutch Sat	Analogical	TV Cable		
Other Channels	HBO	Analogical	TV Cable	AM micro, UPC direct
	HBO2	Analogical	TV Cable	

## Comments about broadcasters

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- On commercial channels 12 minutes of advertising are allowed.
- On public channels the limit is 6 minutes per hour.
- The TV channel “Satelit” stopped broadcasting in 2003.
- Concerning competition :
  - The number of available channels has increased a lot and competition is huge (more than 35 channels are available in Hungarian). For example, today the RTL Sales Group represents several channels (e.g. Sport 1/Sport 2).
- Concerning public and private stations :
  - Public stations have lost importance since the appearance of commercial channels. For some media events, e.g. Olympic Games, private stations as MTV can be a real alternative.
- Concerning IDTV :
  - It is not probable that digital TV will be general in the near future (2005).
  - The television audience measurement system has to be prepared for the emergence of IDTV.

## 2. TV day parts definitions in Hungary :

### TAB2a

	Main dayparts	Aged 18+	
		Average audience* TOTAL TV (rat%) Adults in 2002	Average audience* TOTAL TV (rat%) Adults in 2003
All Day (depending on daily programmes)	02h00-25h59	18,6	19,0
Morning	06h00-11h59	9,4	9,9
Access Prime Time	16h00-18h29	27,6	29,1
Prime Time	18h30-21h29	49,8	49,8
Night Time	21h30-25h59	22,8	22,7
<i>Universes</i>		7.532.193	7.799.734
<i>Sources</i>		AGB Hungary	AGB Hungary

### TAB2b

	Main dayparts	Aged 4-14	
		Average audience* TOTAL TV (rat%) Kids in 2002	Average audience* TOTAL TV (rat%) Kids in 2003
All Day (depending on daily programmes)	02h00-25h59	14,2	14,7
Morning	06h00-11h59	13,4	13,5
Access Prime Time	16h00-18h29	23,6	24,3
Prime Time	18h30-21h29	33,3	33,3
Night Time	21h30-25h59	7,8	8,8
<i>Universes</i>		1.219.801	1.238.957
<i>Sources</i>		AGB Hungary	AGB Hungary

\* Rating (%) is the audience variable which defines the average number or percentage of people (belonging to a particular target group, e.g. adults or kids) that watch a selection of channels (or television in general) during a specific time period - see methodological report.

### 3. Audience Share\* - All Day

\* If total TV gathers 100 ind., share of each channel in total TV audience

TAB3a

	Names	Aged 18+		Aged 4-14		
		2002	2003	2002	2003	
<b>Average Audience (Rat%) - see above</b>	<b>Total TV</b>	<b>18,6</b>	<b>19,0</b>	<b>14,2</b>	<b>14,7</b>	
<b>Channels with a national coverage</b>	<b>M1</b>	14,4	16,8	5,9	5,9	
	<b>RTL Klub</b>	31,0	29,5	30,3	27,6	
	<b>tv2</b>	30,8	29,4	33,5	32,0	
<b>Local Channels</b>	Budapest TV (regional)	-	-	-	-	
	<b>Duna Television</b>	1,8	1,8	0,7	0,6	
	F+	-	-	-	-	
	Filmmúzeum	-	-	-	-	
	Fix TV (regional)	-	-	-	-	
	Főnix (regional)	-	-	-	-	
	Hálózat TV - av.in sw.since 2004	-	-	-	-	
	Hír TV	-	-	-	-	
	Humor1	-	-	-	-	
	M+	-	-	-	-	
	<b>M2</b>	2,3	2,4	0,5	0,4	
	<b>Magyar ATV</b>	3,0	0,6	0,1	0,0	
	<b>Minimax</b>	0,7	0,7	6,0	5,7	
	Music Boks	-	-	-	-	
	Music Max	-	-	-	-	
	Pax	-	-	-	-	
	<b>Satelit</b>	0,5	-	0,2	-	
	Spektrum	-	-	-	-	
	<b>Sport 1</b>	0,2	1,0	2,2	0,7	
	TV11	-	-	-	-	
	TV13	-	-	-	-	
	TV20	-	-	-	-	
	Viasat Explorer	-	-	-	-	
	<b>Viasat3</b>	1,8	2,4	0,2	2,0	
	Zenit TV	-	-	-	-	
	<b>Non-domestic Channels</b>	Belgrad 1	-	-	-	-
		Belgrad 2	-	-	-	-
Belgrad 3		-	-	-	-	
ESZÉK		-	-	-	-	
ERT (Greek)		-	-	-	-	
Horvat tv2 (Croatia)		-	-	-	-	
Horvat tv3 (Croatia)		-	-	-	-	
Horvath tv1 (Croatia)		-	-	-	-	
Jugoszlav 1 (Yugoslavia)		-	-	-	-	
Jugoszlav 2 (Yugoslavia)		-	-	-	-	
MARKIZA (Czech)		-	-	-	-	
Medija		-	-	-	-	
NOVI SAD		-	-	-	-	
NOVI SAD 2		-	-	-	-	
Oszaak 1 (Austrian)		-	-	-	-	
Oszaak 2 (Austrian)		-	-	-	-	
POLSAT (Polish)		-	-	-	-	
Szerb (Serbian)		-	-	-	-	
ROMAN		-	-	-	-	
Szlovak 1 (Slovak)		-	-	-	-	
Szlovak 2 (Slovak)		-	-	-	-	
Szloven 1		-	-	-	-	
Szloven 2		-	-	-	-	
TV Andalúzia		-	-	-	-	
TV Bulgaria		-	-	-	-	
TV Dubai		-	-	-	-	
TV Polonia (Polish)		-	-	-	-	
TVN Siedem (Polish)	-	-	-	-		
UKRAN TV	-	-	-	-		



### 3. Audience Share\* - All Day

\* If total TV gathers 100 ind., share of each channel in total TV audience

TAB3b

	Names	Aged 18+		Aged 4-14	
		2002	2003	2002	2003
International Channels (Worldwide models)	other foreign channels	2,9	2,7	4,8	7,0
	other Hungarian channels	8,4	10,0	9,2	10,9
	3 Sat	-	-	-	-
	A9	-	-	-	-
	AB Motours	-	-	-	-
	Animal Planet (in Hungarian)	-	-	-	-
	ANN	-	-	-	-
	ARD1	-	-	-	-
	ARTE	-	-	-	-
	Avante	-	-	-	-
	AXN (in Hungarian)	-	-	-	-
	B.TV	-	-	-	-
	Bayern TV	-	-	-	-
	BBC Prime (in Hungarian)	-	-	-	-
	BBC World	-	-	-	-
	Blomberg	-	-	-	-
	BR	-	-	-	-
	BR Alfa	-	-	-	-
	BVN	-	-	-	-
	BW	-	-	-	-
	Canal+	-	-	-	-
	Cartoon-TNT	-	-	-	-
	CATV	-	-	-	-
	CCE	-	-	-	-
	CCTV4	-	-	-	-
	China News E.	-	-	-	-
	Club TV (in Hungarian)	-	-	-	-
	CMT Europa	-	-	-	-
	CNBC Europe	-	-	-	-
	CNN	-	-	-	-
	CTV	-	-	-	-
	Discovery (in Hungarian)	-	-	-	-
	Discovery Civilization (in Hungarian)	-	-	-	-
	Discovery Sci-Trek (in Hungarian)	-	-	-	-
	Discovery Travel (in Hungarian)	-	-	-	-
	DSF	-	-	-	-
	Dubai	-	-	-	-
	DWelle	-	-	-	-
	Eros TV	-	-	-	-
	Europa (in Hungarian)	-	-	-	-
	Eurosport (in Hungarian)	-	-	-	-
	Euro News	-	-	-	-
	Eurosport News	-	-	-	-
	Eurotica	-	-	-	-
	Extreme Sport (in Hungarian)	-	-	-	-
	F TV	-	-	-	-
	Fashion	-	-	-	-
Fox Kids (in Hungarian)	-	-	-	-	
Fox News	-	-	-	-	
Hallmark (in Hungarian)	-	-	-	-	
H.O.T	-	-	-	-	
HIT Channel	-	-	-	-	
Home Shopping EU	-	-	-	-	
HR	-	-	-	-	

### 3. Audience Share\* - All Day

\* If total TV gathers 100 ind., share of each channel in total TV audience

**TAB3c**

	Names	Aged 18+		Aged 4-14	
		2002	2003	2002	2003
International Channels (Worldwide models)	K3	-	-	-	-
	KABEL 1	-	-	-	-
	KiKa	-	-	-	-
	KINDER K.	-	-	-	-
	Landscape CH	-	-	-	-
	Live SAT	-	-	-	-
	M6	-	-	-	-
	MBC	-	-	-	-
	MCM	-	-	-	-
	MDR3	-	-	-	-
	MEZZO	-	-	-	-
	Minimax	-	-	-	-
	MTV Germany	-	-	-	-
	MTV2 POP	-	-	-	-
	Music Base	-	-	-	-
	Music Extra	-	-	-	-
	Music First	-	-	-	-
	National Geographic	-	-	-	-
	N/DR	-	-	-	-
	N24	-	-	-	-
	N3	-	-	-	-
	Neun Live/Best Direct	-	-	-	-
	Nickelodeon (in Hungarian)	-	-	-	-
	NSZ+	-	-	-	-
	nTV	-	-	-	-
	NTV INT	-	-	-	-
	ONYX	-	-	-	-
	ORB	-	-	-	-
	Phoenix	-	-	-	-
	Pin 24 TV Shop	-	-	-	-
	Private Blue	-	-	-	-
	Private Gold	-	-	-	-
	PRO 7	-	-	-	-
	Pulse TV	-	-	-	-
	Quantum	-	-	-	-
	QVC	-	-	-	-
	Rai 1	-	-	-	-
	Rai 2	-	-	-	-
	Rai 3	-	-	-	-
	RAI News	-	-	-	-
Reality TV (in Hungarian)	-	-	-	-	
Romantica (in Hungarian)	-	-	-	-	
RP	-	-	-	-	
RTL 2	-	-	-	-	
RTL 7	-	-	-	-	
RTL Plus	-	-	-	-	
RTL Shop	-	-	-	-	
RTP	-	-	-	-	

### 3. Audience Share\* - All Day

\* If total TV gathers 100 ind., share of each channel in total TV audience

**TAB3d**

	Names	Aged 18+		Aged 4-14	
		2002	2003	2002	2003
<b>International Channels</b> (Worldwide models)	SAT1	-	-	-	-
	SELL	-	-	-	-
	SKY NEWS	-	-	-	-
	Sonnenklar	-	-	-	-
	SPLIT	-	-	-	-
	SUDWEST 3	-	-	-	-
	SUPER RTL	-	-	-	-
	TBN	-	-	-	-
	Tele5	-	-	-	-
	TELEPACE	-	-	-	-
	TET	-	-	-	-
	TF1	-	-	-	-
	TF2	-	-	-	-
	TG1	-	-	-	-
	TM3	-	-	-	-
	Travel	-	-	-	-
	TRT	-	-	-	-
	TV5	-	-	-	-
	TV Shop Europe	-	-	-	-
	TV Travel Shop	-	-	-	-
	TV1	-	-	-	-
	TV 1000	-	-	-	-
	TV4	-	-	-	-
	TVE	-	-	-	-
	TVN	-	-	-	-
	TW1	-	-	-	-
	Venus tv	-	-	-	-
	VH1	-	-	-	-
	VH1 Classic	-	-	-	-
	TV1 Export	-	-	-	-
Video Italia	-	-	-	-	
Viva	-	-	-	-	
Viva II.	-	-	-	-	
Viva Plus (in Hungarian)	-	-	-	-	
Vox Deutch Sat	-	-	-	-	
<b>Other Channels</b>	HBO	-	-	-	-
	HBO2	-	-	-	-
	video	2,2	2,6	6,5	7,2
<b>TOTAL</b>		<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>

### 3. Audience Share\* - Prime time

\* If total TV gathers 100 ind., share of each channel in total TV audience

TAB3e

	Names	Aged 18+		Aged 4-14	
		2002	2003	2002	2003
<b>Average Audience (Rat%) - see above</b>	<b>Total TV</b>	<b>49,8</b>	<b>49,8</b>	<b>33,3</b>	<b>33,3</b>
Channels with a national coverage	<b>M1</b>	15,3	19,0	7,0	8,2
	<b>RTL Klub</b>	37,2	35,2	36,6	34,1
	<b>tv2</b>	31,1	28,4	35,5	30,4
Local Channels	Budapest TV (regional)	-	-	-	-
	<b>Duna Television</b>	1,3	1,3	0,9	0,7
	F+	-	-	-	-
	Filmmúzeum	-	-	-	-
	Fix TV (regional)	-	-	-	-
	Főnix (regional)	-	-	-	-
	Hálózat TV - av.in sw.since 2004	-	-	-	-
	Hír TV	-	-	-	-
	Humor1	-	-	-	-
	M+	-	-	-	-
	<b>M2</b>	1,7	1,6	0,7	0,5
	<b>Magyar ATV</b>	2,8	0,7	0,2	0,0
	<b>Minimax</b>	0,3	0,3	3,1	3,3
	Music Bokszt	-	-	-	-
	Music Max	-	-	-	-
	Pax	-	-	-	-
	<b>Satelit</b>	0,4	-	0,1	-
	Spektrum	-	-	-	-
	<b>Sport 1</b>	0,2	0,7	0,1	0,7
	TV11	-	-	-	-
	TV13	-	-	-	-
	TV20	-	-	-	-
	Viasat Explorer	-	-	-	-
	<b>Viasat3</b>	0,4	2,1	2,1	2,2
	Zenit TV	-	-	-	-
Non-domestic Channels	Belgrad 1	-	-	-	-
	Belgrad 2	-	-	-	-
	Belgrad 3	-	-	-	-
	ESZÉK	-	-	-	-
	ERT (Greek)	-	-	-	-
	Horvat tv2 (Croatia)	-	-	-	-
	Horvat tv3 (Croatia)	-	-	-	-
	Horvath tv1 (Croatia)	-	-	-	-
	Jugoszlav 1 (Yugoslavia)	-	-	-	-
	Jugoszlav 2 (Yugoslavia)	-	-	-	-
	MARKIZA (Czech)	-	-	-	-
	Medija	-	-	-	-
	NOVI SAD	-	-	-	-
	NOVI SAD 2	-	-	-	-
	Oszrak 1 (Austrian)	-	-	-	-
	Oszrak 2 (Austrian)	-	-	-	-
	POLSAT (Polish)	-	-	-	-
	Szerb (Serbian)	-	-	-	-
	ROMAN	-	-	-	-
	Szlovak 1 (Slovak)	-	-	-	-
	Szlovak 2 (Slovak)	-	-	-	-
	Szloven 1	-	-	-	-
	Szloven 2	-	-	-	-
	TV Andalúzia	-	-	-	-
	TV Bulgaria	-	-	-	-
	TV Dubai	-	-	-	-
	TV Polonia (Polish)	-	-	-	-
	TVN Siedem (Polish)	-	-	-	-
	UKRAN TV	-	-	-	-

### 3. Audience Share\* - Prime time

\* If total TV gathers 100 ind., share of each channel in total TV audience

TAB3f

	Names	Aged 18+		Aged 4-14	
		2002	2003	2002	2003
International Channels (Worldwide models)	<b>other foreign channels</b>	<b>1,9</b>	<b>2,0</b>	<b>4,2</b>	<b>7,7</b>
	<b>other Hungarian channels</b>	<b>5,0</b>	<b>6,7</b>	<b>5,7</b>	<b>7,4</b>
	3 Sat	-	-	-	-
	A9	-	-	-	-
	AB Motours	-	-	-	-
	Animal Planet (in Hungarian)	-	-	-	-
	ANN	-	-	-	-
	ARD1	-	-	-	-
	ARTE	-	-	-	-
	Avante	-	-	-	-
	AXN (in Hungarian)	-	-	-	-
	B.TV	-	-	-	-
	Bayern TV	-	-	-	-
	BBC Prime (in Hungarian)	-	-	-	-
	BBC World	-	-	-	-
	Blomberg	-	-	-	-
	BR	-	-	-	-
	BR Alfa	-	-	-	-
	BVN	-	-	-	-
	BW	-	-	-	-
	Canal+	-	-	-	-
	Cartoon-TNT	-	-	-	-
	CATV	-	-	-	-
	CCE	-	-	-	-
	CCTV4	-	-	-	-
	China News E.	-	-	-	-
	Club TV (in Hungarian)	-	-	-	-
	CMT Europa	-	-	-	-
	CNBC Europe	-	-	-	-
	CNN	-	-	-	-
	CTV	-	-	-	-
	Discovery (in Hungarian)	-	-	-	-
	Discovery Civilization (in Hungarian)	-	-	-	-
	Discovery Sci-Trek (in Hungarian)	-	-	-	-
	Discovery Travel (in Hungarian)	-	-	-	-
	DSF	-	-	-	-
	Dubai	-	-	-	-
	DWelle	-	-	-	-
	Eros TV	-	-	-	-
	Europa (in Hungarian)	-	-	-	-
Eurosport (in Hungarian)	-	-	-	-	
Euro News	-	-	-	-	
Eurosport News	-	-	-	-	
Eurotica	-	-	-	-	
Extreme Sport (in Hungarian)	-	-	-	-	
F TV	-	-	-	-	
Fashion	-	-	-	-	
Fox Kids (in Hungarian)	-	-	-	-	
Fox News	-	-	-	-	
Hallmark (in Hungarian)	-	-	-	-	
H.O.T	-	-	-	-	
HIT Channel	-	-	-	-	
Home Shopping EU	-	-	-	-	
HR	-	-	-	-	

### 3. Audience Share\* - Prime time

\* If total TV gathers 100 ind., share of each channel in total TV audience

TAB3g

	Names	Aged 18+		Aged 4-14	
		2002	2003	2002	2003
International Channels (Worldwide models)	K3	-	-	-	-
	KABEL 1	-	-	-	-
	KiKa	-	-	-	-
	KINDER K.	-	-	-	-
	Landscape CH	-	-	-	-
	Live SAT	-	-	-	-
	M6	-	-	-	-
	MBC	-	-	-	-
	MCM	-	-	-	-
	MDR3	-	-	-	-
	MEZZO	-	-	-	-
	Minimax	-	-	-	-
	MTV Germany	-	-	-	-
	MTV2 POP	-	-	-	-
	Music Base	-	-	-	-
	Music Extra	-	-	-	-
	Music First	-	-	-	-
	National Geographic	-	-	-	-
	N/DR	-	-	-	-
	N24	-	-	-	-
	N3	-	-	-	-
	Neun Live/Best Direct	-	-	-	-
	Nickelodeon (in Hungarian)	-	-	-	-
	NSZ+	-	-	-	-
	nTV	-	-	-	-
	NTV INT	-	-	-	-
	ONYX	-	-	-	-
	ORB	-	-	-	-
	Phoenix	-	-	-	-
	Pin 24 TV Shop	-	-	-	-
	Private Blue	-	-	-	-
	Private Gold	-	-	-	-
	PRO 7	-	-	-	-
	Pulse TV	-	-	-	-
	Quantum	-	-	-	-
	QVC	-	-	-	-
	Rai 1	-	-	-	-
	Rai 2	-	-	-	-
	Rai 3	-	-	-	-
	RAI News	-	-	-	-
	Reality TV (in Hungarian)	-	-	-	-
Romantica (in Hungarian)	-	-	-	-	
RP	-	-	-	-	
RTL 2	-	-	-	-	
RTL 7	-	-	-	-	
RTL Plus	-	-	-	-	
RTL Shop	-	-	-	-	
RTP	-	-	-	-	

### 3. Audience Share\* - Prime time

\* If total TV gathers 100 ind., share of each channel in total TV audience

**TAB3h**

	Names	Aged 18+		Aged 4-14	
		2002	2003	2002	2003
International Channels (Worldwide models)	SAT1	-	-	-	-
	SELL	-	-	-	-
	SKY NEWS	-	-	-	-
	Sonnenklar	-	-	-	-
	SPLIT	-	-	-	-
	SUDWEST 3	-	-	-	-
	SUPER RTL	-	-	-	-
	TBN	-	-	-	-
	Tele5	-	-	-	-
	TELEPACE	-	-	-	-
	TET	-	-	-	-
	TF1	-	-	-	-
	TF2	-	-	-	-
	TG1	-	-	-	-
	TM3	-	-	-	-
	Travel	-	-	-	-
	TRT	-	-	-	-
	TV5	-	-	-	-
	TV Shop Europe	-	-	-	-
	TV Travel Shop	-	-	-	-
	TV1	-	-	-	-
	TV 1000	-	-	-	-
	TV4	-	-	-	-
	TVE	-	-	-	-
	TVN	-	-	-	-
	TW1	-	-	-	-
	Venus tv	-	-	-	-
	VH1	-	-	-	-
	VH1 Classic	-	-	-	-
	TV1 Export	-	-	-	-
Video Italia	-	-	-	-	
Viva	-	-	-	-	
Viva II.	-	-	-	-	
Viva Plus (in Hungarian)	-	-	-	-	
Vox Deutch Sat	-	-	-	-	
Other Channels	HBO	-	-	-	-
	HBO2	-	-	-	-
	video	1,5	1,8	3,8	4,7
<b>TOTAL</b>		<b>99</b>	<b>100</b>	<b>100</b>	<b>100</b>

## Comments about Audience Share

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- Data for Minimax in 2002 only relate to 1 day (December 22nd).
- Sport 1 is only monitored from April 29, 2002 onwards.
- Satelit stopped broadcasting in 2003.

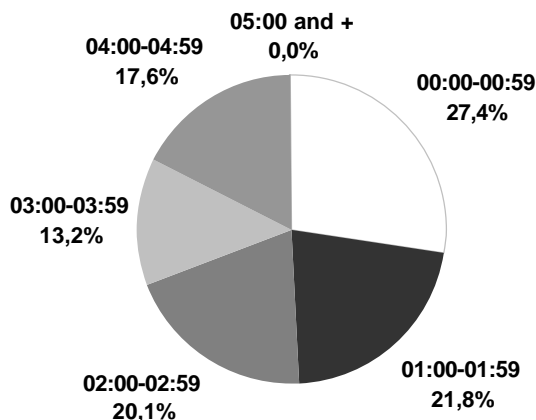




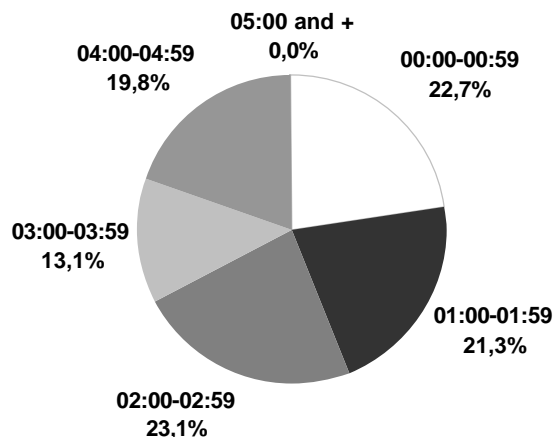
## II. Advertising

## 4. Block\* breakdown by duration % (yearly) (based on nation-wide number of blocks) - ALL DAY

**2002**



**2003**



Average duration : number of seconds : **112**

Total number of Blocks :  
**92.864**

Average number of blocks by channel in a day : **28**

Average duration : number of seconds : **130**

Total number of Blocks :  
**91.880**

Average number of blocks by channel in a day : **31**

**9 and 8 channels covered** : M1, TV2, RTL Klub, M2, Duna TV, Magyar ATV, Viasat3, Satelit\* (\*only 2002), Sport 1

*Audience Share : 83,9% (All Day – 2003 – Target Adults 18+)*

Comment :

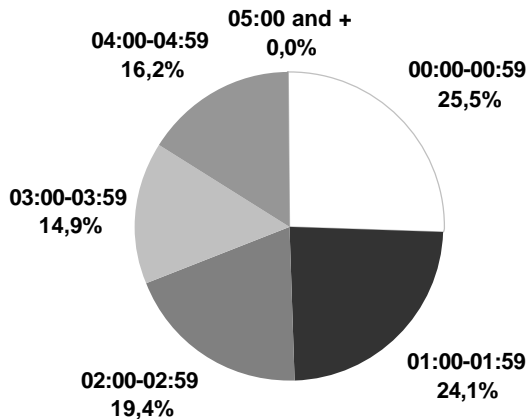
TV2 plans to reduce the number of advertisements broadcast in order to increase quality.

\* Block : an advertising period including spots and separated from other parts of the programme by optical and/or acoustic means - see methodological report.

Note that the part of Sponsoring is estimated because it was not measurable

## 4. Block\* breakdown by duration % (yearly) (based on nation-wide number of blocks) - PRIME TIME

**2002**

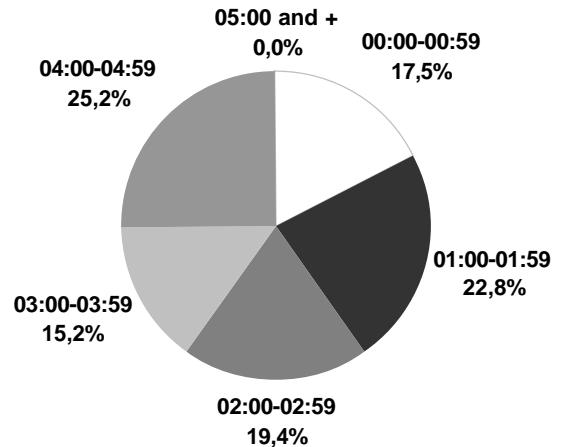


Average duration : number of seconds : **106**

Total number of Blocks : **18.345**

Average number of blocks by channel in a day : **6**

**2003**



Average duration : number of seconds : **127**

Total number of Blocks : **15.835**

Average number of blocks by channel in a day : **5**

**9 and 8 channels covered** : M1, TV2, RTL Klub, M2, Duna TV, Magyar ATV, Viasat3, Satelit\* (\*only 2002), Sport 1  
Audience Share : 89,0% (Prime Time – 2003 – Target Adults 18+)

Comment :

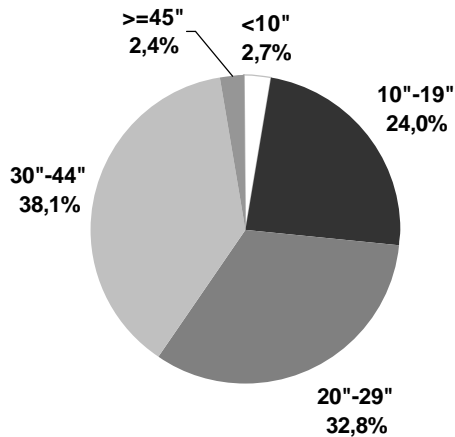
TV2 plans to reduce the number of advertisements broadcast in order to increase quality.

\* Block : an advertising period including spots and separated from other parts of the programme by optical and/or acoustic means - see methodological report.

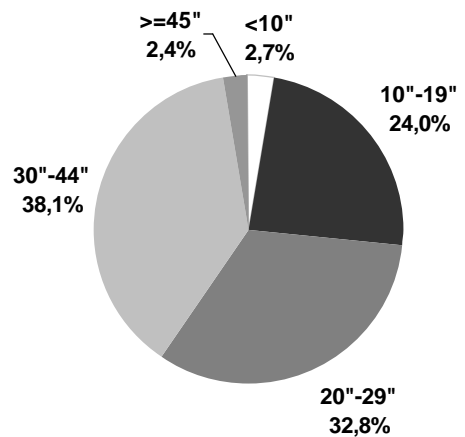
Note that the part of Sponsoring is estimated because it was not measurable

## 5. Proportion breakdown of spots per duration % (based on nation-wide number of spots broadcast) - ALL DAY

**2002**



**2003**



Average duration : number of seconds : **24,4**

Total number of spots broadcast :  
**416.771**

Average number of spots by channel in a day : **114**

Average duration : number of seconds : **23,6**

Total number of spots broadcast :  
**498.002**

Average number of spots by channel in a day : **171**

**10 and 8 channels covered** : M1, TV2, RTL Klub, M2, Duna TV, Magyar ATV, Viasat3, Minimax, Satelit\*, Sport 1\* (\*only in 2002)

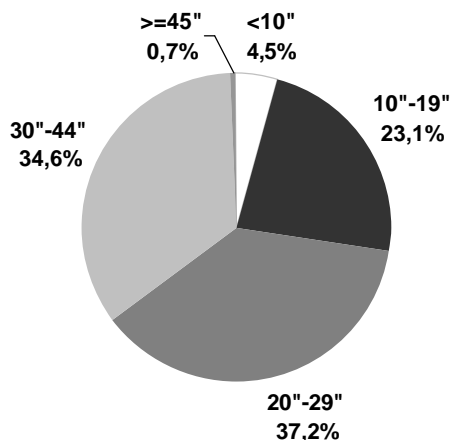
*Audience Share : 83,9% (All Day – 2003 – Target Adults 18+)*

Comment :

TV2 plans to reduce the number of advertisements broadcast in order to increase quality.

## 5. Proportion breakdown of spots per duration % (based on nation-wide number of spots broadcast) - PRIME TIME

**2002**

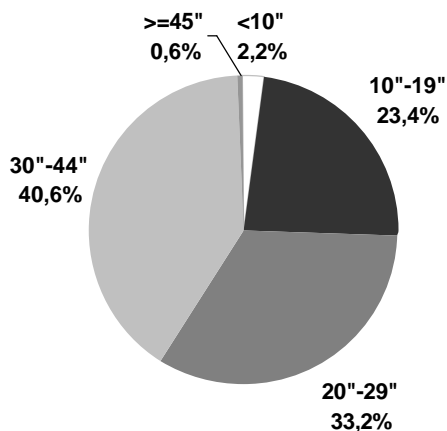


Average duration : number of seconds : **22,2**

Total number of spots broadcast : **83.414**

Average number of spots by channel in a day : **23**

**2003**



Average duration : number of seconds : **22,4**

Total number of spots broadcast : **90.218**

Average number of spots by channel in a day : **31**

**10 and 8 channels covered** : M1, TV2, RTL Klub, M2, Duna TV, Magyar ATV, Viasat3, Minimax, Satelit\*, Sport 1\* (\*only in 2002)

*Audience Share : 89,0% (Prime Time – 2003 – Target Adults 18+)*

Comment :

TV2 plans to reduce the number of advertisements broadcast in order to increase quality.

## 6. Advertising revenues - Top 5 TV stations

gross income 2002 in (000) euros		
TV2	478.489 €	
RTL KLUB	283.526 €	
M1	29.262 €	
VIASAT3	23.388 €	
MAGYAR ATV	14.116 €	% of tot TV in 2002
<b>TOTAL</b>	<b>828.782 €</b>	<b>98,7%</b>

gross income 2003 in (000) euros		
TV2	576.066 €	
RTL KLUB	300.206 €	
M1	63.884 €	
VIASAT3	17.930 €	
M2	9.314 €	% of tot TV in 2003
<b>TOTAL</b>	<b>967.400 €</b>	<b>101,1%</b>

Conversion rates for 1 euro :  
242,9 in 2002

Conversion rates for 1 euro :  
253,5 in 2003

### Comments :

- Concerning financial balances : RTL and TV2 have increased their prices considerably this year.
- AGB was used as a source for this table, as well as for figures in table 10. Source for total TV investments was different, i.e. Mediagnosis, showing a slight difference in TV spendings, which explains why 2003 percentage in this table > 100%.

## 7. National Advertising Category : Definitions (1)

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### Advertising

- Advertising Spots :
  - Traditional advertising slot, transmitted in a break separately from the channel's programme
  - Variable duration, multiples of 5 sec. No programme overlapping
- Advertising Spots linked with sponsoring :
  - Spots tied to a sponsorship contract
  - Re-inforcement of billboard spots with advertising spots
  - Same as Advertising Spots but with references to sponsored programmes
- Splitscreen
  - Simultaneous transmission of a programme and advertising (as a banner or a screen section)
- Public Interest messages and charity appeals
  - Programme co-produced to provide specific information to a large target audience with no commercial purpose in return for payment.
  - Example: political messages, public health campaigns
- Isolated Spot
  - Advertising spot which appears alone in a traditional break clearly separated from the rest of the programme
- Insert or Product Placement :
  - Presence and/or demonstration of a product or service or trademark in a programme, when such presentation is intended to serve advertising.
  - With/without financial contribution
- Verbal reference
  - As part of a programme, the host or a famous person names the product and the brand
  - Verbal, lasts a few seconds

## 7. National Advertising Category : Definitions (2)

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### **Sponsoring**

- Sponsoring (Billboard Spots) :
  - Message during which the programme sponsor's name is mentioned
  - Usually shorter than 10 sec./ Short visual or sound quotation, before and/or after the programme
- BreakBumper :
  - Type of Billboard Spot placed in a Bumper or Jingle
- Sponsored Self-Promotion Spots (trailers) :
  - Self-promotion message transmitted by the channel to inform the audience of a forthcoming programme and broadcast time; sponsored by an advertiser
- Infomercial / programming
  - Programme co-produced through a commercial partnership to provide specific information to a selected target audience
  - Example: A bank's new structure or financial possibilities
- Bartering
  - Programme (co)financed by an advertiser against advertising space
- Virtual Advertising
  - Advertising messages usually without argumentation (single logos) inserted electronically in special programmes. Overlapping technique with the programme
- Injection / pop up's
  - Brief inlay of a logo on a small part of the screen, for example during a sequence in slow motion or a crucial phase in a football match
- Scoreboards / chronowatches
  - Includes a billboard that appears in the scoreboards, for example during a sports broadcast

### **Teleshopping**

- Direct Response TV Spots (DRTV)
  - Spot prompts audience to call a number to obtain more information or to order a product. With phone number. Often considered as an advertising spot.
- Teleshopping Spots
  - Category of DRTV spots. Direct offers broadcast to public with a view to supply goods or services, including immovable property, rights and obligations, in return for payment.



## 7. National Advertising Category : National Measurements

	Does this advertising category exist in Hungary ?	Is it used in Hungary ?
<b>Advertising</b>		
Advertising Spots	Yes	Yes
Advertising Spots linked with sponsoring	Yes	Yes
Splitscreen	Yes	Yes
Public Interest messages	Yes	Yes
Isolated Spot	Yes	Yes
Insert or Product Placement	Yes	Yes
Verbal reference	Yes	Yes
<b>Sponsoring</b>		
Sponsoring (Billboard Spots)	Yes	Yes
BreakBumper	Yes	Yes
Sponsored Self-Promotion Spots (trailers)	Yes	Yes
Infomercial / programming	Yes	Yes
Bartering	Yes	Yes
Virtual Advertising	Yes	Yes
Injection / pop up's	No	No
Scoreboards / chronowatches	No	No
<b>Teleshopping</b>		
Direct Response TV Spots	Yes	Yes
Teleshopping Spots	Yes	Yes

Are they measured ? Please specify value definition modes...		
	... for audience ?	... for investment ?
<b>Advertising</b>		
Advertising Spots	Yes	Yes
Advertising Spots linked with sponsoring	No	No
Splitscreen	No	No
Public Interest messages	Yes	No
Isolated Spot	Yes	No
Insert or Product Placement	No	No
Verbal reference	No	No
<b>Sponsoring</b>		
Sponsoring (Billboard Spots)	No	No
BreakBumper	No	No
Sponsored Self-Promotion Spots (trailers)	Yes	No
Infomercial / programming	Yes	No
Bartering	No	No
Virtual Advertising	No	No
Injection / pop up's	No	No
Scoreboards / chronowatches	No	No
<b>Teleshopping</b>		
Direct Response TV Spots	Yes	No
Teleshopping Spots	Yes	No

## 7. National Advertising Category : National Measurements

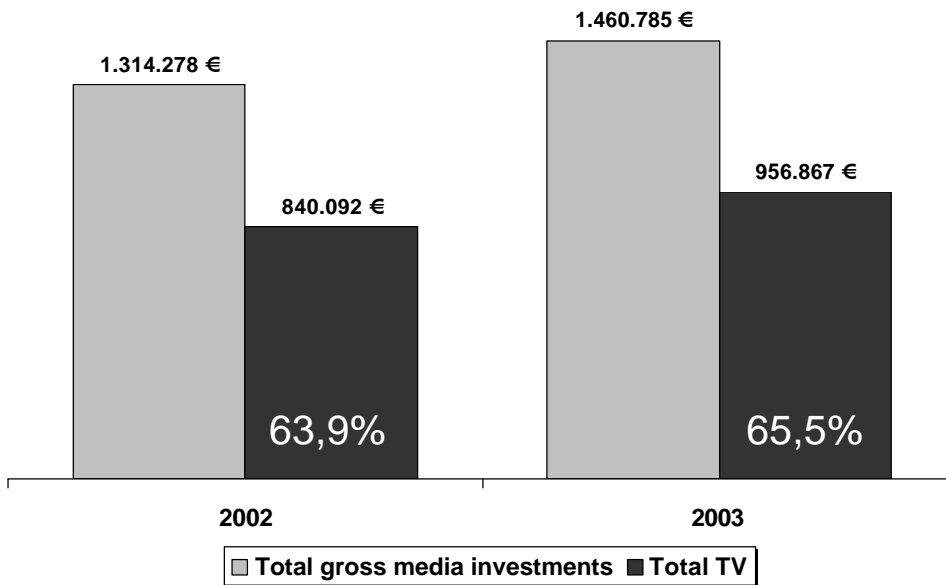
		Comments	Sources
<b>Advertising</b>			
Advertising Spots			
Advertising Spots linked with sponsoring			
Splitscreen			
Public Interest messages	Used more (by institutions like Ministries). Has a separate sign (different from that of breaks). Considered as a programme	Carat	
Isolated Spot	Considered as an advertising spot Rarely used	Carat	
Insert or Product Placement		Carat	
Verbal reference			
<b>Sponsoring</b>			
Sponsoring (Billboard Spots)	Product can be shown and (part of) a traditional spot can be used as sponsoring spot.	Carat	
BreakBumper			
Sponsored Self-Promotion Spots (trailers)	Considered as a programme	Carat	
Infomercial / programming	Considered as a programme		
Bartering			
Virtual Advertising	Used in Formula 1 e.g. (logo visible during whole race)	Carat	
Injection / pop up's			
Scoreboards / chronowatches			
<b>Teleshopping</b>			
Direct Response TV Spots	Used more and more. More companies are active in this field - specific service through mobile phones, chatting... Considered as an advertising spot	Carat	
Teleshopping Spots	Used less. Not used by big channels. Considered as an advertising spot	Carat	

Do you know of other kind of TV advertising messages/action modes in Hungary ? **No**

Source : Mediagnozis

## 8. Media Investments

### Rate cards \* - in 000 EURO



\* Rate cards : based on official rates as applied by media sales houses  
(see methodological report)

## 9. Yearly number of total minutes broadcast - Breakdown by channel

	All Day		Prime Time	
	2002	2003	2002	2003
DUNA TV	427.121	493.077	72.046	74.115
M1	426.640	413.716	79.652	80.556
M2	507.326	500.280	85.568	78.082
MAGYAR ATV	212.064	119.186	73.718	27.639
MINIMAX	-	397.020	-	60.487
RTL KLUB	428.580	444.484	71.179	70.647
Satelit	304.837	-	44.991	-
SPORT1	355.610	522.305	50.277	75.187
TV2	459.945	459.844	70.887	70.625
VIASAT3	525.308	524.484	75.313	73.562
Total number of minutes	3.647.432	3.874.395	623.631	610.899
Average Number of hours / day	167	177	28	28
Maximum potential per year in nbr of minutes	525.600	525.600	65.700	65.700
Source :	AGB Hungary			

### Comments :

- Satelit : no broadcasts in 2003
- Minimax = a channel for kids with limited broadcast during prime time. In 2002 the audiences of the channel were only monitored during 1 day. Therefore, 2002 figures for the channel were not taken into consideration .
- Proportions time will be calculated in comparison to the real number of minutes broadcast in this report, excepted for the prime time daypart in table 10, as explained in the methodological report.

## 10. Category of advertising by Channel - All Day

TAB10a		Nbr of insertions of every advertising category by channel in a year		Gross adv. Spendings per category in (000) Euros	
		2002	2003	2002	2003
TOTAL	DUNA TV	7.424	7.802	2.686	2.201
	M1	26.404	61.013	29.262	63.884
	M2	17.032	37.864	5.992	9.314
	MAGYAR ATV	35.776	5.430	14.116	1.798
	MINIMAX	-	41.545	-	5.229
	RTL KLUB	108.502	124.381	283.526	300.206
	SATeLIT	31.417	-	3.263	-
	SPORT1	11.887	-	2.146	-
	TV2	103.265	129.434	478.489	576.066
	VIASAT3	41.949	90.623	23.388	17.930
	<b>TOTAL</b>	<b>383.656</b>	<b>498.092</b>	<b>842.868</b>	<b>976.629</b>
Advertising Spots :	DUNA TV	7.424	7.802	2.686	2.201
	M1	26.404	61.013	29.262	63.884
	M2	17.032	37.864	5.992	9.314
	MAGYAR ATV	35.776	5.430	14.116	1.798
	MINIMAX	-	41.545	-	5.229
	RTL KLUB	108.502	124.381	283.526	300.206
	SATeLIT	31.417	-	3.263	-
	SPORT1	11.887	-	2.146	-
	TV2	103.265	129.434	478.489	576.066
	VIASAT3	41.949	90.623	23.388	17.930
	<b>TOTAL</b>	<b>383.656</b>	<b>498.092</b>	<b>842.868</b>	<b>976.629</b>
TOTAL Advertising	DUNA TV	7.424	7.802	2.686	2.201
	M1	26.404	61.013	29.262	63.884
	M2	17.032	37.864	5.992	9.314
	MAGYAR ATV	35.776	5.430	14.116	1.798
	MINIMAX	-	41.545	-	5.229
	RTL KLUB	108.502	124.381	283.526	300.206
	SATeLIT	31.417	-	3.263	-
	SPORT1	11.887	-	2.146	-
	TV2	103.265	129.434	478.489	576.066
	VIASAT3	41.949	90.623	23.388	17.930
	<b>TOTAL</b>	<b>383.656</b>	<b>498.092</b>	<b>842.868</b>	<b>976.629</b>
TOTAL Sponsoring	DUNA TV	-	-	-	-
	M1	-	-	-	-
	M2	-	-	-	-
	MAGYAR ATV	-	-	-	-
	MINIMAX	-	-	-	-
	RTL KLUB	-	-	-	-
	SATeLIT	-	-	-	-
	SPORT1	-	-	-	-
	TV2	-	-	-	-
	VIASAT3	-	-	-	-
	<b>TOTAL</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>
TOTAL Teleshopping Spots	DUNA TV	-	-	-	-
	M1	-	-	-	-
	M2	-	-	-	-
	MAGYAR ATV	-	-	-	-
	MINIMAX	-	-	-	-
	RTL KLUB	-	-	-	-
	SATeLIT	-	-	-	-
	SPORT1	-	-	-	-
	TV2	-	-	-	-
	VIASAT3	-	-	-	-
	<b>TOTAL</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>

Note that new adv. or sponsorship techniques either not exist or are not measured

See chapter 7 about availability of the figures and/or comments on value definition modes



## 10. Category of advertising by Channel - All day

TAB10b		Total broadcast minutes for every advertising category by channel in a year (nbr of min)		Avg broadcast minutes for every advertising category by channel in an hour (nbr of min)		Proportion time vs Total programmes broadcast (%) in an average day	
		2002	2003	2002	2003	2002	2003
		<b>TOTAL</b>	DUNA TV	3.766	3.567	0,5	0,4
	M1	11.475	23.651	1,6	3,4	2,7%	5,7%
	M2	10.523	20.561	1,2	2,5	2,1%	4,1%
	MAGYAR ATV	16.471	19.775	4,7	10,0	7,8%	16,6%
	MINIMAX	-	16.475	-	2,5	-	4,1%
	RTL KLUB	44.246	50.506	6,2	6,8	10,3%	11,4%
	SATeLIT	14.576	-	2,9	-	4,8%	-
	SPORT1	5.478	8.882	0,9	1,0	1,5%	1,7%
	TV2	44.183	54.030	5,8	7,0	9,6%	11,7%
	VIASAT3	18.110	38.519	2,1	4,4	3,4%	7,3%
	<b>TOTAL</b>	<b>168.828</b>	<b>235.966</b>	<b>2,8</b>	<b>3,7</b>	<b>100,0%</b>	<b>100,0%</b>
Advertising Spots :	DUNA TV	3.766	3.567	0,5	0,4	0,9%	0,7%
	M1	11.475	23.651	1,6	3,4	2,7%	5,7%
	M2	10.523	20.561	1,2	2,5	2,1%	4,1%
	MAGYAR ATV	16.471	19.775	4,7	10,0	7,8%	16,6%
	MINIMAX	-	16.475	-	2,5	-	4,1%
	RTL KLUB	44.246	50.506	6,2	6,8	10,3%	11,4%
	SATeLIT	14.576	-	2,9	-	4,8%	-
	SPORT1	5.478	8.882	0,9	1,0	1,5%	1,7%
	TV2	44.183	54.030	5,8	7,0	9,6%	11,7%
	VIASAT3	18.110	38.519	2,1	4,4	3,4%	7,3%
	<b>TOTAL</b>	<b>168.828</b>	<b>235.966</b>	<b>2,8</b>	<b>3,7</b>	<b>100,0%</b>	<b>100,0%</b>
<b>TOTAL Advertising</b>	DUNA TV	3.766	3.567	0,5	0,4	0,9%	0,7%
	M1	11.475	23.651	1,6	3,4	2,7%	5,7%
	M2	10.523	20.561	1,2	2,5	2,1%	4,1%
	MAGYAR ATV	16.471	19.775	4,7	10,0	7,8%	16,6%
	MINIMAX	-	16.475	-	2,5	-	4,1%
	RTL KLUB	44.246	50.506	6,2	6,8	10,3%	11,4%
	SATeLIT	14.576	-	2,9	-	4,8%	-
	SPORT1	5.478	8.882	0,9	1,0	1,5%	1,7%
	TV2	44.183	54.030	5,8	7,0	9,6%	11,7%
	VIASAT3	18.110	38.519	2,1	4,4	3,4%	7,3%
	<b>TOTAL</b>	<b>168.828</b>	<b>235.966</b>	<b>2,8</b>	<b>3,7</b>	<b>100,0%</b>	<b>100,0%</b>
<b>TOTAL Sponsoring</b>	DUNA TV	-	-	-	-	-	-
	M1	-	-	-	-	-	-
	M2	-	-	-	-	-	-
	MAGYAR ATV	-	-	-	-	-	-
	MINIMAX	-	-	-	-	-	-
	RTL KLUB	-	-	-	-	-	-
	SATeLIT	-	-	-	-	-	-
	SPORT1	-	-	-	-	-	-
	TV2	-	-	-	-	-	-
	VIASAT3	-	-	-	-	-	-
	<b>TOTAL</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>
<b>TOTAL Teleshopping Spots</b>	DUNA TV	-	-	-	-	-	-
	M1	-	-	-	-	-	-
	M2	-	-	-	-	-	-
	MAGYAR ATV	-	-	-	-	-	-
	MINIMAX	-	-	-	-	-	-
	RTL KLUB	-	-	-	-	-	-
	SATeLIT	-	-	-	-	-	-
	SPORT1	-	-	-	-	-	-
	TV2	-	-	-	-	-	-
	VIASAT3	-	-	-	-	-	-
	<b>TOTAL</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>

Note that new adv. or sponsorship techniques either not exist or are not measured

See chapter 7 about availability of the figures and/or comments on value definition modes



Carat

Source : AGB

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## 10. Category of advertising by Channel - Prime time

TAB10c		Nbr of insertions of every advertising category by channel in a year		Gross adv. Spendings per category in (000) Euros	
		2002	2003	2002	2003
TOTAL	DUNA TV	1.800	1.652	843	646
	M1	6.305	11.146	12.239	26.489
	M2	4.083	7.035	1.054	1.784
	MAGYAR ATV	4.638	2.048	14	950
	MINIMAX	-	4.798	-	614
	RTL KLUB	20.150	21.142	138.609	142.167
	SATeLIT	6.886	-	1.149	-
	SPORT1	3.919	-	773	-
	TV2	17.739	21.842	197.625	224.422
	VIASAT3	13.840	20.555	10.219	5.958
	<b>TOTAL</b>	<b>79.360</b>	<b>90.218</b>	<b>362.525</b>	<b>403.030</b>
Advertising Spots :	DUNA TV	1.800	1.652	843	646
	M1	6.305	11.146	12.239	26.489
	M2	4.083	7.035	1.054	1.784
	MAGYAR ATV	4.638	2.048	14	950
	MINIMAX	-	4.798	-	614
	RTL KLUB	20.150	21.142	138.609	142.167
	SATeLIT	6.886	-	1.149	-
	SPORT1	3.919	-	773	-
	TV2	17.739	21.842	197.625	224.422
	VIASAT3	13.840	20.555	10.219	5.958
	<b>TOTAL</b>	<b>79.360</b>	<b>90.218</b>	<b>362.525</b>	<b>403.030</b>
TOTAL Advertising	DUNA TV	1.800	1.652	843	646
	M1	6.305	11.146	12.239	26.489
	M2	4.083	7.035	1.054	1.784
	MAGYAR ATV	4.638	2.048	14	950
	MINIMAX	-	4.798	-	614
	RTL KLUB	20.150	21.142	138.609	142.167
	SATeLIT	6.886	-	1.149	-
	SPORT1	3.919	-	773	-
	TV2	17.739	21.842	197.625	224.422
	VIASAT3	13.840	20.555	10.219	5.958
	<b>TOTAL</b>	<b>79.360</b>	<b>90.218</b>	<b>362.525</b>	<b>403.030</b>
TOTAL Sponsoring	DUNA TV	-	-	-	-
	M1	-	-	-	-
	M2	-	-	-	-
	MAGYAR ATV	-	-	-	-
	MINIMAX	-	-	-	-
	RTL KLUB	-	-	-	-
	SATeLIT	-	-	-	-
	SPORT1	-	-	-	-
	TV2	-	-	-	-
	VIASAT3	-	-	-	-
	<b>TOTAL</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>
TOTAL Teleshopping Spots	DUNA TV	-	-	-	-
	M1	-	-	-	-
	M2	-	-	-	-
	MAGYAR ATV	-	-	-	-
	MINIMAX	-	-	-	-
	RTL KLUB	-	-	-	-
	SATeLIT	-	-	-	-
	SPORT1	-	-	-	-
	TV2	-	-	-	-
	VIASAT3	-	-	-	-
	<b>TOTAL</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>

Note that new adv. or sponsorship techniques either not exist or are not measured

See chapter 7 about availability of the figures and/or comments on value definition modes

## 10. Category of advertising by Channel - Prime time

TAB10d		Total broadcast minutes for every advertising category by channel in a year (nbr of min)		Avg broadcast minutes for every advertising category by channel in an hour (nbr of min)		Proportion time vs Total programmes broadcast (%) in an average day	
		2002	2003	2002	2003	2002	2003
		<b>TOTAL</b>	DUNA TV	762	630	0,7	0,6
	M1	2.286	3.642	2,1	3,3	3,5%	5,5%
	M2	1.393	2.412	1,3	2,2	2,1%	3,7%
	MAGYAR ATV	1.853	795	1,7	0,7	2,8%	1,2%
	MINIMAX	-	2.035	-	1,9	-	3,1%
	RTL KLUB	7.852	8.087	7,2	7,4	12,0%	12,3%
	SATeLIT	2.798	-	2,6	-	4,3%	-
	SPORT1	1.606	-	1,5	-	2,4%	-
	TV2	7.037	8.246	6,4	7,5	10,7%	12,6%
	VIASAT3	5.359	7.752	4,9	7,1	8,2%	11,8%
	<b>TOTAL</b>	<b>30.946</b>	<b>33.598</b>	<b>3,1</b>	<b>3,4</b>	<b>100,0%</b>	<b>100,0%</b>
Advertising Spots :	DUNA TV	762	630	0,7	0,6	1,2%	1,0%
	M1	2.286	3.642	2,1	3,3	3,5%	5,5%
	M2	1.393	2.412	1,3	2,2	2,1%	3,7%
	MAGYAR ATV	1.853	795	1,7	0,7	2,8%	1,2%
	MINIMAX	-	2.035	-	1,9	-	3,1%
	RTL KLUB	7.852	8.087	7,2	7,4	12,0%	12,3%
	SATeLIT	2.798	-	2,6	-	4,3%	-
	SPORT1	1.606	-	1,5	-	2,4%	-
	TV2	7.037	8.246	6,4	7,5	10,7%	12,6%
	VIASAT3	5.359	7.752	4,9	7,1	8,2%	11,8%
	<b>TOTAL</b>	<b>30.946</b>	<b>33.598</b>	<b>3,1</b>	<b>3,4</b>	<b>100,0%</b>	<b>100,0%</b>
<b>TOTAL Advertising</b>	DUNA TV	762	630	0,7	0,6	1,2%	1,0%
	M1	2.286	3.642	2,1	3,3	3,5%	5,5%
	M2	1.393	2.412	1,3	2,2	2,1%	3,7%
	MAGYAR ATV	1.853	795	1,7	0,7	2,8%	1,2%
	MINIMAX	-	2.035	-	1,9	-	3,1%
	RTL KLUB	7.852	8.087	7,2	7,4	12,0%	12,3%
	SATeLIT	2.798	-	2,6	-	4,3%	-
	SPORT1	1.606	-	1,5	-	2,4%	-
	TV2	7.037	8.246	6,4	7,5	10,7%	12,6%
	VIASAT3	5.359	7.752	4,9	7,1	8,2%	11,8%
	<b>TOTAL</b>	<b>30.946</b>	<b>33.598</b>	<b>3,1</b>	<b>3,4</b>	<b>100,0%</b>	<b>100,0%</b>
<b>TOTAL Sponsoring</b>	DUNA TV	-	-	-	-	-	-
	M1	-	-	-	-	-	-
	M2	-	-	-	-	-	-
	MAGYAR ATV	-	-	-	-	-	-
	MINIMAX	-	-	-	-	-	-
	RTL KLUB	-	-	-	-	-	-
	SATeLIT	-	-	-	-	-	-
	SPORT1	-	-	-	-	-	-
	TV2	-	-	-	-	-	-
	VIASAT3	-	-	-	-	-	-
	<b>TOTAL</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>
<b>TOTAL Teleshopping Spots</b>	DUNA TV	-	-	-	-	-	-
	M1	-	-	-	-	-	-
	M2	-	-	-	-	-	-
	MAGYAR ATV	-	-	-	-	-	-
	MINIMAX	-	-	-	-	-	-
	RTL KLUB	-	-	-	-	-	-
	SATeLIT	-	-	-	-	-	-
	SPORT1	-	-	-	-	-	-
	TV2	-	-	-	-	-	-
	VIASAT3	-	-	-	-	-	-
	<b>TOTAL</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>

Note that new adv. or sponsorship techniques either not exist or are not measured

See chapter 7 about availability of the figures and/or comments on value definition modes



## Comments about advertising by Channel

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- In AGB database only data on advertising spots are available. Mediagnosis monitors advertising expenditures, including sponsorship activities, but these were not available via the source used.
- In 2002 Minimax was monitored during only 1 day. Therefore 2002 figures for this channel are not considered in this table.
- Advertising activities of Sport 1 were not monitored in 2003.
- Satelit stopped broadcasting in 2003.



### III. Programmes

## 11. Duration - Breakdown of Programme types

**Channels covered :** Duna TV, M1, M2, Magyar ATV, Minimax, RTL Klub, Satelit (only 2002), Sport 1, TV2, Viasat3

<b>TAB 11a</b>		
<b>All Day</b>	<b>2002</b>	<b>2003</b>
Children, educational programmes, cartoons	5,1%	9,0%
Documentary	1,7%	1,4%
Entertainment (Game, talkshow, reality shows) and Music (concerts, clips, shows)	13,1%	13,3%
Film, TV Films and Mini Series (TV films in several episodes)	19,6%	17,9%
Information (News, Flash and Info Magazines)	8,7%	7,6%
Other Magazines	12,8%	10,7%
Political, Religious, Philosophical, Unions programmes	6,2%	4,7%
Series and Soap	6,0%	5,2%
Sports	9,6%	11,3%
Teleshopping (excl. of spots and ad formats)	2,5%	3,3%
Advertising (excl. teleshopping programme and channel self-promotion)	4,6%	6,1%
Self-promotion (presentation, trailers, titles signs, channel housestyle)	9,9%	9,2%
Others	0,3%	0,2%

Total number of minutes in the year	<b>3.647.432</b>	<b>3.874.395</b>
Total number of hours in the year	<b>60.790,53</b>	<b>64.573,25</b>
Cumulative nbr of hours in an average day	<b>167</b>	<b>177</b>
Sources:	<b>estimated</b>	<b>estimated</b>

Please, precise the category of Reality TV : **Entertainment**

### Comments :

- Typologies changed in 2003, e.g. for "series" : as of 2003 a distinction is made between continuous and non continuous series.
- "Others" : non-profit oriented programmes (public interest messages), cultural, educational programmes
- In 2002 Minimax was monitored during only 1 day. Therefore 2002 figures for this channel are not considered in this table.
- Satelit stopped broadcasting in 2003.

## 12. Typology of Programmes by Channel - All Day Total adv. IN and BEFORE each type of programme

TAB12a		Proportion time of programme typologies in % by channel		Proportion time of adv. in % by typology	
		2002	2003	2002	2003
Children, educational programmes, cartoons	DUNA TV	8,2%	10,4%	-	-
	M1	5,1%	4,4%	-	-
	M2	5,7%	3,1%	-	-
	MAGYAR ATV	0,0%	0,4%	-	-
	MINIMAX	-	49,6%	-	-
	RTL KLUB	5,4%	7,1%	-	-
	SATeLIT	1,0%	-	-	-
	SPORT1	0,0%	0,0%	-	-
	TV2	5,7%	4,8%	-	-
	VIASAT3	9,4%	2,6%	-	-
	<b>Total</b>	<b>5,1%</b>	<b>9,0%</b>	-	-
Documentary	DUNA TV	6,6%	6,4%	-	-
	M1	1,3%	0,8%	-	-
	M2	2,4%	1,8%	-	-
	MAGYAR ATV	0,7%	1,5%	-	-
	MINIMAX	-	0,0%	-	-
	RTL KLUB	0,9%	1,0%	-	-
	SATeLIT	0,1%	-	-	-
	SPORT1	0,1%	0,0%	-	-
	TV2	0,3%	0,2%	-	-
	VIASAT3	1,8%	0,8%	-	-
	<b>Total</b>	<b>1,7%</b>	<b>1,4%</b>	-	-
Entertainment (Game, talkshow, reality shows) and Music (concerts, clips, shows)	DUNA TV	10,4%	10,9%	-	-
	M1	10,3%	14,5%	-	-
	M2	12,5%	9,0%	-	-
	MAGYAR ATV	15,1%	12,1%	-	-
	MINIMAX	-	32,9%	-	-
	RTL KLUB	15,8%	15,7%	-	-
	SATeLIT	38,1%	-	-	-
	SPORT1	0,5%	0,0%	-	-
	TV2	14,4%	16,3%	-	-
	VIASAT3	7,7%	12,6%	-	-
	<b>Total</b>	<b>13,1%</b>	<b>13,3%</b>	-	-

Figures on advertising are not available by typology of programmes.

## 12. Typology of Programmes by Channel - All Day Total adv. IN and BEFORE each type of programme

TAB12b		Proportion time of programme typologies in % by channel		Proportion time of adv. in % by typology	
		2002	2003	2002	2003
Film, TV Films and Mini Series	DUNA TV	21,0%	19,7%	-	-
	M1	15,8%	14,4%	-	-
	M2	10,6%	7,0%	-	-
	MAGYAR ATV	2,0%	0,9%	-	-
	MINIMAX	-	7,9%	-	-
	RTL KLUB	22,4%	23,7%	-	-
	SATeLIT	16,6%	-	-	-
	SPORT1	0,0%	0,0%	-	-
	TV2	30,0%	34,0%	-	-
	VIASAT3	40,6%	39,8%	-	-
	<b>Total</b>	<b>19,6%</b>	<b>17,9%</b>	-	-
Information (News, Flash and Info Magazines)	DUNA TV	10,8%	12,7%	-	-
	M1	16,2%	15,3%	-	-
	M2	11,8%	10,5%	-	-
	MAGYAR ATV	23,2%	15,3%	-	-
	MINIMAX	-	0,0%	-	-
	RTL KLUB	9,7%	9,2%	-	-
	SATeLIT	6,5%	-	-	-
	SPORT1	0,2%	0,0%	-	-
	TV2	7,0%	7,1%	-	-
	VIASAT3	0,1%	4,7%	-	-
	<b>Total</b>	<b>8,7%</b>	<b>7,6%</b>	-	-
Other Magazines	DUNA TV	25,6%	24,2%	-	-
	M1	19,0%	16,8%	-	-
	M2	23,0%	22,3%	-	-
	MAGYAR ATV	14,1%	22,4%	-	-
	MINIMAX	-	0,0%	-	-
	RTL KLUB	13,5%	13,4%	-	-
	SATeLIT	10,7%	-	-	-
	SPORT1	0,0%	0,0%	-	-
	TV2	7,7%	5,8%	-	-
	VIASAT3	0,7%	0,1%	-	-
	<b>Total</b>	<b>12,8%</b>	<b>10,7%</b>	-	-

Figures on advertising are not available by typology of programmes.

## 12. Typology of Programmes by Channel - All Day Total adv. IN and BEFORE each type of programme

TAB12c		Proportion time of programme typologies in % by channel		Proportion time of adv. in % by typology	
		2002	2003	2002	2003
Political, Religious, Philosophical, Unions programmes	DUNA TV	6,1%	4,9%	-	-
	M1	7,0%	8,3%	-	-
	M2	13,5%	18,2%	-	-
	MAGYAR ATV	30,3%	18,4%	-	-
	MINIMAX	-	0,0%	-	-
	RTL KLUB	1,4%	1,0%	-	-
	SATeLIT	6,7%	-	-	-
	SPORT1	0,0%	0,0%	-	-
	TV2	2,3%	1,6%	-	-
VIASAT3	0,0%	0,0%	-	-	
	<b>Total</b>	<b>6,2%</b>	<b>4,7%</b>	-	-
Series and Soap	DUNA TV	4,9%	4,1%	-	-
	M1	7,8%	9,7%	-	-
	M2	4,5%	5,7%	-	-
	MAGYAR ATV	0,1%	0,0%	-	-
	MINIMAX	-	0,9%	-	-
	RTL KLUB	9,8%	5,4%	-	-
	SATeLIT	1,0%	-	-	-
	SPORT1	0,0%	0,0%	-	-
	TV2	14,0%	8,9%	-	-
VIASAT3	5,9%	8,6%	-	-	
	<b>Total</b>	<b>6,0%</b>	<b>5,2%</b>	-	-
Sports	DUNA TV	1,8%	2,4%	-	-
	M1	9,5%	4,1%	-	-
	M2	10,3%	14,7%	-	-
	MAGYAR ATV	4,9%	2,1%	-	-
	MINIMAX	-	0,0%	-	-
	RTL KLUB	1,8%	2,1%	-	-
	SATeLIT	0,6%	-	-	-
	SPORT1	60,7%	59,4%	-	-
	TV2	0,4%	0,4%	-	-
VIASAT3	2,1%	1,9%	-	-	
	<b>Total</b>	<b>9,6%</b>	<b>11,3%</b>	-	-

Figures on advertising are not available by typology of programmes.

## 12. Typology of Programmes by Channel - All Day Total adv. IN and BEFORE each type of programme

TAB12d		Proportion time of programme typologies in % by channel		Proportion time of adv. in % by typology	
		2002	2003	2002	2003
Teleshopping (excl. of spots and adv. formats)	DUNA TV	0,0%	0,0%	-	-
	M1	0,0%	0,0%	-	-
	M2	0,0%	0,0%	-	-
	MAGYAR ATV	0,7%	8,5%	-	-
	MINIMAX	-	1,2%	-	-
	RTL KLUB	3,5%	3,4%	-	-
	SATeLIT	9,2%	-	-	-
	SPORT1	1,3%	8,3%	-	-
	TV2	2,7%	2,9%	-	-
	VIASAT3	5,4%	7,6%	-	-
	<b>Total</b>	<b>2,5%</b>	<b>3,3%</b>	-	-
Advertising (excl. teleshopping programme and channel self-promotion)	DUNA TV	0,9%	0,7%		
	M1	2,7%	5,7%		
	M2	2,1%	4,1%		
	MAGYAR ATV	7,8%	16,6%		
	MINIMAX	-	4,1%		
	RTL KLUB	10,3%	11,4%		
	SATeLIT	4,8%	-		
	SPORT1	1,5%	1,7%		
	TV2	9,6%	11,7%		
	VIASAT3	3,4%	7,3%		
	<b>Total</b>	<b>4,6%</b>	<b>6,1%</b>		
Self-promotion (presentation, trailers, title signs, channel housestyle)	DUNA TV	3,3%	3,2%		
	M1	4,8%	5,4%		
	M2	3,3%	3,1%		
	MAGYAR ATV	1,1%	1,9%		
	MINIMAX	-	3,2%		
	RTL KLUB	5,5%	6,6%		
	SATeLIT	4,0%	-		
	SPORT1	35,3%	30,3%		
	TV2	5,6%	6,0%		
	VIASAT3	22,7%	13,8%		
	<b>Total</b>	<b>9,9%</b>	<b>9,2%</b>		

Figures on advertising are not available by typology of programmes.

## 12. Typology of Programmes by Channel - All Day Total adv. IN and BEFORE each type of programme

TAB12e		Proportion time of programme typologies in % by channel		Proportion time of adv. in % by typology	
				2002	2003
Others	DUNA TV	0,4%	0,4%	-	-
	M1	0,5%	0,5%	-	-
	M2	0,3%	0,4%	-	-
	MAGYAR ATV	0,2%	0,1%	-	-
	MINIMAX	-	0,2%	-	-
	RTL KLUB	0,1%	0,1%	-	-
	SATeLIT	0,7%	-	-	-
	SPORT1	0,3%	0,1%	-	-
	TV2	0,1%	0,2%	-	-
	VIASAT3	0,4%	0,2%	-	-
	<b>Total</b>	<b>0,3%</b>	<b>0,2%</b>	-	-
Total of Typologies and total of Advertising (excl. teleshopping programme and channel self-promotion, considered as typologies)	DUNA TV	100,0%	100,0%	-	-
	M1	100,0%	100,0%	-	-
	M2	100,0%	100,0%	-	-
	MAGYAR ATV	100,0%	100,0%	-	-
	MINIMAX	-	100,0%	-	-
	RTL KLUB	100,0%	100,0%	-	-
	SATeLIT	100,0%	-	-	-
	SPORT1	100,0%	100,0%	-	-
	TV2	100,0%	100,0%	-	-
	VIASAT3	100,0%	100,0%	-	-
	<b>Total</b>	<b>100,0%</b>	<b>100,0%</b>	-	-

Figures on advertising are not available by typology of programmes.



## 12. Typology of Programmes by Channel - Prime Time Total adv. IN and BEFORE each type of programme

TAB12f		Proportion time of programme typologies in % by channel		Proportion time of adv. in % by typology	
		2002	2003	2002	2003
Children, educational programmes, cartoons	DUNA TV	11,4%	10,8%	-	-
	M1	2,5%	0,9%	-	-
	M2	6,4%	5,1%	-	-
	MAGYAR ATV	0,1%	0,0%	-	-
	MINIMAX	-	32,1%	-	-
	RTL KLUB	0,0%	0,0%	-	-
	SATeLIT	1,6%	-	-	-
	SPORT1	0,0%	0,0%	-	-
	TV2	0,0%	0,0%	-	-
	VIASAT3	6,2%	2,2%	-	-
	<b>Total</b>	<b>3,4%</b>	<b>5,5%</b>	-	-
Documentary	DUNA TV	1,0%	4,8%	-	-
	M1	0,8%	0,4%	-	-
	M2	3,2%	2,4%	-	-
	MAGYAR ATV	0,7%	4,1%	-	-
	MINIMAX	-	0,0%	-	-
	RTL KLUB	0,0%	0,0%	-	-
	SATeLIT	0,1%	-	-	-
	SPORT1	0,4%	0,1%	-	-
	TV2	0,5%	0,0%	-	-
	VIASAT3	1,7%	0,4%	-	-
	<b>Total</b>	<b>1,0%</b>	<b>1,2%</b>	-	-
Entertainment (Game, talkshow, reality shows) and Music (concerts, clips, shows)	DUNA TV	6,2%	3,2%	-	-
	M1	21,3%	24,1%	-	-
	M2	16,0%	9,4%	-	-
	MAGYAR ATV	21,5%	12,2%	-	-
	MINIMAX	-	36,0%	-	-
	RTL KLUB	17,2%	23,4%	-	-
	SATeLIT	11,6%	-	-	-
	SPORT1	0,5%	0,0%	-	-
	TV2	25,7%	32,5%	-	-
	VIASAT3	7,8%	1,4%	-	-
	<b>Total</b>	<b>14,9%</b>	<b>15,5%</b>	-	-

Figures on advertising are not available by typology of programmes.

## 12. Typology of Programmes by Channel - Prime Time Total adv. IN and BEFORE each type of programme

TAB12g		Proportion time of programme typologies in % by channel		Proportion time of adv. in % by typology	
		2002	2003	2002	2003
Film, TV Films and Mini Series	DUNA TV	44,3%	43,0%	-	-
	M1	25,3%	22,2%	-	-
	M2	7,3%	2,3%	-	-
	MAGYAR ATV	1,7%	1,7%	-	-
	MINIMAX	-	22,3%	-	-
	RTL KLUB	30,7%	24,5%	-	-
	SATeLIT	40,5%	-	-	-
	SPORT1	0,0%	0,0%	-	-
	TV2	27,7%	24,8%	-	-
	VIASAT3	53,6%	51,7%	-	-
	<b>Total</b>	<b>25,6%</b>	<b>22,6%</b>	-	-
Information (News, Flash and Info Magazines)	DUNA TV	5,9%	8,7%	-	-
	M1	13,0%	14,5%	-	-
	M2	11,9%	13,5%	-	-
	MAGYAR ATV	17,9%	19,3%	-	-
	MINIMAX	-	0,0%	-	-
	RTL KLUB	25,1%	25,0%	-	-
	SATeLIT	12,3%	-	-	-
	SPORT1	0,4%	0,1%	-	-
	TV2	14,3%	14,0%	-	-
	VIASAT3	0,0%	0,2%	-	-
	<b>Total</b>	<b>11,5%</b>	<b>10,1%</b>	-	-
Other Magazines	DUNA TV	15,2%	11,5%	-	-
	M1	5,3%	0,2%	-	-
	M2	15,7%	17,3%	-	-
	MAGYAR ATV	4,8%	5,5%	-	-
	MINIMAX	-	0,0%	-	-
	RTL KLUB	0,0%	0,5%	-	-
	SATeLIT	6,7%	-	-	-
	SPORT1	0,0%	0,0%	-	-
	TV2	1,1%	2,6%	-	-
	VIASAT3	0,3%	0,0%	-	-
	<b>Total</b>	<b>5,8%</b>	<b>4,2%</b>	-	-

Figures on advertising are not available by typology of programmes.

## 12. Typology of Programmes by Channel - Prime Time Total adv. IN and BEFORE each type of programme

TAB12h		Proportion time of programme typologies in % by channel		Proportion time of adv. in % by typology	
		2002	2003	2002	2003
Political, Religious, Philosophical, Unions programmes	DUNA TV	3,3%	0,5%	-	-
	M1	9,0%	6,2%	-	-
	M2	6,9%	2,1%	-	-
	MAGYAR ATV	42,5%	44,5%	-	-
	MINIMAX	-	0,0%	-	-
	RTL KLUB	1,2%	0,2%	-	-
	SATeLIT	12,6%	-	-	-
	SPORT1	0,0%	0,0%	-	-
	TV2	4,5%	3,8%	-	-
	VIASAT3	0,0%	0,0%	-	-
	<b>Total</b>	<b>9,1%</b>	<b>3,6%</b>	-	-
Series and Soap	DUNA TV	8,5%	12,3%	-	-
	M1	7,0%	16,2%	-	-
	M2	0,2%	0,1%	-	-
	MAGYAR ATV	0,1%	0,0%	-	-
	MINIMAX	-	3,0%	-	-
	RTL KLUB	7,7%	8,0%	-	-
	SATeLIT	2,9%	-	-	-
	SPORT1	0,0%	0,0%	-	-
	TV2	8,1%	2,6%	-	-
	VIASAT3	14,3%	24,0%	-	-
	<b>Total</b>	<b>5,6%</b>	<b>8,1%</b>	-	-
Sports	DUNA TV	1,0%	2,3%	-	-
	M1	7,7%	4,5%	-	-
	M2	27,6%	41,4%	-	-
	MAGYAR ATV	4,7%	3,3%	-	-
	MINIMAX	-	0,0%	-	-
	RTL KLUB	1,5%	0,1%	-	-
	SATeLIT	0,9%	-	-	-
	SPORT1	90,4%	90,8%	-	-
	TV2	0,0%	0,1%	-	-
	VIASAT3	3,1%	2,0%	-	-
	<b>Total</b>	<b>13,3%</b>	<b>17,7%</b>	-	-

Figures on advertising are not available by typology of programmes.

## 12. Typology of Programmes by Channel - Prime Time Total adv. IN and BEFORE each type of programme

TAB12i		Proportion time of programme typologies in % by channel		Proportion time of adv. in % by typology	
		2002	2003	2002	2003
Teleshopping (excl. of spots and adv. formats)	DUNA TV	0,0%	0,0%	-	-
	M1	0,0%	0,0%	-	-
	M2	0,0%	0,0%	-	-
	MAGYAR ATV	1,8%	1,2%	-	-
	MINIMAX	-	0,6%	-	-
	RTL KLUB	0,0%	0,0%	-	-
	SATeLIT	0,1%	-	-	-
	SPORT1	0,0%	0,0%	-	-
	TV2	0,0%	0,0%	-	-
	VIASAT3	0,0%	0,0%	-	-
	<b>Total</b>	<b>0,2%</b>	<b>0,1%</b>	-	-
Advertising (excl. teleshopping programme and channel self-promotion)	DUNA TV	1,3%	1,1%		
	M1	3,1%	4,9%		
	M2	1,8%	3,4%		
	MAGYAR ATV	2,6%	6,4%		
	MINIMAX	-	2,7%		
	RTL KLUB	11,8%	12,5%		
	SATeLIT	6,9%	-		
	SPORT1	3,5%	3,5%		
	TV2	10,8%	12,8%		
	VIASAT3	7,5%	12,4%		
	<b>Total</b>	<b>5,4%</b>	<b>6,6%</b>		
Self-promotion (presentation, trailers, title signs, channel housestyle)	DUNA TV	1,9%	1,7%		
	M1	5,0%	5,8%		
	M2	2,9%	3,1%		
	MAGYAR ATV	1,4%	1,6%		
	MINIMAX	-	2,6%		
	RTL KLUB	4,7%	5,7%		
	SATeLIT	3,7%	-		
	SPORT1	4,7%	5,3%		
	TV2	7,3%	6,7%		
	VIASAT3	5,3%	5,6%		
	<b>Total</b>	<b>4,1%</b>	<b>4,4%</b>		

Figures on advertising are not available by typology of programmes.

## 12. Typology of Programmes by Channel - Prime Time Total adv. IN and BEFORE each type of programme

TAB12j		Proportion time of programme typologies in % by channel		Proportion time of adv. in % by typology	
		2002	2003	2002	2003
Others	DUNA TV	0,1%	0,0%	-	-
	M1	0,1%	0,1%	-	-
	M2	0,1%	0,1%	-	-
	MAGYAR ATV	0,2%	0,1%	-	-
	MINIMAX	-	0,6%	-	-
	RTL KLUB	0,1%	0,1%	-	-
	SATeLIT	0,2%	-	-	-
	SPORT1	0,2%	0,1%	-	-
	TV2	0,1%	0,1%	-	-
	VIASAT3	0,1%	0,0%	-	-
	<b>Total</b>	<b>0,1%</b>	<b>0,1%</b>	-	-
Total of Typologies and total of Advertising (excl. teleshopping programme and channel self-promotion, considered as typologies)	DUNA TV	100,0%	100,0%	-	-
	M1	100,0%	100,0%	-	-
	M2	100,0%	100,0%	-	-
	MAGYAR ATV	100,0%	100,0%	-	-
	MINIMAX	-	100,0%	-	-
	RTL KLUB	100,0%	100,0%	-	-
	SATeLIT	100,0%	-	-	-
	SPORT1	100,0%	100,0%	-	-
	TV2	100,0%	100,0%	-	-
	VIASAT3	100,0%	100,0%	-	-
	<b>Total</b>	<b>100,0%</b>	<b>100,0%</b>	-	-

Figures on advertising are not available by typology of programmes.



## IV. Specific products

## 13. Advertising for Specific Products by Channel

TAB13a ALL DAY		Sum of Broadcast adv. minutes for specific product by channel in a year (nbr of minutes)		Share of adv. Minutes by channel in a year (%)	
		2002	2003	2002	2003
ALCOHOL - BEER	DUNA TV	2,0	0,0	0,0%	0,0%
	M1	159,7	95,9	3,7%	1,2%
	M2	59,3	101,6	1,4%	1,2%
	MAGYAR ATV	11,6	1,3	0,3%	0,0%
	MINIMAX	0,0	0,0	0,0%	0,0%
	RTL KLUB	2.240,6	3.312,3	51,8%	40,3%
	SATeLIT	0,0	0,0	0,0%	0,0%
	SPORT1	242,2	0,0	5,6%	0,0%
	TV2	1.199,1	2.042,0	27,7%	24,9%
	VIASAT3	407,4	2.658,6	9,4%	32,4%
<b>TOTAL</b>	<b>4.321,9</b>	<b>8.211,7</b>	<b>100,0%</b>	<b>100,0%</b>	
ALCOHOL - WINE & CHAMPAIGN	DUNA TV	0,0	25,9	0,0%	5,5%
	M1	0,0	0,0	0,0%	0,0%
	M2	0,0	0,0	0,0%	0,0%
	MAGYAR ATV	141,8	43,2	31,3%	9,2%
	MINIMAX	0,0	0,0	0,0%	0,0%
	RTL KLUB	107,3	137,3	23,6%	29,4%
	SATeLIT	0,0	0,0	0,0%	0,0%
	SPORT1	25,7	0,0	5,7%	0,0%
	TV2	75,5	145,1	16,6%	31,0%
	VIASAT3	103,4	115,8	22,8%	24,8%
<b>TOTAL</b>	<b>453,6</b>	<b>467,3</b>	<b>100,0%</b>	<b>100,0%</b>	
ALCOHOL - SPIRITS	DUNA TV	0,0	0,0	0,0%	0,0%
	M1	0,0	0,0	0,0%	0,0%
	M2	0,0	0,0	0,0%	0,0%
	MAGYAR ATV	0,0	0,0	0,0%	0,0%
	MINIMAX	0,0	0,0	0,0%	0,0%
	RTL KLUB	810,3	771,1	46,1%	70,8%
	SATeLIT	0,0	0,0	0,0%	0,0%
	SPORT1	1,2	0,0	0,1%	0,0%
	TV2	495,2	235,1	28,2%	21,6%
	VIASAT3	452,1	82,9	25,7%	7,6%
<b>TOTAL</b>	<b>1.758,8</b>	<b>1.089,1</b>	<b>100,0%</b>	<b>100,0%</b>	

## 13. Advertising for Specific Products by Channel

TAB13b ALL DAY		Sum of Broadcast adv. minutes for specific product by channel in a year (nbr of minutes)		Share of adv. Minutes by channel in a year (%)	
		2002	2003	2002	2003
PRODUCTS DEDICATED TO CHILDREN	DUNA TV	4,3	0,0	0,1%	0,0%
	M1	14,0	29,8	0,3%	0,7%
	M2	5,4	8,6	0,1%	0,2%
	MAGYAR ATV	2,9	0,0	0,1%	0,0%
	MINIMAX	0,0	2.820,4	0,0%	67,0%
	RTL KLUB	709,3	485,5	14,1%	11,5%
	SATeLIT	3.361,3	0,0	67,0%	0,0%
	SPORT1	6,0	0,0	0,1%	0,0%
	TV2	881,7	700,9	17,6%	16,7%
	VIASAT3	31,7	164,0	0,6%	3,9%
	<b>TOTAL</b>	<b>5.016,5</b>	<b>4.209,1</b>	<b>100,0%</b>	<b>100,0%</b>
CLEANING PRODUCTS	DUNA TV	0,0	0,0	0,0%	0,0%
	M1	85,2	681,6	1,6%	9,7%
	M2	13,7	7,7	0,3%	0,1%
	MAGYAR ATV	71,7	0,0	1,4%	0,0%
	MINIMAX	0,0	28,0	0,0%	0,4%
	RTL KLUB	2.017,8	1.881,3	38,2%	26,6%
	SATeLIT	289,6	0,0	5,5%	0,0%
	SPORT1	0,0	0,0	0,0%	0,0%
	TV2	2.507,3	3.224,1	47,5%	45,7%
	VIASAT3	297,6	1.239,8	5,6%	17,6%
	<b>TOTAL</b>	<b>5.282,8</b>	<b>7.062,5</b>	<b>100,0%</b>	<b>100,0%</b>
COSMETICS/PERSONAL HYGIENE	DUNA TV	36,1	0,0	0,3%	0,0%
	M1	618,5	1.104,1	4,3%	6,2%
	M2	157,3	291,9	1,1%	1,6%
	MAGYAR ATV	405,6	11,5	2,8%	0,1%
	MINIMAX	54,3	0,0	0,4%	0,0%
	RTL KLUB	4.720,5	5.485,2	32,7%	30,7%
	SATeLIT	135,8	0,0	0,9%	0,0%
	SPORT1	64,6	0,0	0,4%	0,0%
	TV2	5.624,4	7.040,6	39,0%	39,4%
	VIASAT3	2.608,5	3.952,1	18,1%	22,1%
	<b>TOTAL</b>	<b>14.425,5</b>	<b>17.885,3</b>	<b>100,0%</b>	<b>100,0%</b>



## 13. Advertising for Specific Products by Channel

TAB13c ALL DAY		Sum of Broadcast adv. minutes for specific product by channel in a year (nbr of minutes)		Share of adv. Minutes by channel in a year (%)	
		2002	2003	2002	2003
FOOD (including DRINKS)	DUNA TV	81,0	203,0	0,3%	0,6%
	M1	500,7	1.652,2	1,7%	4,9%
	M2	206,8	301,6	0,7%	0,9%
	MAGYAR ATV	357,1	6,5	1,2%	0,0%
	MINIMAX	2.956,6	3.419,9	10,1%	10,1%
	RTL KLUB	12.361,6	14.140,0	42,2%	41,6%
	SATeLIT	399,9	0,0	1,4%	0,0%
	SPORT1	69,7	0,0	0,2%	0,0%
	TV2	8.156,8	8.342,8	27,9%	24,5%
	VIASAT3	4.192,8	5.941,6	14,3%	17,5%
	<b>TOTAL</b>	<b>29.282,9</b>	<b>34.007,6</b>	<b>100,0%</b>	<b>100,0%</b>
NON PRESCRIPTION MEDICAL PRODUCTS	DUNA TV	96,2	52,3	1,1%	0,4%
	M1	722,0	2.556,8	8,4%	20,7%
	M2	287,4	586,2	3,3%	4,8%
	MAGYAR ATV	1.111,9	274,1	12,9%	2,2%
	MINIMAX	0,0	0,0	0,0%	0,0%
	RTL KLUB	2.831,5	2.871,6	32,8%	23,3%
	SATeLIT	603,7	0,0	7,0%	0,0%
	SPORT1	0,7	0,0	0,0%	0,0%
	TV2	1.743,4	2.960,8	20,2%	24,0%
	VIASAT3	1.230,3	3.026,9	14,3%	24,6%
	<b>TOTAL</b>	<b>8.627,0</b>	<b>12.328,6</b>	<b>100,0%</b>	<b>100,0%</b>
Tobacco	Forbidden				

## 13. Advertising for Specific Products by Channel

TAB13d ALL DAY		Nbr of adv. insertions for specific product by channel in a year		Share of adv. Insertions by channel in a year (%)	
		2002	2003	2002	2003
ALCOHOL - BEER	DUNA TV	9	0	0,1%	0,0%
	M1	539	330	4,8%	1,7%
	M2	241	307	2,1%	1,6%
	MAGYAR ATV	70	5	0,6%	0,0%
	MINIMAX		0	0,0%	0,0%
	RTL KLUB	5.587	7.655	49,7%	40,6%
	SATeLIT		0	0,0%	0,0%
	SPORT1	1.006	0	8,9%	0,0%
	TV2	2.961	4.811	26,3%	25,5%
	VIASAT3	836	5.751	7,4%	30,5%
	<b>TOTAL</b>	<b>11.249</b>	<b>18.859</b>	<b>100,0%</b>	<b>100,0%</b>
ALCOHOL - WINE & CHAMPAIGN	DUNA TV	0	26	0,0%	1,9%
	M1	0	0	0,0%	0,0%
	M2	0	0	0,0%	0,0%
	MAGYAR ATV	679	211	39,5%	15,3%
	MINIMAX	0	0	0,0%	0,0%
	RTL KLUB	310	402	18,0%	29,2%
	SATeLIT	0	0	0,0%	0,0%
	SPORT1	154	0	9,0%	0,0%
	TV2	241	416	14,0%	30,2%
	VIASAT3	335	321	19,5%	23,3%
	<b>TOTAL</b>	<b>1.719</b>	<b>1.376</b>	<b>100,0%</b>	<b>100,0%</b>
ALCOHOL - SPIRITS	DUNA TV	0	0	0,0%	0,0%
	M1	0	0	0,0%	0,0%
	M2	0	0	0,0%	0,0%
	MAGYAR ATV	0	0	0,0%	0,0%
	MINIMAX	0	0	0,0%	0,0%
	RTL KLUB	2.178	2.016	47,5%	67,4%
	SATeLIT	0	0	0,0%	0,0%
	SPORT1	2	0	0,0%	0,0%
	TV2	1.423	697	31,0%	23,3%
	VIASAT3	981	278	21,4%	9,3%
	<b>TOTAL</b>	<b>4.584</b>	<b>2.991</b>	<b>100,0%</b>	<b>100,0%</b>

## 13. Advertising for Specific Products by Channel

TAB13e ALL DAY		Nbr of adv. insertions for specific product by channel in a year		Share of adv. Insertions by channel in a year (%)	
		2002	2003	2002	2003
PRODUCTS DEDICATED TO CHILDREN	DUNA TV	13	0	0,1%	0,0%
	M1	55	72	0,4%	0,6%
	M2	18	29	0,1%	0,2%
	MAGYAR ATV	15	0	0,1%	0,0%
	MINIMAX	0	7.856	0,0%	67,5%
	RTL KLUB	1.981	1.273	15,1%	10,9%
	SATeLIT	8.772	0	66,7%	0,0%
	SPORT1	12	0	0,1%	0,0%
	TV2	2.199	1.977	16,7%	17,0%
	VIASAT3	90	435	0,7%	3,7%
	<b>TOTAL</b>	<b>13.155</b>	<b>11.642</b>	<b>100,0%</b>	<b>100,0%</b>
CLEANING PRODUCTS	DUNA TV	0	0	0,0%	0,0%
	M1	171	1.731	1,4%	10,5%
	M2	31	23	0,2%	0,1%
	MAGYAR ATV	138	0	1,1%	0,0%
	MINIMAX	0	56	0,0%	0,3%
	RTL KLUB	4.688	4.706	37,0%	28,5%
	SATeLIT	622	0	4,9%	0,0%
	SPORT1	0	0	0,0%	0,0%
	TV2	5.821	7.217	46,0%	43,6%
	VIASAT3	1.194	2.805	9,4%	17,0%
	<b>TOTAL</b>	<b>12.665</b>	<b>16.538</b>	<b>100,0%</b>	<b>100,0%</b>
COSMETICS/PERSONAL HYGIENE	DUNA TV	63	0	0,2%	0,0%
	M1	1.659	2.975	4,8%	6,5%
	M2	466	661	1,3%	1,4%
	MAGYAR ATV	694	23	2,0%	0,1%
	MINIMAX	217	0	0,6%	0,0%
	RTL KLUB	12.289	14.265	35,2%	31,3%
	SATeLIT	147	0	0,4%	0,0%
	SPORT1	169	0	0,5%	0,0%
	TV2	13.132	17.280	37,7%	37,9%
	VIASAT3	6.034	10.411	17,3%	22,8%
	<b>TOTAL</b>	<b>34.870</b>	<b>45.615</b>	<b>100,0%</b>	<b>100,0%</b>

## 13. Advertising for Specific Products by Channel

TAB13f ALL DAY		Nbr of adv. insertions for specific product by channel in a year		Share of adv. Insertions by channel in a year (%)	
		2002	2003	2002	2003
FOOD (including DRINKS)	DUNA TV	206	744	0,3%	0,8%
	M1	1.393	4.527	1,9%	5,0%
	M2	650	879	0,9%	1,0%
	MAGYAR ATV	1.001	22	1,3%	0,0%
	MINIMAX	7.968	8.222	10,6%	9,1%
	RTL KLUB	31.409	37.215	41,9%	41,3%
	SATeLIT	948	0	1,3%	0,0%
	SPORT1	162	0	0,2%	0,0%
	TV2	20.713	22.318	27,7%	24,8%
	VIASAT3	10.438	16.132	13,9%	17,9%
	<b>TOTAL</b>	<b>74.888</b>	<b>90.059</b>	<b>100,0%</b>	<b>100,0%</b>
NON PRESCRIPTION MEDICAL PRODUCTS	DUNA TV	260	143	1,1%	0,4%
	M1	2.025	8.064	8,4%	21,5%
	M2	926	1.826	3,8%	4,9%
	MAGYAR ATV	3.170	674	13,1%	1,8%
	MINIMAX	0	0	0,0%	0,0%
	RTL KLUB	8.187	9.134	33,9%	24,3%
	SATeLIT	1.333	0	5,5%	0,0%
	SPORT1	2	0	0,0%	0,0%
	TV2	4.951	8.653	20,5%	23,0%
	VIASAT3	3.318	9.097	13,7%	24,2%
<b>TOTAL</b>	<b>24.172</b>	<b>37.591</b>	<b>100,0%</b>	<b>100,0%</b>	
TOBACCO	Forbidden				

## 13. Advertising for Specific Products by Channel

TAB13g ALL DAY		Gross adv. spendings per specific product in (000) Euros		Gross adv. spendings shares (%)	
		2002	2003	2002	2003
ALCOHOL - BEER	DUNA TV	1,96	0,00	0,0%	0,0%
	M1	986,19	617,20	2,4%	1,0%
	M2	55,89	71,68	0,1%	0,1%
	MAGYAR ATV	0,00	0,87	0,0%	0,0%
	MINIMAX	0,00	0,00	0,0%	0,0%
	RTL KLUB	18.459,50	24.623,84	44,6%	41,6%
	SATeLIT	0,00	0,00	0,0%	0,0%
	SPORT1	104,69	0,00	0,3%	0,0%
	TV2	21.096,80	32.671,91	50,9%	55,1%
	VIASAT3	722,99	1.269,00	1,7%	2,1%
	<b>TOTAL</b>	<b>41.428,03</b>	<b>59.254,49</b>	<b>100,0%</b>	<b>100,0%</b>
ALCOHOL - WINE & CHAMPAIGN	DUNA TV	0,00	11,95	0,0%	0,5%
	M1	0,00	0,00	0,0%	0,0%
	M2	0,00	0,00	0,0%	0,0%
	MAGYAR ATV	116,53	15,06	5,2%	0,7%
	MINIMAX	0,00	0,00	0,0%	0,0%
	RTL KLUB	824,67	799,73	36,9%	35,7%
	SATeLIT	0,00	0,00	0,0%	0,0%
	SPORT1	11,03	0,00	0,5%	0,0%
	TV2	1.120,83	1.360,43	50,2%	60,7%
	VIASAT3	161,06	54,30	7,2%	2,4%
	<b>TOTAL</b>	<b>2.234,12</b>	<b>2.241,47</b>	<b>100,0%</b>	<b>100,0%</b>
ALCOHOL - SPIRITS	DUNA TV	0,00	0,00	0,0%	0,0%
	M1	0,00	0,00	0,0%	0,0%
	M2	0,00	0,00	0,0%	0,0%
	MAGYAR ATV	0,00	0,00	0,0%	0,0%
	MINIMAX	0,00	0,00	0,0%	0,0%
	RTL KLUB	6.082,64	4.493,60	44,4%	55,7%
	SATeLIT	0,00	0,00	0,0%	0,0%
	SPORT1	0,64	0,00	0,0%	0,0%
	TV2	7.160,72	3.533,01	52,3%	43,8%
	VIASAT3	454,21	47,06	3,3%	0,6%
	<b>TOTAL</b>	<b>13.698,20</b>	<b>8.073,67</b>	<b>100,0%</b>	<b>100,0%</b>

## 13. Advertising for Specific Products by Channel

TAB13h ALL DAY		Gross adv. spendings per specific product in (000) Euros		Gross adv. spendings shares (%)	
		2002	2003	2002	2003
PRODUCTS DEDICATED TO CHILDREN	DUNA TV	2,43	0,00	0,0%	0,0%
	M1	47,49	86,94	0,4%	0,9%
	M2	4,01	1,78	0,0%	0,0%
	MAGYAR ATV	4,20	0,00	0,0%	0,0%
	MINIMAX	0,00	1.540,43	0,0%	16,2%
	RTL KLUB	3.507,20	2.726,87	27,7%	28,7%
	SATeLIT	1.575,17	0,00	12,4%	0,0%
	SPORT1	2,59	0,00	0,0%	0,0%
	TV2	7.484,93	5.079,46	59,1%	53,4%
	VIASAT3	35,80	81,76	0,3%	0,9%
	<b>TOTAL</b>	<b>12.663,82</b>	<b>9.517,23</b>	<b>100,0%</b>	<b>100,0%</b>
CLEANING PRODUCTS	DUNA TV	0,00	0,00	0,0%	0,0%
	M1	213,08	2.377,48	0,5%	4,9%
	M2	15,04	5,30	0,0%	0,0%
	MAGYAR ATV	92,60	0,00	0,2%	0,0%
	MINIMAX	0,00	14,99	0,0%	0,0%
	RTL KLUB	12.245,02	12.954,08	26,4%	26,6%
	SATeLIT	161,53	0,00	0,3%	0,0%
	SPORT1	0,00	0,00	0,0%	0,0%
	TV2	32.940,01	32.688,05	71,0%	67,1%
	VIASAT3	725,42	654,29	1,6%	1,3%
	<b>TOTAL</b>	<b>46.392,69</b>	<b>48.694,18</b>	<b>100,0%</b>	<b>100,0%</b>
COSMETICS/PERSONAL HYGIENE	DUNA TV	35,18	0,00	0,0%	0,0%
	M1	1.834,08	3.777,96	1,7%	2,9%
	M2	131,00	188,00	0,1%	0,1%
	MAGYAR ATV	419,53	8,28	0,4%	0,0%
	MINIMAX	32,19	0,00	0,0%	0,0%
	RTL KLUB	31.132,12	36.289,48	29,3%	27,7%
	SATeLIT	42,97	0,00	0,0%	0,0%
	SPORT1	31,99	0,00	0,0%	0,0%
	TV2	69.070,80	88.713,48	64,9%	67,8%
	VIASAT3	3.698,78	1.957,43	3,5%	1,5%
	<b>TOTAL</b>	<b>106.428,64</b>	<b>130.934,63</b>	<b>100,0%</b>	<b>100,0%</b>

## 13. Advertising for Specific Products by Channel

TAB13i ALL DAY		Gross adv. spendings per specific product in (000) Euros		Gross adv. spendings shares (%)	
		2002	2003	2002	2003
FOOD (including DRINKS)	DUNA TV	71,94	116,25	0,0%	0,1%
	M1	1.478,12	6.021,20	0,8%	2,9%
	M2	142,03	112,61	0,1%	0,1%
	MAGYAR ATV	440,36	7,02	0,2%	0,0%
	MINIMAX	1.759,31	1.859,02	0,9%	0,9%
	RTL KLUB	80.316,84	87.847,06	42,8%	42,5%
	SATeLIT	87,66	0,00	0,0%	0,0%
	SPORT1	28,96	0,00	0,0%	0,0%
	TV2	97.092,36	107.834,94	51,8%	52,1%
	VIASAT3	6.102,86	3.056,01	3,3%	1,5%
	<b>TOTAL</b>	<b>187.520,43</b>	<b>206.854,10</b>	<b>100,0%</b>	<b>100,0%</b>
NON PRESCRIPTION MEDICAL PRODUCTS	DUNA TV	95,25	50,12	0,2%	0,1%
	M1	1.860,07	7.410,44	4,2%	12,0%
	M2	171,90	193,04	0,4%	0,3%
	MAGYAR ATV	860,54	219,60	2,0%	0,4%
	MINIMAX	0,00	0,00	0,0%	0,0%
	RTL KLUB	18.342,51	17.207,94	41,6%	27,8%
	SATeLIT	162,85	0,00	0,4%	0,0%
	SPORT1	0,36	0,00	0,0%	0,0%
	TV2	20.856,91	35.078,33	47,3%	56,6%
	VIASAT3	1.745,37	1.809,98	4,0%	2,9%
	<b>TOTAL</b>	<b>44.095,77</b>	<b>61.969,44</b>	<b>100,0%</b>	<b>100,0%</b>
TOBACCO	Forbidden				

## Comments about Specific Products

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- Alcoholic drinks cannot be broadcast during prime time (with the exception of low-alcohol-content drinks) and cannot be broadcast directly before and directly after programmes made for minors.
- Advertising for medicines and assimilated products is subject to certain restrictions.
- A number of brands cover children-oriented advertising:
  - baby care items like Johnson and Johnson, Libero, Pampers, Baby Born, Barbie, Chou Chou , Lego, Playstation, Nintendo, Platnik (toys) etc.
- OTC: vitamins included