CHANGING HABITS OF MEDIA CONSUMPTION BY AGING

4th STAGE

Research report to MEME

MEME

Nemzeti Média- és Hírközlési Hatóság

Ipsos

Agenda

1. Background of research
2. Demographics
3. Areas of interests
4. General media consumption
5. Usage of devices
6. TV subscription
7. TV content
8. Attitude for commercials

BACKGROUND OF RESEARCH

1

Background of research

TARGET AUDIENCE

Age group: 24–38-year-olds (following the same cohort, aged 21–35 three years ago, 18–32 six years ago, and 15–29 nine years ago)
Representative sample to gender, age and type of settlement
Sample size: 1000 people

Besides that a few of the question from the study were added to the Ipsos Omnibus survey (representative above the age of 18) to understand the opinion the measured cohort from the perspective of the elder age groups.

METHODOLOGY

The CAWI (Computer Assisted Web Interview) research about the media consumption of the youth was conducted on Populacio.hu – an online panel of Ipsos.

FIELDWORK

Lenght of the interviews: about 20 minutes
Time of the fieldwork : 15.09.2026 - 23.09.2026

ANALYSIS

The aim of the research is to identify changes in the audiovisual content consumption preferences, device ownership, interests, and attitudes toward TV content among the young cohort surveyed three, six and nine years ago.

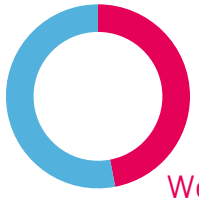
Significant differences by demographic background variables and compared with the previous wave of research are highlighted. The latter are indicated by green and red arrows. The results of the Omnibus survey are presented on separately marked slides in the relevant sections of the analysis.

DEMOGRAPHICS

2

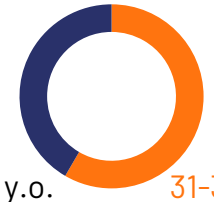
Demographics

GENDER



	Men	Women
2026	**53%**	**47%**
2023	51%	49%
2020	51%	49%
2017	51%	49%

AGE



	24-30 y.o.	31-38 y.o.
2026	**42%**	**58%**
2023	43%	57%
2020	43%	57%
2017	42%	58%

TYPE OF SETTLEMENT






	Village	Town	County seat	Budapest
2026	**28%**	**34%**	**16%**	**22%** ↑
2023	30%	33%	19%	18%
2020	30%	33%	19%	18%
2017	32%	31%	19%	18%

EDUCATION

		2026	2023	2020	2017
	Primary or less	**8%**	7%	6%	14%
	Technical or vocational school	**17%**	18%	12%	11%
	High school	**44%**	43%	55%	49%
	College/ university	**32%**	33%	27%	26%

Base: Total sample, N=1000 / wave; 2017: N=1005

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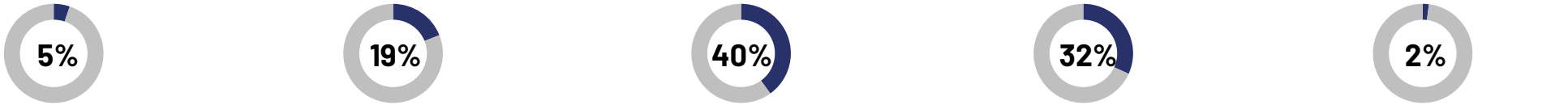
Demographics

SUBJECTIVE FINANCIAL SITUATION



	They cannot cover their basic needs	They give up on many things to be able to afford their basic needs	They can sustain everyday life but cannot afford bigger expenses	They can cover their expenses and can save up a little	They are wealthy, they do not have to save up for bigger expenses
2023	6%	22%	38%	31%	1%
2020	3%	13%	37%	42%	2%
2017	2%	13%	40%	42%	1%

EMPLOYMENT STATUS



	Employed in an intellectual position	Student	Physical worker	Leader or freelancer	Not student but does not work either	Other
2023	43%	9%	26%	7%	8%	6%
2020	37%	23%	19%	7%	9%	4%
2017	29%	40%	17%	5%	5%	5%

Base: Total sample, N=1000 / wave; 2017: N=1005

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Demographics

SIZE OF HOUSEHOLD

	2026	2023	2020	2017
1	15%	14%	8%	5%
2	28%	30%	28%	26%
3	25%	26%	26%	26%
4	18%	19%	22%	27%
5	10%	8%	10%	10%
6+	3%	3%	5%	6%

TYPE OF HOUSEHOLD

	2026	2023	2020	2017
Couple + children	36% ↑	31%	20%	12%
Couple without children	23% ↓	27%	22%	21%
Parents + brothers/sisters	18%	19%	35%	46%
Alone	15%	12%	10%	5%
Flatmate(e)	3%	4%	7%	6%
Multiple generations	2%	3%	2%	3%
Alone + children	2%	1%	1%	1%
Students dorm	0% ↓	1%	2%	5%
Other	2%	1%	2%	3%

0-14 YEAR OLD CHILD IN HOUSEHOLD



2026	52% ↑
2023	43%
2020	32%
2017	26%

0-14 YEAR OLD CHILD IN THE HOUSEHOLD.....



My son(s)/ daughter(s)

93%
92%
72%
53%



My brother(s)/ sister(s)

5%
7%
25%
44%



Other type of relationship

3%
3%
5%
6%

Base: Total sample, N=1000 / wave; 2017: N=1005

SUMMARY

Conclusions

A substantial majority of 24–38-year-olds are employed and live with a partner.





More than half of households now include at least one minor, almost exclusively the respondents' own children.

Movies and TV series remain the leading areas of interest. Interest in topics related to leisure activities has remained unchanged.
The increased interest in politics reflects the topical relevance of the parliamentary elections and subsequent change of government.



Differences between women's and men's interests persist, with only work, (further) education and entertainment being equally important to both groups.
Topics typically preferred by men include technology, computer games and sport.
Topics typically preferred by women include food and cooking, beauty and fashion, health and well-being, and parenting.
Age influences fewer areas of interest.

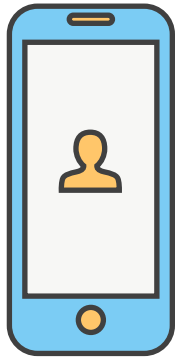


As the cohort has aged, preferences and habits have evolved, primarily as respondents become parents and establish homes of their own:



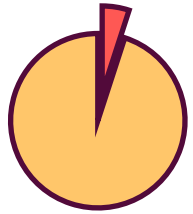
TV viewing becomes more frequent, smart TVs gain importance, Smart home devices become more widely adopted





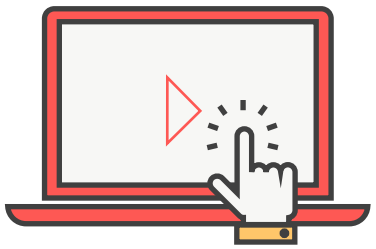
Smartphones remain the primary device for internet access, especially for web browsing and social media

TV and internet bundles continue to grow in popularity. Nearly two-thirds of households subscribe to at least one online video service.



Mobile phones are also the main device for watching video content, particularly among families with children, followed by smart TVs. At the same time, video viewing on laptops continues to decline.

4 out of 5 young respondents continue to use another device while watching TV.
Awareness of ad-blocking has not increased. Attitudes towards advertisements remain unchanged, with around 1/3 paying at least a little attention to them.







Streaming remains the preferred way to watch movies and TV series. For TV series, subscription-based streaming has become more common at the expense of free video content.

AREAS OF INTERESTS

3

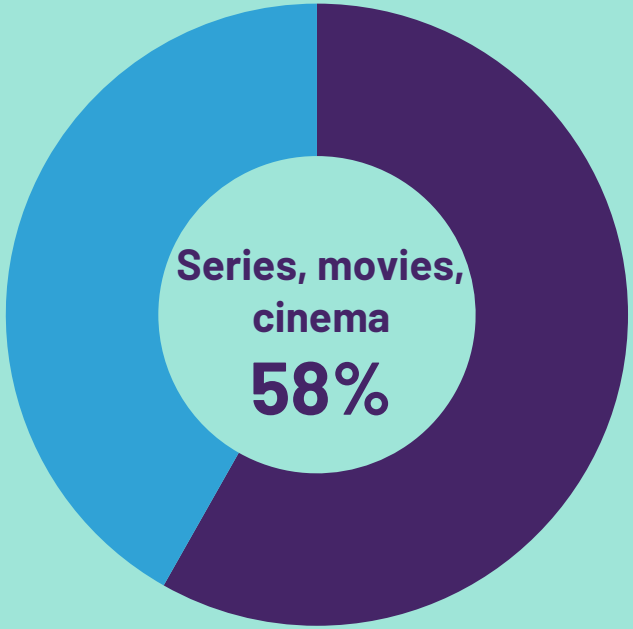
Conclusions from this chapter

As in previous years, TV series and films remain the most popular areas of interest among the cohort surveyed. However, their lead over other topics appears to be narrowing somewhat, particularly among younger respondents and men.

Compared with the study conducted three years ago, interest in political topics has increased most notably overall, as might have been expected following the parliamentary elections and the subsequent change of government. The rise in political interest was particularly pronounced among respondents living in Budapest and those with a higher education degree.

The clearest differences in interests emerge between men and women. Education, work and entertainment are similarly important to both groups, while substantial differences can be observed in all other areas. Technology, computer games and sport are typically more prominent interests among men, whereas gastronomy, beauty and fashion, health and well-being, and parenting are at the forefront among women.

The interests of the two age groups are becoming increasingly similar, with significant differences found in only a few areas, all of which are more popular among those aged 31–38. This older age group shows greater interest in TV series and films, science and technology, as well as parenting, reflecting the respondents' current stage of life.



Areas of interests



	Series, movies, cinema	Music, lyrics	Travelling, holiday	Gastronomy and cooking	Creative crafting, DIY, gardening	Science, nature
2026	**58%**	**43%**	**42%**	**37%** ↓	**35%**	**34%**
2023	61%	45%	43%	43%	37%	35%
2020	66%	54%	44%	41%	44%	39%
2017	64%	57%	44%	41%	42%	36%



	Jobs and career	Sports (exercise, fitness, etc.)	Computers, consoles and mobile games	Interior design	Politics	Health, wellness, diets
2026	**32%**	**31%**	**31%**	**30%**	**29%** ↑	**29%**
2023	36%	33%	32%	30%	18%	27%
2020	40%	38%	44%	33%	18%	31%
2017	40%	37%	41%	35%	17%	28%

Base: Total sample, N=1000 / wave; 2017: N=1005

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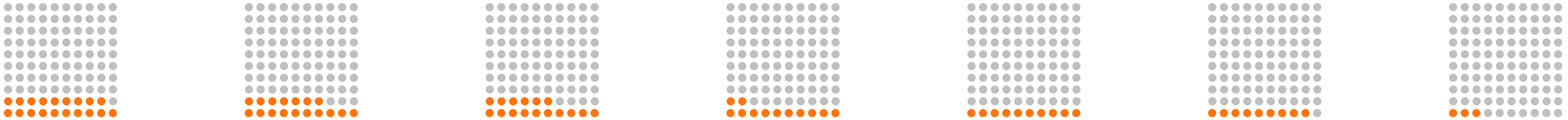
Areas of interests



	Technology, IT hardwares, smart devices	Partying, entertainments, concerts, festivals	Children, parenting	Beauty, fashion	Economy	Relationships
2026	**28%**	**28%**	**27%**	**27%**	**23%**	**21%** ↓
2023	31%	29%	31%	27%	24%	26%
2020	41%	36%	24%	31%	25%	24%
2017	39%	42%	22%	33%	21%	28%



	Theater, culture	Education, further education, studying abroad	National and international sports events, watching broadcasts	Ezotericism	Creating and publishing online video contents	Celebrities, tabloids	Other
2026	**19%**	**17%** ↓	**16%**	**12%**	**10%**	**9%**	**3%**
2023	21%	22%	14%	14%	12%	11%	3%
2020	24%	30%	18%	12%	-	10%	4%
2017	28%	37%	18%	9%	-	13%	5%

Base: Total sample, N=1000 / wave; 2017: N=1005

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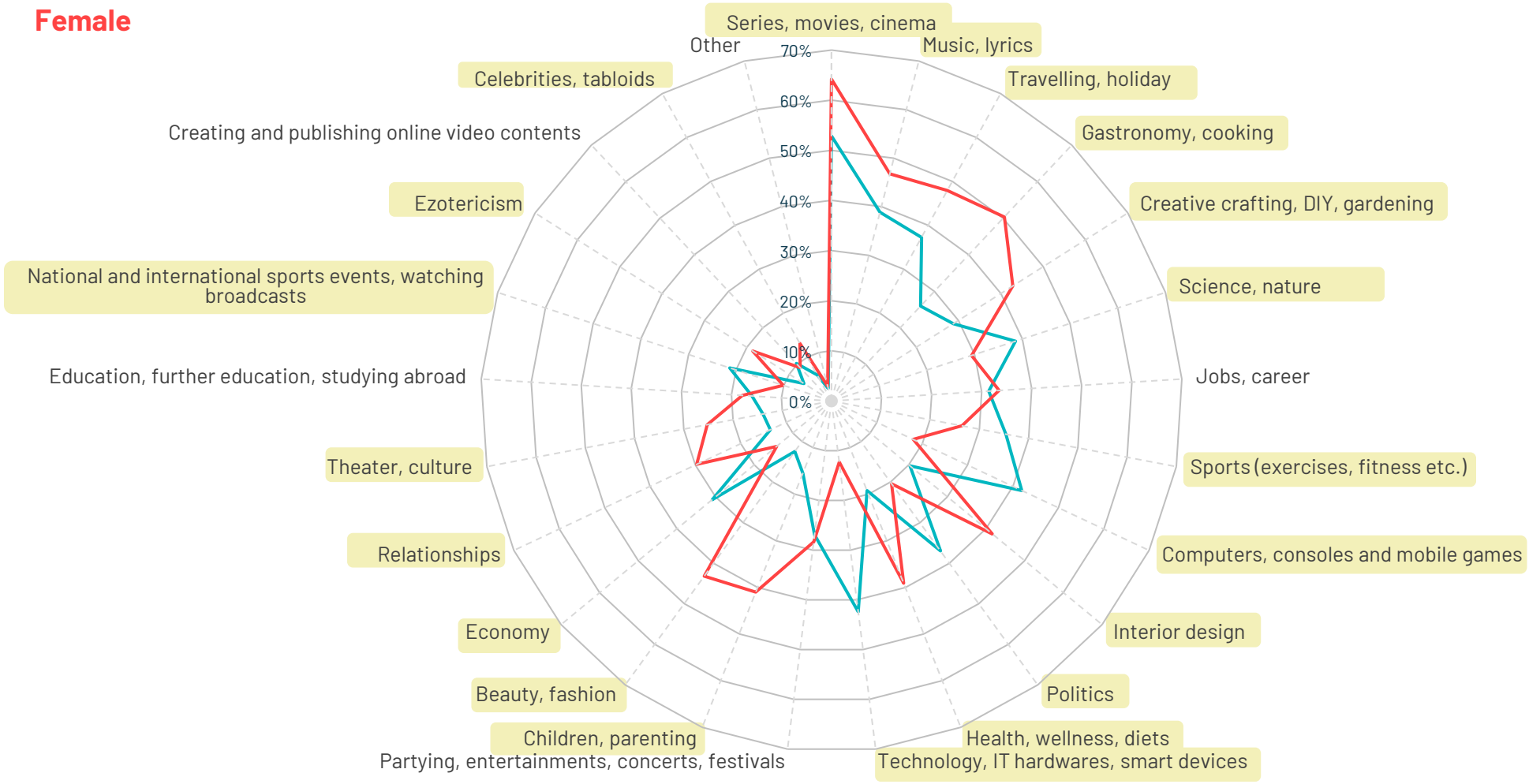
Male and female areas of interests

Male
Female



Interest areas within the cohort continue to differ most markedly by gender. TV series and films, which top the list overall, attract particularly high levels of interest among both men and women.

As expected, topics attracting predominantly male interest include technology, computer games, sport, politics and the economy.

Topics appealing primarily to women include gastronomy, beauty and fashion, health and well-being, parenting and interior design.

Three areas are equally important to both men and women: work, entertainment, and (further) education.

Base: 2026 Male, n=530; Female, n=470

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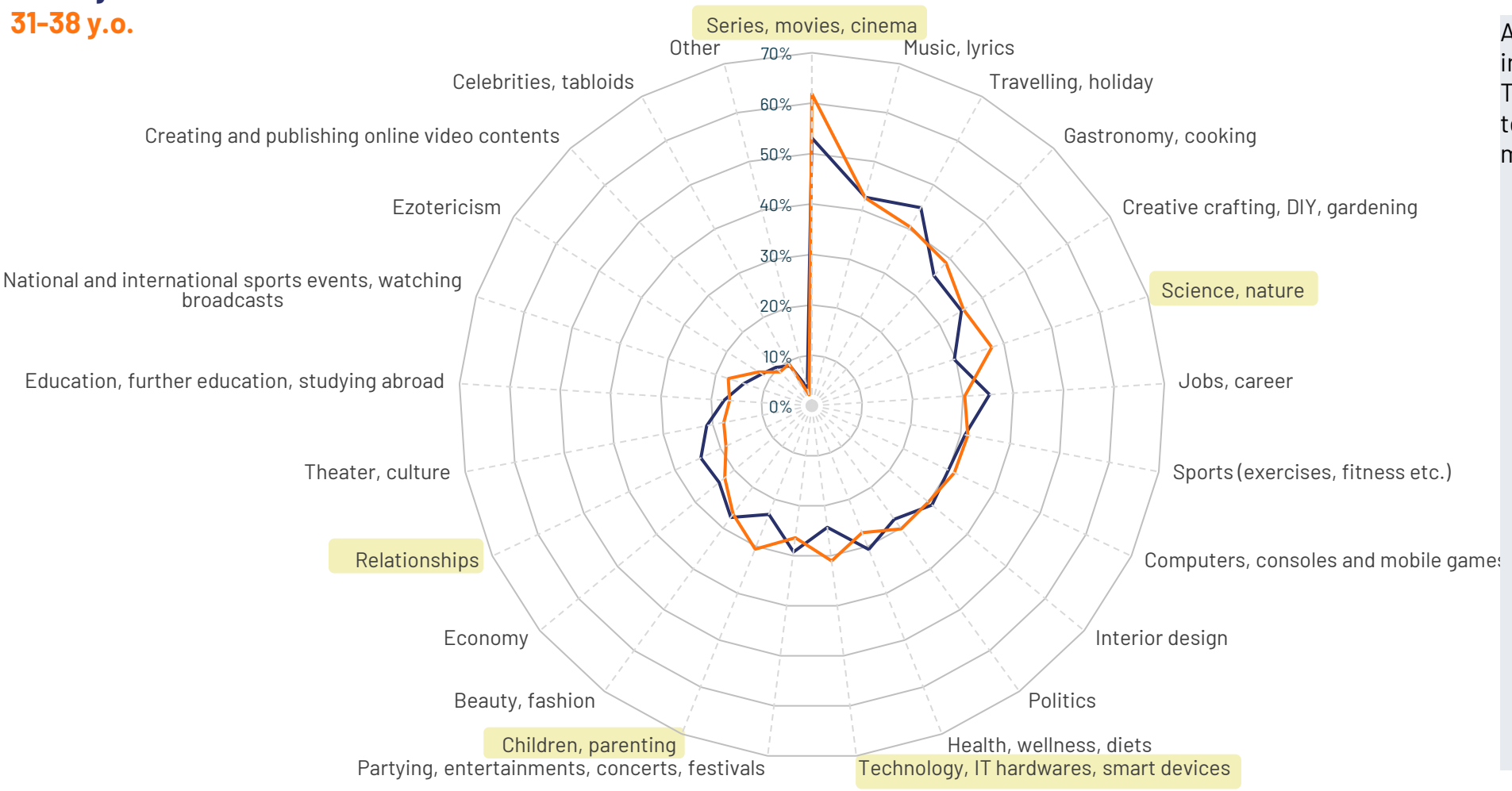
Areas of interests according to age groups

24-30 y.o.
31-38 y.o.



Age has an impact on fewer areas of interest. As respondents get older, TV series and films, science, technology and parenting become more prominent interests.

Base: 2026 age group 24-30, n=416; age group 31-38, n=584

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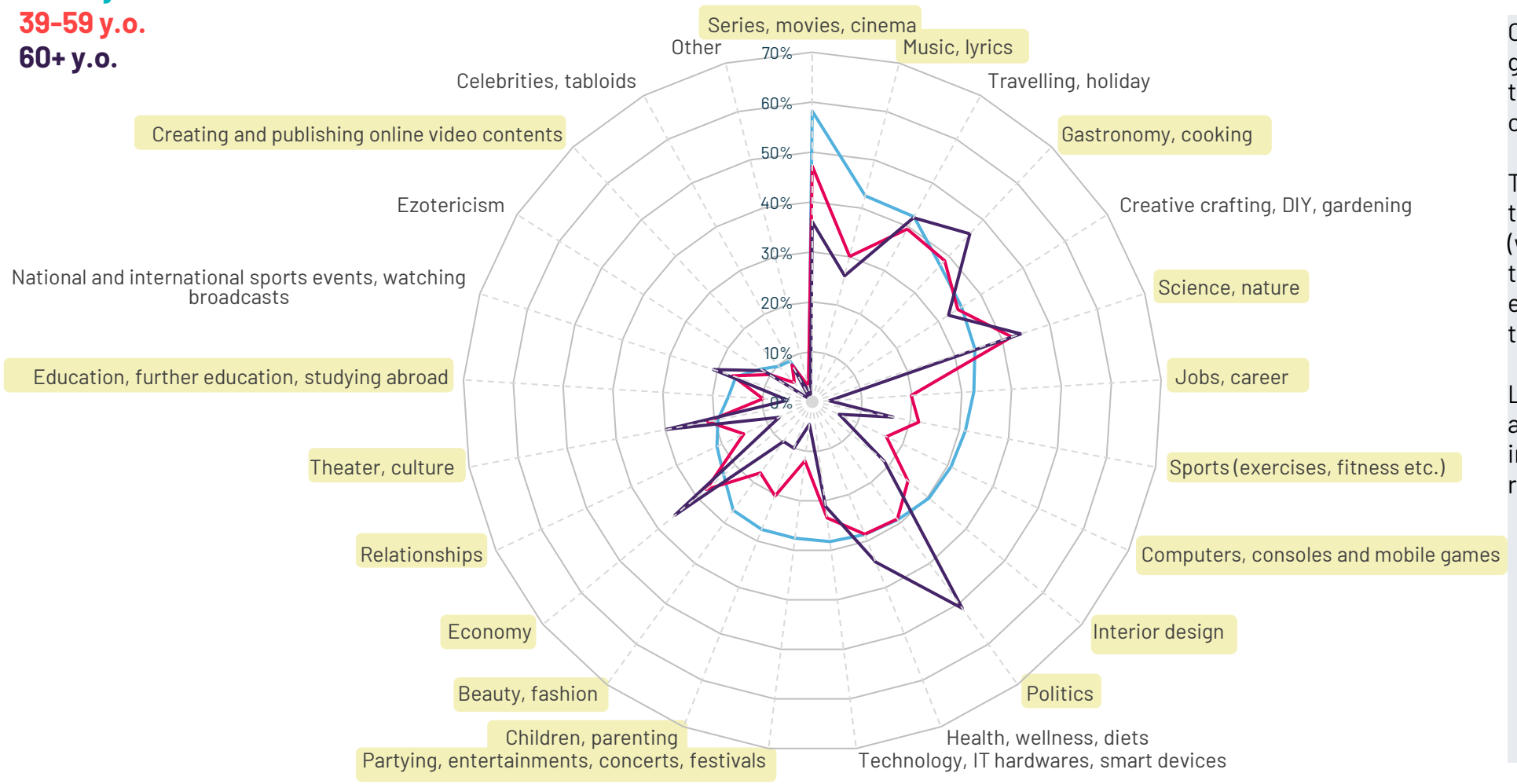
Omnibus data

Areas of interests according to age groups

24-38 y.o.
39-59 y.o.
60+ y.o.



Compared with the older generations, differences between the age groups' interests are considerably more pronounced.

The main areas of interest among the oldest age group are politics (which is even more prominent than three years ago due to current events), gastronomy, the economy, theatre and culture.

Like the oldest age group, those aged over 39 show greater interest in science than younger respondents.

Base: 2026 age group 24-38, N=1000; age group 39-59, n=430; age group 60+, n=210

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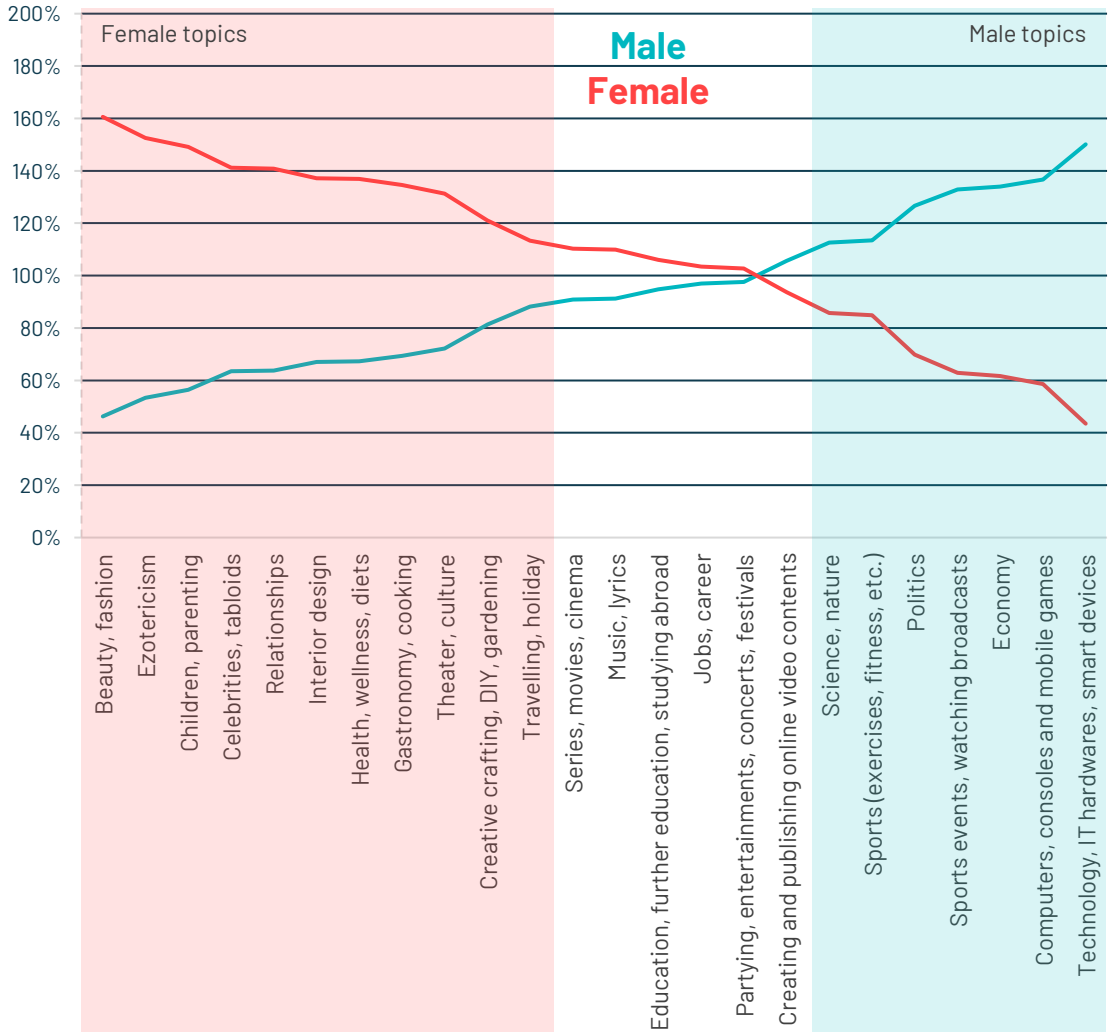
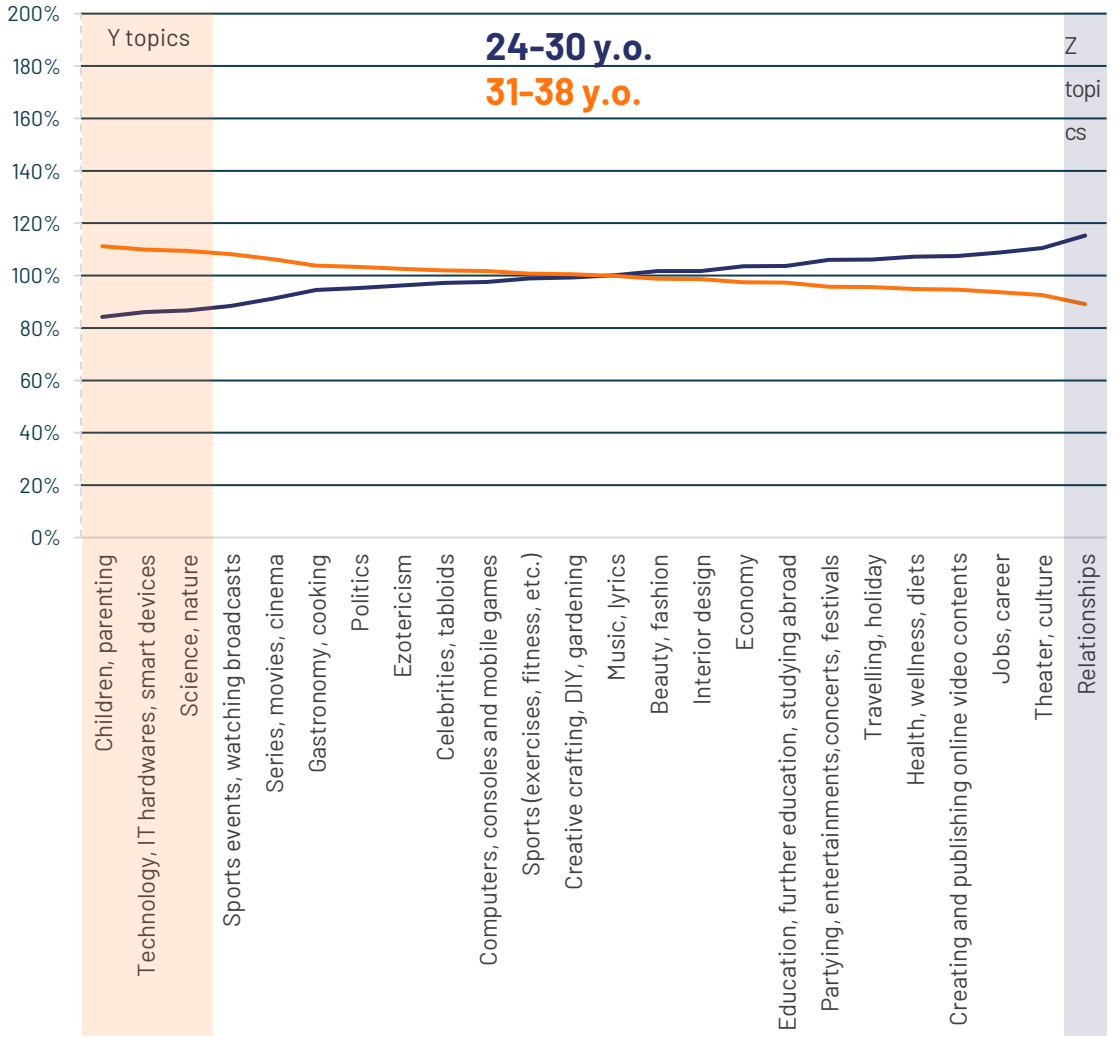
Affinity indicators: age and gender





Base: 2026 Male, n=530; Female, n=470; age group 24-30, n=416; age group 31-38, n=584

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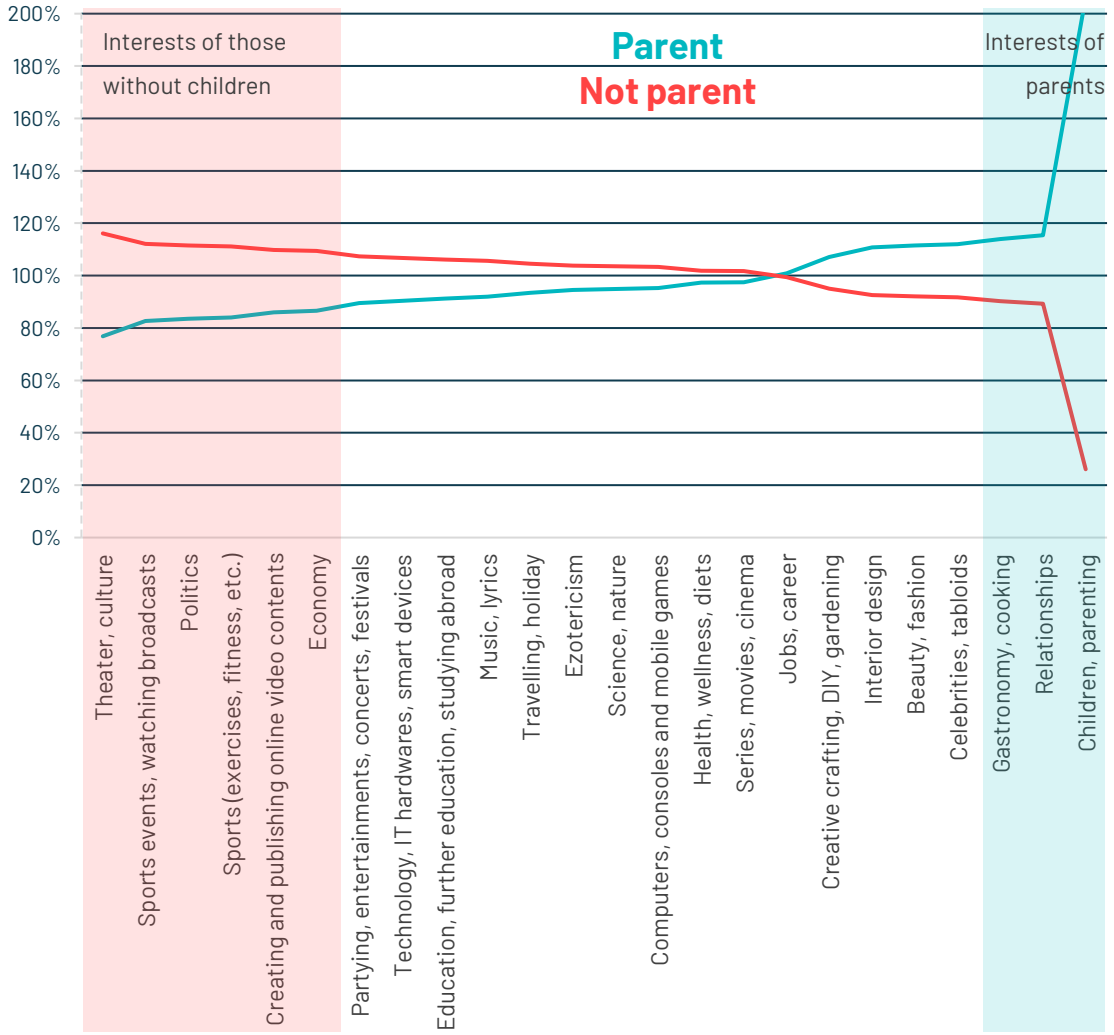
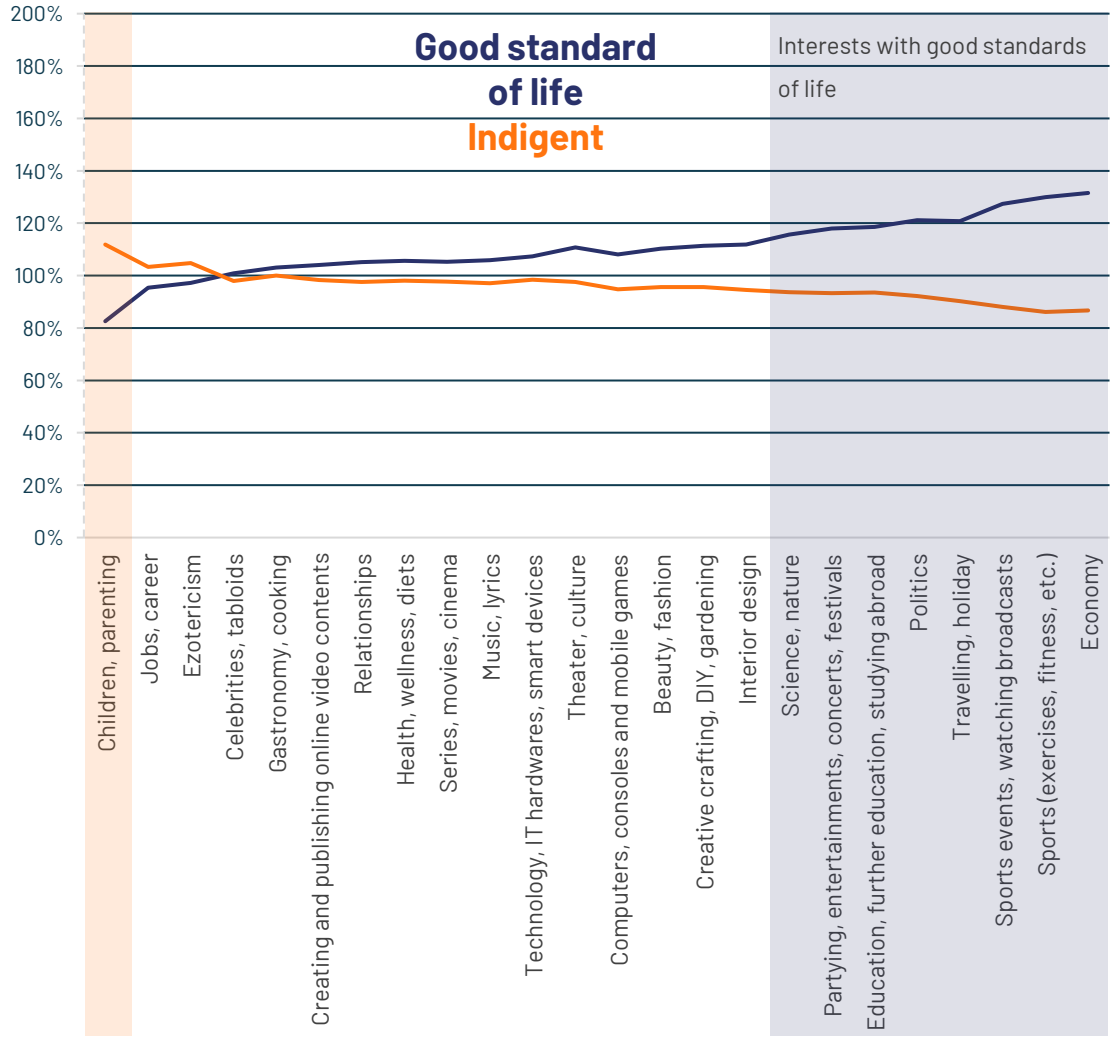
Affinity indicators: parenthood and standard of life

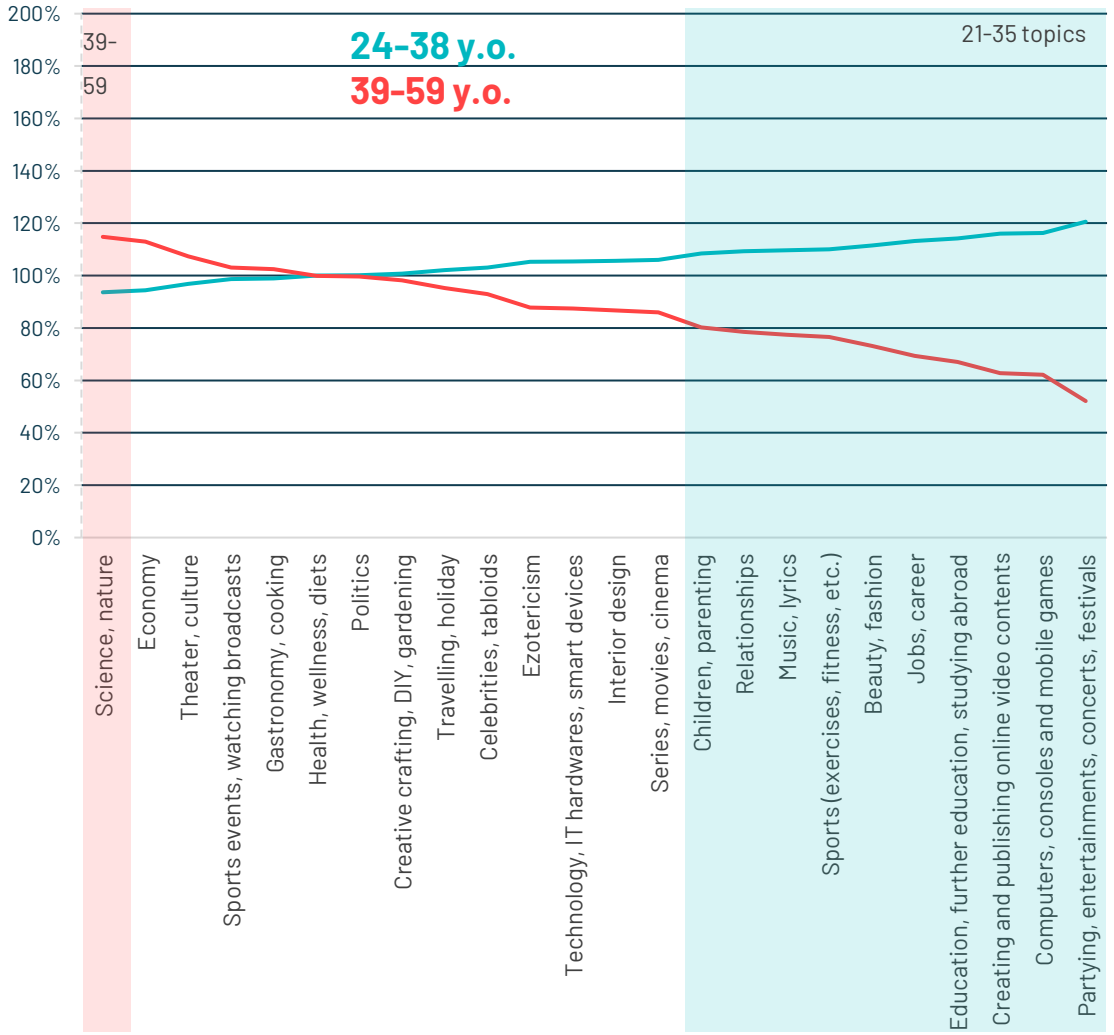


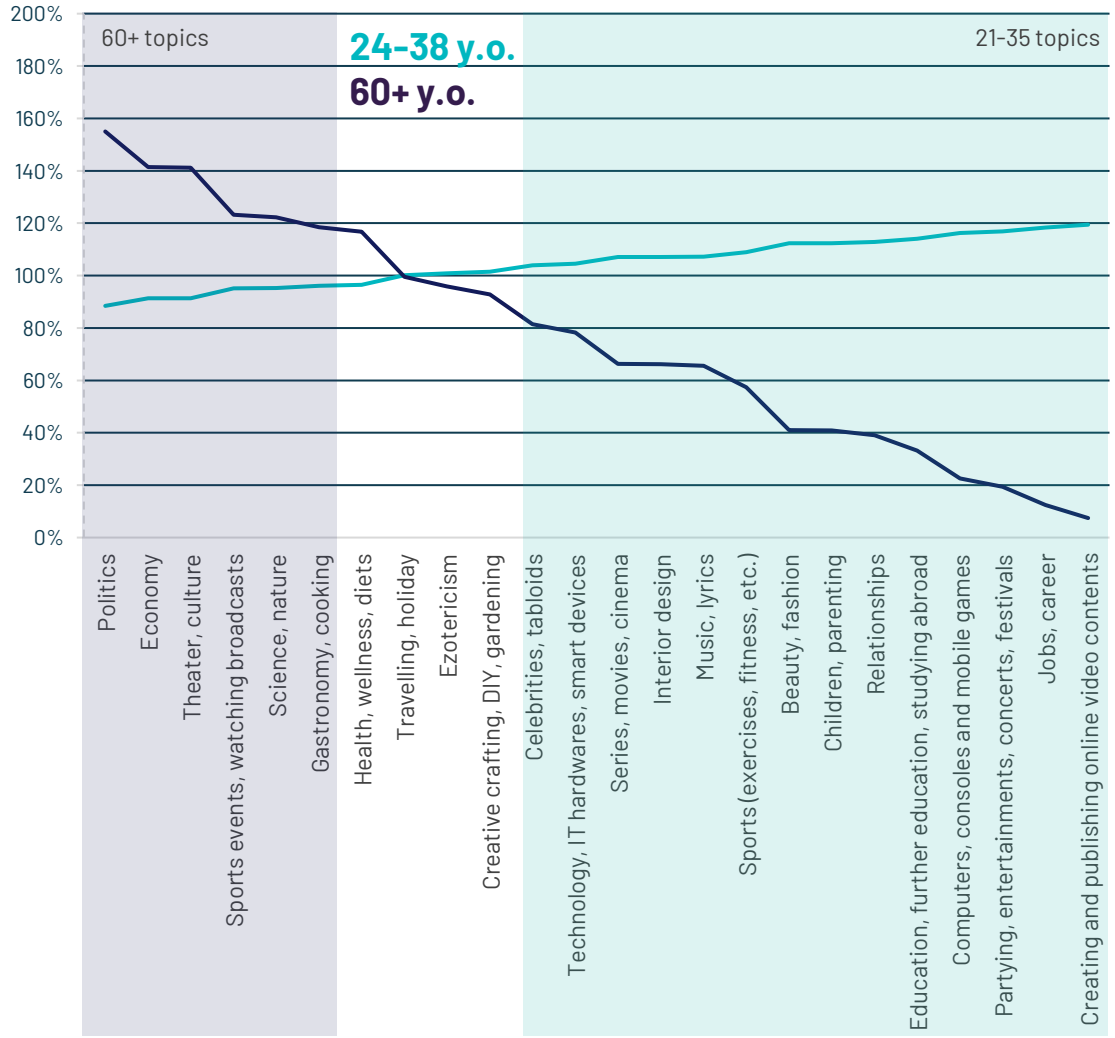


Base: 2026 Parent, n=410; Not parent, n=590; Good standard of life, n=337; Indigent, n=642

Omnibus data

Affinity indicators: 36-59 and over 60





Bázis: 2026 age group 24-38, N=1000; age group 36-59, n=430; age group 60+, n=210

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GENERAL MEDIA CONSUMPTION

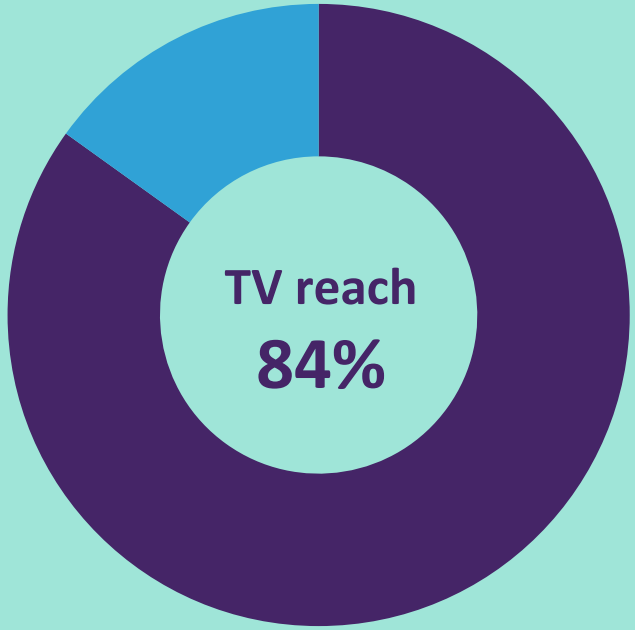
4

Conclusions from this chapter

As respondents in the cohort get older, they follow social media and browse the internet slightly less frequently, although daily or several-times-a-day usage remains the norm.

TV reach among 24–38-year-olds remains high. Younger respondents spend slightly less time watching TV, and this pattern has remained unchanged over the past three years.

The radio audience remains stable. While the printed press continues to maintain a stable daily readership, its overall reach is still declining, though at a slower rate, with an increasing number of respondents never reading printed press.



Internet

How often do you...?



		Several times a day	Every day	More than once a week	Less than that	Never
Browse social media	2026	**52%** ↓	**31%**	**12%**	**3%**	**2%**
	2023	57%	28%	9%	4%	2%
Browse online in general	2026	**36%**	**31%** ↓	**22%**	**8%**	**3%**
	2023	37%	36%	19%	6%	2%
Watch free online videos	2026	**36%**	**26%**	**28%**	**8%**	**2%**
	2023	35%	30%	25%	9%	1%
Watch paid online streaming	2026	**17%**	**21%**	**30%**	**15%**	**16%**
	2023	17%	22%	28%	15%	17%
Watch free catch-up	2026	**11%**	**15%**	**21%** ↑	**32%**	**22%**
	2023	10%	17%	16%	32%	24%

The frequency of general web browsing has declined, with the decrease more pronounced among 31–38-year-olds and women. These groups are also increasingly likely not to browse the web at all. Watching free online video content several times a day is more common among men (44% vs. 36% in the total sample), Budapest residents (48%), and those who watch TV content online (55%) or longer-form video content online (57%). The use of paid online streaming services remains widespread. No demographic group stands out in terms of usage, and the overall penetration rate has remained stable. One-third of parents continue to watch content on TV channels' online platforms at least once a day. Daily usage is even more common among those who watch Hungarian TV content every day (51% vs. 26% in the total sample). Weekly viewing of free catch-up content has increased among younger respondents and men.

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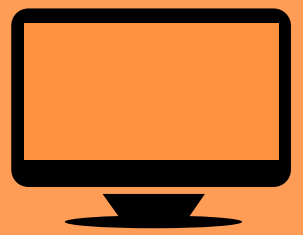
Base: Total sample, N=1000 / wave; 2017: N=1005

Television

How often do you watch television?



	More than once a day	Every day	More than once a week	Less than that	Never
					84%
2026	**21%**	**23%**	**19%**	**21%**	**16%**
2023	20%	22%	20%	21%	16%
2020	24%	29%	18%	18%	11%
2017	24%	28%	21%	18%	9%

While the study conducted three years ago found a decline in daily TV viewing across several demographic subgroups, there has been no significant change since then. Daily TV viewing is more common among people with primary education or less, those with a vocational secondary education, and physical workers.

Respondents with a university or college degree are more likely to watch TV content less than once a week (44% vs. 37% in the total sample).

Base: Total sample, N=1000 / wave; 2017: N=1005

Radio

How often do you listen to the radio?



	Several times a day	Every day	More than once a week	Less than that	Never
					82%
2026	**10%**	**21%**	**24%**	**28%**	**18%**
2023	9%	19%	25%	30%	17%
2020	10%	21%	24%	28%	17%
2017	10%	18%	28%	32%	13%

The radio audience remains stable. Radio continues to have a better reach among the older age group: 59% listen to the radio several times a week or more, compared with just 49% of younger respondents.
Radio listening continues to be strongly associated with TV viewing: those who listen to radio content daily are also likely to watch TV with the same frequency. Those without a TV subscription listen to the radio less frequently.

Base: Total sample, N=1000 / wave; 2017: N=1005

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Printed press

How often do you read printed press?



	More than once a day	Every day	More than once a week	Less than that	Never
					63%
2026	**4%**	**5%**	**13%**	**41%**	**37%**
2023	3%	7%	13%	43%	34%
2020	3%	6%	14%	51%	25%
2017	3%	10%	22%	49%	16%

Reach of the printed press continues to decline, although the decline has slowed: 63% among the cohort surveyed, compared with 66% three years ago. Although weekly readership remains stable, an increasing number of respondents never read the printed press.
The proportion of non-readers has also increased among the older age group (37% vs. 31%), at the expense of occasional readership. Daily readership remains stable and is more common among men. Respondents with a higher education degree and those living with a partner are less frequent readers of the printed press.

Base: Total sample, N=1000 / wave; 2017: N=1005

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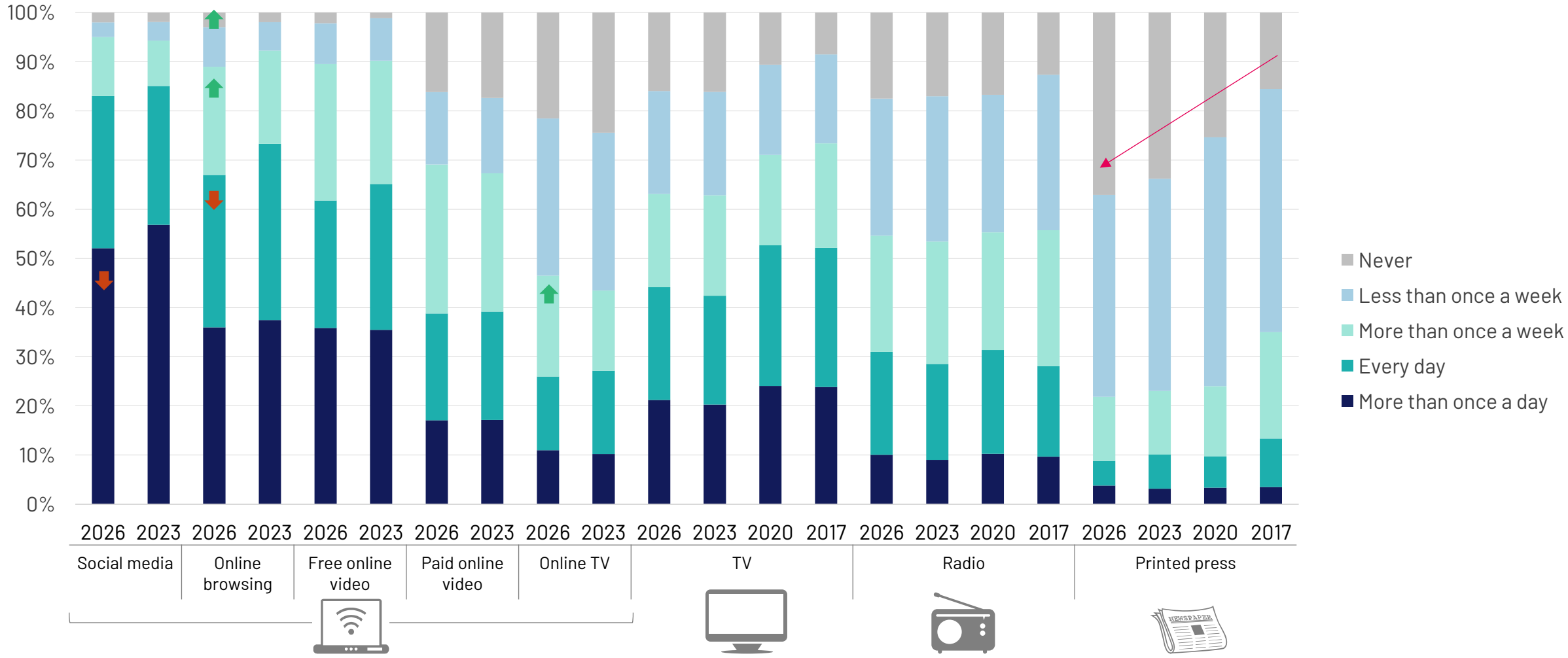
Frequency of media consumption - summary

How often do you watch TV/listen to the radio/read printed media/use internet?



Base: Total sample, N=1000 / wave; 2017: N=1005

Frequency of watching TV

How often do you watch TV? Top-2-Box
How many minutes do you spend with watching TV on a daily average?

AVERAGE ESTIMATED TIME SPENT WATCHING TV

	Women	Men	15-21 / 18-24 / 21-27 / 24-30	22-29 / 25-32 / 28-35 / 31-38
2026	45%	44%	39%	48%
	85 minutes	86 minutes	86 minutes	86 minutes
2023	43%	42%	37%	46%
	84 minutes	92 minutes	85 minutes	89 minutes
2020	57%	49%	43%	60%
	87 minutes	81 minutes	72 minutes	92 minutes
2017	56%	49%	45%	57%
	99 minutes	90 minutes	95 minutes	94 minutes

TV viewing habits have remained similar to those observed three years ago.

Those who watch TV continue to spend approximately 1.5 hours a day doing so.

There are no differences between men and women in either daily viewing frequency or viewing time.

The older age group continues to watch TV more frequently, but the two age groups do not differ in the amount of time they spend watching TV.

Base: Total sample: Men n=513/510/510/530, Women n=492/490/490/470; Younger n=422/430/430/400, Older n=583/570/570/600
Base: TV watchers: Men n=461/449/428/448, Women n=458/445/410/392; Younger n=379/373/354/337, Older n=541/521/484/503

Frequency of watching TV

How often do you watch TV? Top-2-Box
How many minutes do you spend with watching TV on a daily average?

AVERAGE ESTIMATED TIME SPENT WATCHING TV



	Parent	Not a parent	God standard of life	Indigent
2026	53%	39%	40%	46%
	85 minutes	87 minutes	78 minutes	89 minutes
2023	53%	37%	38%	45%
	90 minutes	86 minutes	79 minutes	91 minutes
2020	79%	45%	50%	55%
	110 minutes	75 minutes	80 minutes	87 minutes
2017	88%	46%	55%	49%
	123 minutes	89 minutes	88 minutes	99 minutes







As in previous years, parenthood continues to be associated with more frequent TV viewing.

The pattern also remains unchanged: less affluent respondents watch TV more frequently and spend more time doing so.

Base: Total sample: Parent n=139/227/342/410, Not a parent n=866/773/658/590; Good standard of life n=433/444/324/337, Indigent n=553/538/659/642
Base: Parent n=136/216/305/363, Not a parent n=784/678/534/477; Good standard of life n=394/392/261/270, Indigent n=508/486/569/552

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Media consumption

How often do you...? (at least daily frequency)



	Age 24-38	39-59	60+
Browse social media	83%	82%	80%
Browse online in general	67% ↓	72%	77%
Watch free online videos	62%	46%	36%
Watch paid online streaming	38%	23%	10%
Watch free catch-up	25%	23%	25%
Watch TV	44%	54%	74%
Listen to the radio	31%	39%	43%
Read printed press	8%	8%	6%

The three age groups show similar media consumption patterns in terms of social media browsing and viewing free online content from TV channels.
Online browsing is common across all three age groups, although it has become less frequent among the youngest age group compared with three years ago (67% vs. 73%). Linear TV and radio play a particularly important role among those aged 60 and over, while online video consumption is more common among the two younger age groups. Those aged 39–59 consume online video content more frequently than the oldest age group, but still considerably less frequently than those aged 24–38.

Base: Total sample, 2026; ages 24–38, N=1,000; ages 39–59, n=430; ages 60+, n=210.

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↑↓ Significantly higher / lower than in the previous wave

DEVICE USAGE

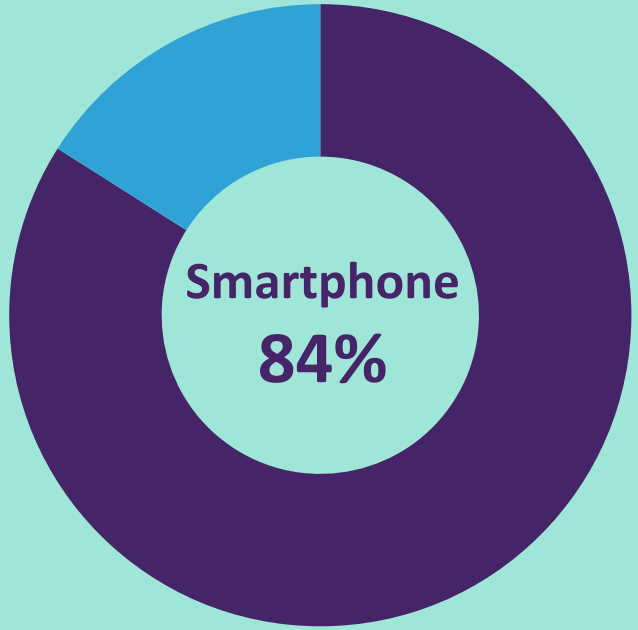
5

Conclusions from this chapter

Smartphones remain the most important device among the cohort surveyed. They are also the primary device used to access the internet, not only for social media and web browsing, but also for watching online video content.

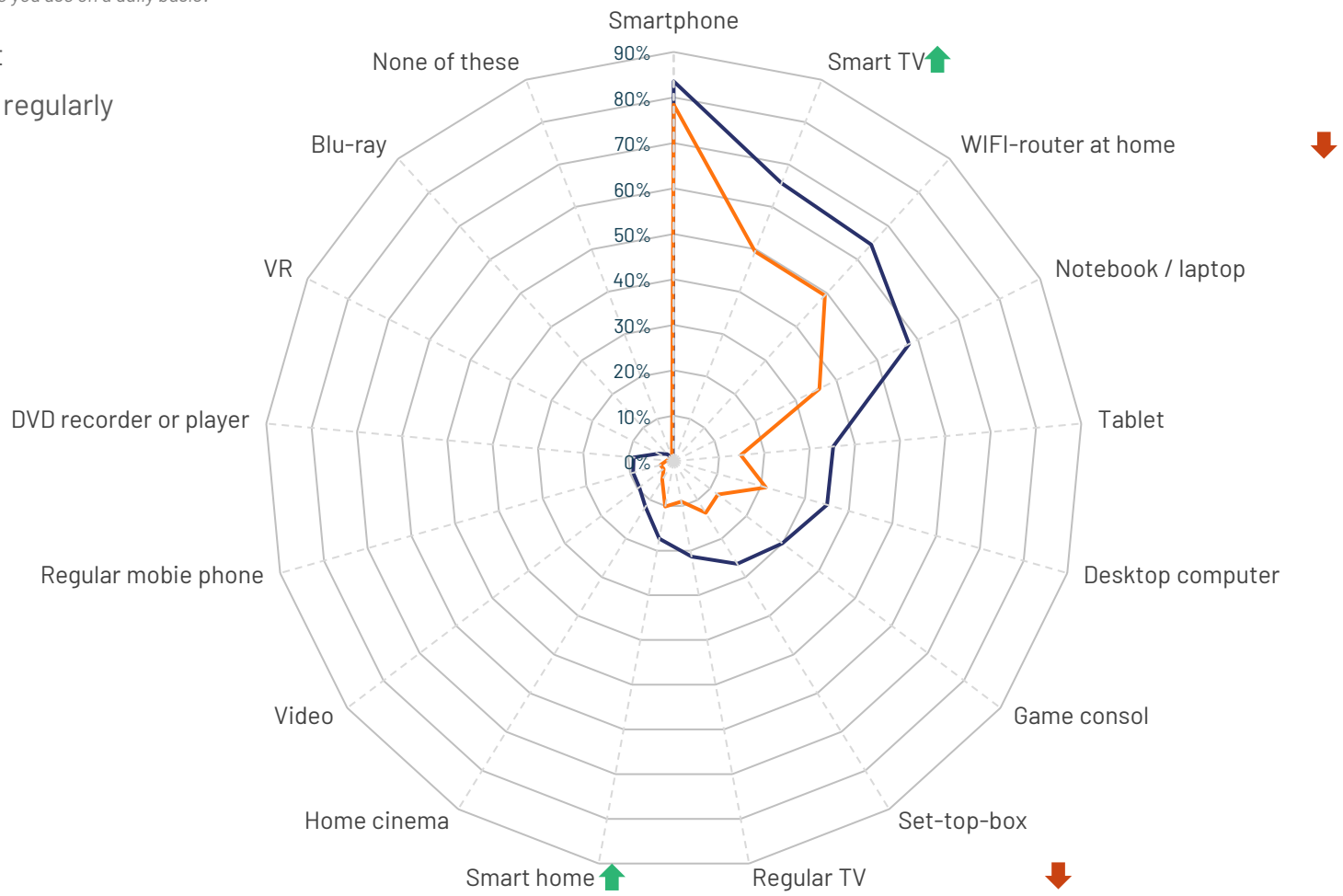
The decline in daily internet use on laptops continues. Laptops appear to be losing importance across several areas, including web browsing, messaging and social media. Their use for watching video content has also declined, although they remain firmly in third place as the primary device for this purpose, behind mobile phones and smart TVs.

Streaming films and watching TV online are clearly dominated by smart TVs.



Device usage

Which of these devices can you use on a daily basis?
And which one do you use on a daily basis?



The smartphone remains the most widely available and regularly used device across the cohort.

The decline in the availability and use of traditional devices appears to be continuing among 24–38-year-olds. Within this age group, traditional TV sets and basic mobile phones are most widely available among those still living with their parents.

Among smart devices, the adoption of smart home devices has increased significantly compared with three years ago. These devices are most common among respondents living with a partner and families with children, with ownership rates of 24% and 21%, respectively. Families with children also continue to be the subgroup with a higher rate of games console ownership (38% vs. 30% in the total sample).

Ownership of desktop computers and tablets remains stable. The gender differences in the ownership and use of desktop computers, laptops and tablets also persist. Desktop computers are more widespread among men, while laptops and notebooks (62%) and tablets (40%) are more common among women.

Base: Total sample 2026, N=1000

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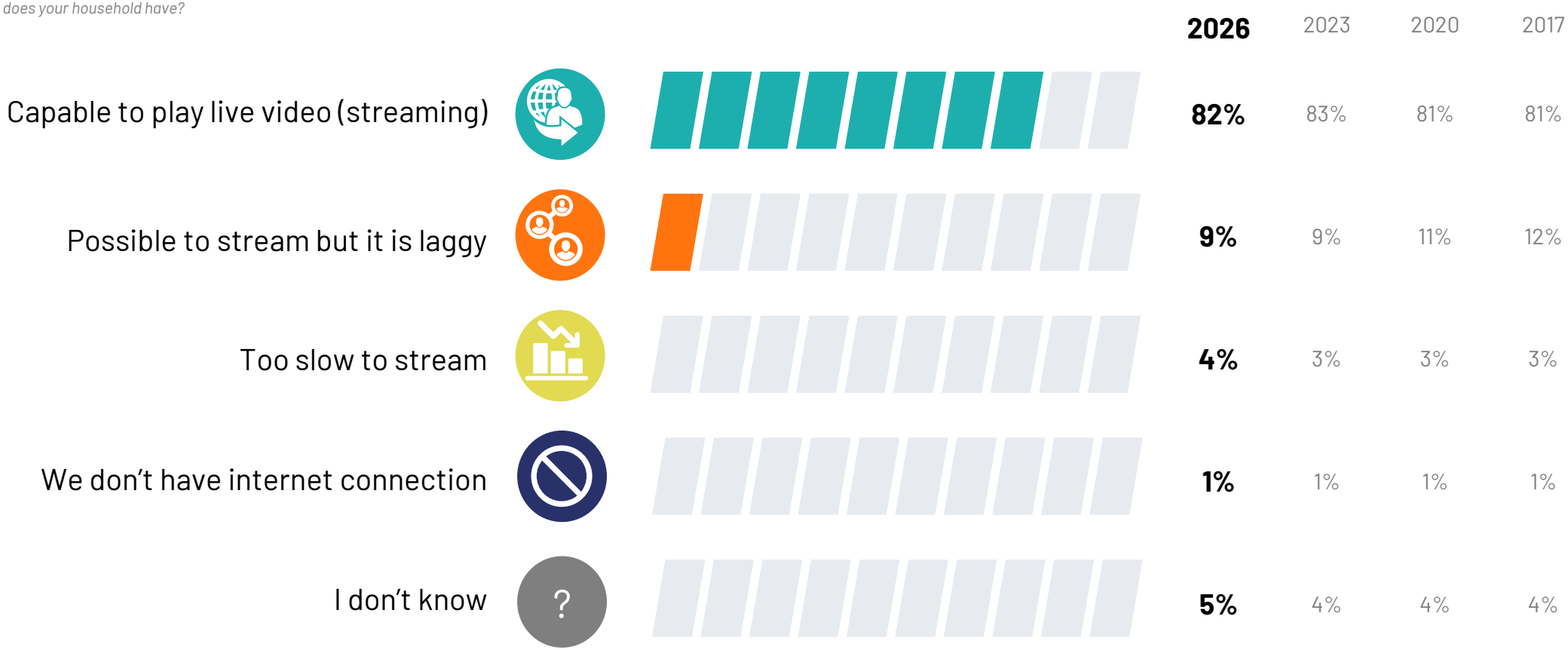
Internet connection

What internet connection does your household have?



Most respondents have access to a broadband internet connection capable of supporting live video streaming. Slower internet connections are more common among the younger age group. Access to an internet connection suitable for streaming is particularly widespread among financially well-off respondents (90%).

Base: Total sample, N=1000 / wave; 2017: N=1005

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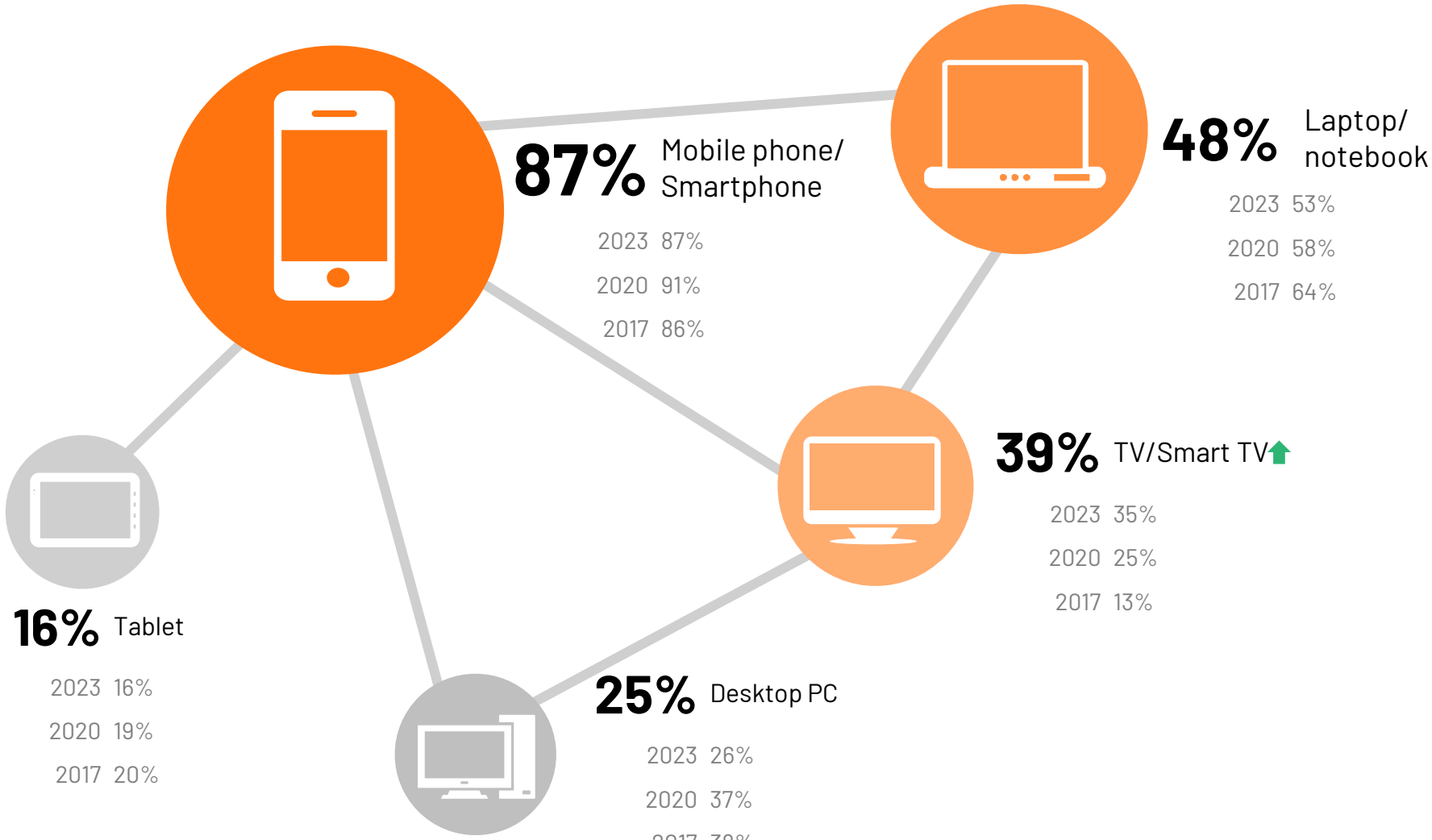
Internet usage

On which of these devices do you use internet in everyday life?



87% Mobile phone/ Smartphone

2023 87%
2020 91%
2017 86%

48% Laptop/ notebook

2023 53%
2020 58%
2017 64%

39% TV/Smart TV

2023 35%
2020 25%
2017 13%

25% Desktop PC

2023 26%
2020 37%
2017 38%

16% Tablet

2023 16%
2020 19%
2017 20%

The mobile phone remains the primary device used to access the internet. This figure is even higher among women, regardless of age group, and among those living with a partner (92% vs. 87% in the total sample).

Laptops and notebooks rank second, although their use for internet access continues to decline, extending the trend observed in previous years. The decline is particularly noticeable among 31–38-year-olds and women. However, laptops and notebooks remain particularly important for internet access among Budapest residents and respondents with a higher education degree (66% and 65%, respectively, vs. 48% in the total sample).

The role of smart TVs continues to grow. Among families with children, smart TVs now clearly rank as the second most commonly used device for internet access (47%), consistently ahead of laptops and notebooks (42%).

Base: Total sample, N=1000 / wave; 2017: N=1005

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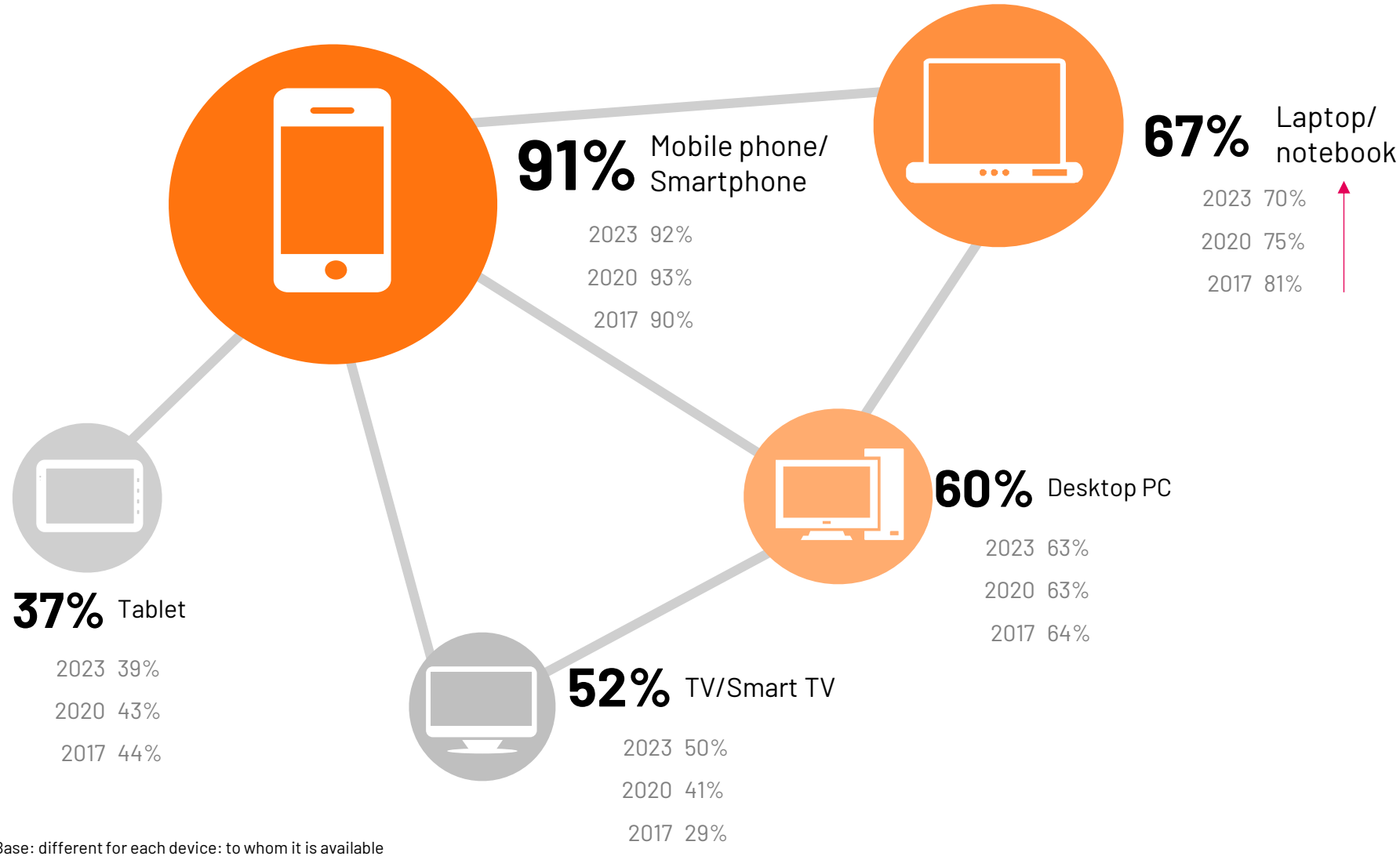
Internet usage– on available devices

On which of these devices do you use internet in everyday life?



In terms of device availability, laptops rank second despite the continuing decline.

Desktop computers remain ahead of smart TVs, although the gap is narrowing as smart TVs become more widespread.

Base: different for each device: to whom it is available

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Internet on mobile phone / smart phone

Percentages of daily usage

	GENDER	AGE	OWN KID	STANDARD OF LIFE
	Women	15-21/18-24/ 21-27 / 24-30	Parent	Good standard of life
2026	**92%**	**86%**	**88%**	**91%**
2023	90%	86%	89%	88%
2020	92%	91%	89%	92%
2017	90%	88%	89%	89%

	Men	22-29/25-32/ 28-35 / 31-38	Not a parent	Indigent
2026	**82%**	**87%**	**81%**	**84%**
2023	83%	87%	86%	86%
2020	90%	90%	91%	90%
2017	82%	84%	85%	83%

There has been no significant change in daily mobile internet use across demographic subgroups compared with three years ago.

Base: Internet users Men n=513/505/510/524; Women n=492/489/488/469; Younger n=422/427/430/399; Older n=583/567/568/594; Parent n=139/225/340/418; Not a parent n=866/768/658/575; Good standard of life n=433/441/324/321; Indigent n=553/535/657/651

Usage of internet

What do you use the Internet for on the following device:

	2017	2020	2023	**2026**	2017	2020	2023	**2026**	2017	2020	2023	**2026**	2017	2020	2023	**2026**	2017	2020	2023	**2026**
Browsing	23%	20%	12%	**15%**	93%	92%	84%	**86%**	95%	92%	82%	**77%**	82%	70%	65%	**62%**	88%	88%	88%	**86%**
Sending e-mails	9%	7%	4%	**7%**	75%	69%	66%	**69%**	84%	81%	73%	**74%**	53%	53%	40%	**37%**	71%	71%	74%	**69%** ↓
Social media	18%	9%	6%	**9%**	80%	70%	57%	**56%**	85%	72%	64%	**59%**	62%	52%	41%	**39%**	88%	86%	85%	**82%**
Message applications	12%	7%	4%	**5%**	45%	51%	37%	**38%**	54%	48%	43%	**37%**	46%	38%	36%	**22%** ↓	75%	78%	73%	**69%**
Listening to music (streaming)	33%	38%	38%	**32%**	61%	57%	48%	**51%**	60%	55%	47%	**40%** ↓	38%	45%	32%	**27%**	44%	60%	56%	**55%**
Download movie or series (torrent)	20%	14%	10%	**14%**	53%	53%	43%	**33%** ↓	60%	48%	28%	**30%**	19%	25%	21%	**17%**	9%	12%	8%	**11%**
Watching films and videos (streaming)	77%	79%	76%	**72%**	59%	66%	38%	**37%**	65%	67%	48%	**40%**	47%	55%	49%	**45%**	31%	46%	31%	**32%**
Online TV	44%	54%	45%	**49%**	28%	30%	24%	**27%**	32%	30%	24%	**24%** ↓	18%	33%	25%	**20%**	11%	14%	15%	**17%**
Online games	8%	8%	4%	**6%**	45%	46%	37%	**41%**	26%	28%	22%	**13%**	24%	22%	22%	**20%**	15%	20%	19%	**19%**

The laptop is losing importance across several areas of use, with declines in web browsing, social media use, messaging, music streaming and online gaming. While web browsing remains its primary function, the laptop is also used extensively for email. Email use on mobile phones appears to have declined over the past three years, along with social media use. However, the mobile phone remains the primary device for accessing social media.
Streaming films and watching TV online are clearly dominated by the smart TV. Tablets continue to be used primarily for web browsing and video streaming.

Base: Internet users: Male n=513/505/510, Female n=492/489/488; Younger n=422/427/430, Older n=583/567/568; Parent n=139/225/340, Not a parent=866/768/658; Good standard of life n=433/441/324, Indigent n=553/535/657

Consuming video content online

How often do you consume longer video content (at least 15 minutes) on the internet? Please do not include online content shorter than 15 minutes.(The 15-minute item in the question was only added this year)
And how often do you consume Hungarian TV content online?

		DAILY	WEEKLY	LESS THAN THAT
15+ minutes long video content	**2026**	**51%**	**37%**	**12%**
	2023	52%	36%	11%
	2020	35%	41%	24%
	2017	31%	42%	27%
Hungarian TV content	**2026**	**30%**	**40%**	**30%** ↓
	2023	26%	37%	38%
	2020	24%	35%	42%
	2017	21%	39%	40%

Half of 24–38-year-olds watch longer-form video content online every day. This proportion has remained stable as the cohort get older, with no significant differences by age group, gender, place of residence or other demographic characteristics.

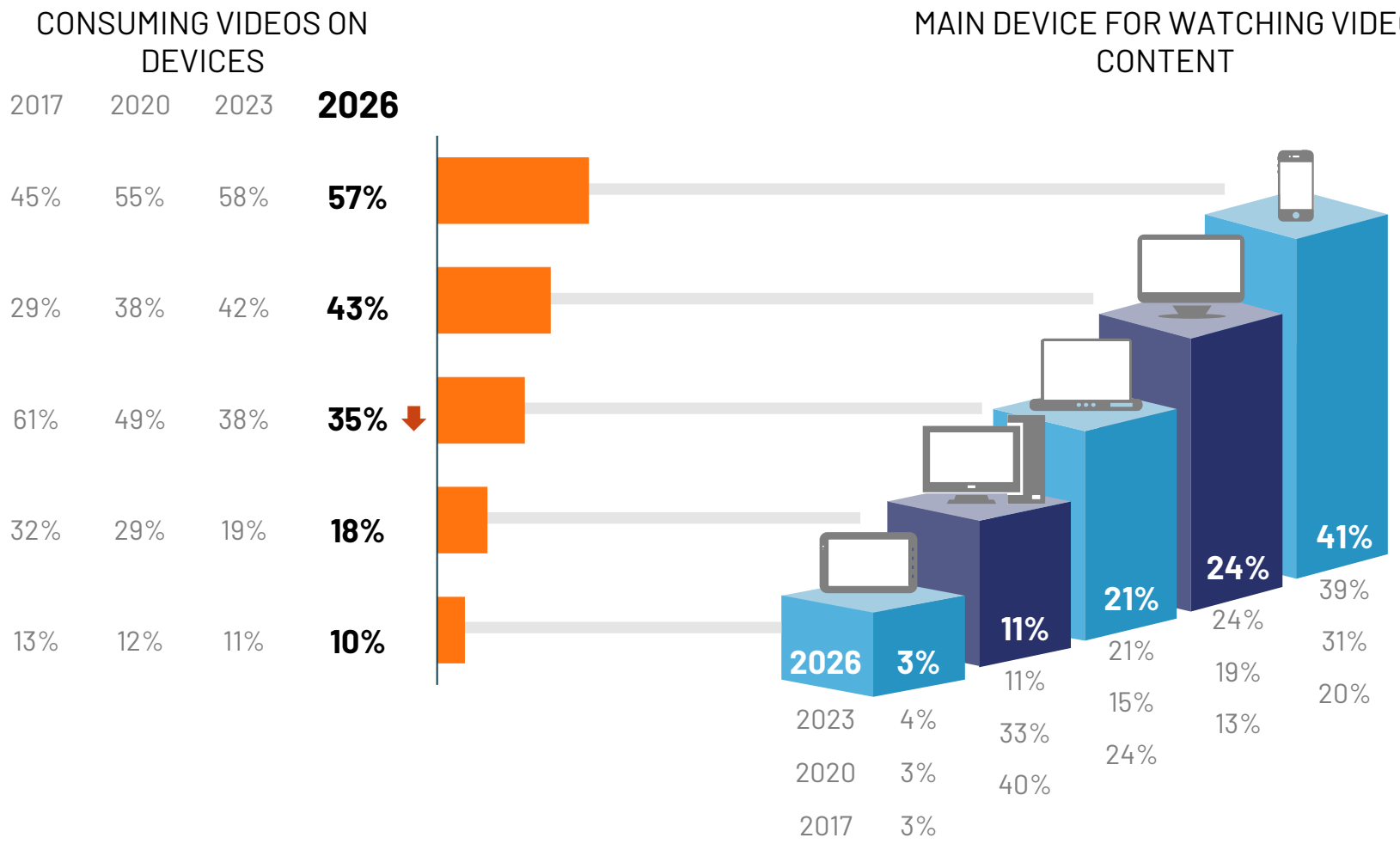
In contrast, online viewing of Hungarian TV content has shifted from less frequent to more frequent consumption. This increase is particularly noticeable among certain demographic subgroups: men, urban residents, those with a vocational secondary education, and parents watch Hungarian TV content online somewhat more frequently.

Base: The ones who watch online video content AND online TV content 2017: n=775 AND 339; 2020: N=816 AND 391; 2023: N=721 AND 351; 2026: N=684 AND 346

Significantly higher / lower than in the previous wave

Devices used to watch video content

Which of these devices do you use for watching videos?
Which of these devices do you use the most for watching videos?



Device preferences for watching video content have remained stable.

Mobile phones remain the most popular device for watching video content and are even more likely to be considered the primary device among families with children (48%).

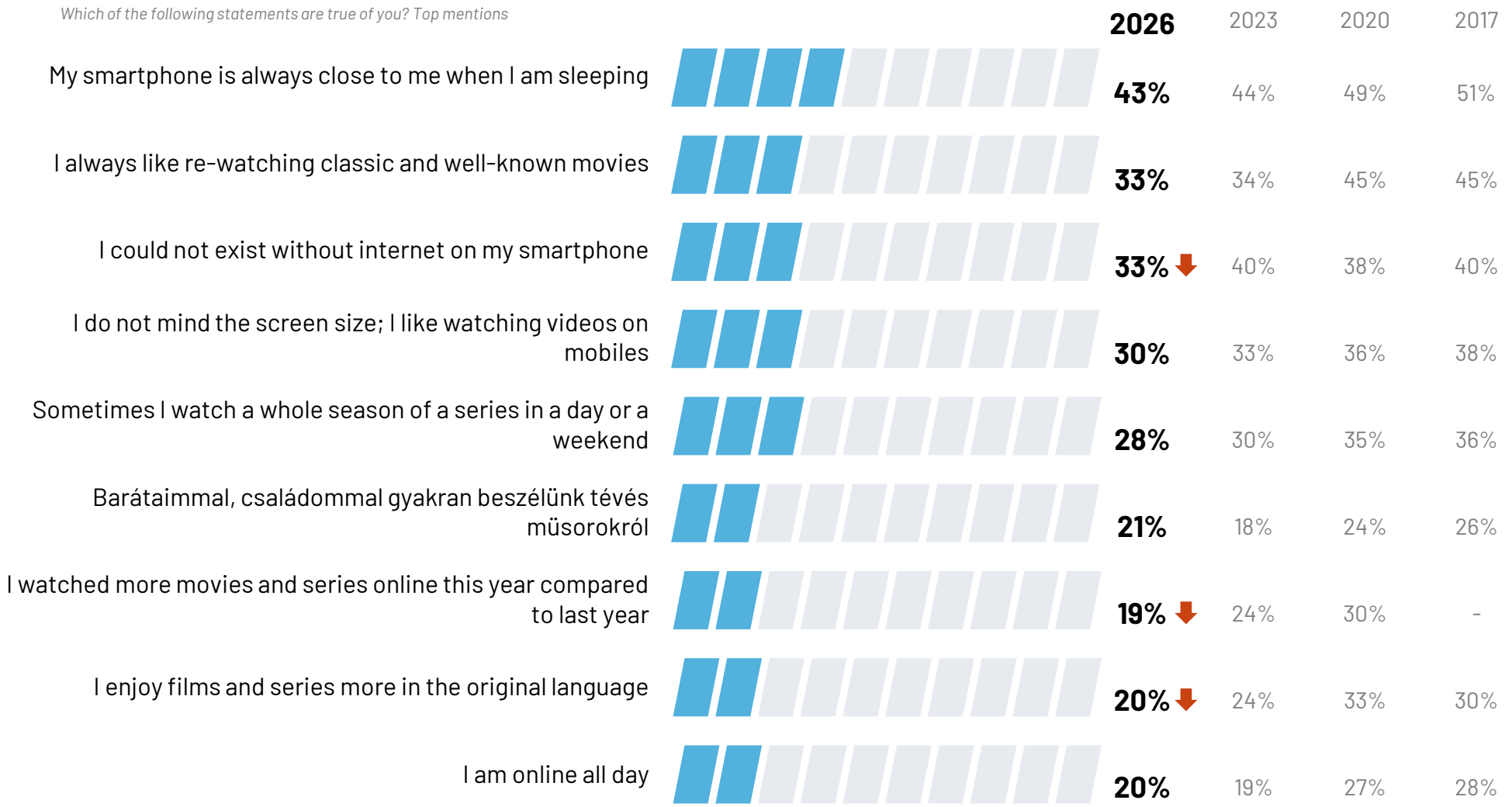
Of all devices, only laptops and notebooks have seen a decline in video viewing, although their position as the primary device has remained stable. Laptops continue to be a particularly common primary device among Budapest residents (32%), respondents with a higher education degree (28%), those currently in education (42%), and those living with their parents or siblings (30%).

Among respondents living with a partner but no children, smart TVs rank a closer second to smartphones (34%) than in the cohort overall.

Base: Total sample AND video content consumers 2017: n=1005 AND 996; 2020: n=1000 AND 995; 2023: n=1000 AND 990; 2026: n=1000 AND 988

Attitudes towards media consumption

Which of the following statements are true of you? Top mentions



The ranking of attitudes towards media consumption has remained largely unchanged.
Keeping a smartphone within reach while sleeping remains common.
As the cohort has aged, respondents, regardless of age group or gender, feel they could more easily manage without internet access on their mobile phones, while screen size has become more important when watching video content.
Binge-watching remains common among a substantial proportion of the cohort (28%), particularly among those living with a partner but no children (36%).
The preference for watching films in their original language has declined slightly.

Base: Total sample, N=1000 / wave; 2017: N=1005

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Significantly higher / lower than in the previous wave

Attitudes towards media consumption

Which of the following statements are true of you? Bottom mentions



	2026	2023	2020	2017
I often watch a show only because other members of my household like it	15%	13%	16%	18%
There are events (e.g. football EC final or big TV shows) that I watch with a bigger company	15%	14%	19%	24%
If I'm interested in a new movie or series, I'll download it from a torrent right away	12%	13%	22%	32%
I watched more TV (TV broadcast) this year compared to last year	11%	11%	22%	0%
I often watch new movies in the cinema, I don't have the patience to wait for the TV premiere	10% ↓	13%	21%	25%
I find the streaming subscription unnecessary because I get everything from a good TV package	6%	4%	-	-
Watching TV is an old-fashioned habit, it is awkward in my environment	5% ↓	8%	9%	7%
Whatever is not on Facebook, does not exist	5%	4%	4%	5%
I feel guilty about using torrent and downloading content illegally	4%	3%	4%	5%

Base: Total sample, N=1000 / wave; 2017: N=1005

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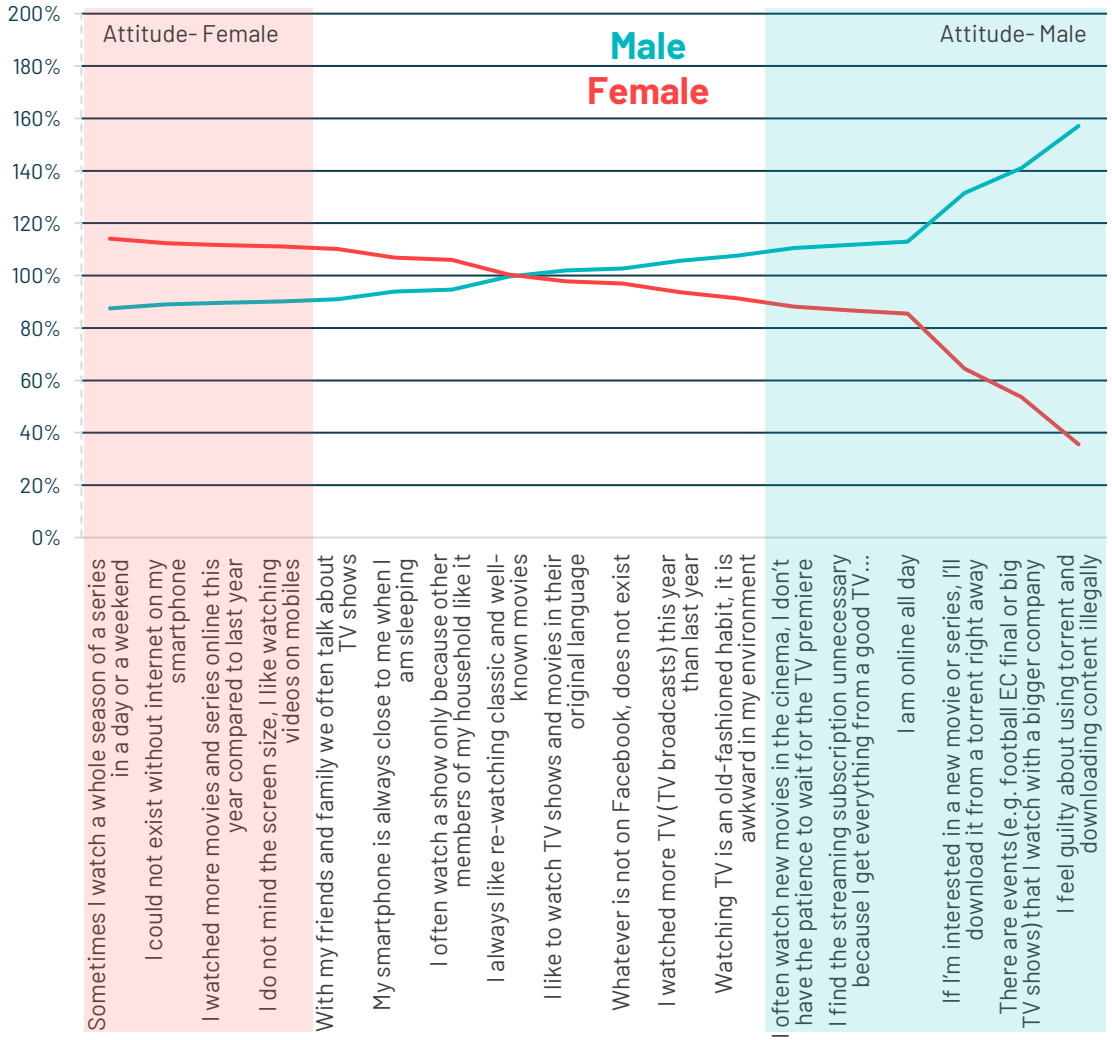
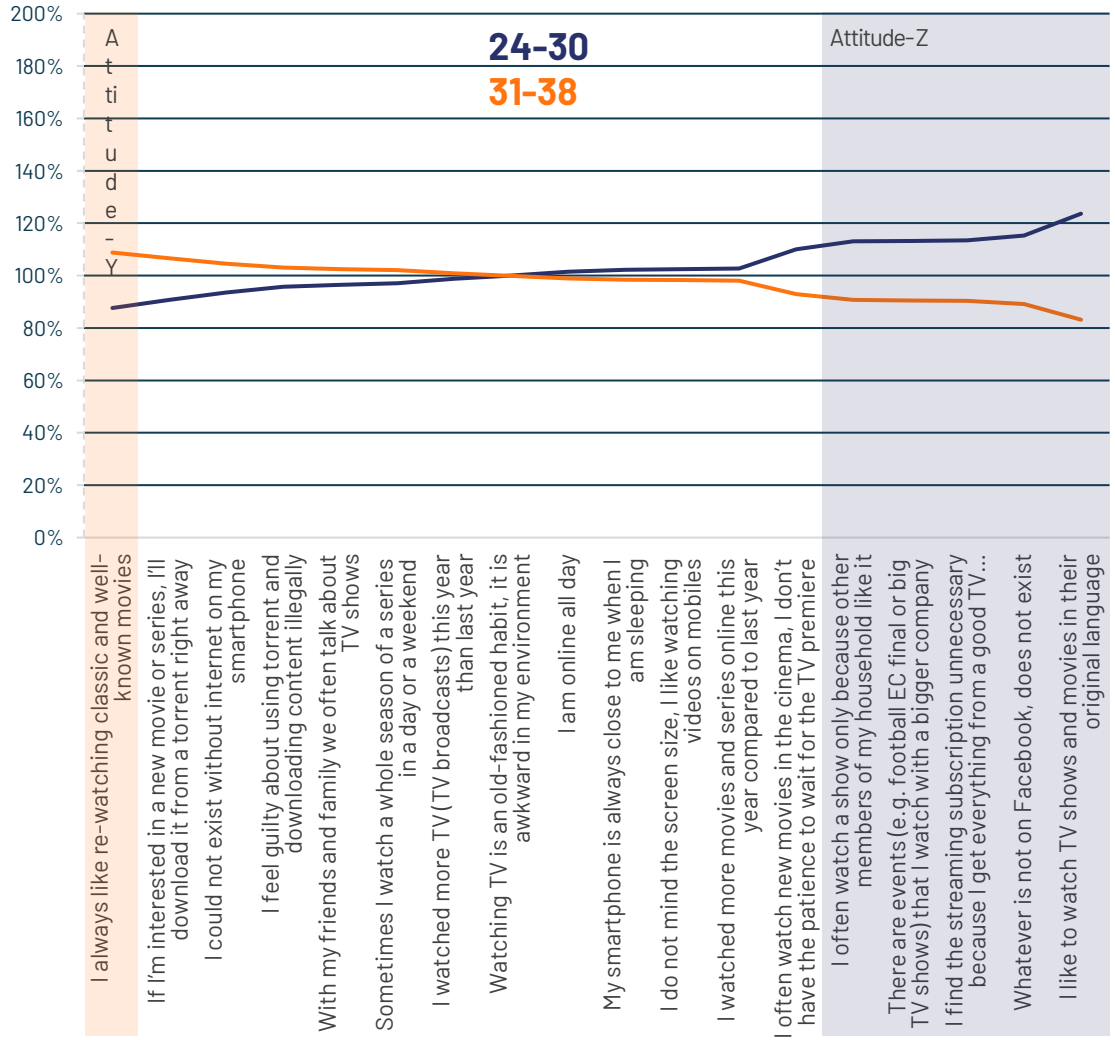
↑↓ Significantly higher / lower than in the previous wave

Affinity indicators: age and gender





Base:: 2026 Male, n=530; Female, n=470; 24-30 years, n=416; 31-38 years, n=584

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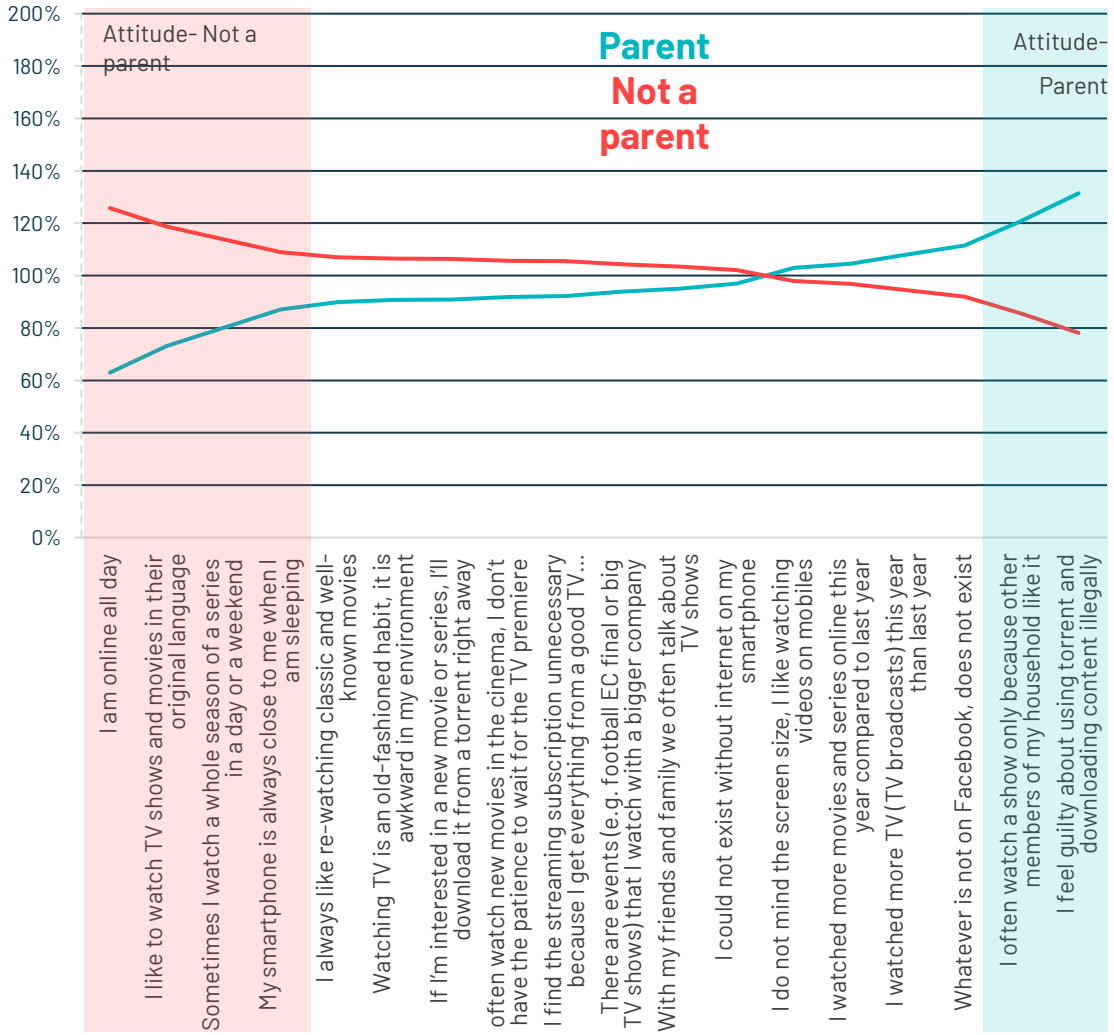
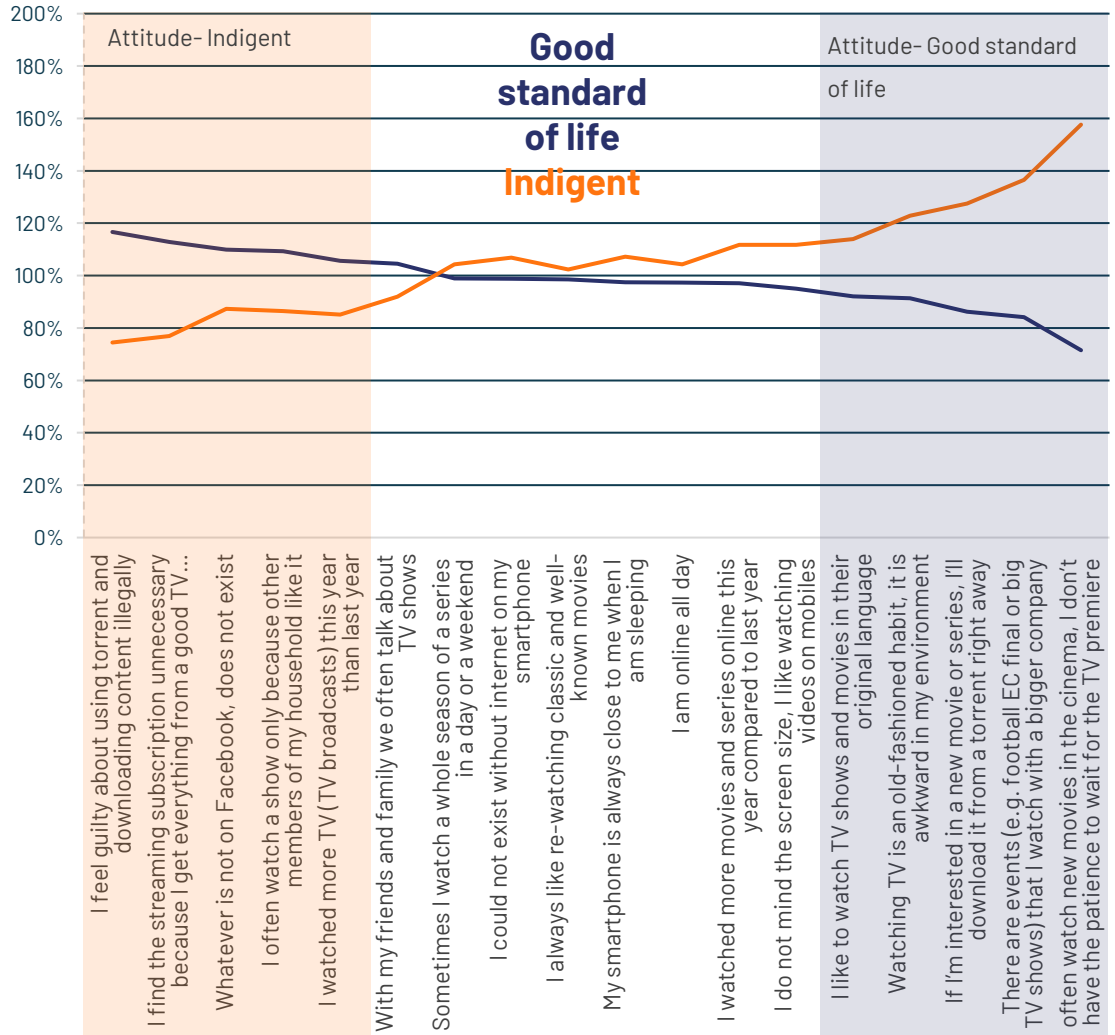
Affinity indicators: parenthood and standard of life

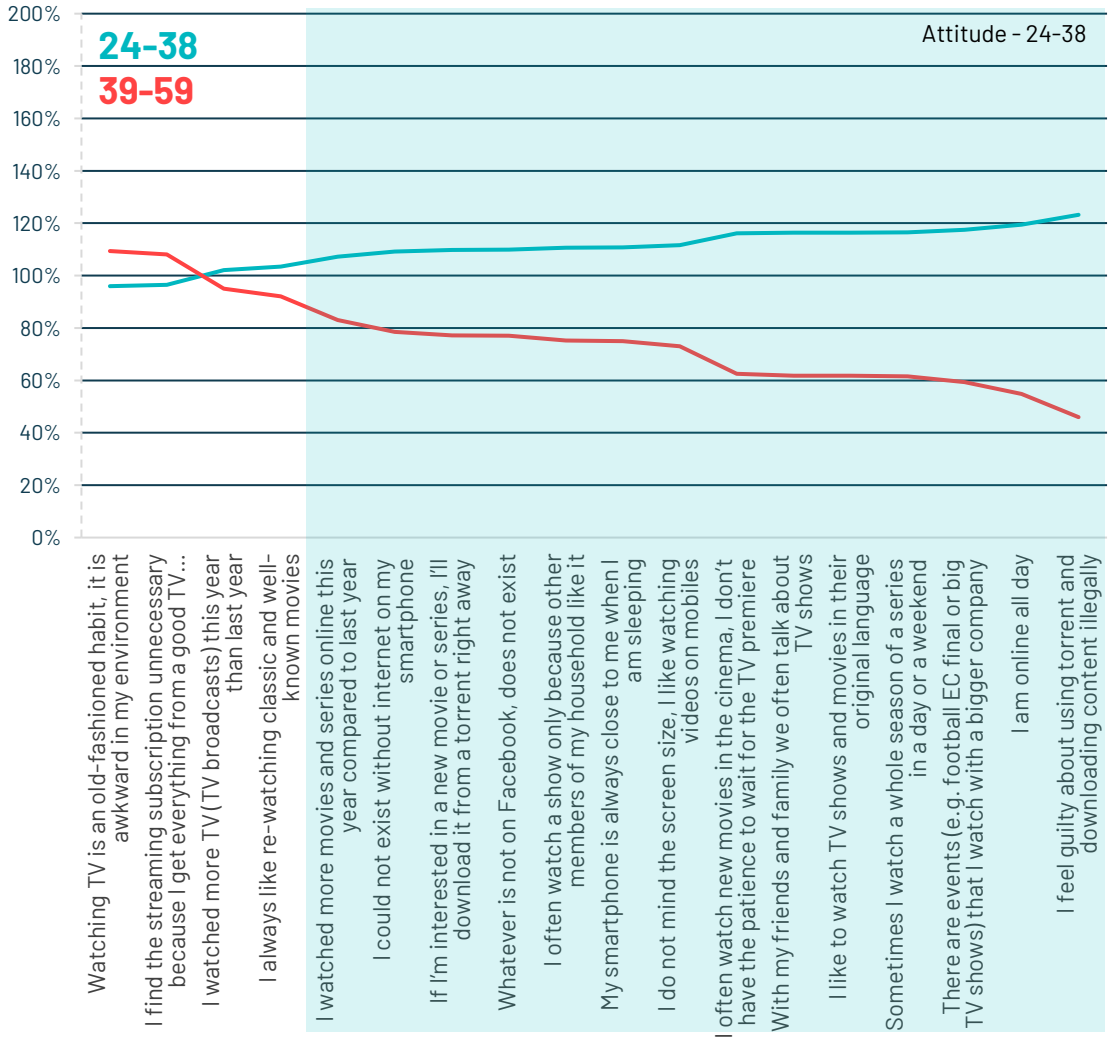


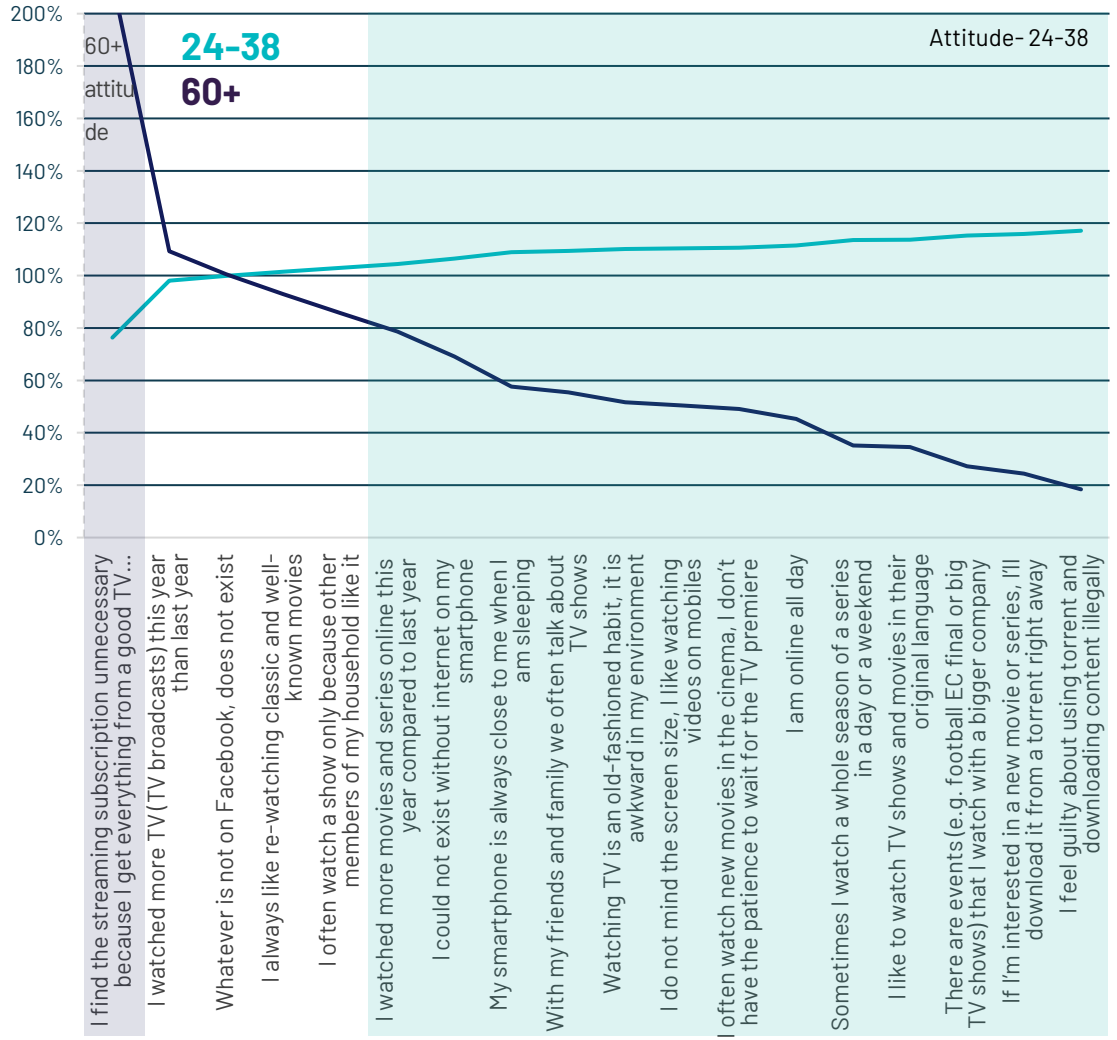


Base: 2026 Parent, n=410; Not a parent, n=590; Good standard of life, n=337; Indigent, n=642

Omnibus data

Affinity indicators: study cohort vs. older people





Base: 2026 24-38 years, N=1000; 36-59 years, n=430; 60+ years, n=210

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TV SUBSCRIPTION

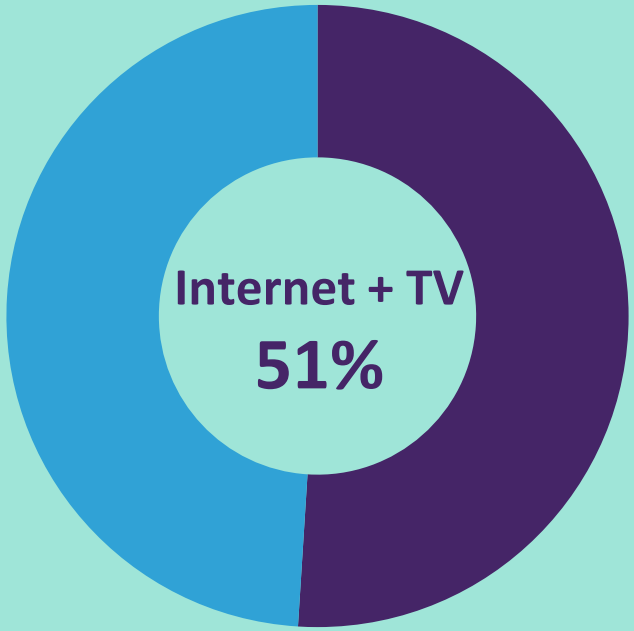
6

Conclusions from this chapter

A substantial majority of the cohort surveyed, two-thirds, have a subscription package that includes both TV and internet, unchanged from the previous wave.

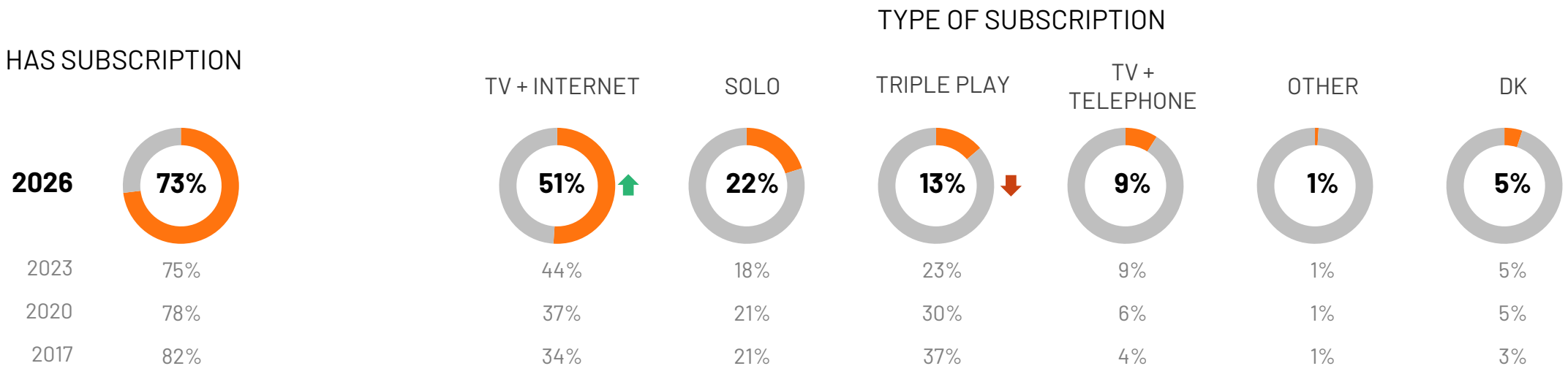
There has been a shift away from triple-play packages, which combine three services, while TV and internet bundles continue to grow in popularity.

SVOD services also remain popular, with nearly two-thirds of 24–38-year-olds having a subscription.



Types of TV subscriptions

Does your household pay a monthly fee for the service?
Does your TV subscription inculde other services apart from TV?



Most people in the age group surveyed continue to have a monthly paid TV subscription, with a package that also includes internet access remaining the most common option. The popularity of TV and internet bundles has increased further, at the expense of triple-play packages. Overall, subscribing to a fixed-line telephone service alongside TV and internet is becoming less common within the cohort.

Base: Total sample, N=1000 / wave; 2017: N=1005; whoever has a TV subscription, 2017/2020/2023/2026 n=823/778/748/729

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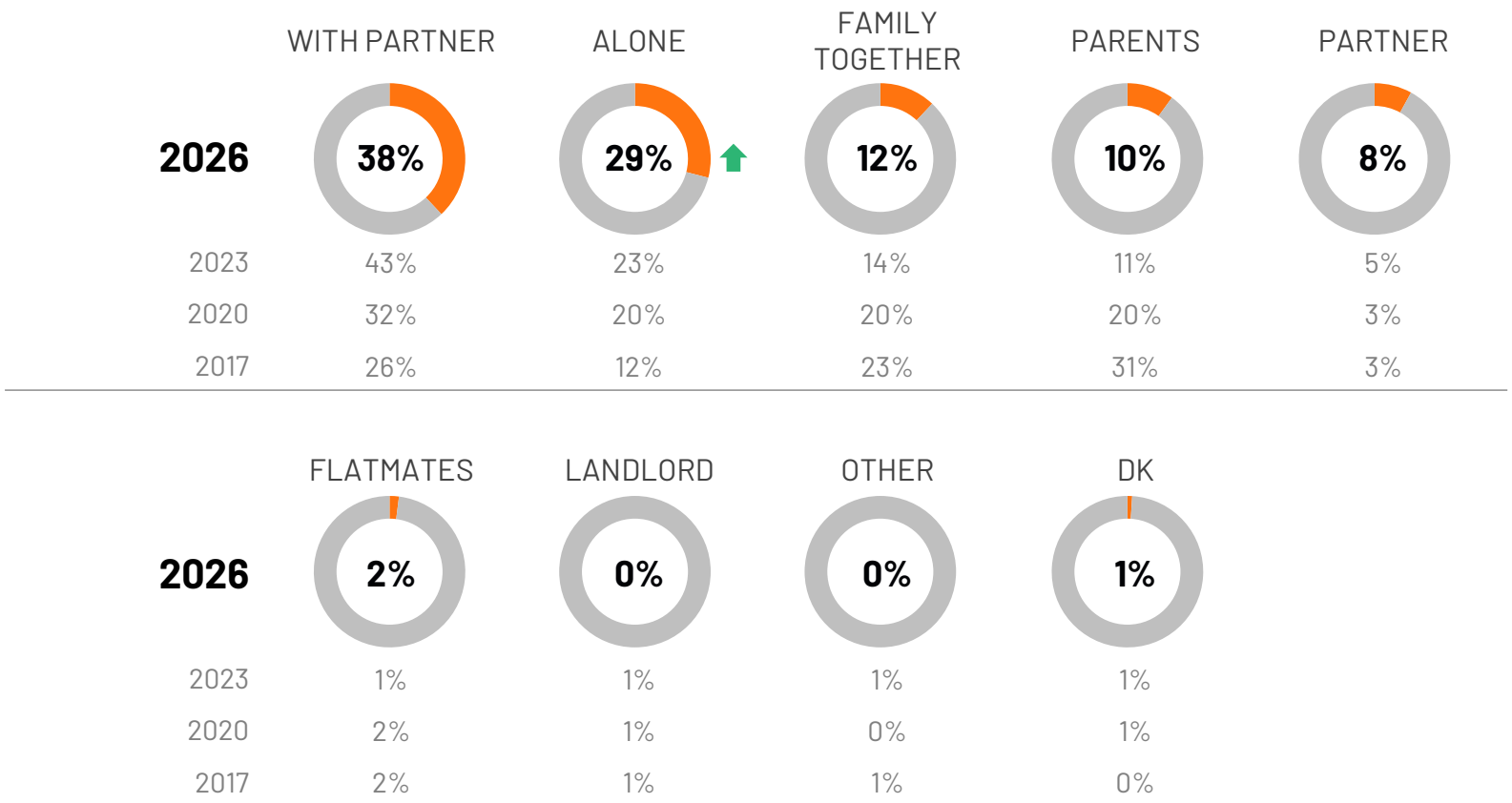
Significantly higher / lower than in the previous wave

Decision-makers

Who decides about TV subscriptions in your household?



Most 24–38-year-olds make decisions about their TV subscription jointly with their partner. The proportion making the decision on their own has also increased compared with three years ago.

Nearly half of women (46%) make the decision jointly with their partner, while men are more likely to decide on their own (38%).

Among 24–30-year-olds, parents are still more likely to make the decision about the TV subscription (16%).

Base: whoever has a TV subscription, 2017/2020/2023/2026 n=823/778/748/729

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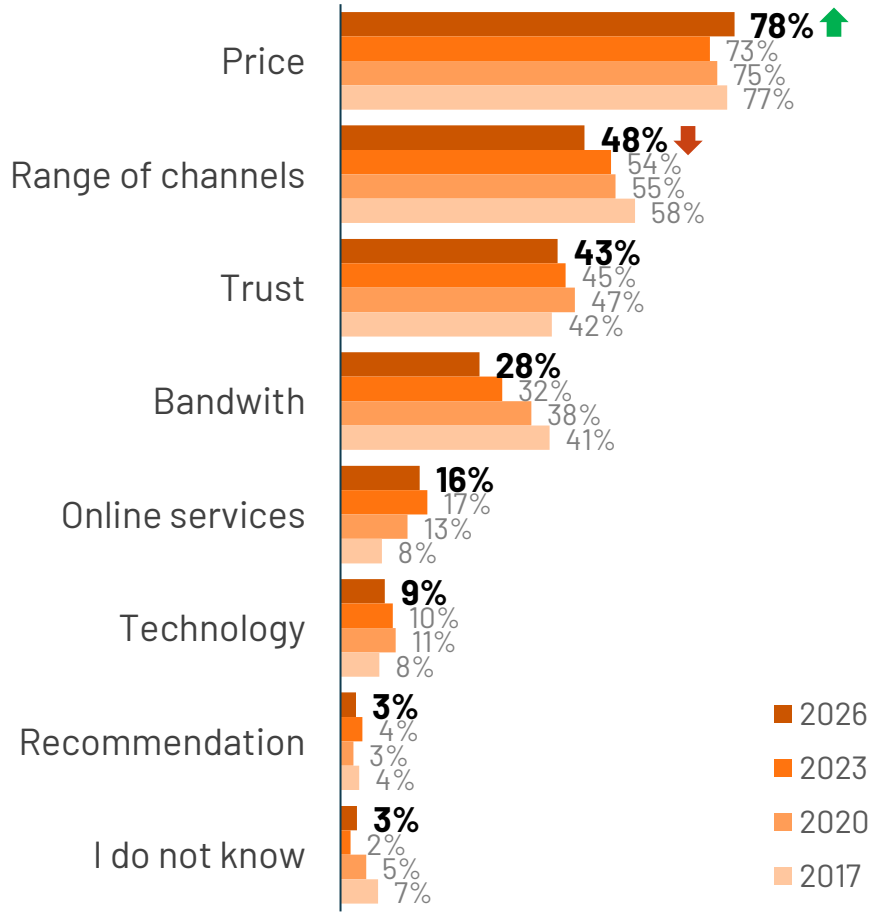
Significantly higher / lower than in the previous wave

Aspects of the decision

What are the most important aspects of choosing subscription?



A competitive price is by far the most important factor when choosing a subscription, and its importance has increased further. This factor has become even more prominent among women and urban residents (83% and 82%, respectively, vs. 78% in the total sample).

The range of channels included in the package has declined in importance overall but remains the second most important factor. The decline is more pronounced among older respondents, women and families with children.

Men (14%) and Budapest residents (19%) are still more likely to consider technological factors.

Base: whoever has a TV subscription , 2017/2020/2023/2026 n=823/778/748/729

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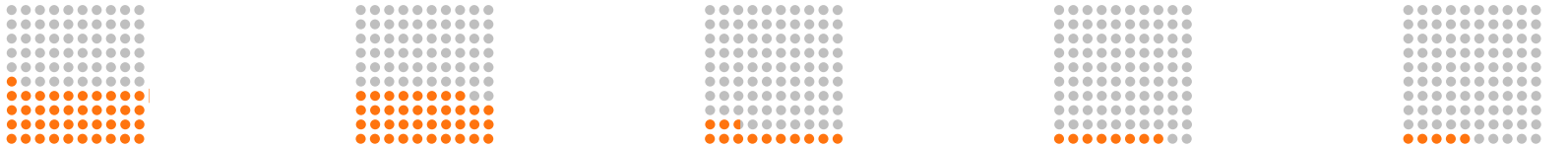
Reasons for not subscribing



	We consume free content online	I do not watch TV content	We have free reception	Other	I do not know
2026	**41%**	**38%**	**13%**	**8%**	**5%**
2023	43%	37%	12%	11%	2%
2020	47%	23%	22%	10%	5%
2017	43%	18%	33%	10%	8%

As in the previous wave, free TV content available online remains the main alternative to a TV subscription for most respondents. Another notable finding is that more than one-third of this age group do not watch TV content at all.

Free-to-air TV services are more popular among respondents with lower levels of education (41% vs. 13% in the total sample).

Base: whoever does not have a TV subscription , 2017/2020/2023/2026 n=148/193/231/247

SVOD subscription

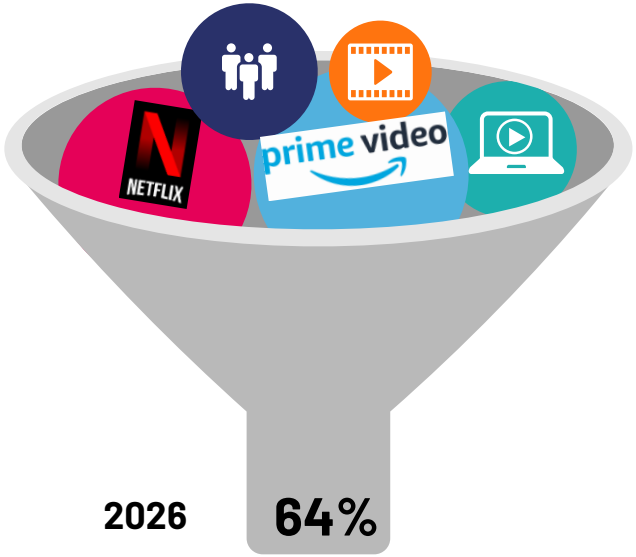
Does your household pay for online video service, for example Netflix or Amazon Prime?

A substantial majority of households in the age group surveyed, nearly two-thirds, continue to subscribe to at least one online video service.

While these services were previously more common among respondents with higher levels of education, those with a vocational secondary education have now caught up.

SVOD subscription rates are also higher among those who watch TV-like online content daily (74%), as well as among those living with a partner but no children (75%).

Even among households without a TV subscription, half subscribe to at least one online video service.



2026	**64%**
2023	61%
2020	38%
2017	8%

Bázis: Total sample, N=1000 / wave; 2017: N=1005

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TV CONTENT

7

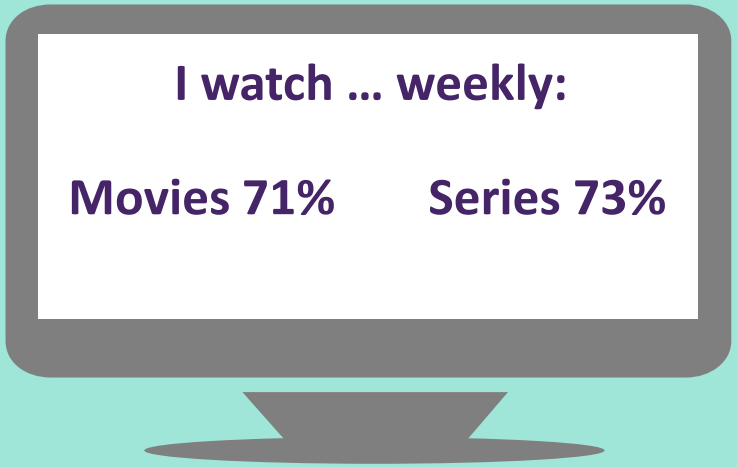
Conclusions from this chapter

TV series and movies remain highly popular among the cohort surveyed, with more than 70% watching a movie or TV series at least once a week. Compared with three years ago, differences by gender and age have become more pronounced.

Women prefer TV series, while men tend to favour movies. TV series are more popular than movies among younger respondents, while older respondents show an equal preference for both genres.

Streaming remains widespread for both movies and TV series. For TV series, the use of subscription-based streaming services has increased at the expense of free video platforms.

Using the internet while watching TV is common among four out of five young respondents. Mobile phones are the primary device used for this purpose, with social media and web browsing remaining the most common online activities while watching TV.

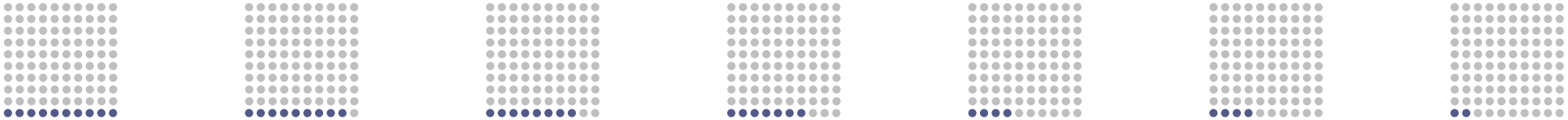


Genre preferences

Which of these genres do you prefer? Choose max. three.



	Series	Movie	Documentary	Sport	Animation for kids	Animation for adults	Music videos	Főzős / gasztronómiai
2026	**59%**	**53%**	**19%**	**19%**	**18%**	**11%**	**12%**	**11%** ↓
2023	60%	54%	21%	18%	17%	12%	13%	16%
2020	60%	60%	20%	21%	13%	12%	16%	17%
2017	50%	54%	24%	19%	10%	12%	13%	18%



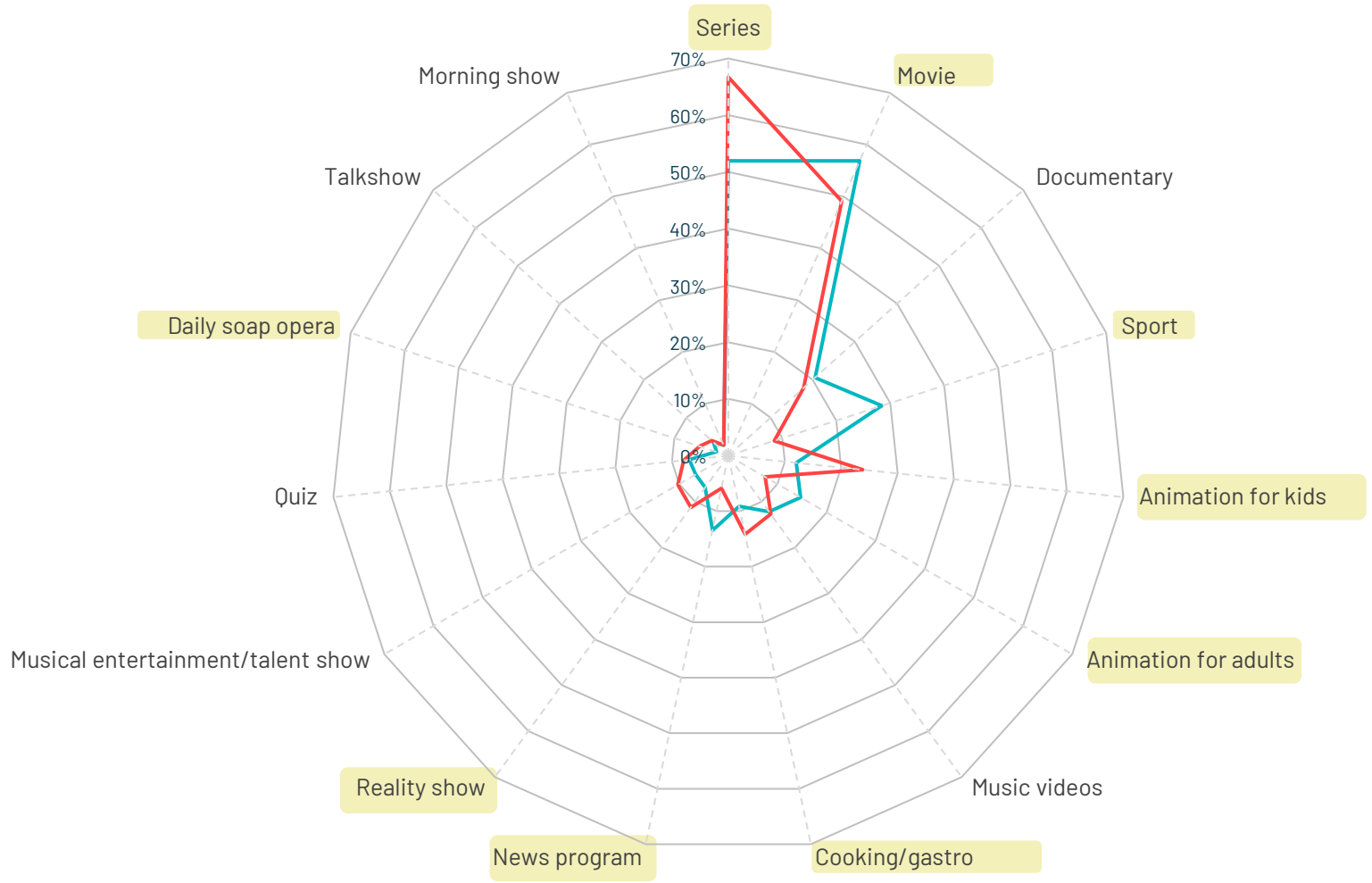
	News program	Reality show	Musical enteratinment/talent show	Quiz	Daily soap opera	Talkshow	Morning show
2026	**10%**	**9%**	**8%**	**7%**	**4%**	**4%**	**2%**
2023	9%	7%	10%	6%	3%	3%	4%
2020	9%	6%	12%	8%	3%	4%	2%
2017	12%	9%	15%	17%	3%	0%	3%

Base: Total sample, N=1000 / wave; 2017: N=1005

↑↓ Significantly higher / lower than in the previous wave

Genre preferences for men and women

Men
Women



In line with previous waves, TV series and movies are by far the most popular genres among the cohort surveyed. TV series appeal more to women, while movies are more popular among men.

As expected, the genres preferred by men include sports, adult animation and news programmes.

After TV series and movies, and by a considerable margin, women are most interested in children's cartoons (which they presumably watched together with children), followed by food and cooking programmes.

Base: 2026 Men, n=530; Women, n=470

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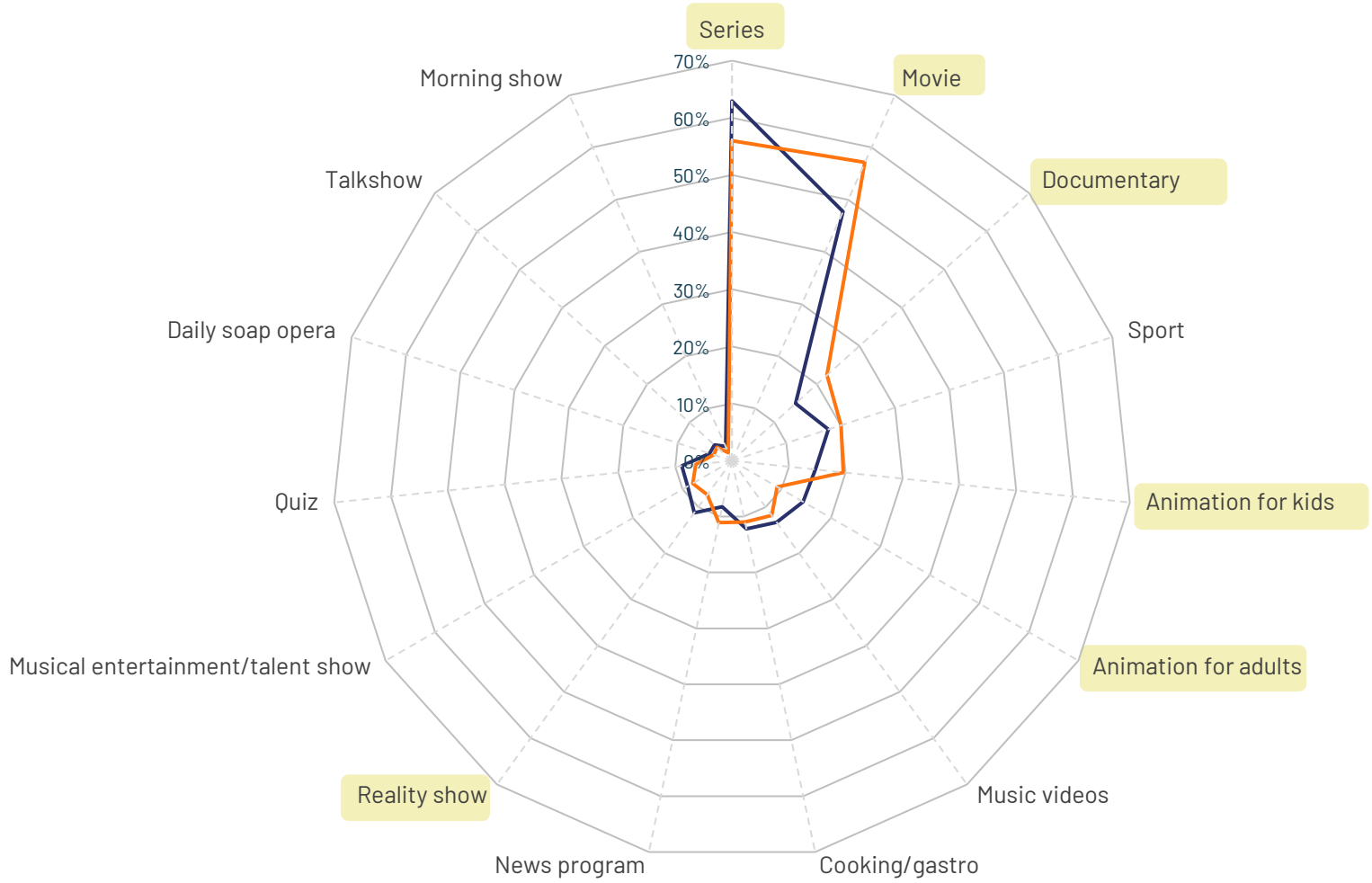
Genre preferences for age groups

24-30
31-38



There are relatively few significant differences between the two age groups. Older respondents show an equal preference for TV series and movies, while younger respondents prefer TV series over movies.

Documentaries appeal more to older respondents, while adult animation is more popular among younger viewers.

Base: 2026 24-30 years, n=400; 31-38 years, n=600

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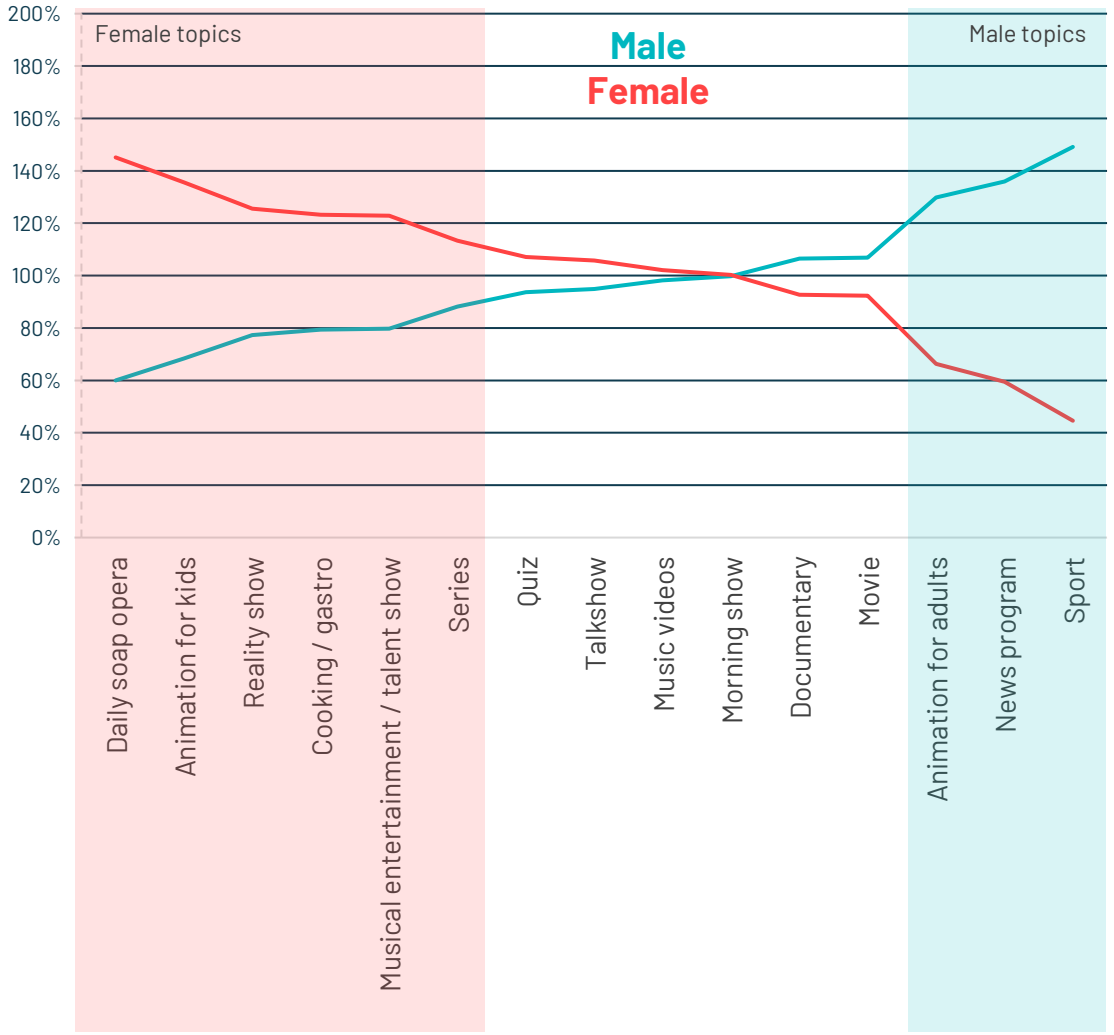
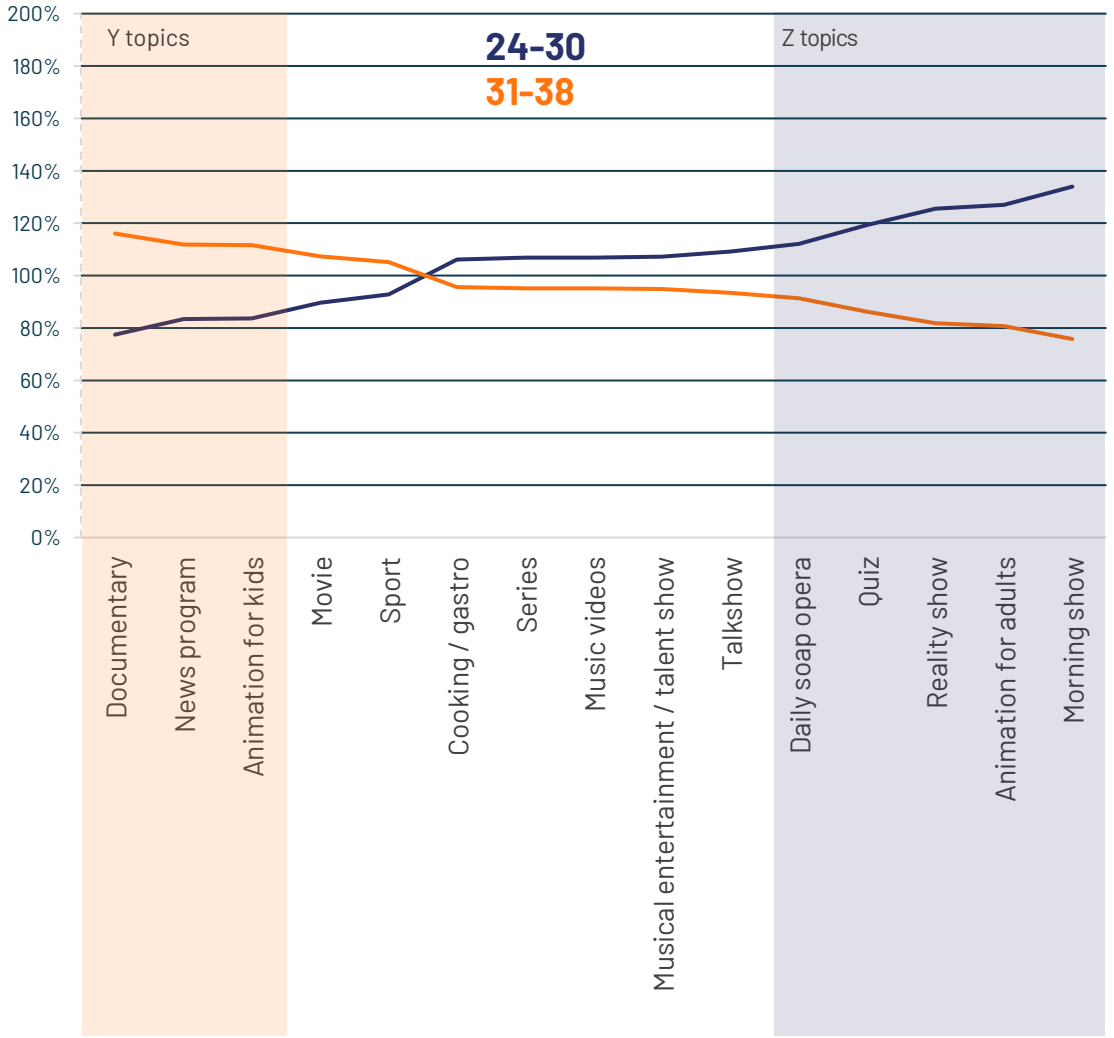
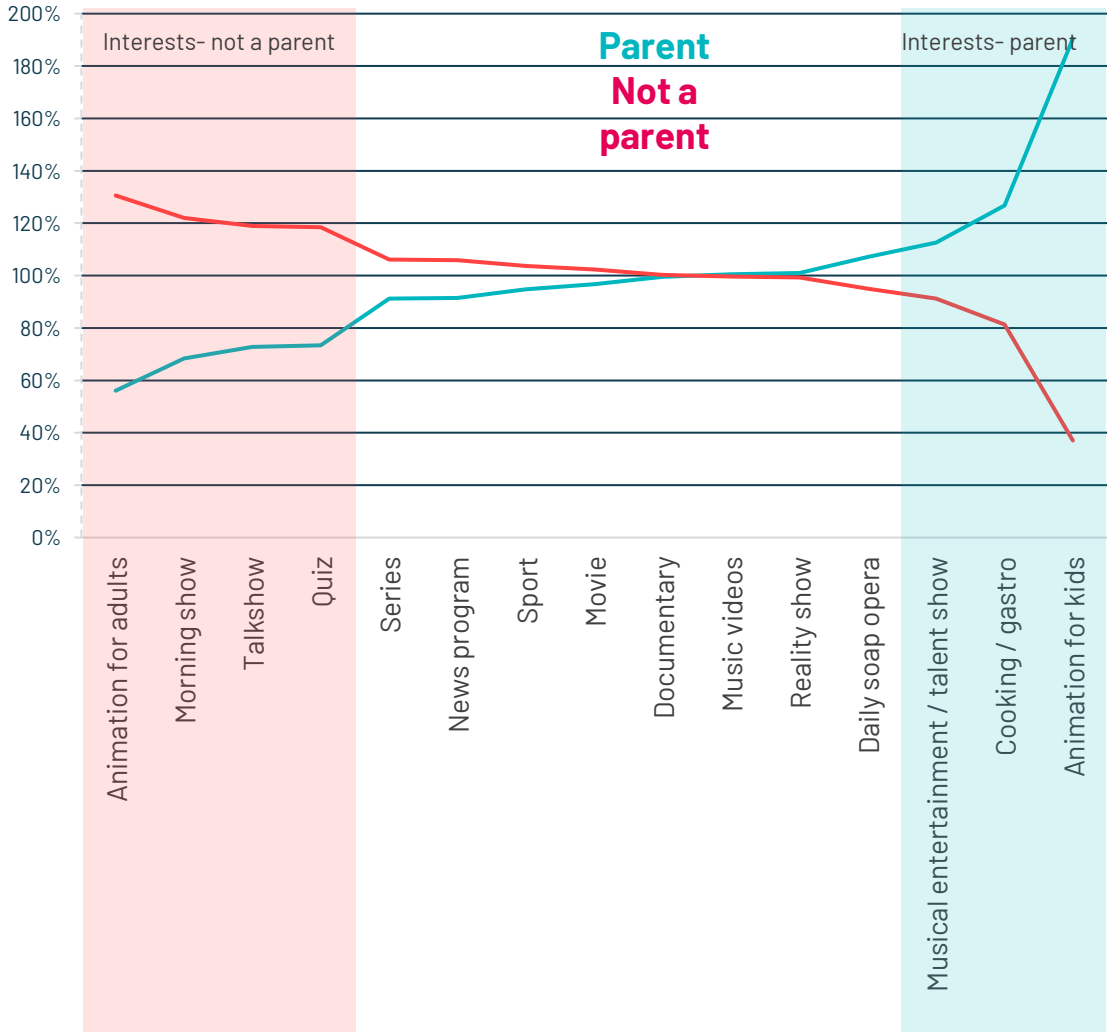
Affinity indicators: gender and age

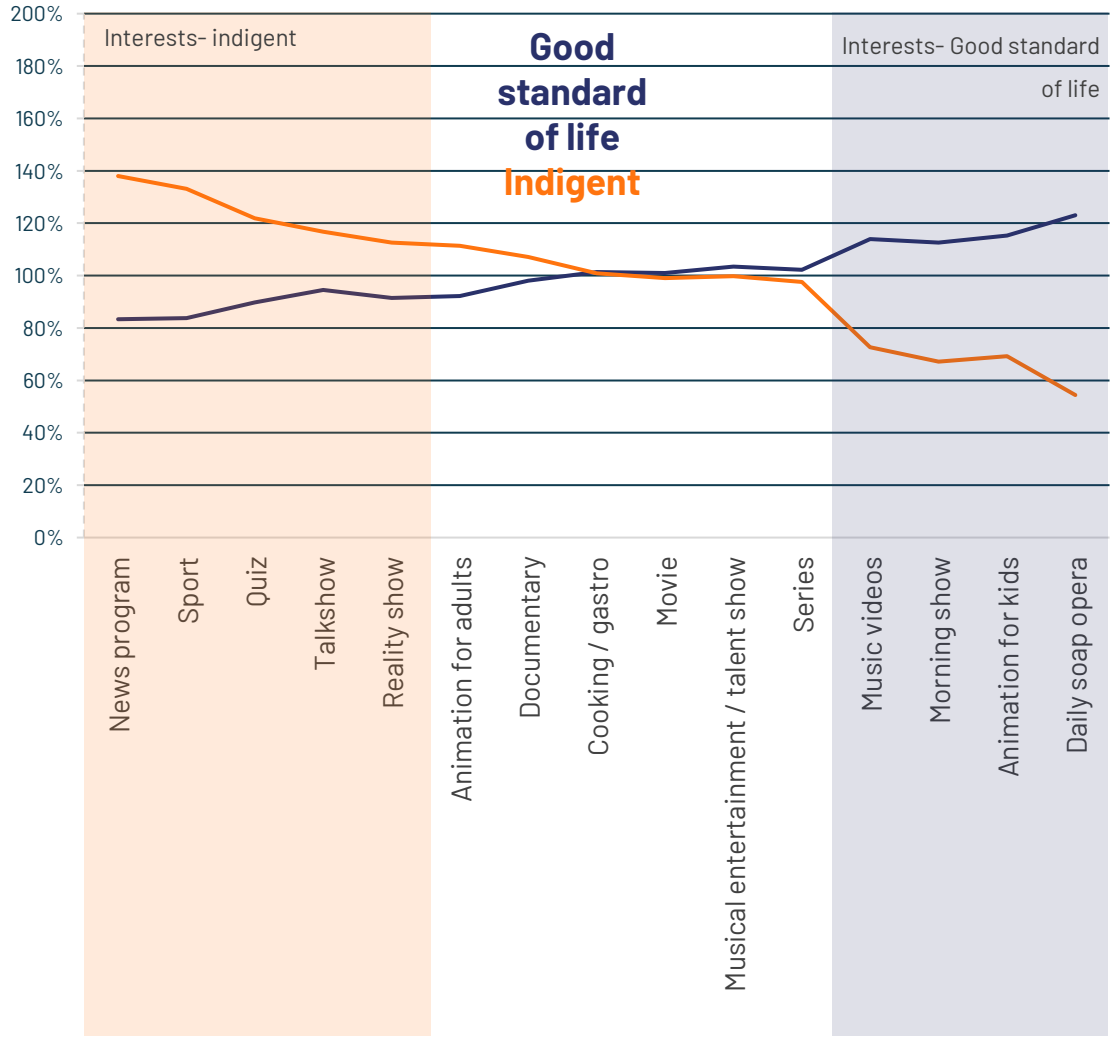




Base: 2026 Male, n=530; Female, n=470; 24-30 years, n=416; 31-38 years, n=584

Affinity indicators: parenthood and standard of life

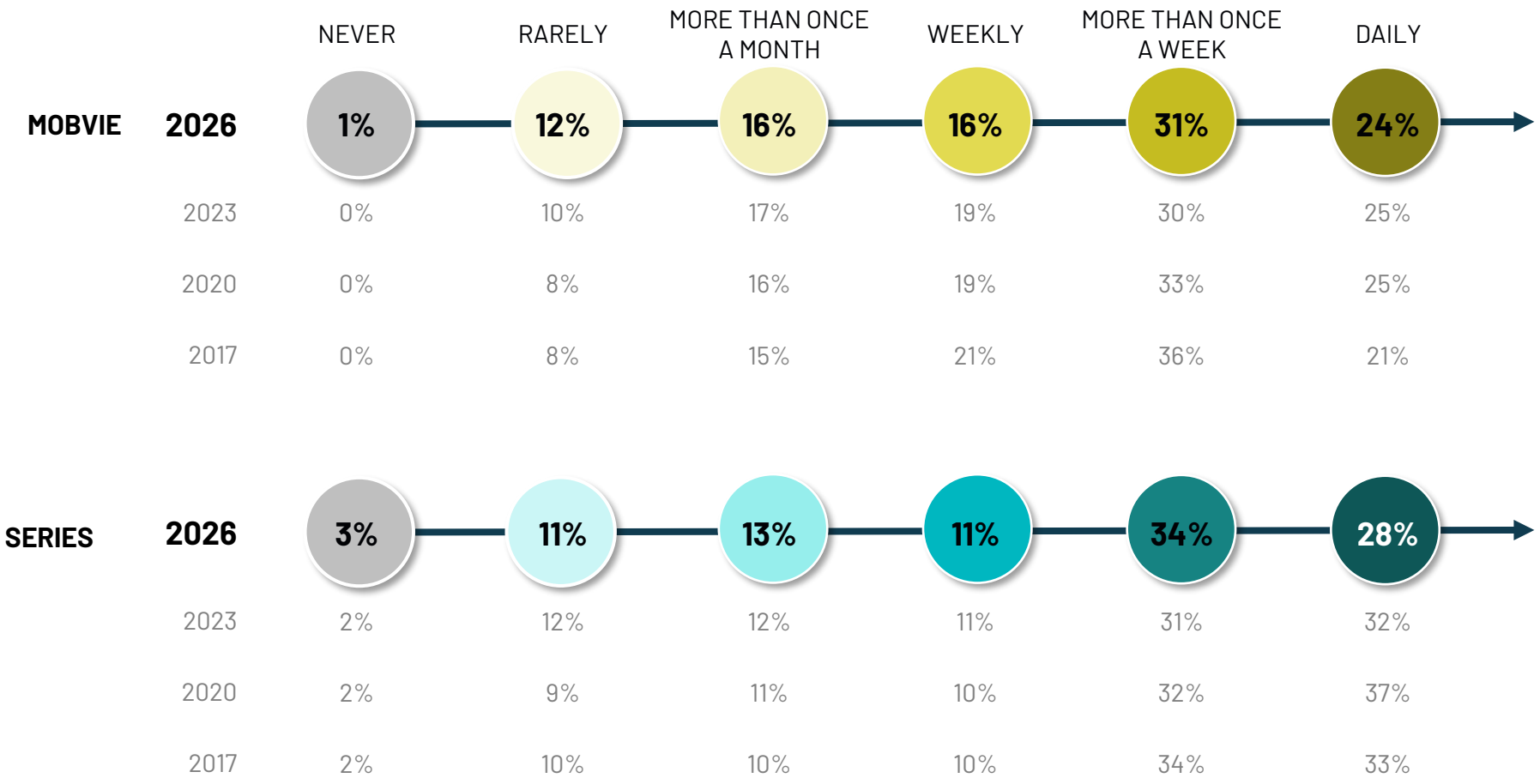




Base: 2026 Parent, n=410; Not a parent, n=590; Good standard of life, n=337; Indigent, n=642

Frequency of watching movies and series

How often do you watch films? How often do you watch series?



Over time, the frequency of daily movie viewing has remained unchanged, while daily viewing of TV series has declined slightly. Around one-quarter of 24–38-year-olds watch movies every day, while a slightly higher proportion watch TV series daily.

Nearly three-quarters watch movies and/or TV series at least once a week. There is considerable overlap between the two groups: those who watch movies several times a week are also likely to watch TV series equally often, and vice versa.

Base: Total sample, N=1000 / wave; 2017: N=1005

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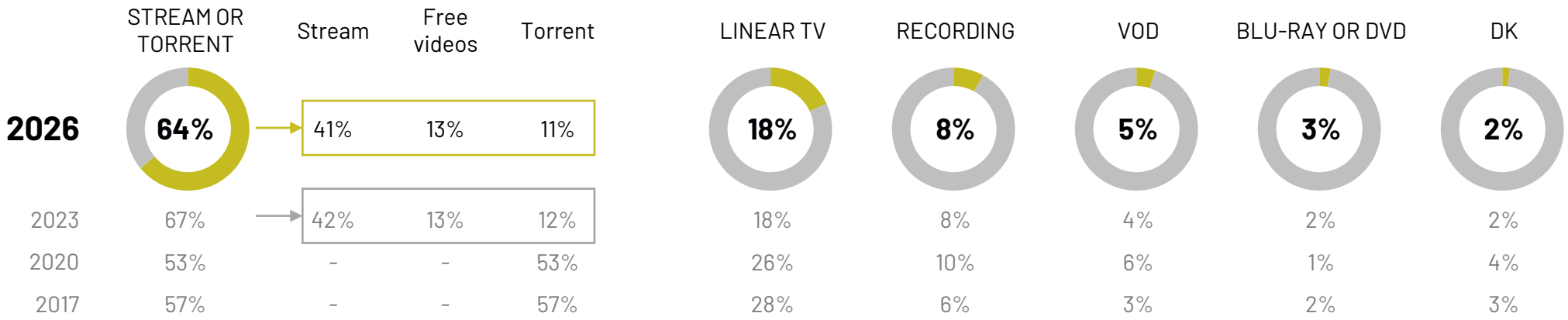
Habits of watching movies

If you think about movies, which statement is the closest to your habits?



Movie-watching habits have remained unchanged. Paid streaming services have maintained their popularity since becoming available in Hungary, while linear TV continues to attract a smaller but stable audience. Subscription-based streaming is more popular among respondents living with a partner but no children (52% vs. 41% in the total sample) and those employed in intellectual positions (47% vs. 41%), although it is widely used across the cohort overall.
Differences between demographic groups are relatively minor: women are somewhat more likely to subscribe, men use torrents slightly more often, and 24–30-year-olds show a greater preference for freely available online videos.

Watching movies on linear TV is particularly common among respondents with primary education or less (30%) and those with a vocational secondary education (28%).

Base: the ones watching movies on a monthly basis 2017/2020/2023/2026: n=928/922/898/877

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Attitudes towards watching movies

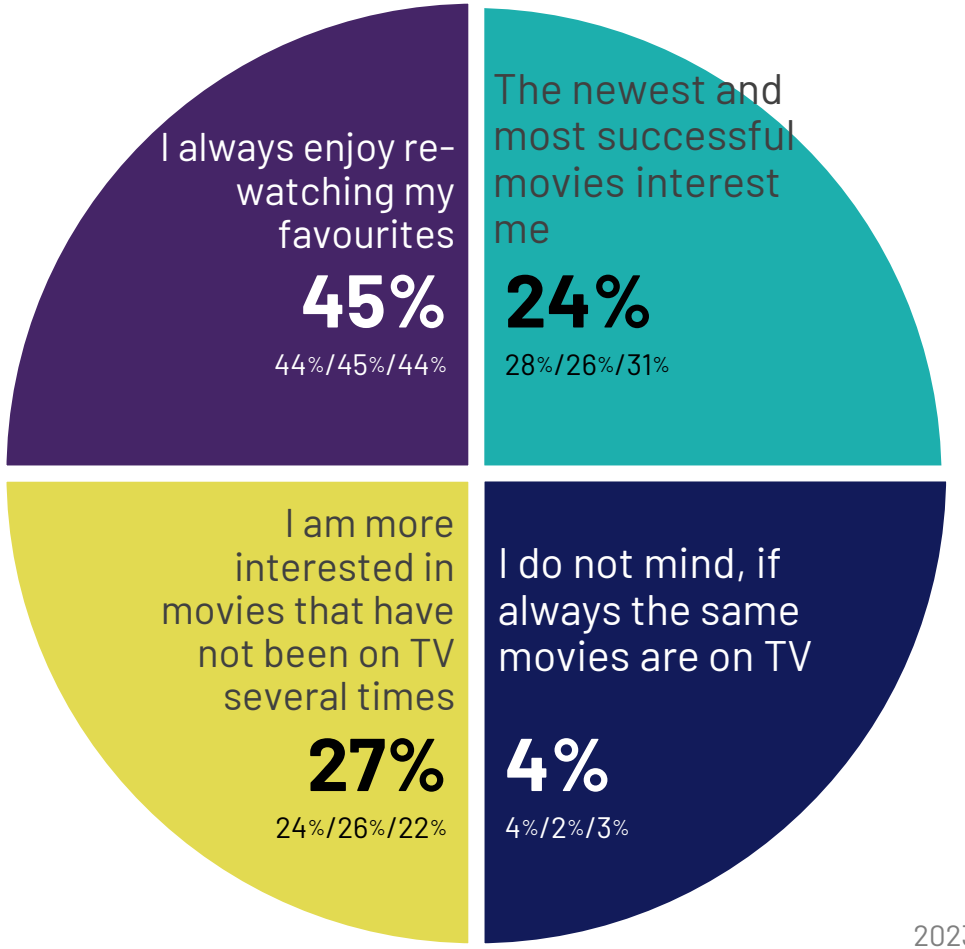
Which statement describes your expectations about movies?

Attitudes towards watching movies have remained unchanged over the past three years. Nearly half of the age group would rewatch their favourite movies at any time. One-quarter are interested in the latest hit movies, with a similar proportion showing an interest in less mainstream movies.

Rewatching favourite movies is somewhat more common among women, while men show greater interest in lesser-known movies.

Those who watch commercials all the way through continue to be more likely to show an interest in the latest hit movies (40%).

Respondents who watch TV-like online content in general or Hungarian TV content several times a week are even more likely to rewatch their favourite movies (53% and 56%, respectively).



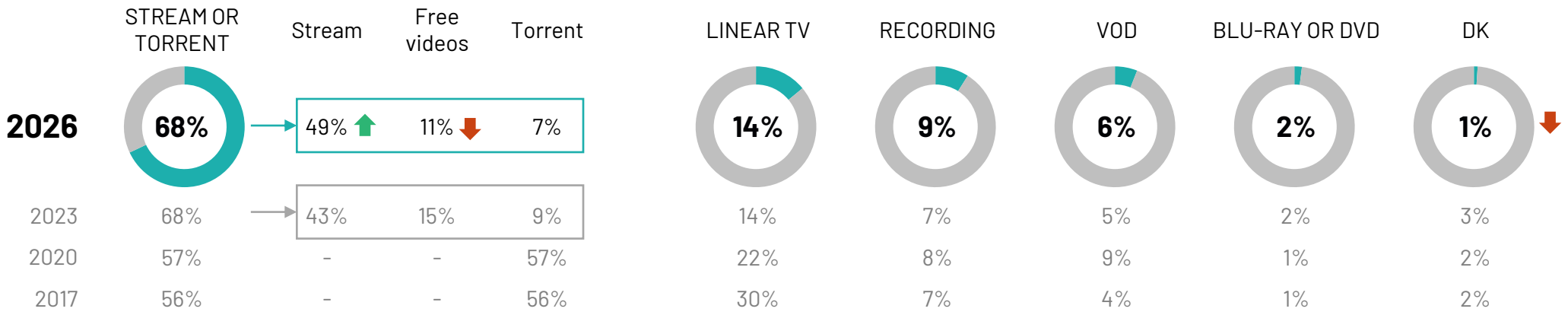
2026

2023/2020/2017

Base: the ones watching movies on a monthly basis 2017/2020/2023/2026: n=928/922/898/877

Habits of watching series

If you think about series, which statement is the closest to your habits?



When watching TV series, respondents continue to show a strong preference for choosing what to watch and when to watch it. Two opposing trends balance each other out in this respect: subscription-based streaming has become more common, while interest in free video content has declined. Overall, respondents are less likely to watch TV series on free video platforms than they were three years ago, regardless of age group, gender or place of residence.

Streaming services are more commonly used by respondents with a higher education degree (56%), those employed in intellectual positions (57%), those living with a partner (61%), and financially well-off respondents (60%). They are also more popular among those who watch TV content online several times a week (59%).

Base: the ones watching series on a monthly basis 2017/2020/2023/2026: n=882/892/977/866

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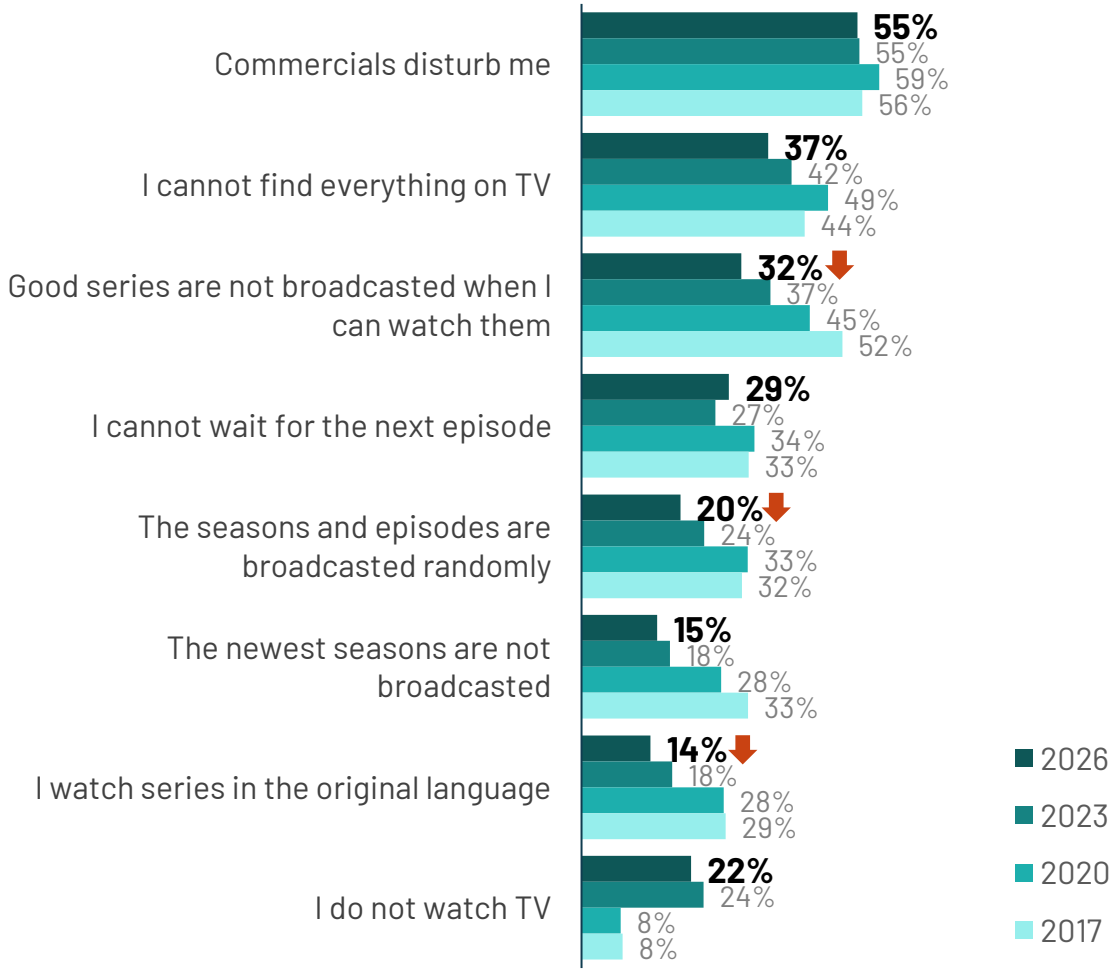
Significantly higher / lower than in the previous wave

MOTIVATIONS BEHIND ALTERNATIVE TV SERIES VIEWING



Avoiding commercials remains the main reason for watching TV series outside traditional television.

The proportion of respondents who want to watch different TV series, or watch a particular series at a different time from its TV broadcast, has declined.

Interest in watching TV series in their original language also appears to have decreased slightly. However, this remains important to Budapest residents and university or college students (24% and 42%, respectively, vs. 14% in the total sample).

ase: the ones not watching series on TV 2017/2020/2023/2026: n=598/679/808/824

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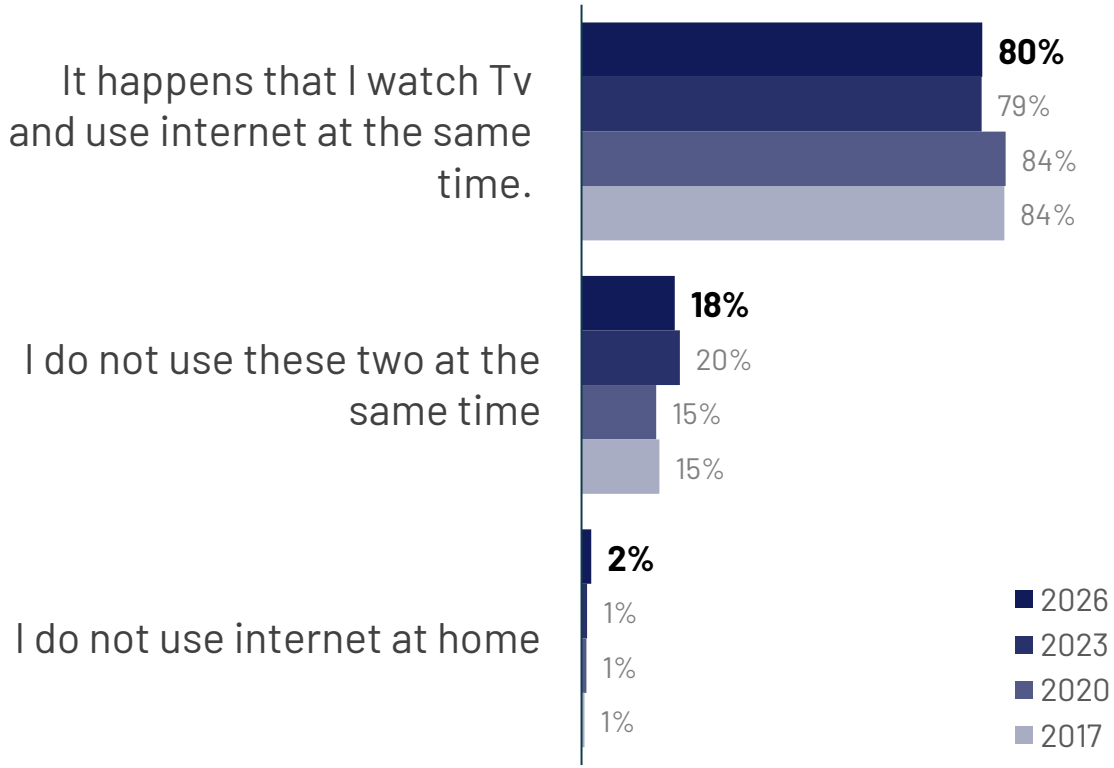
Significantly higher / lower than in the previous wave

Using the internet while watching TV

Do you ever use internet while watching TV?



Using the internet while watching TV is common among four out of five young respondents, with no significant differences across demographic subgroups.

It is slightly more common among 31–38-year-olds than among younger respondents (82% vs. 76%), and among women compared with men (84% vs. 76%).

Respondents who watch TV at least once a day and those living with a partner are even more likely to use the internet while watching TV (87% and 88%, respectively, vs. 80% in the total sample).

Base: the ones watching TV and using internet, 2017/2020/2023/2026: n=919/890/837/849

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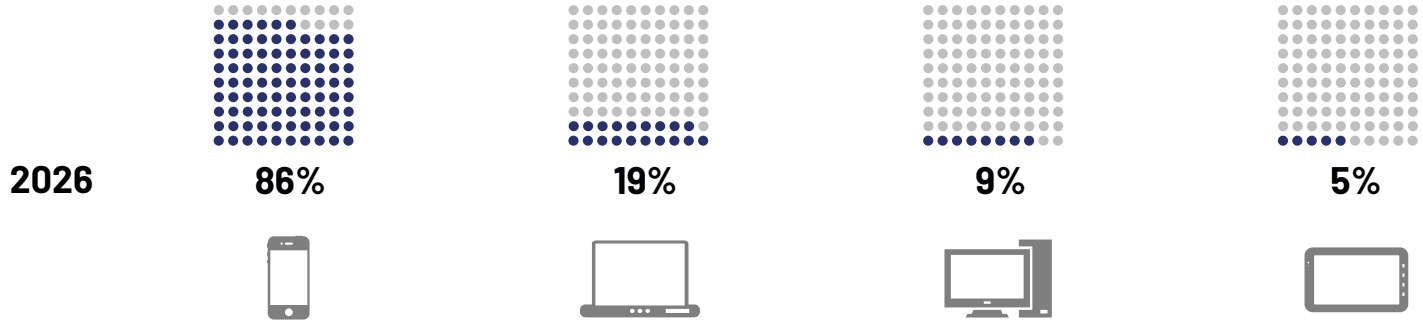
Other devices used while watching TV

On which devices do you use internet while watching TV?



2026	**86%**	**19%**	**9%**	**5%**
2023	89%	18%	8%	5%
2020	90%	21%	12%	8%
2017	83%	35%	14%	8%

While watching TV, respondents primarily access the internet on their smartphones. Laptop use ranks a distant second.

Smartphone use while watching TV is more common among women than in the age group overall (93% vs. 86%).

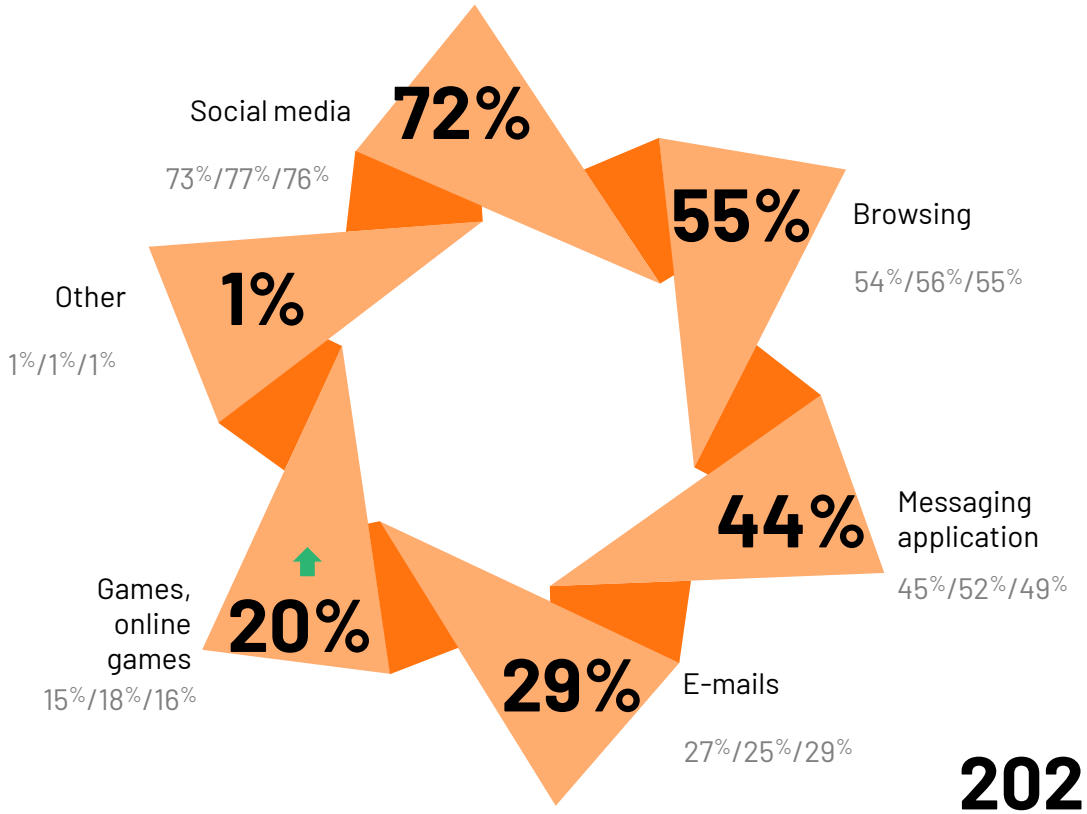
Base: the ones using internet and watch TV simultaneously , 2017/2020/2023/2026 n=772/749/665/657

Using the internet while watching TV: activities

What do you do online while watching TV?

The prevalence of online activities while watching TV has remained unchanged, with the exception of online gaming.
Social media remains the most common activity, used by nearly three-quarters of TV viewers, followed by general web browsing, used by half, and messaging apps.

Online gaming has become more common overall, with increases observed across several subgroups, including respondents with the lowest level of education, women, residents of villages, physical workers, and those living with a partner.



Base: the ones using internet and watch TV simultaneously , 2017/2020/2023/2026 n=772/749/665/657

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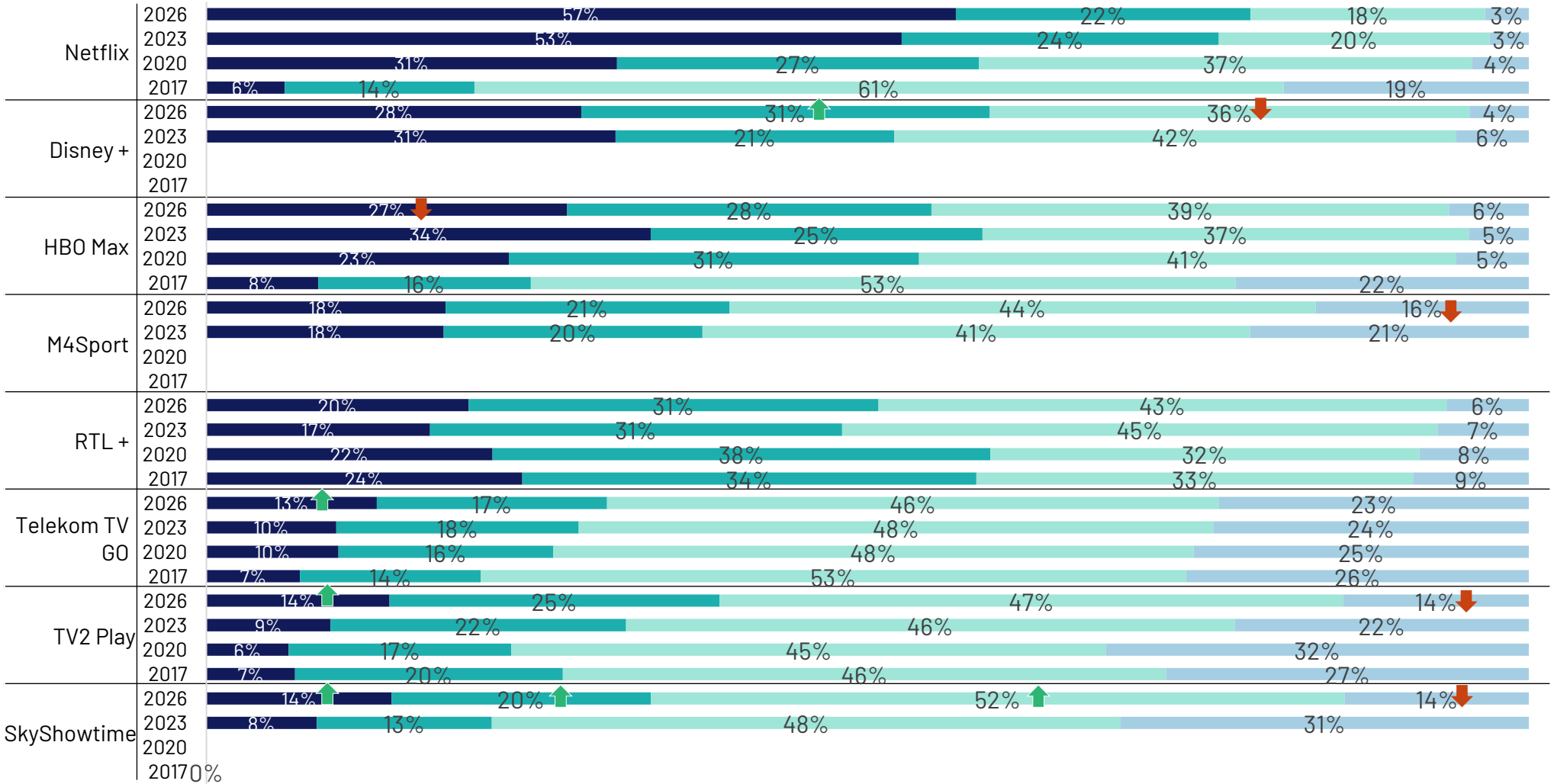
Significantly higher / lower than in the previous wave

Awareness and use of TV applications 1.

We have listed some TV applications. Please tell us how much do you know them.



Base: Total sample, N=1000 / wave; 2017: N=1005

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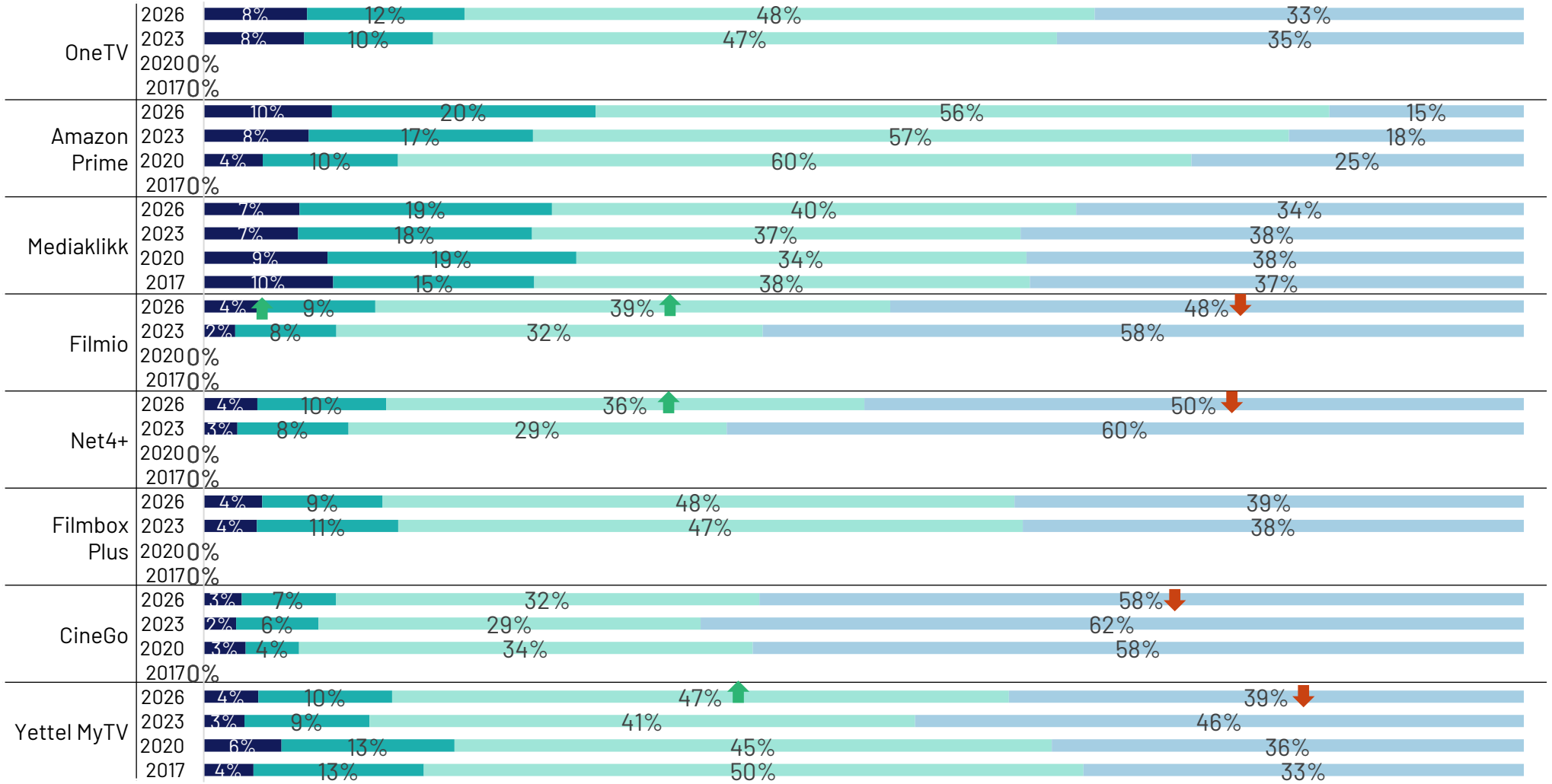
Significantly higher / lower than in the previous wave

Awareness and use of TV applications 2.

We have listed some TV applications. Please tell us how much do you know them.



Base: Total sample, N=1000 / wave; 2017: N=1005

Significantly higher / lower than in the previous wave

Awareness and use of TV applications 3.

We have listed some TV applications. Please tell us how much do you know them.



Base: Total sample, N=1000 / wave; 2017: N=1005

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Significantly higher / lower than in the previous wave

ATTITUDE TOWARD COMMERCIALS

8.1

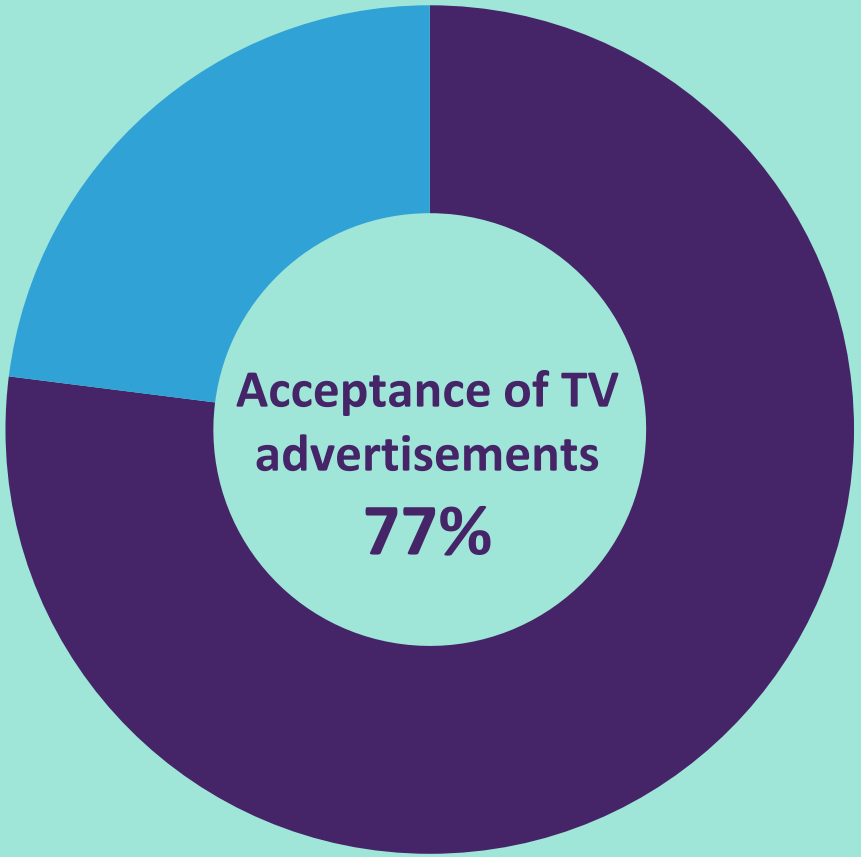
Conclusions from this chapter

Members of the cohort surveyed continue to find advertisements far more acceptable on TV than online.

When watching video content, advertisements are most widely tolerated on smart TVs, and less so on desktop computers and laptops.

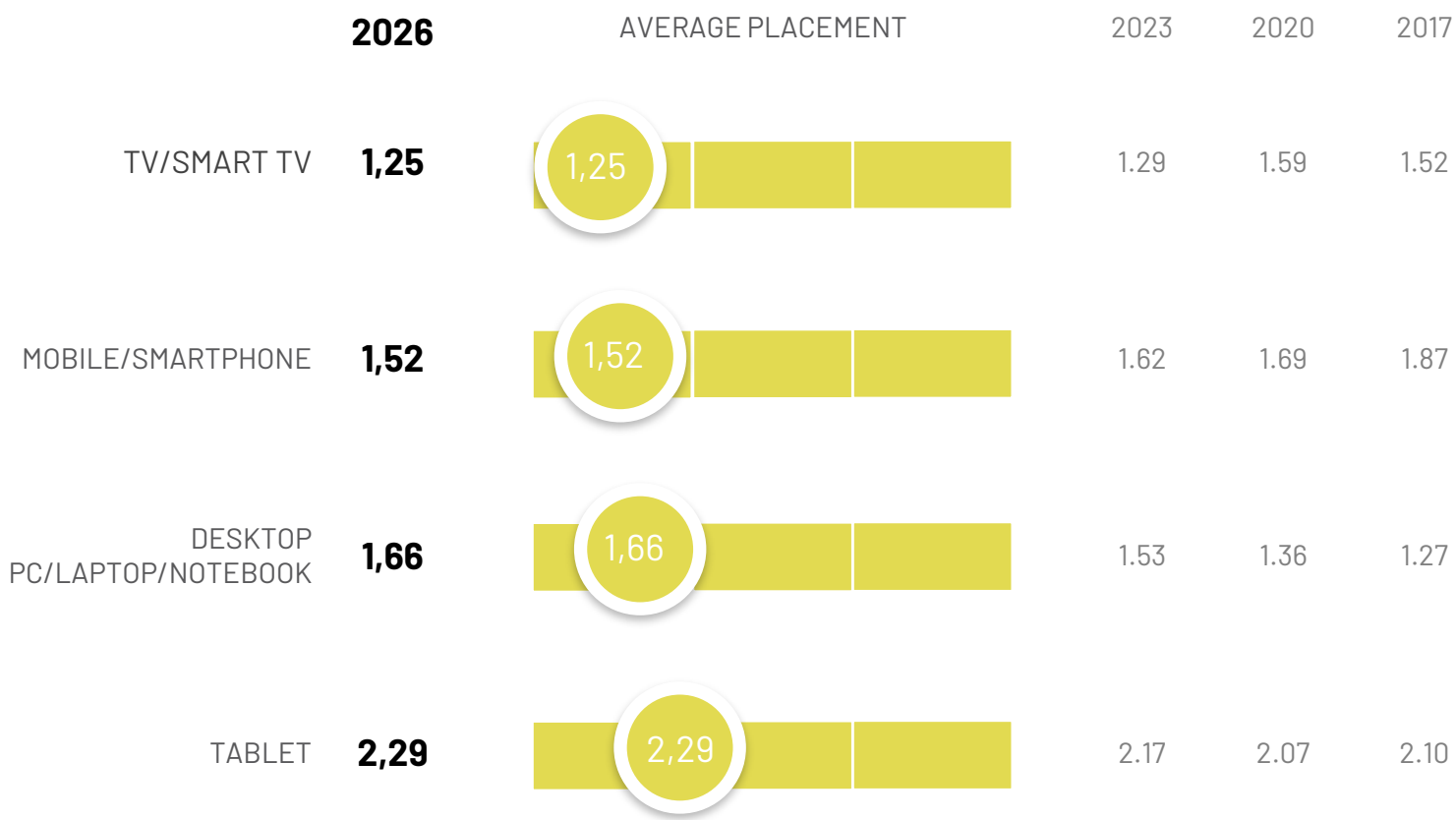
Awareness of ad-blocking has not increased further over the past three years. Budapest residents and men continue to be more familiar with this option.

The use of ad-blocking is consistent with the level of advertising acceptance across devices. Those familiar with ad-blocking are most likely to actively use it on desktop computers and laptops.



Acceptance of advertisements by devices

On which device do you find advertisements are the most acceptable?
Please prioritize devices by accepance. Put first the device on which you accept advertisement the most, and last the device on which you can accept commercials the least



Attitudes towards advertisements across different platforms have remained unchanged over the past three years. Advertisements shown on smart TVs continue to be the most widely tolerated.

Among 24–38-year-olds, mobile phones are slightly more accepted as an advertising platform than desktop computers or laptops.

There are no significant differences between demographic subgroups for any of the devices. The only exception is the smart TV, where men have a more positive attitude towards advertisements than women.

N=different for each device| Base: the ones watching video content on these devices and marked more devices

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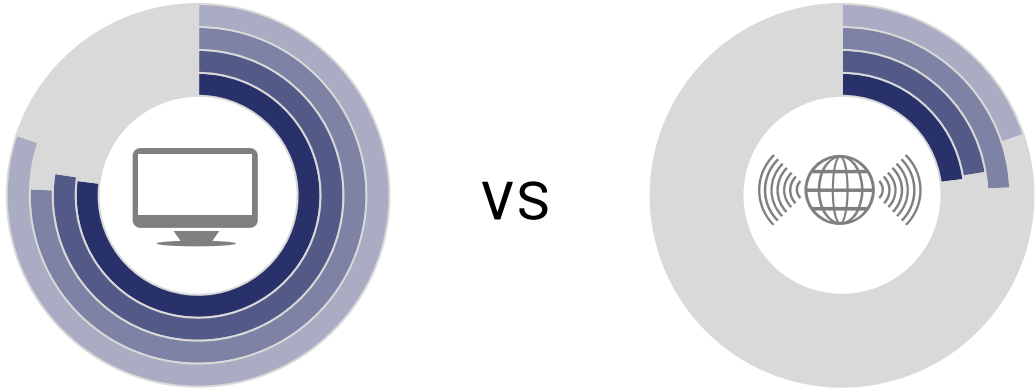
Acceptance of advertisements by platforms

When do you find commercials more acceptable if they appear on TV or on the internet?



	TV	ONLINE
2026	**77%**	**23%**
2023	77%	23%
2020	76%	24%
2017	80%	20%

Advertisements continue to be considered far more acceptable on TV than online.

Compared with the age group overall, Budapest residents are less accepting of advertisements on TV (68%) but more tolerant of online advertisements (32%). No significant differences are observed across the other subgroups.

Base: the ones watching TV and using internet, 2017/2020/2023/2026 n=919/890/837/849

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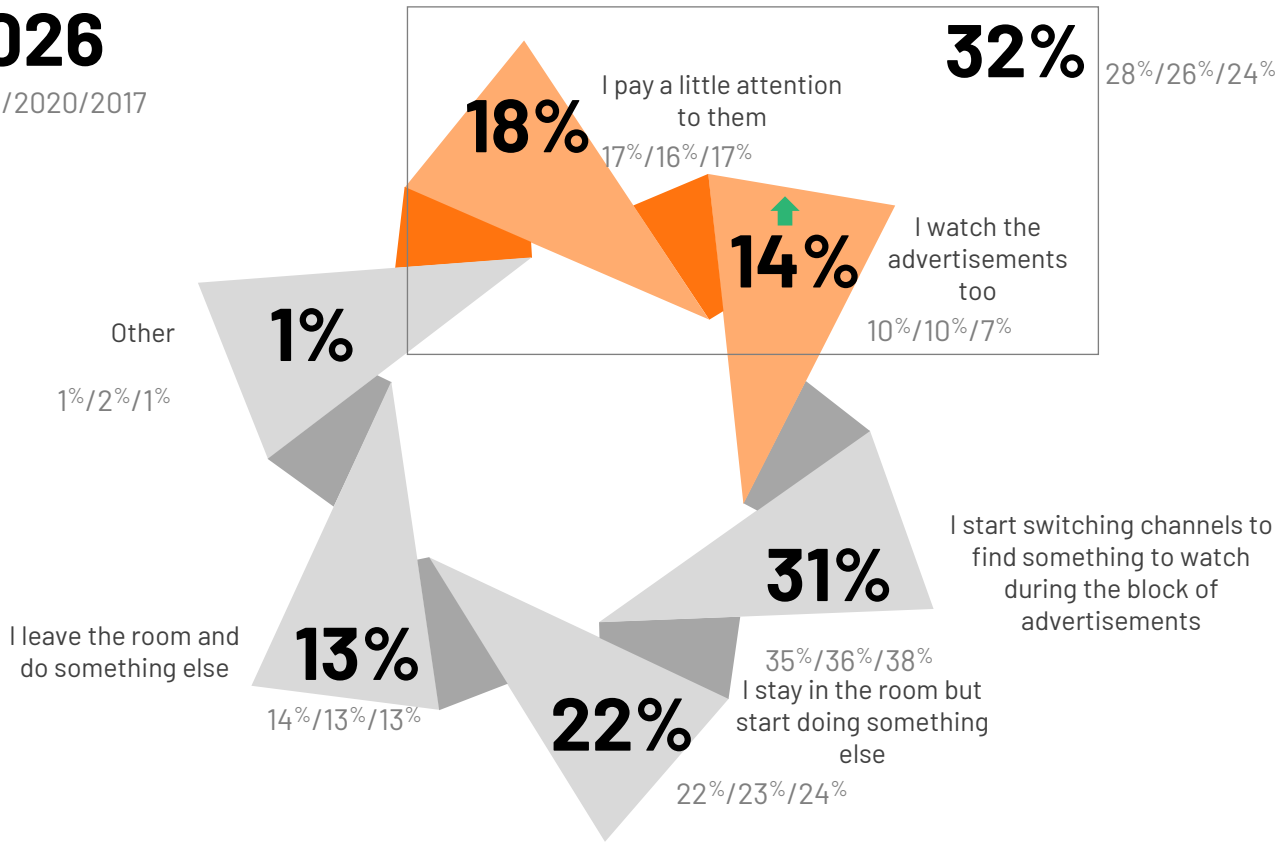
Reaction to TV advertisements

Think about an average TV program you watch on TV. What do you do when it is interrupted by advertisements?



The proportion of respondents who are more accepting of advertisements and watch them has increased. More than one-third of the age group pay at least some attention to TV advertisements.

Overall, avoidance and rejection of TV advertisements have not increased further.

Base: the ones watching TV, 2017/2020/2023/2026 n=919/894/838/851

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Significantly higher / lower than in the previous wave

Awareness of ad-blocking

Have you heard of ad-blocking?



HAVE HEARD OF IT

2026	**73%**
2023	75%
2020	77%
2017	67%

Awareness of ad-blocking remains high, with seven out of ten respondents familiar with this option.

Compared with the cohort overall (73%), awareness of ad-blocking is higher among Budapest residents (81%), men (79%), and those who watch TV content online daily (84%). Awareness is notably lower among residents of villages (64%) and respondents with primary education or less (48%).

Bázis: Total sample, N=1000 / wave; 2017: N=1005

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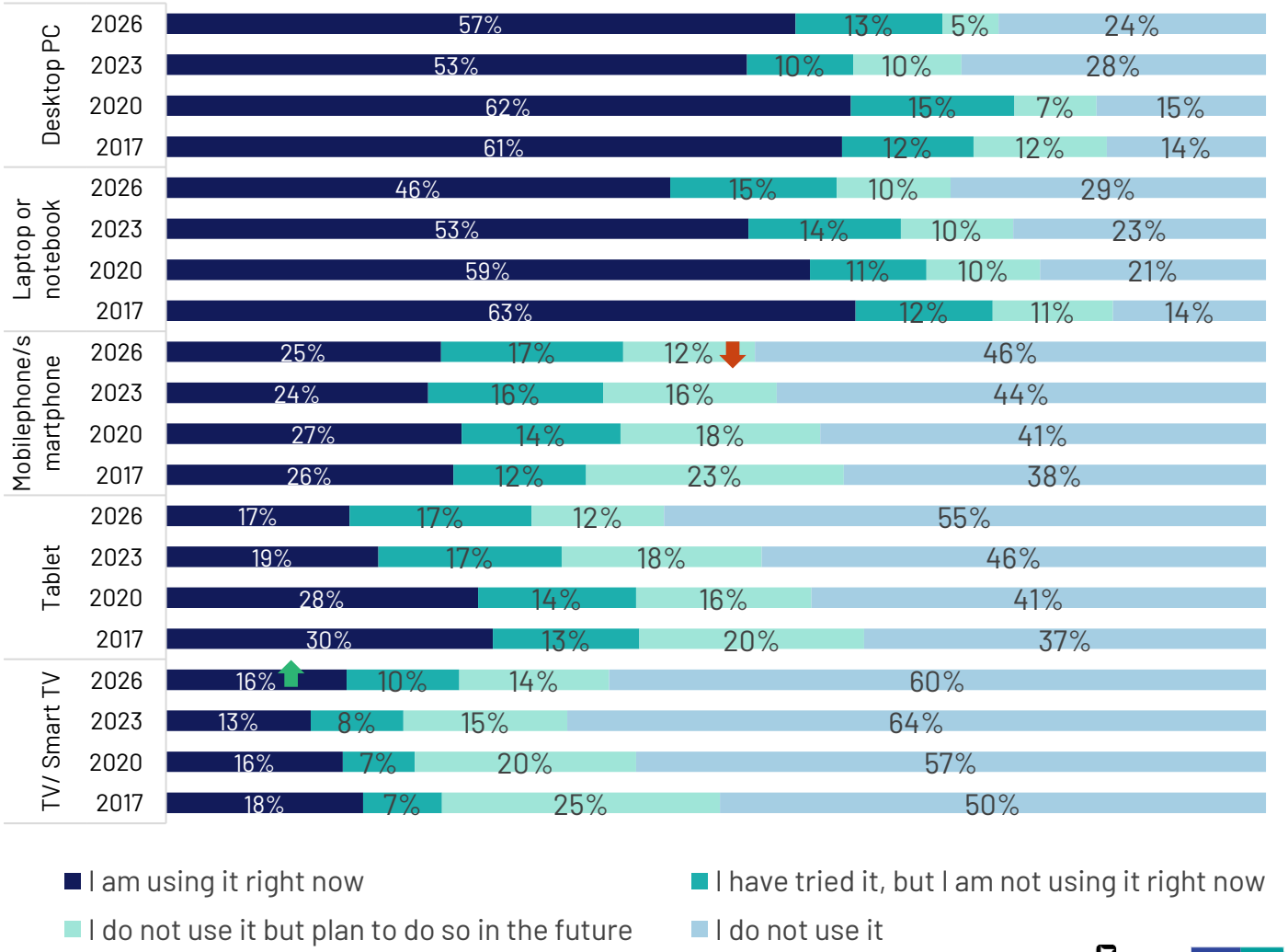
Use of ad-blocking

Do you use ad-blocking on your devices?

Advertisements are most widely accepted on smart TVs, which is consistent with ad-blocking being used least often on these devices.

Ad-blocking remains far more common on desktop computers and laptops. Its use on desktop computers has slightly increased over the past three years. Those who actively use an ad blocker are most likely to use it on these two devices.
Ad-blocking on desktop computers has increased across several demographic subgroups and is particularly widespread among respondents with a university or college degree (71%).



N= different on each devices | Base: the ones who have heard of ad-blocking and use internet on the device

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Significantly higher / lower than in the previous wave

ATTITUDE FOR COMMERCIALS

8.2

THROUGH THE LENS OF OLDER GENERATIONS

Conclusions from this chapter

Across all three age groups, mobile phones are the primary device used to access the internet. Daily internet use on mobile phones has increased further among those aged 60 and over and is now common among four out of five members of this generation.

Compared with the cohort surveyed, respondents aged 60 and over are slightly more tolerant of advertisements shown on TV and smartphones.

Usage of internet

On which of these devices do you use internet in everyday life?

	24-38 years	39-59	60+
Mobilephone/ Smartphone	**87%**	86%	81% ↑
Laptop/ notebook	**48%**	49%	58%
TV/Smart TV	**39%** ↑	23% ↑	21%
Desktop PC	**25%**	33%	33%
Tablet	**16%**	18%	14%



Internet usage on mobile phones continues to grow among the oldest age group (81% vs. 72% previously) and is now common among four out of five respondents aged 60 and over.

Laptops rank as the second most commonly used device across all three age groups, although they play a more important role among older respondents.

The growing popularity of smart TVs now extends beyond the cohort surveyed to 39–59-year-olds. However, desktop computers continue to play a more important role among the two older age groups.

Base: 2026 24-38 years n=251; 39-59 years n=425; 60+ years n=208

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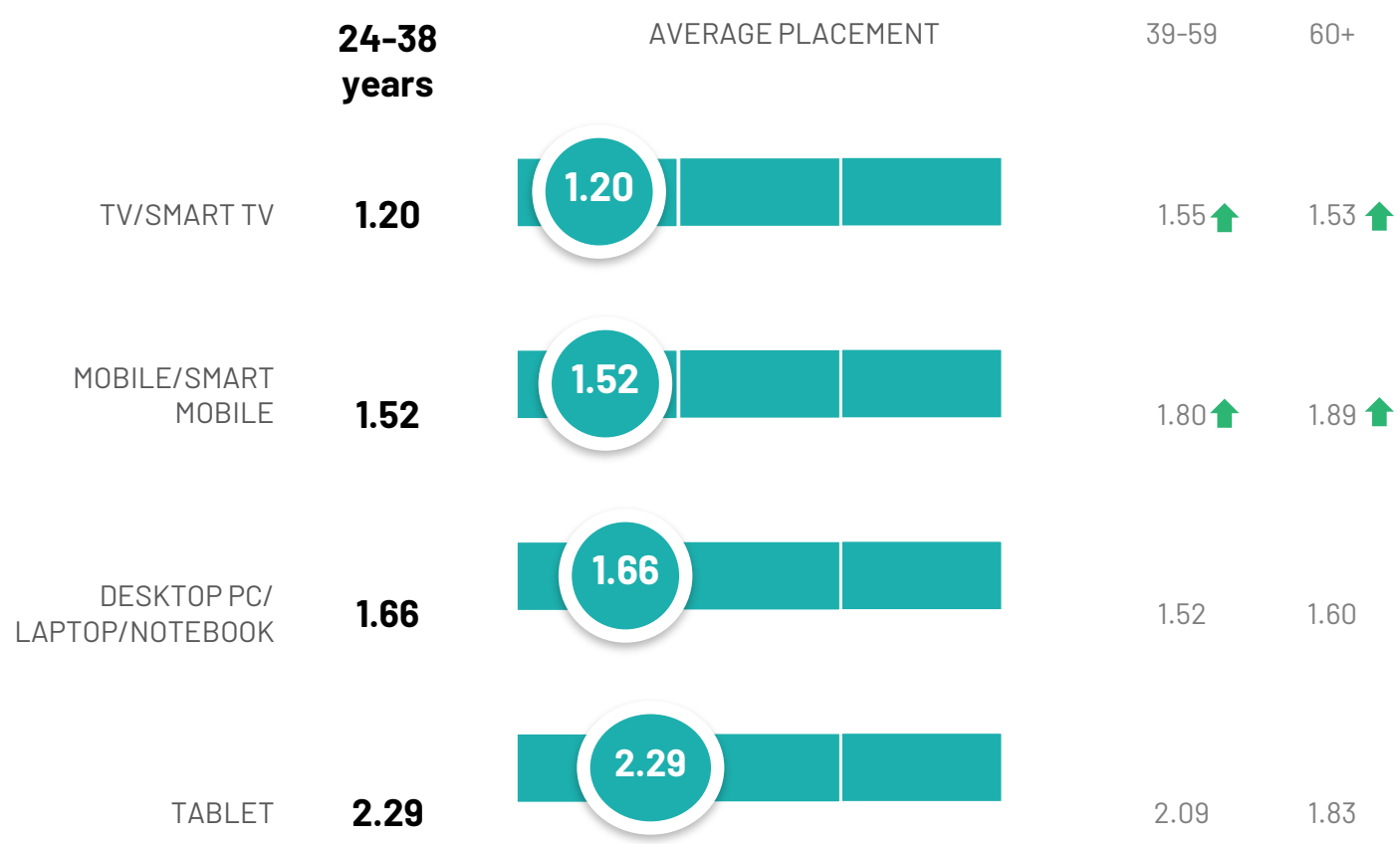
↑↓ Szignifikánsan magasabb / alacsonyabb az előző hullámhoz képest

Omnibus data

Acceptance of advertisements by devices

On which device do you find advertisements are the most acceptable?
Please prioritize devices by acceptance. Put first the device on which you accept advertisement the most, and last the device on which you can accept commercials the least!



Among younger respondents, advertisements are clearly most widely accepted on TV, with mobile phones and desktop computers ranking equally in second place.

Respondents aged over 39 are equally tolerant of advertisements on TV and desktop computers, while advertisements on smartphones are less well received.

N=different for each device | Base: the ones watching video content on these devices and marked more devices

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Significantly higher / lower than in the previous wave

NMH MEME Ipsos

Advertisements acceptance by platforms

When do you find commercials more acceptable if they appear on TV or on the internet?



	TV	ONLINE
24-38	**77%**	**23%**
39-59	75%	25%
60+	71%	29%

Acceptance of advertisements has remained stable on both TV and online platforms.

Compared with the cohort surveyed, the oldest age group shows the greatest difference in attitudes, being less tolerant of TV advertisements.

Base: the ones watching TV and using internet, n=839; 39-59 years n=373, 60+ years n=194

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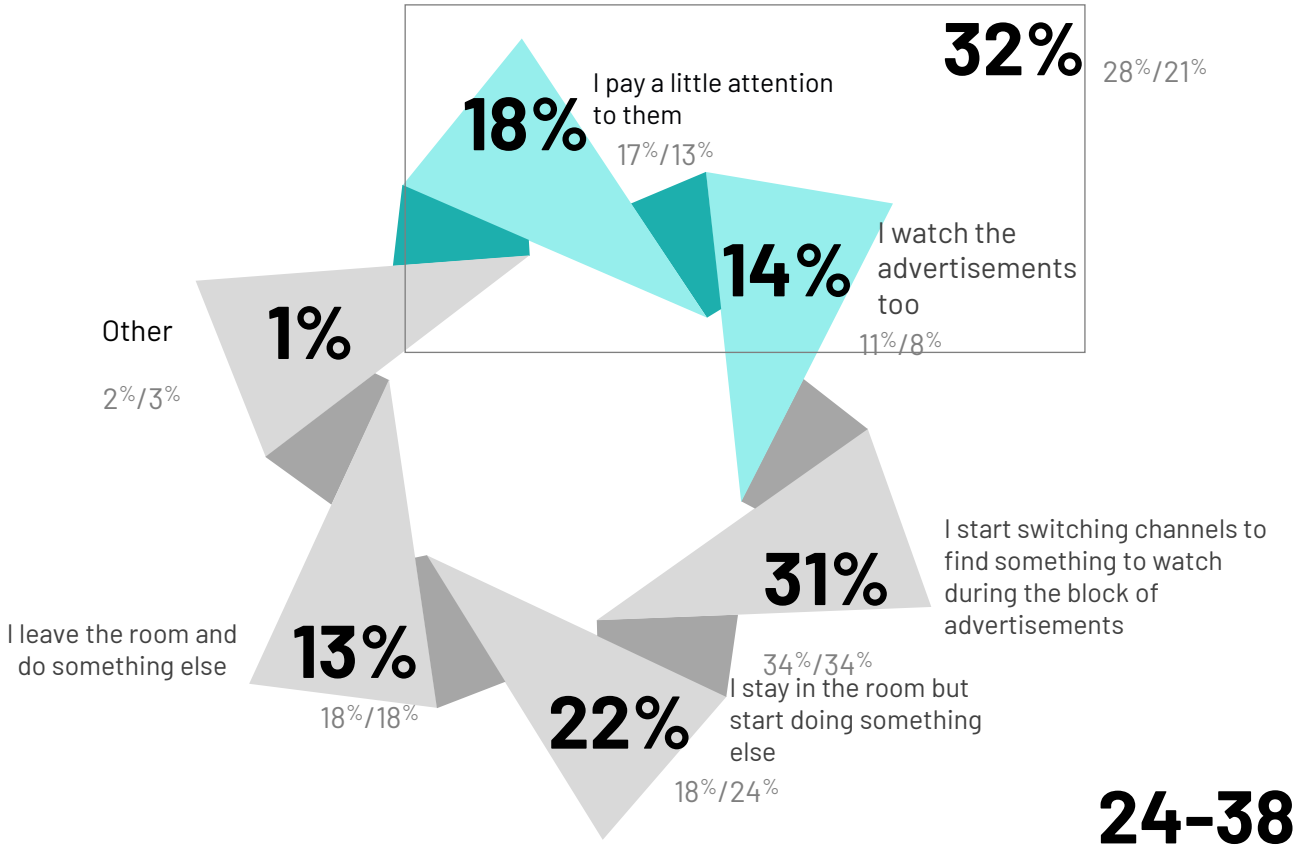
Significantly higher / lower than in the previous wave

Reaction to TV advertisements

Think about an average TV program you watch on TV. What do you do when it is interrupted by advertisements?



Younger respondents are more accepting of TV advertisements.

The difference is most pronounced when compared with those aged 60 and over: one-third of 24–38-year-olds pay at least a little attention to TV advertisements, compared with only one-fifth of those aged 60 and over.

Base: the ones watching TV 24-38 years n=185; 39-59 years n=375; 60+ years n=196

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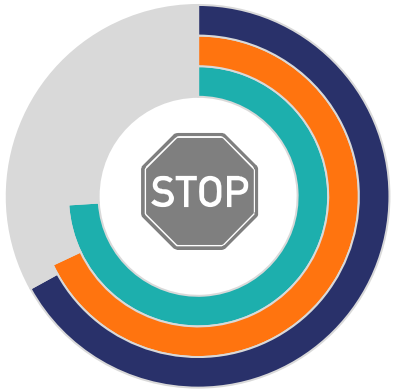
Significantly higher / lower than in the previous wave

Awareness of ad-blocking

Have you heard of ad-blocking?

Omnibus data



HAVE HEARD OF IT

24-38 years	**73%**
39-59 years	68%
60+ years	67%

Awareness of ad-blocking has remained unchanged. It continues to be higher among younger respondents, although two-thirds of those aged over 39 are also aware of this option.

Base: 2026 24-38 years n=253; 39-59 years n=430; 60+ years n=210

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Significantly higher / lower than in the previous wave

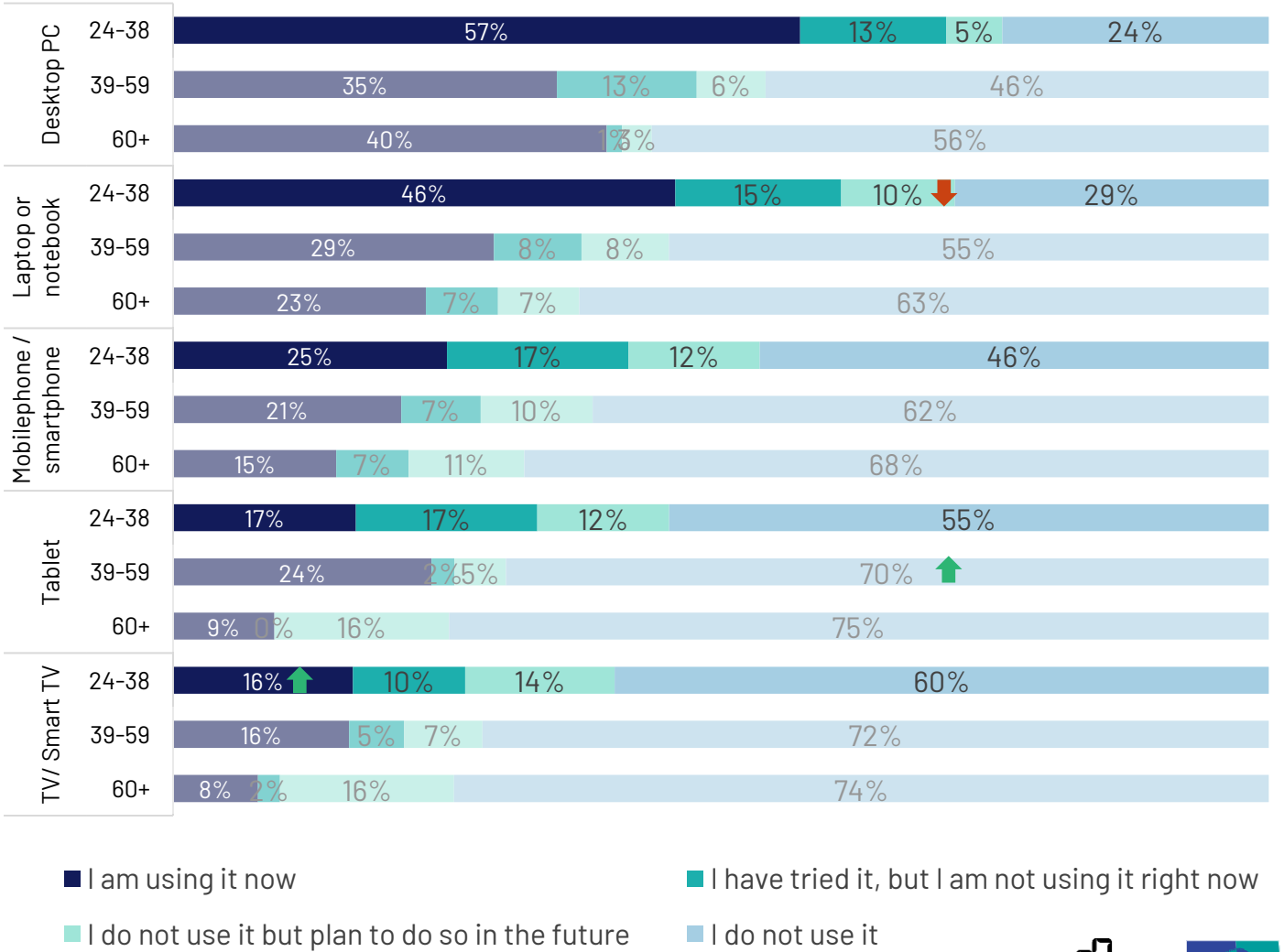
Use of ad-blocking

Do you use ad-blocking on your devices?

Across all age groups, ad-blocking is most widely used on desktop computers.

Among younger respondents, its use has increased slightly over the past three years (57% vs. 53%), while the habits of the older age groups have remained unchanged.

Although mobile phones are the primary device used to access the internet across all age groups, ad-blocking is less commonly used on these devices. Most older respondents currently have no plans to use it.



N=different on each devices| Base: the ones who have heard of ad-blocking and use internet on the device

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