



# Advertising Revenue Survey 2012

Hungarian Television and Radio Market

7 March 2013



# Advertisement Cake 2012 was prepared following previous years' methodology

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- ▶ 54 television channels and 111 radio stations provided the data.
  - ▶ Compared to the previous year, 6 televisions joined the survey, but 2 television channels stopped broadcasting and 2 television channels did not have any advertising revenue in 2012.
  - ▶ 6 radio channels and further 99 local radios joined the survey, while one radio station terminated its broadcasting.
- ▶ The data used to determine the size of the advertising market was provided directly by television companies, radio companies and sales houses.\*
- ▶ Data collection and analysis was performed by Ernst & Young Advisory Services.
- ▶ All the collected data have been destroyed after the analysis.

\* Revenue data of the 99 local radios has been collected and provided to E&Y by HEROE

# The number of data providers has increased in case of the television and radio.

## Participating televisions:

- ▶ ATV
- ▶ AXN
- ▶ Cartoon Network
- ▶ CBS Reality (Zone Reality)
- ▶ Comedy Central
- ▶ Cool
- ▶ Spektrum Home (Deko)
- ▶ Discovery
- ▶ Disney Channel
- ▶ DoQ
- ▶ Duna Tv
- ▶ FEM3
- ▶ Film Café (Zone Romantica)
- ▶ Film Mánia (Filmmúzeum)
- ▶ Film+
- ▶ Film+2
- ▶ Fishing&Hunting
- ▶ Hallmark/Universal Channel
- ▶ Hálózat Tv
- ▶ Hír Tv
- ▶ LifeNetwork
- ▶ MGM
- ▶ Minimax
- ▶ MTV Networks Magyarország
- ▶ Music Channel
- ▶ MTV m1, m2
- ▶ Muzsika
- ▶ National Geographic

- ▶ Nóta Tv
- ▶ OzoneNetwork
- ▶ Prizma (Poen)
- ▶ PRO4
- ▶ PV TV
- ▶ Reflektor
- ▶ RTL Klub
- ▶ Sorozat+
- ▶ Spektrum
- ▶ Sport 1
- ▶ Sport 2
- ▶ SportKlub
- ▶ Story 4
- ▶ Story5
- ▶ TV Paprika
- ▶ Tv2
- ▶ Viasat6
- ▶ Viasat3
- ▶ Viva

## Broadcast terminations:

- ▶ Zone Club
- ▶ Movies 24

## No advertising revenue in 2012:

- ▶ Animax
- ▶ Sport M

## New data providers:

- ▶ Duna World
- ▶ M3D

- ▶ Musicmix
- ▶ Nickelodeon
- ▶ RTL II
- ▶ SUPERTV2

## Participating radios:

- ▶ Juventus
- ▶ Class FM
- ▶ Magyar Rádió (Kossuth Rádió, Bartók Rádió, Petőfi Rádió, Régió és Nemzetiségi Rádió)

## New radio data providers:

- ▶ Katolikus Rádió
- ▶ Music FM
- ▶ Jazzy Rádió
- ▶ Klasszik Rádió
- ▶ Lánchíd Rádió
- ▶ Gazdasági Rádió
- ▶ Local radios (HEROE)

## Broadcast termination:

- ▶ Neo FM

# Calculations were based on the net-net revenue this year as well.

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- ▶ Net-net revenue – revenue after deducting discounts and agency commissions.
- ▶ No barter revenue included.
- ▶ No other revenue data were included (such as premium rate calls or text message charges, revenues from events or products with own brand).

# The results are in line with the preliminary expectations:

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- ▶ Based on the calculation of Ernst & Young the total revenue of the **television advertising market** in 2012 is:

**HUF 48 723 million**

- ▶ The market share of the participating **television** companies based on television viewership data is **approximately 99%\***.

- ▶ The total revenue of the **radio advertising market** in 2012 is:

**HUF 6 817 million**

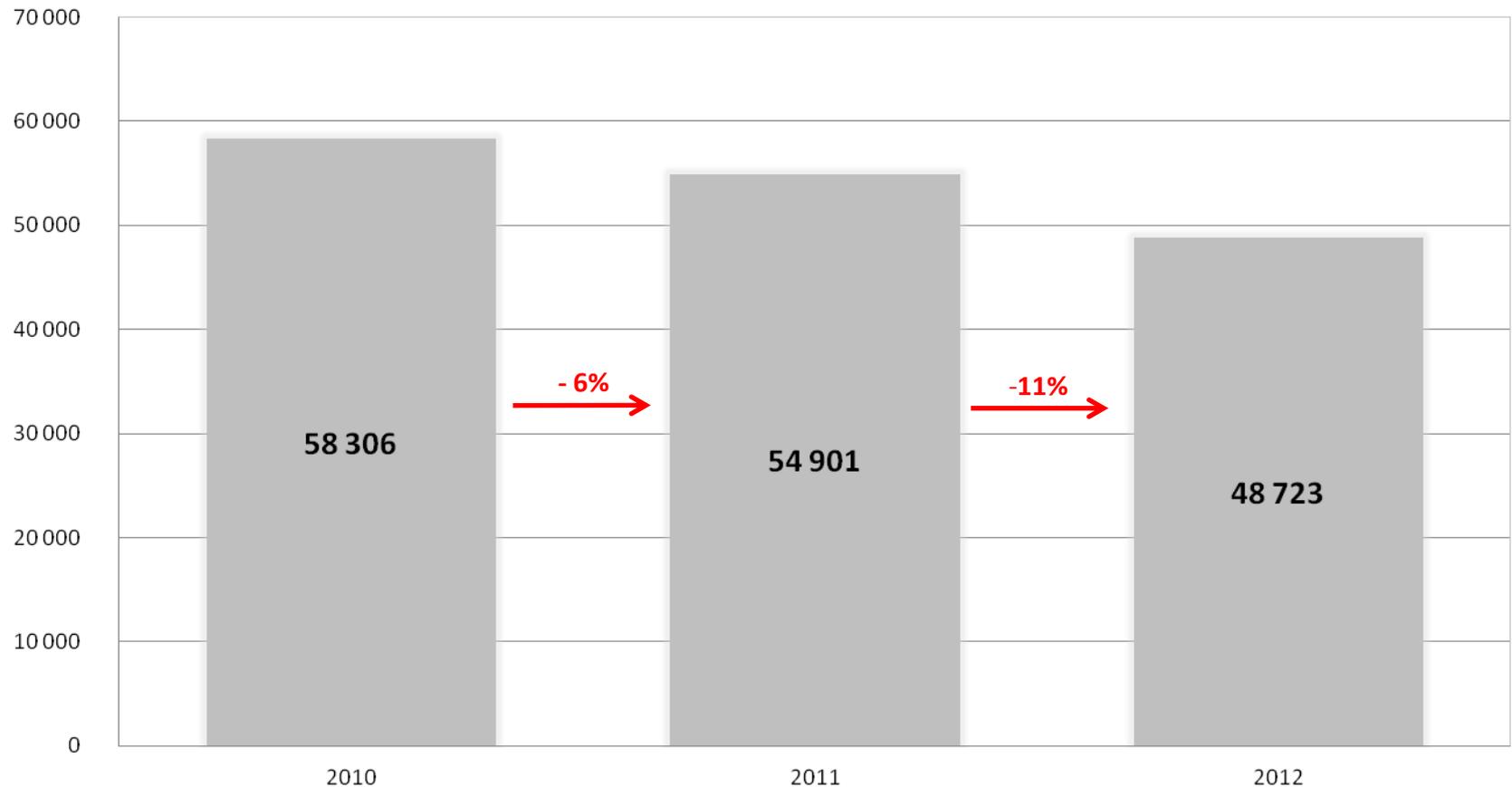
- ▶ The market share of the participating **radio** stations is **approximately 90%\*\***.

\* Based on data provided by MEME.

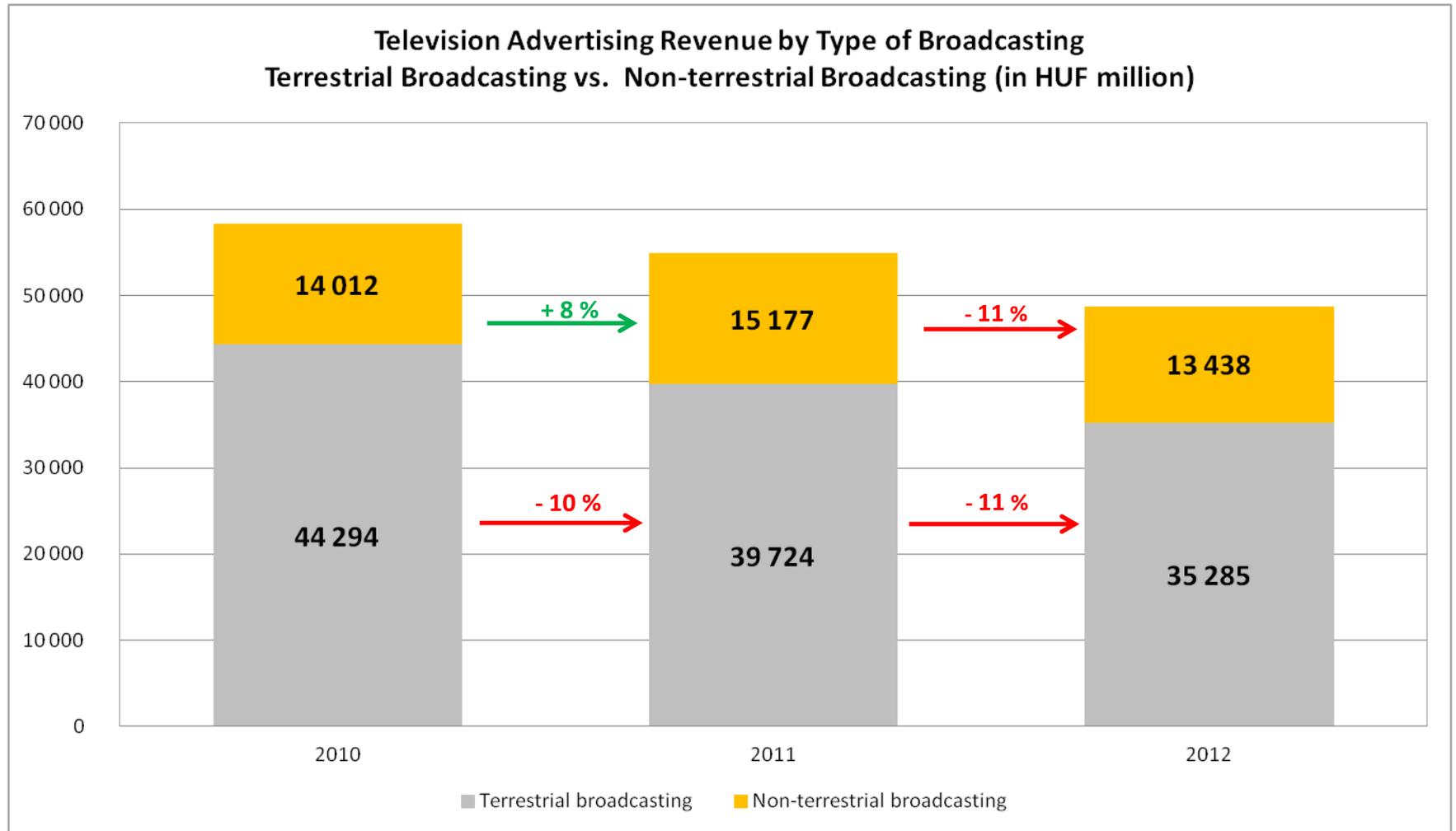
\*\* Based on data provided by RAME.

# Television advertising revenue is still decreasing.

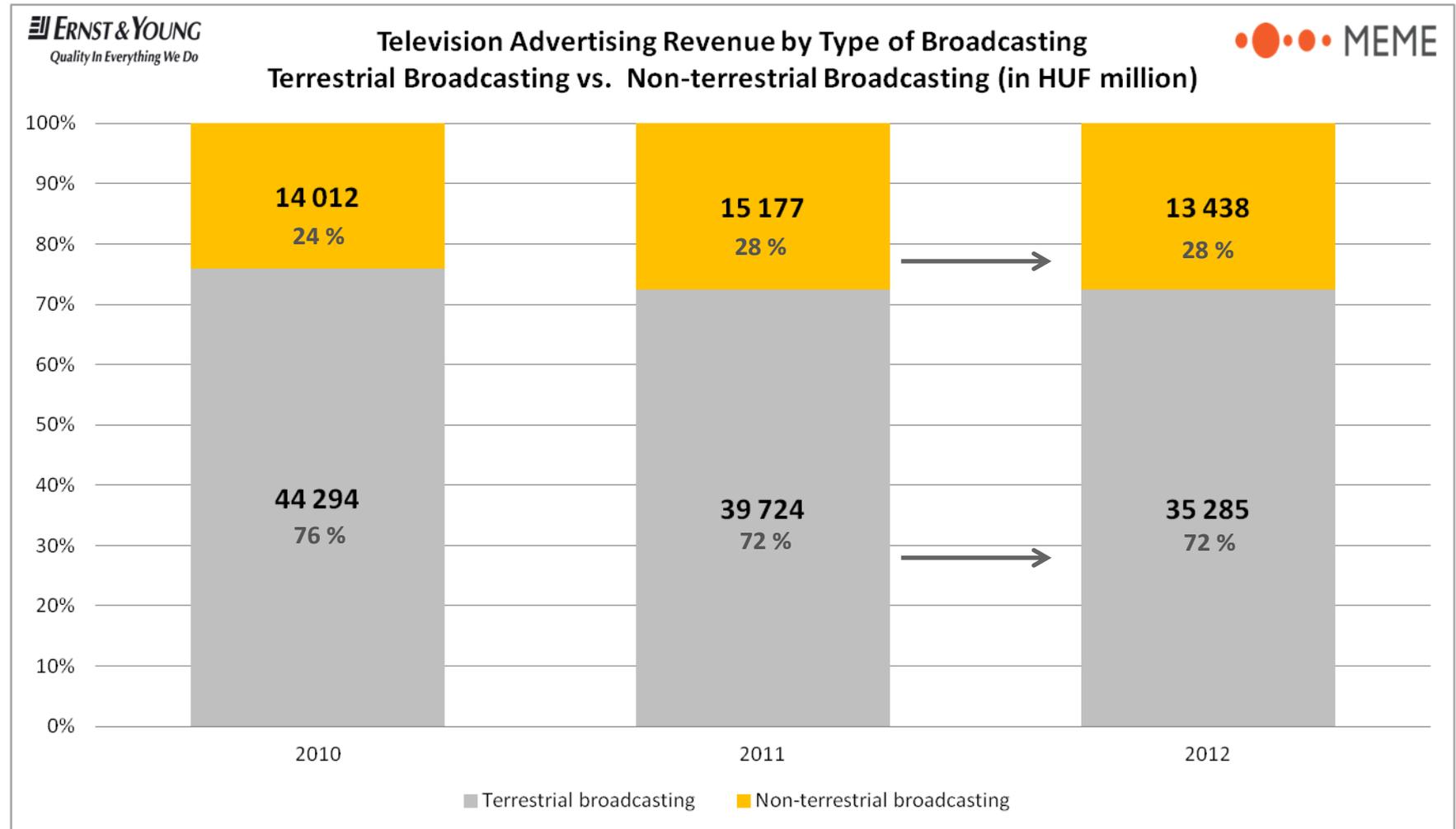
Total Television Advertising Revenue (in HUF million)



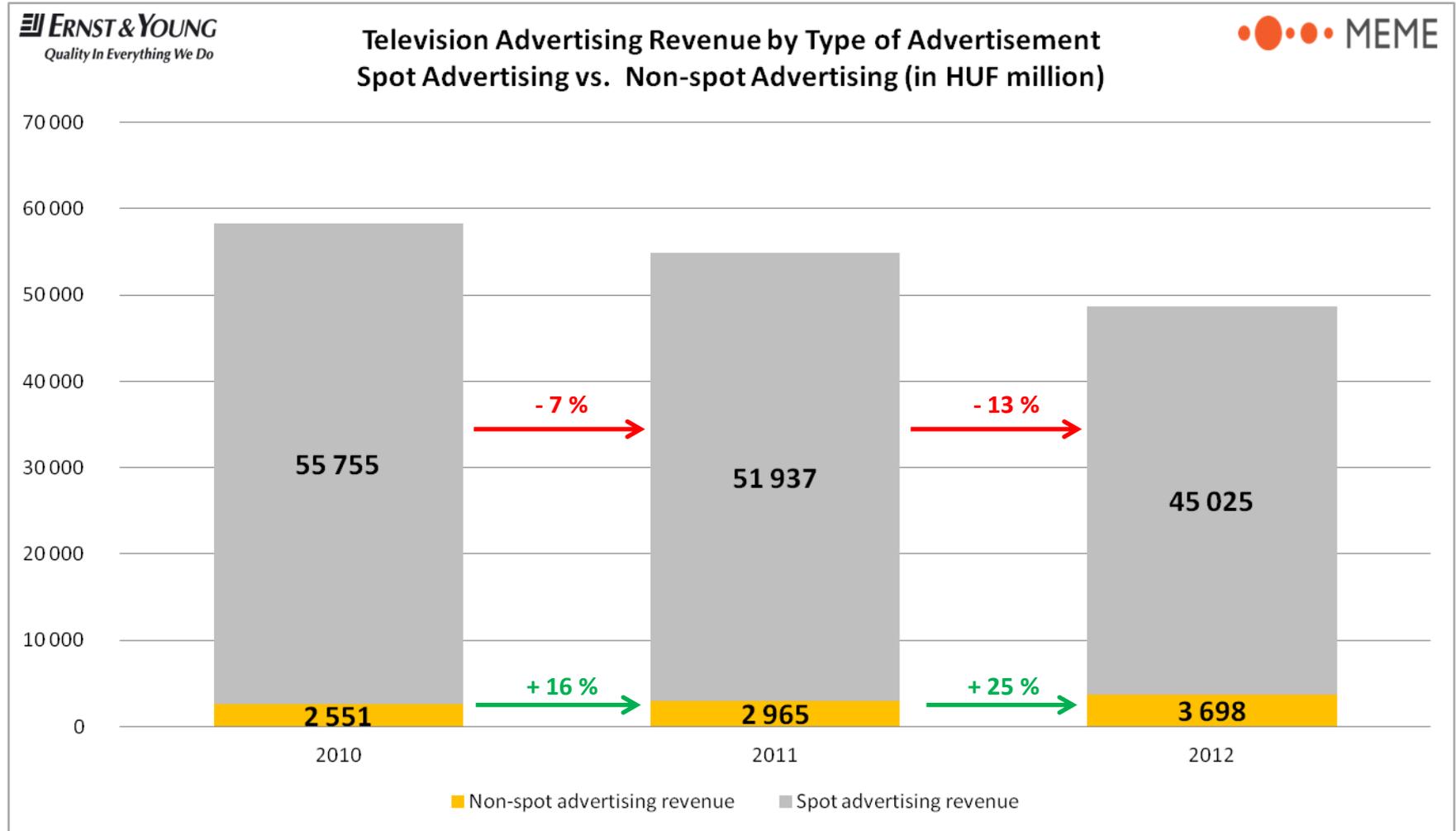
# Advertising revenue of both types of broadcasting decreased by 11%



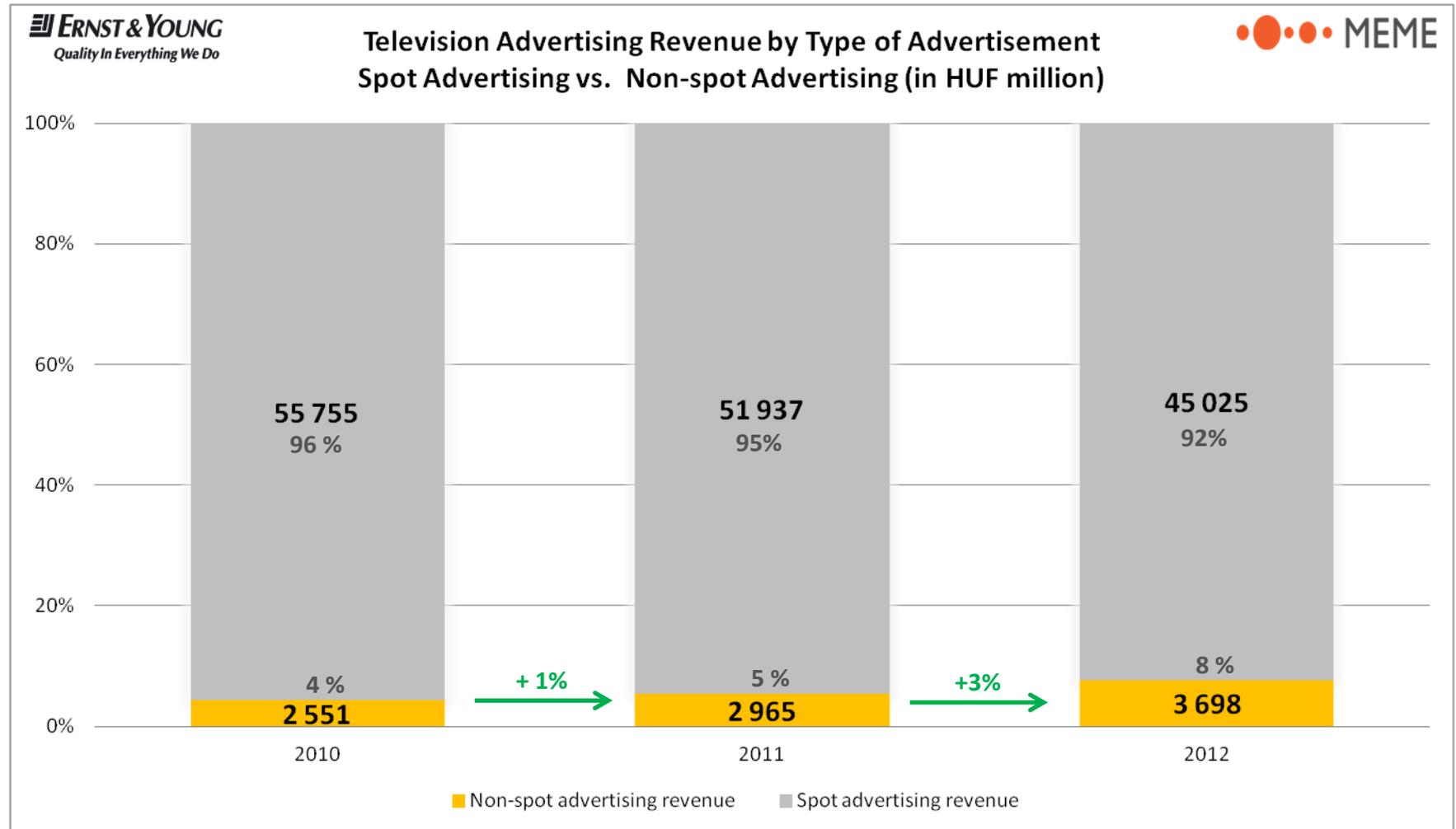
# The share of terrestrial broadcasting revenue has not changed within the advertisement cake.



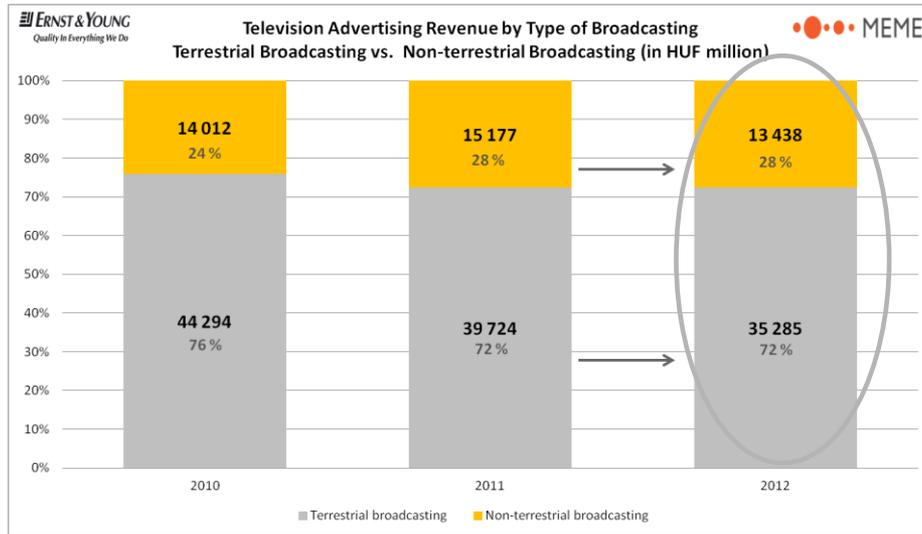
# Non-spot advertising revenue increased significantly by 25% compared to previous year.



# The share of non-spot advertising revenue has increased in the advertisement cake.



# Advertising revenue and television viewership data distribution:



Market share of participating non-terrestrial broadcasting televisions according to television viewership data:

49%\*

Market share of participating terrestrial broadcasting televisions according to television viewership data:

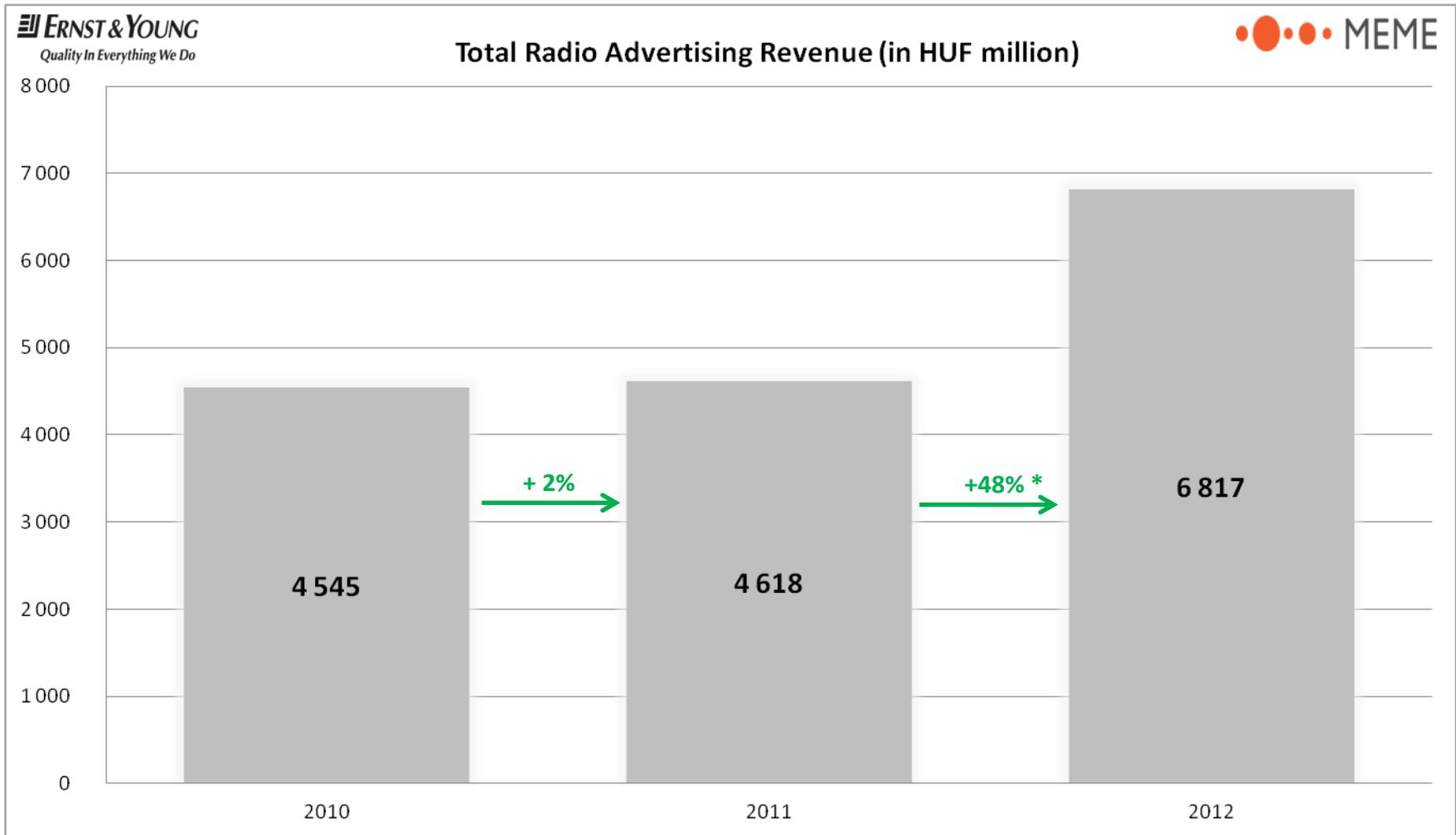
50%\*

The advertising **revenue** share of the participating **non - terrestrial** broadcasting televisions is **28%** meanwhile the market share based on **television viewership data** cover the **49%\*** of the market.

The advertising **revenue** share of participating **terrestrial broadcasting** televisions is **72%** meanwhile the market share based on **television viewership data** cover the **50%\*** of the market.

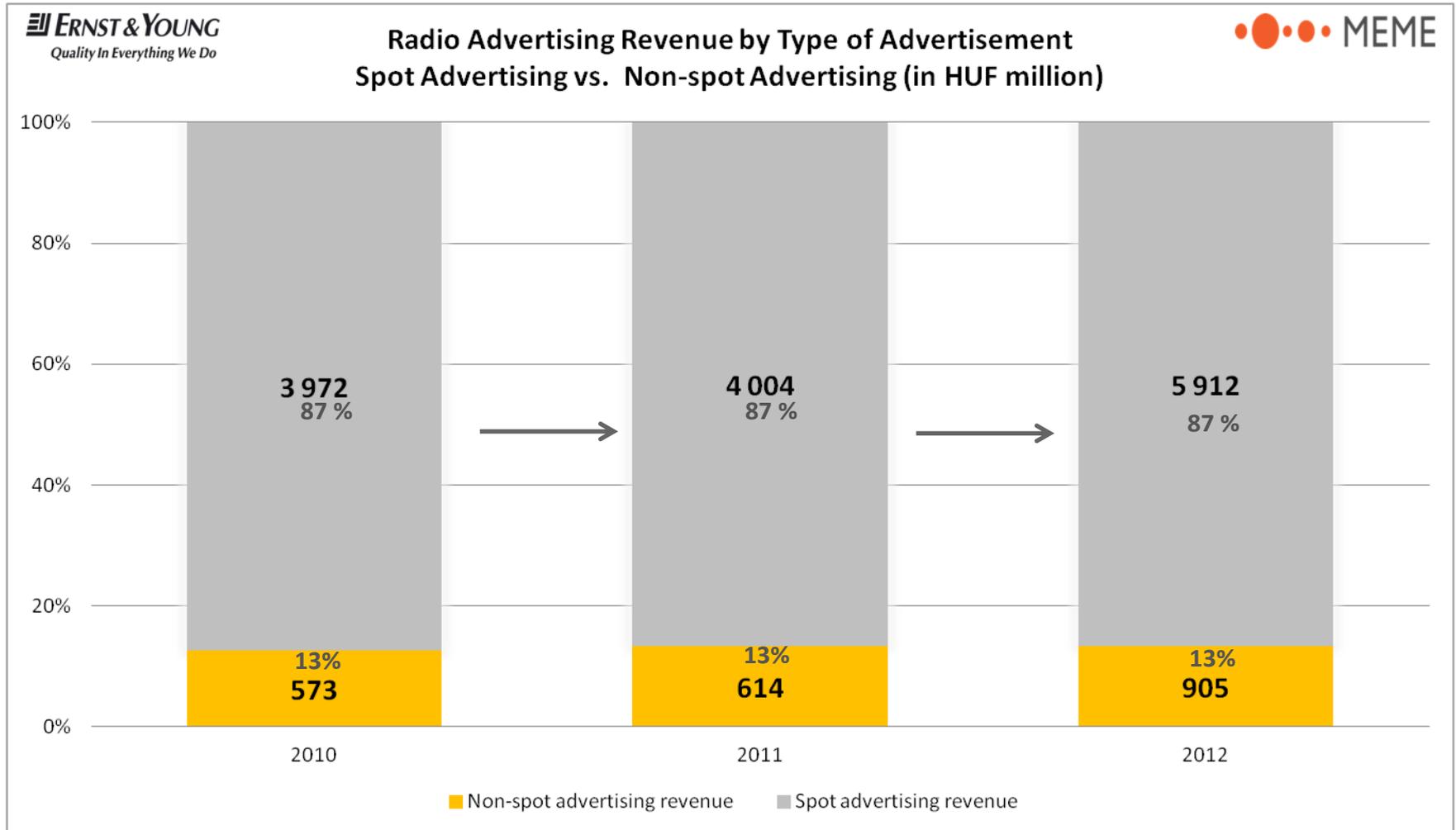
\* Based on data provided by MEME

# The radio advertising revenue has increased compared to previous year.



\* The participating radio stations are significantly different in 2012 compared to 2011. In 2012: 12 radios and 99 further local radios, in 2011: 4 radios took part in the survey.

# The share of radio spot and non-spot advertising revenue has not changed.



# Summary

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- ▶ In 2012 the total television advertising revenue kept decreasing. The decrease was HUF 6 178 million (11%).
- ▶ Terrestrial televisions still have larger share in the TV advertising revenues than their viewership share.
- ▶ The distribution of advertising revenues among the terrestrial and non-terrestrial broadcasting televisions have not changed.
- ▶ In case of television broadcasting, the share of the non-spot advertising revenue has increased by 3% within the television advertisement cake.
- ▶ In case of radio stations, the share of the spot and non-spot advertising revenue has not changed.



**Thank You for Your Attention!**

