

Media inflation - expectations

based on the assumption of media business experts opinion

Budapest,
11.2023.



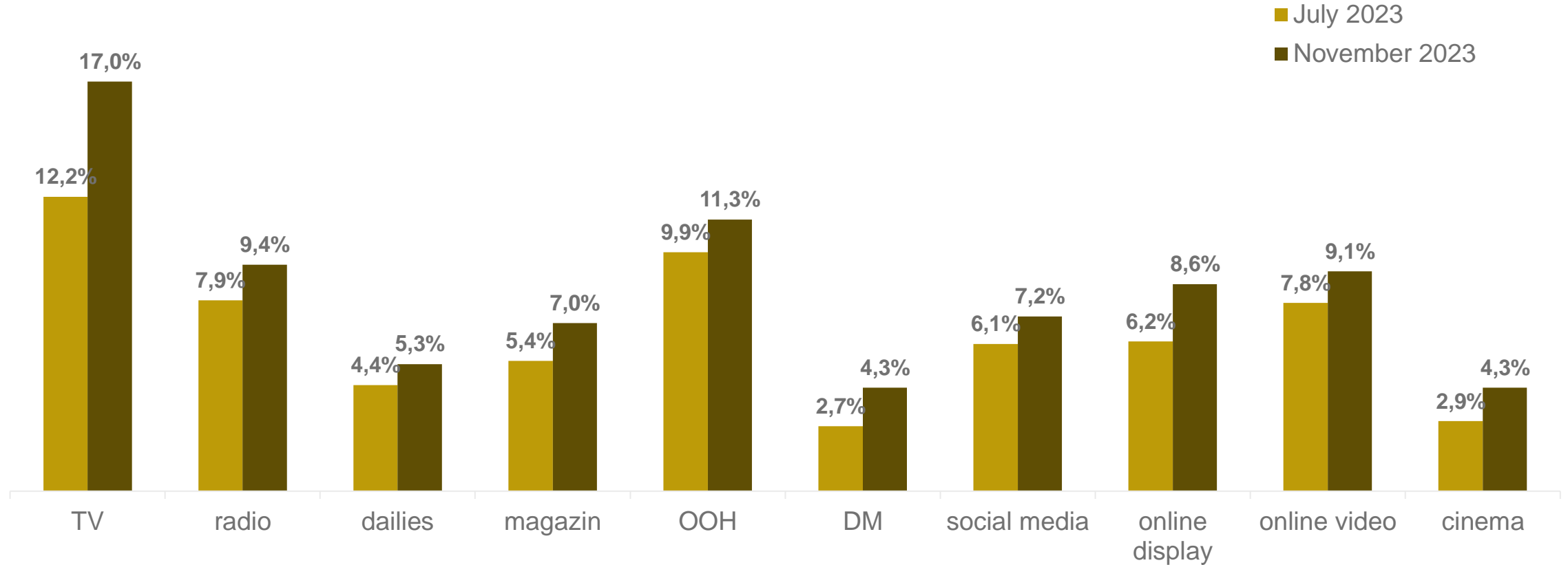
1

Changes between July and November 2023

Media inflation expectations for 2022/2023

July vs. November 2023

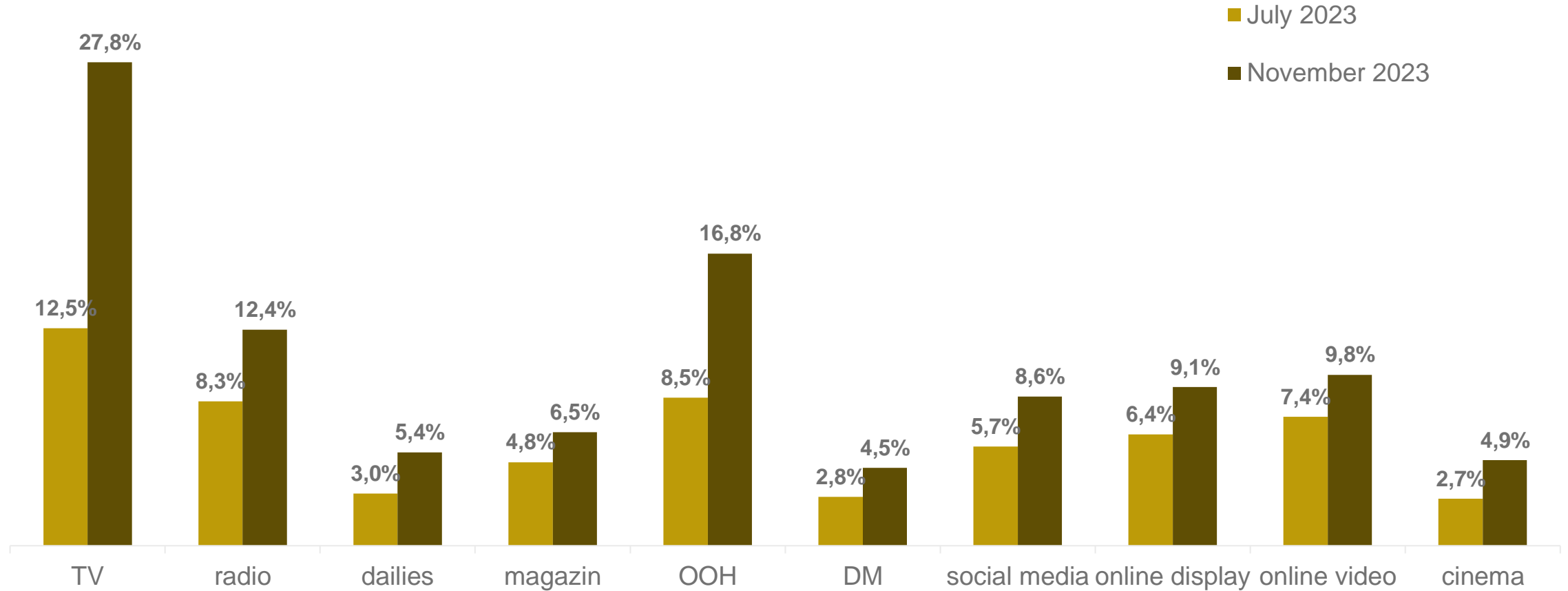
Averages



Media inflation expectations for 2023/2024

July vs. November 2023

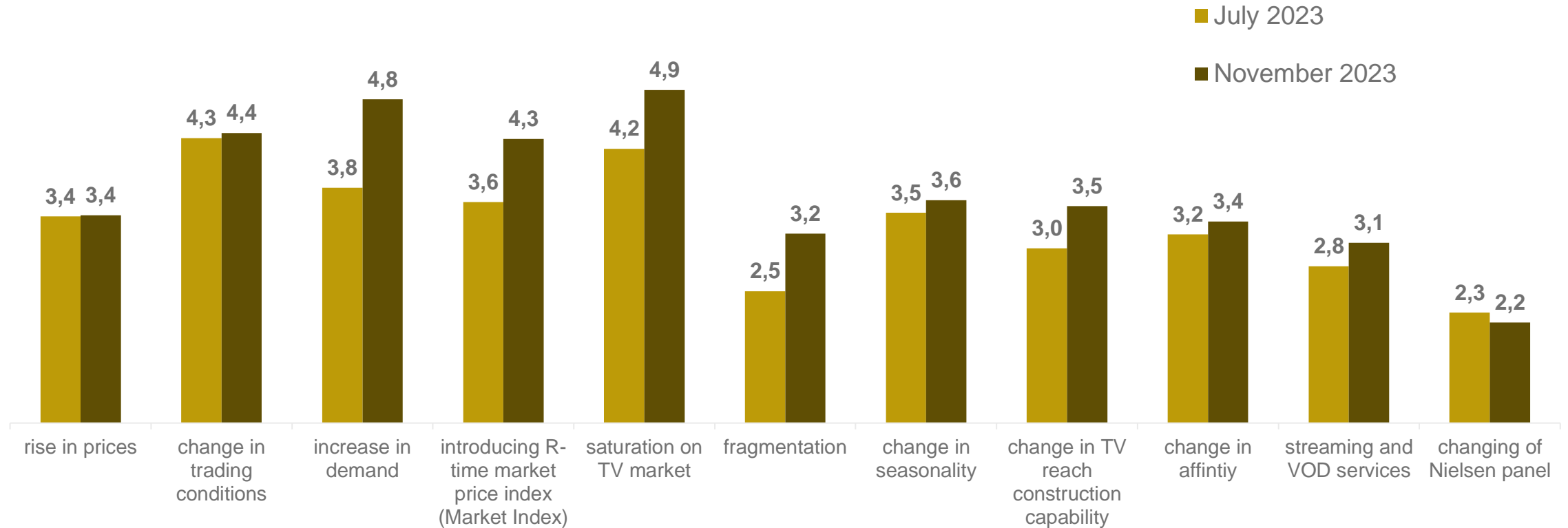
Averages



Influential factors of inflation impact on the TV market

July vs. November 2023

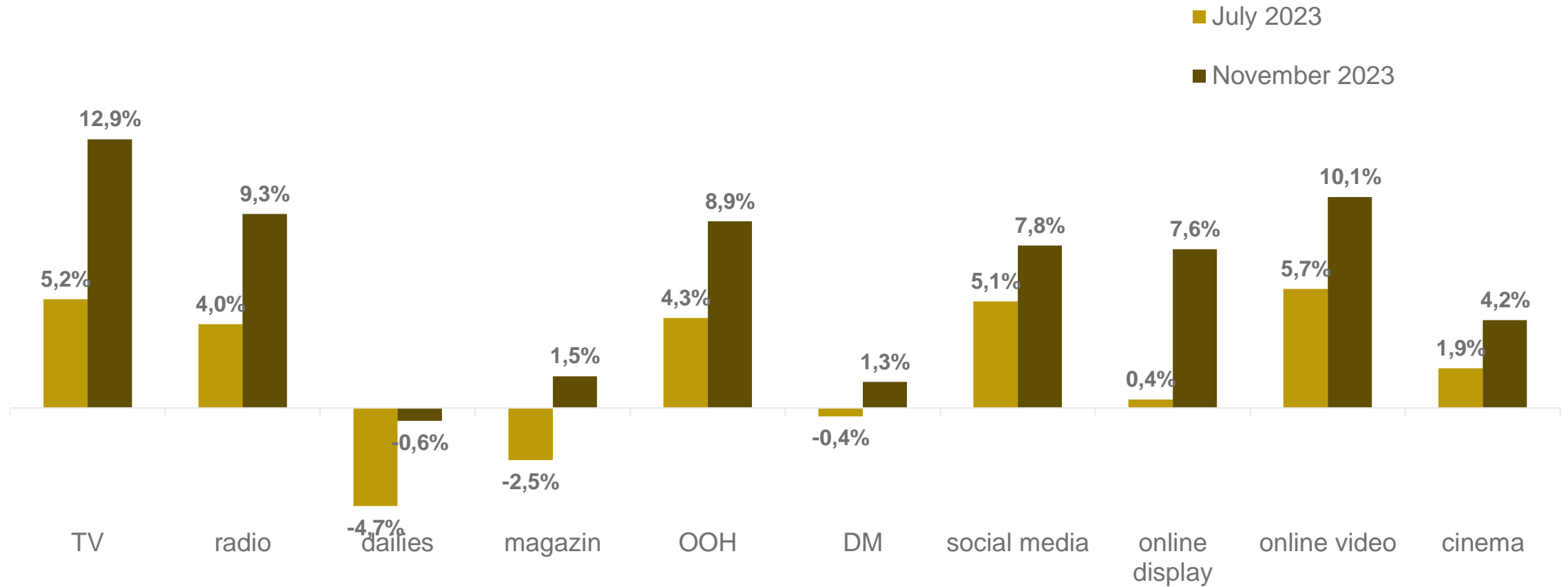
Averages on a 5 point scale (1: does not impact at all, 5: highly impacted)



Estimation of changes in market spending for 2023

July vs. November 2023

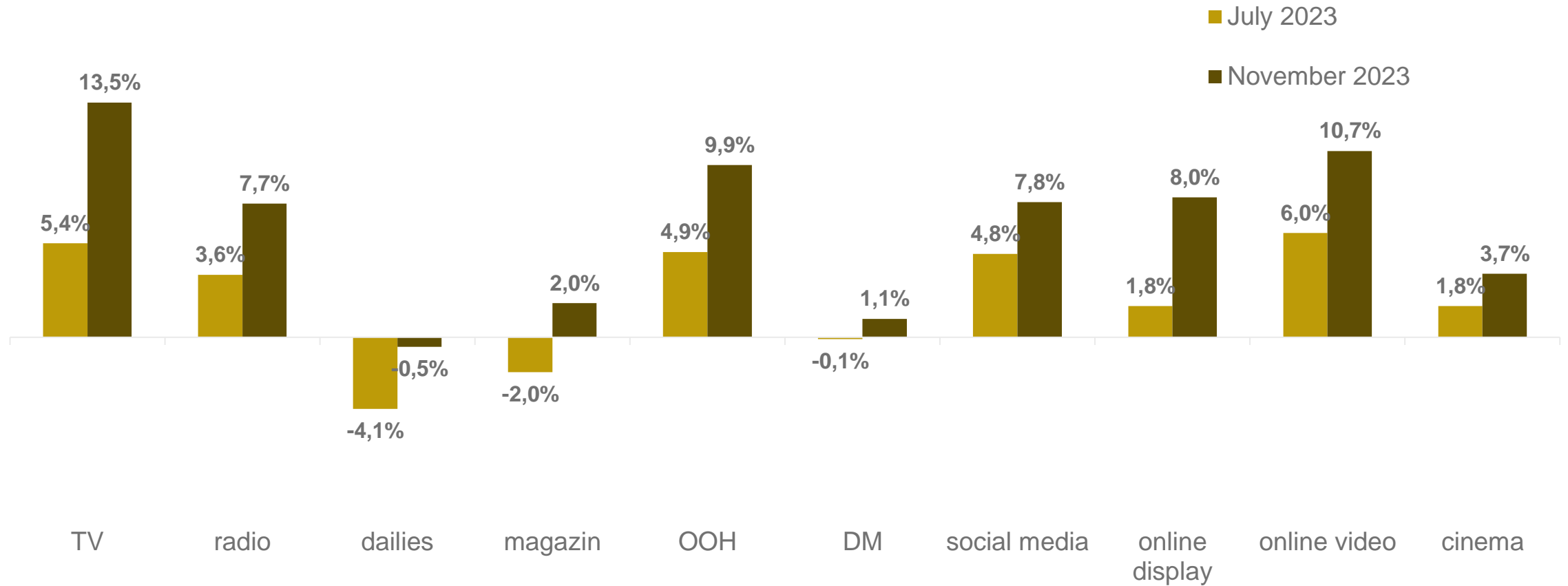
Averages



Estimation of changes in market spending for 2024

July vs. November 2023

Averages

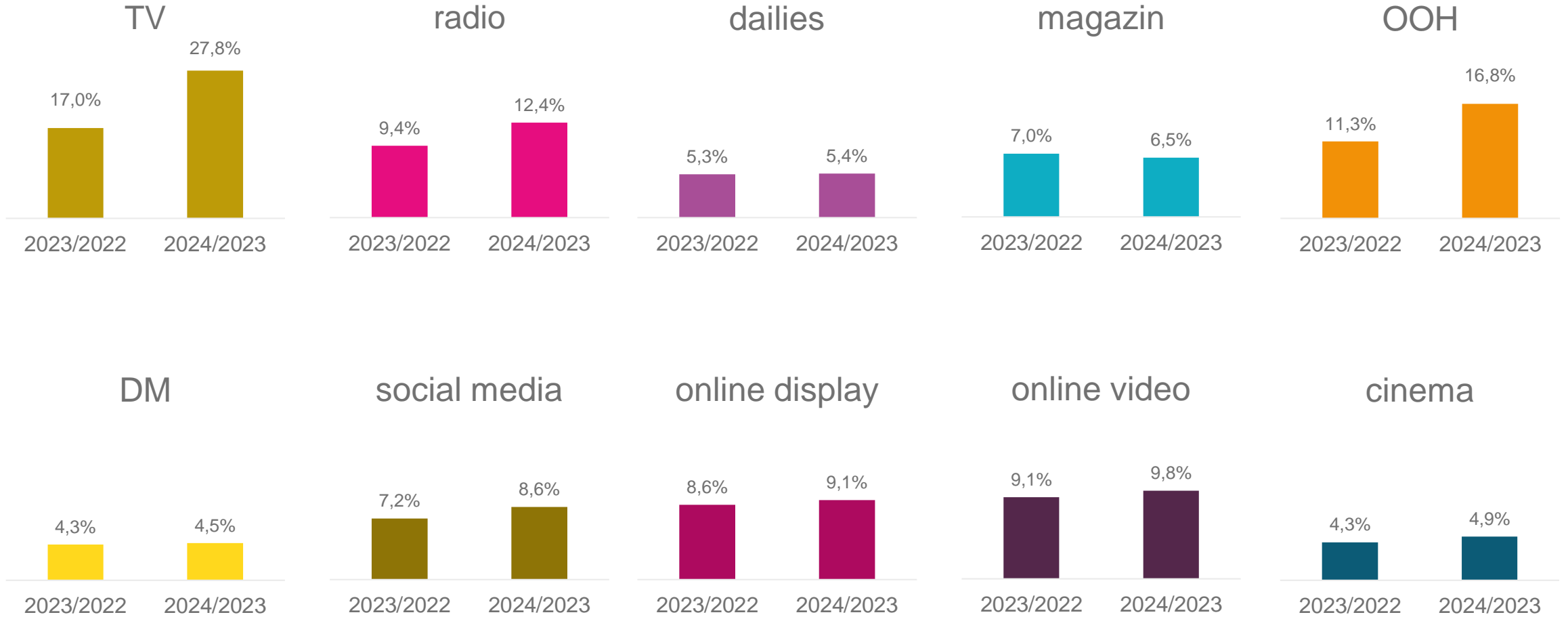


1

Results based on data of November 2023

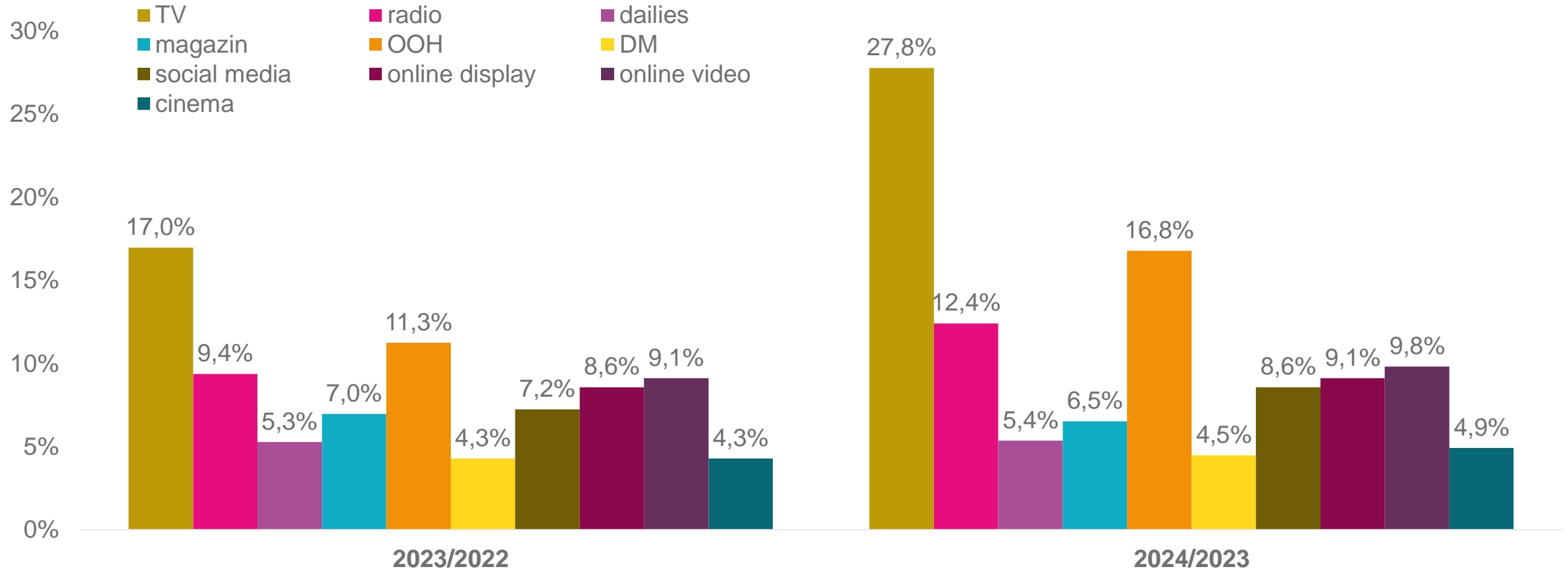
Expectations about the media inflation rate – November 2023

Averages

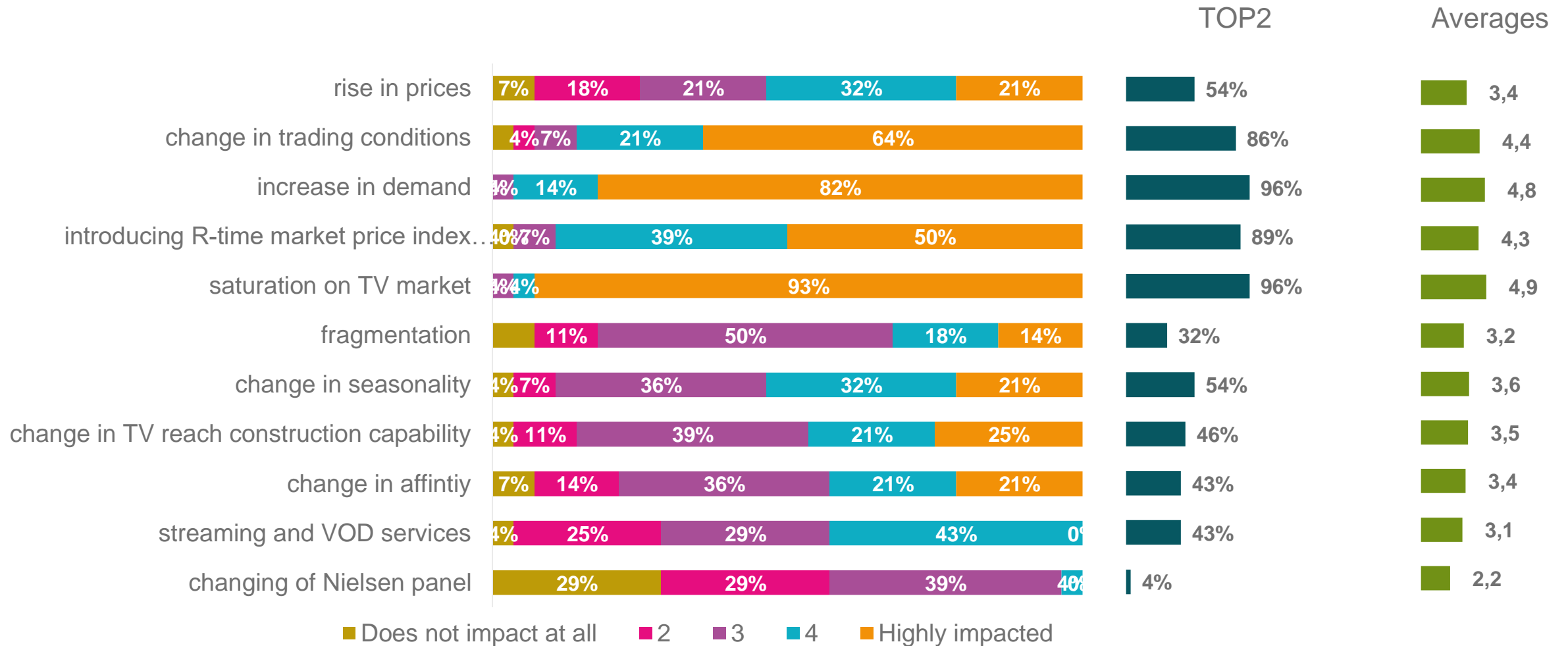


Expectations about the media inflation rate – November 2023

Averages

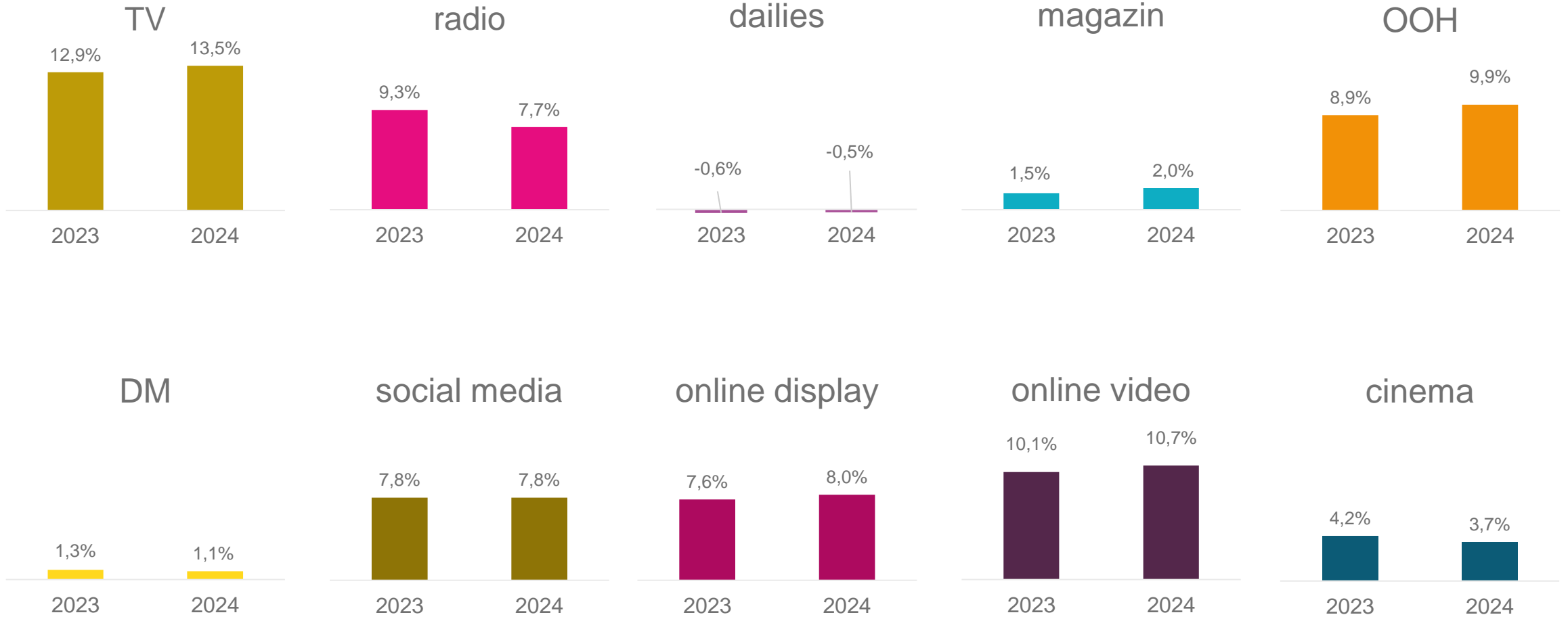


Influential factors of inflation impact on the TV market – November 2023



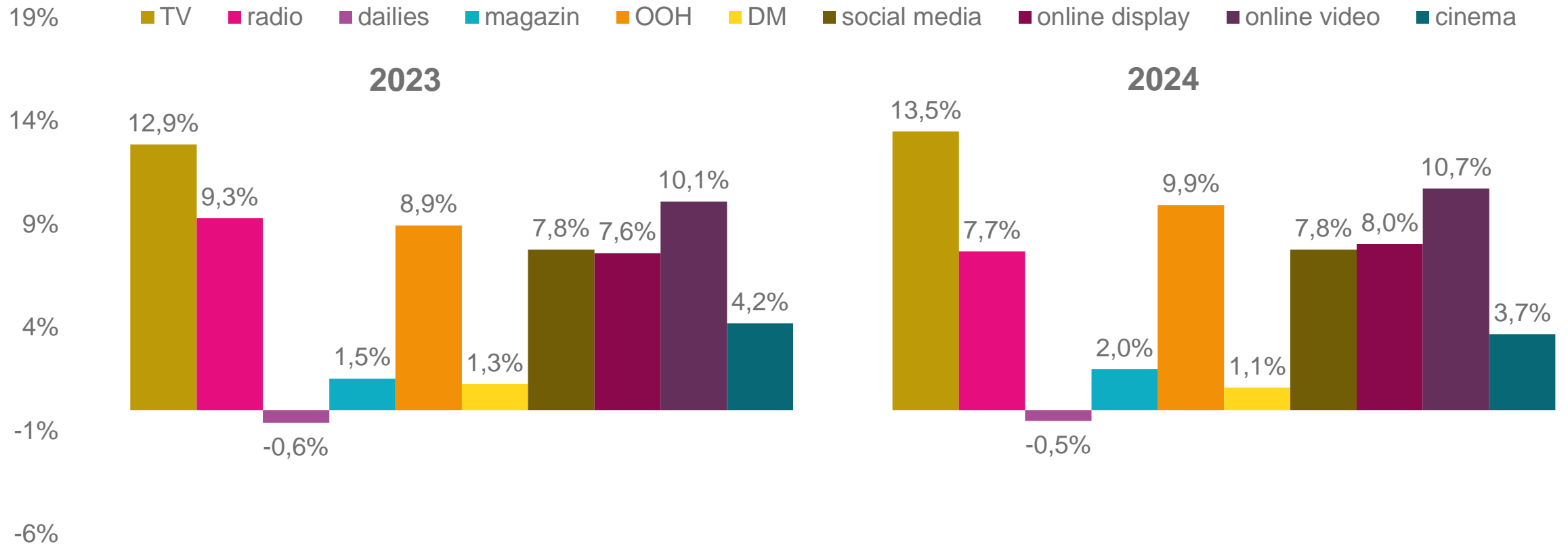
Market spending – November 2023

Averages



Market spending – November 2023

Averages



Kapcsolat:

Tamás Perjés
media sector head
+ 36 20 214 74 66
tamas.perjes@kantar-hoffmann.hu

