JAN 2024
HUNGARY
OVERVIEW OF THE ADOPTION AND USE OF CONNECTED DEVICES AND
SERVICES
NOTE: SIGNIFICANT REVISIONS TO SOURCE DATA MEAN THAT FIGURES
SHOWN HERE ARE NOT COMPARABLE WITH PREVIOUS REPORTS. SEE THE
IMPORTANT NOTES AT THE START OF THE REPORT FOR DETAILS.

TOTAL POPULATION
10.07 MILLION
YEAR-ON-YEAR CHANGE
-1.8%
-180 THOUSAND
URBANISATION
73.0%

CELLULAR MOBILE CONNECTIONS
11.26 MILLION
YEAR-ON-YEAR CHANGE
-0.3%
-35 THOUSAND
TOTAL VS. POPULATION
111.9%

INDIVIDUALS USING THE INTERNET
9.24 MILLION
YEAR-ON-YEAR CHANGE
-1.8%
-165 THOUSAND
TOTAL VS. POPULATION
91.8%

SOCIAL MEDIA USER IDENTITIES
7.29 MILLION
YEAR-ON-YEAR CHANGE
-1.5%
-110 THOUSAND
TOTAL VS. POPULATION
72.4%

THE ACTIVE AND ENGAGEMENT ACTIVITY. PENETRATIONS THAT ARE NOT REPRESENTATIVE OF UNIQUE INDIVIDUALS. COMPARISON TO OTHERS BASE VERSIONS. COVID-19- MASS CHANGES - TIM QUIRKE WEBSITES, INCLUDING: SEE NOTES ON DATA.We are social

Think Forward
THE SOCIAL RECKONING

IN A NEW ERA OF SOCIAL, EVERY BRAND WILL BE JUDGED
Dive into We Are Social's latest trends report.

Attention layering
Everyday fandom
Mischief mode
The offline Internet
Post representation

Explore the trends:
ThinkForward.WeAreSocial.com

QR code

françaisVoici la retranscription textuelle de l'image :

Meltwater

Why do marketers use social listening?
according to Meltwater's **State of Social Media 2024**

- **55%**
  To better understand my target audience

- **43%**
  To manage brand reputation

- **34%**
  To raise brand awareness

- **30%**
  To benchmark against competitors

- **29%**

To gather and analyze consumer insights

- **23%**
  To identify and manage a crisis

See how your strategy compares to responses from several thousand marketing professionals in Meltwater's report.

Meltwater

State of Social Media 2024

[Image of a person with visual elements related to social media analytics]

[Button: Download the report]

[QR code]

Digital 2024 Hungary

16 sur 136L'image contient le texte suivant :

"POPULATION ESSENTIALS"

Il y a aussi un rond rouge avec trois figures humaines blanches à l'intérieur, situé au-dessus du texte.

En bas à gauche de l'image, il y a une note qui dit :
"Digital 2024 Hungary"

Et en bas à droite, il y a une note qui dit :
"18 sur 136"
JAN 2024
POPULATION ESSENTIALS
DEMOGRAPHICS AND OTHER KEY INDICATORS

- **TOTAL POPULATION**: 10.07 MILLION
- **FEMALE POPULATION**: 51.9%
- **MALE POPULATION**: 48.1%
- **YEAR-ON-YEAR CHANGE IN TOTAL POPULATION**: -1.8% (-180 THOUSAND)
- **MEDIAN AGE OF THE POPULATION**: 42.2
- **URBAN POPULATION**: 73.0%
- **POPULATION DENSITY (PEOPLE PER KM²)**: 111.3

- **OVERALL LITERACY (ADULTS AGED 15+)**: 99.1%
- **FEMALE LITERACY (ADULTS AGED 15+)**: 99.1%
- **MALE LITERACY (ADULTS AGED 15+)**: 99.1%

SOURCES:
- KEPIOS ANALYSIS
- UNITED NATIONS
- LOCAL GOVERNMENT AUTHORITIES
- WORLD BANK
- UNESCO
- CIA WORLD FACTBOOK
- OUR WORLD IN DATA
- INEGI/NUMBEO
- KNOMAD

FOOTER:

LANGUAGE:
- Français

FLAGS:
- Hungary's flag (top right corner)

ICONS:
Representations of demographics, literacy, urban population, and other key indicators.JAN 2024

POPULATION OVER TIME
POPULATION BY YEAR, WITH YEAR-ON-YEAR CHANGE

- Image of Hungarian flag on the top right corner with the label Hungary.

JAN 2014: 9.88 M [-0.2%]
JAN 2015: 9.86 M [-0.3%]
JAN 2016: 9.83 M [-0.3%]
JAN 2017: 9.80 M [-0.2%]
JAN 2018: 9.78 M [-0.06%]
JAN 2019: 9.77 M [-0.03%]
JAN 2020: 9.77 M [-0.4%]
JAN 2021: 9.73 M [-0.4%]
JAN 2022: 9.69 M [+5.8%]
JAN 2023: 10.2 M [-1.8%]

JAN 2024: 10.1 M

Digital 2024 Hungary

Bottom right logos: we are social; Meltwater**JAN 2024**
DEVICE OWNERSHIP
PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO OWN EACH KIND OF DEVICE

ANY KIND OF MOBILE PHONE
98.2%
YEAR-ON-YEAR CHANGE
[N/A]

SMART PHONE
97.3%
YEAR-ON-YEAR CHANGE
[N/A]

FEATURE PHONE
17.6%
YEAR-ON-YEAR CHANGE
[N/A]

LAPTOP OR DESKTOP COMPUTER
73.0%
YEAR-ON-YEAR CHANGE
[N/A]

TABLET DEVICE
32.4%
YEAR-ON-YEAR CHANGE
[N/A]

GAMES CONSOLE

21.8%
YEAR-ON-YEAR CHANGE
[N/A]

SMART WATCH OR SMART WRISTBAND
33.1%
YEAR-ON-YEAR CHANGE
[N/A]

TV STREAMING DEVICE
17.5%
YEAR-ON-YEAR CHANGE
[N/A]

SMART HOME DEVICE
10.7%
YEAR-ON-YEAR CHANGE
[N/A]

VIRTUAL REALITY DEVICE
1.7%
YEAR-ON-YEAR CHANGE
[N/A]

SOURCE: GWI (Q3 2023). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 to 64. SEE GWI.COM. **NOTE:** PERCENTAGE CHANGE VALUES REPRESENT RELATIVE CHANGE (i.e. AN INCREASE OF 50% FROM A STARTING VALUE OF 50% WOULD EQUAL 50%, NOT 75%). WHERE RELEVANT BASE POINTS, AND INDICATE ABSOLUTE CHANGE. **COMPARABILITY:** METHODOLOGY CHANGES. SEE NOTES ON DATA.
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Digital 2024 Hungary
23 sur 136

françaisVoici la retranscription textuelle de l'image :

JAN 2024
AGE DISTRIBUTION OF THE POPULATION
THE NUMBER OF PEOPLE IN EACH AGE GROUP, AND ASSOCIATED SHARE OF THE POPULATION

(Sources, notes, et légendes sont inscrites en bas de l'image)

49.9 K - 4.9% - AGE 0-4
48.5 K - 4.8% - AGE 5-9
47.1 K - 4.7% - AGE 10-14
53.3 K - 5.3% - AGE 15-19
59.2 K - 5.8% - AGE 20-24
66.5 K - 6.7% - AGE 25-29
64.4 K - 6.6% - AGE 30-34
71.5 K - 7.1% - AGE 35-39
88.1 K - 8.6% - AGE 40-44
72.4 K - 7.2% - AGE 45-49
62.0 K - 6.2% - AGE 50-54
54.9 K - 5.3% - AGE 55-59
65.5 K - 6.5% - AGE 60-64
56.1 K - 5.6% - AGE 65-69
38.3 K - 3.8% - AGE 70-74
26.0 K - 2.6% - AGE 75-79
13.4 K - 1.3% - AGE 80-84
5.6 K - 0.6% - AGE 85-89
1.2 K - 0.1% - AGE 90-94
374 - <0.1% - AGE 95-99
134 - <0.1% - AGE 100+

Sources: Extrapolations of data published by the United Nations and local government authorities. Notes: Percentage values below each bar represent the respective age group's share of the total population. Where labels are shown, net figures equal bars. 'M' denotes millions (e.g. 1.2M = 1,200,000). 'K' denotes thousands (e.g. 123K = 123,000). Where no label is present, values are shown as is. Comparability: Source changes and base revisions. Figures may not compare with values published in previous editions.

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Is there anything else you need?JAN 2024

FINANCIAL AND DEVELOPMENTAL INDICATORS
WORLD BANK INDICATORS FOR FINANCIAL DEVELOPMENT, ACCESS TO ESSENTIAL SERVICES, AND DEVICE OWNERSHIP

HUNGARY

- **Gross Domestic Product (Current U.S. Dollars)**
  $203.8 BILLION

- **Gross Domestic Product (PPP, Current International Dollars)**
  $421.7 BILLION

- **Gross Domestic Product Per Capita (Current U.S. Dollars)**
  $21.1 THOUSAND

- **Gross Domestic Product Per Capita (PPP, Current International Dollars)**
  $43.6 THOUSAND

- **Net National Income Per Capita (Current U.S. Dollars)**
  $14.8 THOUSAND

- **Percentage of the Population Earning Less Than $3.65 (2017 PPP) Per Day**
  0.8%

- **Percentage of the Population with Access to Basic Drinking Water**
  100%

- **Percentage of the Population with Access to Basic Sanitation**
  98.0%

- **Percentage of the Population with Access to Electricity**
  100%

- **Percentage of the Population that Owns a Mobile Phone (Any Type)**
  96.5%

SOURCES:
IMF; WORLD BANK (MOST LATEST PUBLISHED DATA UP TO 2021)

DEFINITIONS:
 * $3.65 (2017 PPP): REFLECTS LOCAL PURCHASING POWER PARITY, BASED ON THE WORLD BANK'S 2017 EXCHANGE BENCHMARK. BASIC DRINKING WATER: PERCENTAGE OF THE TOTAL POPULATION USING AT LEAST BASIC DRINKING WATER FROM AN IMPROVED SOURCE. PHONE OWNERSHIP: THE MOST RECENT NATIONAL HOUSEHOLD SURVEYS ASKED THE HEAD OF THE HOUSEHOLD OR INFORMED HOUSEHOLD MEMBER WHETHER OR NOT ANY MEMBER OF THE HOUSEHOLD OWNED A MOBILE PHONE. COMPARABILITY ISSUES LIE WITH THE SELECTED REPRESENTATIVE SAMPLE OF THE HOUSEHOLDS THAT WERE SURVEYED. DETAILED SOURCES AND NOTES FOR MOST DATA VALUES ARE SHOWN ELSEWHERE IN THIS REPORT.

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Digital 2024 Hungary   26 sur 136Jan 2024

Daily Time Spent With Media
The average amount of time each day that internet users aged 16 to 64 spend with different kinds of media and devices.

Time Spent Using The Internet:
6H 16M
Year-on-Year Change: [N/A]

Time Spent Watching Television (Broadcast and Streaming):
2H 57M
Year-on-Year Change: [N/A]

Time Spent Using Social Media:
1H 47M
Year-on-Year Change: [N/A]

Time Spent Reading Press Media (Online and Physical Print):
1H 08M
Year-on-Year Change: [N/A]

Time Spent Listening to Music Streaming Services:
1H 04M
Year-on-Year Change: [N/A]

Time Spent Listening to Broadcast Radio:
0H 57M
Year-on-Year Change: [N/A]

Time Spent Listening to Podcasts:
0H 35M
Year-on-Year Change: [N/A]

Time Spent Using a Games Console:
0H 37M
Year-on-Year Change: [N/A]

Source: GWI 2024
Figures represent the findings of a broad survey of internet users aged 16 to 64. See

GWI.com. Notes: People may consume different media concurrently. Television includes both broadcast and cable television consumed either via a TV or via online, on-demand services. Press includes both online and physical print media. Broadcast radio does not include internet radio. Comparability: Methodology changes. See notes on data.

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Meltwater**JAN 2024**
MEDIA USE
THE PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO CONSUME EACH MEDIA TYPE

1. **USING THE INTERNET VIA A MOBILE PHONE**
   - 97.0%
   - YEAR-ON-YEAR CHANGE [N/A]

2. **USING THE INTERNET VIA A LAPTOP, DESKTOP, OR TABLET**
   - 91.4%
   - YEAR-ON-YEAR CHANGE [N/A]

3. **USING SOCIAL MEDIA**
   - 91.3%
   - YEAR-ON-YEAR CHANGE [N/A]

4. **WATCHING LINEAR AND BROADCAST TV**
   - 88.1%
   - YEAR-ON-YEAR CHANGE [N/A]

5. **WATCHING STREAMING AND ON-DEMAND TV**
   - 63.0%
   - YEAR-ON-YEAR CHANGE [N/A]

6. **READING ONLINE PRESS CONTENT**
   - 72.0%
   - YEAR-ON-YEAR CHANGE [N/A]

7. **READING PHYSICAL PRESS CONTENT**
   - 59.6%
   - YEAR-ON-YEAR CHANGE [N/A]

8. **LISTENING TO BROADCAST RADIO**
   - 71.9%
   - YEAR-ON-YEAR CHANGE [N/A]

9. **LISTENING TO MUSIC STREAMING SERVICES**
   - 51.8%
   - YEAR-ON-YEAR CHANGE [N/A]

10. **LISTENING TO PODCASTS**
    - 56.2%
    - YEAR-ON-YEAR CHANGE [N/A]

SOURCE: GWI Q4 2023 (unless specified). PERCENTAGES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64 (ex. GWI, KANTAR). Bien sûr, voici la retranscription textuelle de l'image fournie :

JAN 2024
OVERVIEW OF INTERNET USE
Essential indicators of internet adoption and use

HUNGARY

1. **TOTAL NUMBER OF INTERNET USERS**
   - 9.24 MILLION

2. **INTERNET USERS vs. TOTAL POPULATION**
   - 91.8%

3. **YEAR-ON-YEAR CHANGE IN TOTAL INTERNET USERS**
   - -1.8% (-165 THOUSAND)

4. **YEAR-ON-YEAR CHANGE IN INTERNET USERS vs. POPULATION**
   - 0% [UNCHANGED]

5. **INDEXED INTERNET ADOPTION vs. GLOBAL AVERAGE**
   - 138.8

6. **PERCENTAGE OF INTERNET USERS ACCESSING VIA MOBILE PHONES**
   - 94.2%

7. **AVERAGE DAILY TIME SPENT USING THE INTERNET**
   - 6H 16M

8. **YEAR-ON-YEAR CHANGE IN DAILY TIME SPENT USING THE INTERNET**
   - [N/A]

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---**JAN 2024**

INTERNET USE OVER TIME (YOY)

NUMBER OF INDIVIDUALS USING THE INTERNET, AND YEAR-ON-YEAR CHANGE

(Shows a graph of internet users in Hungary from January 2014 to January 2024)

JAN 2014
7.60 M
-1.6%

JAN 2015
7.48 M
-1.6%

JAN 2016
7.93 M
+6.0%

JAN 2017
7.78 M
-1.9%

JAN 2018
7.77 M
-0.01%

JAN 2019
8.08 M
+4.0%

JAN 2020
8.41 M

+4.1%

JAN 2021
8.67 M
+3.1%

JAN 2022
8.69 M
+0.2%

JAN 2023
9.41 M
+8.2%

JAN 2024
9.24 M
-1.8%

Sources: ITU, GSMA Intelligence, Eurostat, Google's advertising resources, Tencent, Kantar, GWI, IAMAI, Government resources, United Nations. **Note**: Where letters are shown next to figures, these refer to definitions in **Comparative data** slide number 12 and **Year-on-year change: +/- 0.01M = +/- 20,000 and IPF = IPF) and **Note**: numbers shown represent the total population, but some sources do not publish regular updates, so figures for recent periods may underrepresent actual data. **See notes on data**. WeAreSocial. DataReportal. Meltwater

Option icons: Home, Previous Slide, Next Slide, Notes, Add Slide, More Options, Translation, Print, and Download

Country: Hungary (with national flag)J'ai retranscrit l'image de manière textuelle ci-dessous :

JAN 2024
INTERNET USER PERSPECTIVES
INTERNET USER NUMBERS PUBLISHED BY DIFFERENT SOURCES

INTERNET USERS: ITU
Icône de globe vert

8.97 MILLION
vs. POPULATION 89.1%

INTERNET USERS: CIA WORLD FACTBOOK
Icône de globe bleu

8.63 MILLION
vs. POPULATION 85.8%

INTERNET USERS: INTERNETWORLDSTATS
Icône de globe rouge

8.59 MILLION
vs. POPULATION 85.3%

Sources : As stated above each icon
Notes: Where sources publish internet adoption as a percentage (% penetration), we compare the latest published adoption rates with the latest figures for population to derive absolute user numbers. Where sources publish absolute user numbers, we compare these absolute user figures with the latest figures for population to derive values for % penetration.
Comparability: Potential mismatches. Internet user figures quoted elsewhere in this report for the same date from multiple sources.
Icons sources not stated on this slide.

Logo We Are Social
Logo Meltwater

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Icônes des pages précédente et suivante, du partage, du téléchargement, des options de visualisation et de la langue.JAN 2024

DAILY TIME SPENT USING THE INTERNET
AMOUNT OF TIME THAT INTERNET USERS AGED 16 TO 64 SPEND USING THE INTERNET EACH DAY

Hungary

DAILY TIME SPENT USING THE INTERNET ACROSS ALL DEVICES
6H 16M

TIME SPENT USING THE INTERNET ON MOBILE PHONES

GWI.
3H 14M

TIME SPENT USING THE INTERNET ON COMPUTERS AND TABLES
K
3H 02M

MOBILE'S SHARE OF TOTAL DAILY INTERNET TIME
51.5%

31

SOURCE: GWI (Q3, 2023) FIGURES REPRESENT THE FINDINGS OF A BROAD
SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM. COMPARABILITY:
METHODOLOGY CHANGES: SEE NOTES ON DATA

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INTERNET ADOPTION RATE OVER TIME (YOY)

Number of individuals using the internet as a percentage of total population, and year-
on-year relative change

Graphiques (barres bleues représentant chaque année):

1. JAN 2014
   - 76.9%
   - -1.3%

2. JAN 2015
   - 75.9%
   - -1.3%

3. JAN 2016
   - 80.6%
   - +6.3%

4. JAN 2017
   - 79.3%
   - -1.6%

5. JAN 2018
  - 79.5%
  - +0.2%

6. JAN 2019
  - 82.7%
  - +4.1%

7. JAN 2020
  - 86.1%
  - +4.1%

8. JAN 2021
  - 89.1%
  - +3.5%

9. JAN 2022
  - 89.7%
  - +0.6%

10. JAN 2023
  - 91.8%
  - +2.3%

11. JAN 2024
  - 91.8%
  - 0%

Note:
Sources: (Ipsos analysis, ITU, GSMA Intelligence, Eurostat, Google's advertising resources, CNNIC, Kantar IMAI, government resources, United Nations)
Notes: Data is reported as of the previous year, due to data from the most recent year being reported. Regional figures show the relative changes in internet adoption. The data provided here is global and cannot be directly compared to individual data scores found on their local regions.

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MAIN REASONS FOR USING THE INTERNET
PRIMARY REASONS WHY INTERNET USERS AGED 16 TO 64 USE THE INTERNET

HUNGARY (flag of Hungary)

1. FINDING INFORMATION - 73.6%
2. STAYING IN TOUCH WITH FRIENDS AND FAMILY - 68.3%
3. RESEARCHING HOW TO DO THINGS - 66.3%
4. FILLING UP SPARE TIME AND GENERAL BROWSING - 59.9%
5. ACCESSING AND LISTENING TO MUSIC - 54.2%
6. FINDING NEW IDEAS OR INSPIRATION - 50.9%
7. KEEPING UP TO DATE WITH NEWS AND EVENTS - 50.6%
8. WATCHING VIDEOS, TV SHOWS OR MOVIES - 48.1%
9. RESEARCHING PRODUCTS AND BRANDS - 43.2%
10. RESEARCHING PLACES, VACATIONS AND TRAVEL - 40.2%
11. GAMING - 37.2%
12. RESEARCHING HEALTH ISSUES AND HEALTHCARE PRODUCTS - 35.5%
13. EDUCATION AND STUDY-RELATED PURPOSES - 34.2%
14. MANAGING FINANCES AND SAVINGS - 31.3%
15. ORGANISING DAY-TO-DAY LIFE - 20.1%

Source: GWI Q3 2023. Figures represent the findings of a broad survey of internet users aged 16 to 64. See gwi.com. Comparability: methodology changes. See notes on data.

ICONOS:
Digital 2024 Hungary | 32 sur 136 | icônes de partage (Zoom, téléchargement, impression, etc.) | français

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JAN 2024
SHARE OF WEB TRAFFIC BY DEVICE
PERCENTAGE OF TOTAL WEB PAGES SERVED TO WEB BROWSERS RUNNING ON EACH KIND OF DEVICE

HUNGARY

MOBILE PHONES
63.29%
YEAR-ON-YEAR CHANGE
+3.9% (+238 BPS)

LAPTOP AND DESKTOP COMPUTERS
34.99%
YEAR-ON-YEAR CHANGE
-6.5% (-245 BPS)

TABLET DEVICES
1.66%
YEAR-ON-YEAR CHANGE

+2.5% (+4 BPS)

OTHER DEVICES
0.05%
YEAR-ON-YEAR CHANGE
+66.7% (+2 BPS)

SOURCE: STATCOUNTER.
NOTES: FIGURES REPRESENT THE NUMBER OF WEB PAGES SERVED TO
BROWSERS RUNNING ON EACH TYPE OF DEVICE COMPARED WITH THE TOTAL
NUMBER OF WEB PAGES SERVED TO BROWSERS RUNNING ON ANY DEVICE IN
DECEMBER 2023. PERCENTAGE CHANGE VALUES REPRESENT THE CHANGE IN
THE PERCENTAGE OF P.O.D. FROM A STARTING VALUE OF 50%. 10.5
PERCENTAGE POINTS, AND +1% INDICATES 1 PERCENTAGE POINT.

INTERNET CONNECTION SPEEDS
MEDIAN SPEEDS AND LATENCY FOR MOBILE AND FIXED INTERNET
CONNECTIONS

HUNGARY

MEDIAN SPEED OF MOBILE INTERNET CONNECTIONS
we are social
DOWNLOAD (MBPS) 42.67
UPLOAD (MBPS) 15.30
LATENCY (MS) 24

YEAR-ON-YEAR CHANGE IN MEDIAN SPEED OF MOBILE INTERNET
CONNECTIONS
OOKLA
DOWNLOAD +3.8%
UPLOAD +11.4%
LATENCY 0%

MEDIAN SPEED OF FIXED INTERNET CONNECTIONS
Meltwater
DOWNLOAD (MBPS) 155.12
UPLOAD (MBPS) 39.31
LATENCY (MS) 9

YEAR-ON-YEAR CHANGE IN MEDIAN SPEED OF FIXED INTERNET
CONNECTIONS

Meltwater
DOWNLOAD +25.5%
UPLOAD +29.0%
LATENCY 0%

SOURCE: OOKLA. NOTE: FIGURES REPRESENT MEDIAN DOWNLOAD AND UPLOAD SPEEDS IN MEGABITS PER SECOND, AND MEDIAN CONNECTION LATENCY IN MILLISECONDS IN NOVEMBER 2023. TIP: A NEGATIVE VALUE FOR YEAR-ON-YEAR CHANGE IN LATENCY REPRESENTS AN IMPROVEMENT, BECAUSE LOWER LATENCY SHOULD RESULT IN FASTER CONTENT DELIVERY.

Digital 2024 Hungary
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françaisBien sûr ! Voici la retranscription textuelle de l'image :

JAN 2024

MOBILE'S SHARE OF WEB TRAFFIC (YOY)
PERCENTAGE OF TOTAL WEB PAGES SERVED TO WEB BROWSERS RUNNING ON MOBILE PHONES

Hungary (drapeau hongrois)

Décembre 2013
5.06%
+72.1%

Décembre 2014
8.71%
+47.3%

Décembre 2015
12.83%
+61.7%

Décembre 2016
20.74%
+61.7%

Décembre 2017
33.54%
-5.9%

Décembre 2018
31.55%
+28.8%

Décembre 2019
40.65%
+13.8%

Décembre 2020
46.27%
+9.1%

Décembre 2021
50.48%
+20.7%

Décembre 2022
60.91%
+3.9%

Décembre 2023
63.29%

Source: Statcounter. Notes: Figures represent the number of web pages served to web browsers running on mobile phones compared with the total number of web pages served to web browsers running on any device. Percentage change values in the white circles represent relative change (i.e., an increase of 20% from a starting value of 30% would equal 6%, not 10%).

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Voilà la retranscription textuelle de l'image.JAN 2024

SHARE OF WEB TRAFFIC BY BROWSER
PERCENTAGE OF TOTAL WEB PAGES SERVED TO EACH BRAND OF WEB BROWSER RUNNING ON ANY DEVICE

Chrome: 72.9%
Safari: 10.8%

Firefox: 6.7%
Samsung Internet: 3.4%
Edge: 3.3%
Opera: 2.5%
Android: 0.2%
Others: 0.3%

SOURCE: STATCOUNTER. Notes: Figures represent the number of page views served to each browser as a percentage of total page views served to web browsers running on any kind of device in December 2023.

DEVICES USED TO ACCESS THE INTERNET

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO USE EACH KIND OF DEVICE TO ACCESS THE INTERNET

HUNGARY

1. MOBILE PHONE (ANY)
   94.2% YEAR-ON-YEAR CHANGE [N/A]

2. LAPTOP OR DESKTOP (ANY)
   75.6% YEAR-ON-YEAR CHANGE [N/A]

3. SMARTPHONE
   92.4% YEAR-ON-YEAR CHANGE [N/A]

4. FEATURE PHONE
   3.8% YEAR-ON-YEAR CHANGE [N/A]

5. TABLET DEVICE
   22.5% YEAR-ON-YEAR CHANGE [N/A]

6. PERSONAL LAPTOP OR DESKTOP
   69.8% YEAR-ON-YEAR CHANGE [N/A]

7. WORK LAPTOP OR DESKTOP
   30.1% YEAR-ON-YEAR CHANGE [N/A]

8. CONNECTED TELEVISION
   29.9% YEAR-ON-YEAR CHANGE [N/A]

9. SMART HOME DEVICE
   6.9% YEAR-ON-YEAR CHANGE [N/A]

10. GAMES CONSOLE
    8.7% YEAR-ON-YEAR CHANGE [N/A]

NOTES:
"Mobile phone (any)" includes users who access via a smartphone or feature phone.
"Laptop or desktop (any)" includes users who access via their own computer or a
computer provided by their employer. Percentage change values reflect relative change.
"YoY" values show the change in basis points, and reflect absolute change.

SOURCE:
GWI Q4 2023 FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF
INTERNET USERS AGED 16 TO 64. SEE GWI.COM NOTES.

COMPARABILITY:
METHODOLOGY CHANGES. SEE NOTES ON DATA.

LOGOS:
We Are Social, Meltwater

PAGE:
Digital 2024 Hungary
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FLAGS AND ICONS:
Hungarian flag icon, various device icons for each category mentioned above, page
navigation icons

LANGUAGE OPTIONS:
français**JAN 2024**

TOP TYPES OF WEBSITES VISITED AND APPS USED

**PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO HAVE VISITED OR
USED EACH KIND OF DIGITAL PROPERTY IN THE PAST MONTH**

- **SOCIAL NETWORKS** - 94.9%
- **CHAT AND MESSAGING** - 93.3%
- **SEARCH ENGINES OR WEB PORTALS** - 86.7%
- **EMAIL** - 71.6%
- **WEATHER** - 61.4%
- **MAPS, PARKING, OR LOCATION-BASED SERVICES** - 59.1%
- **MUSIC** - 43.8%
- **SHOPPING, AUCTIONS, OR CLASSIFIEDS** - 39.2%

- **NEWS** - 37.8%
- **ENTERTAINMENT** - 33.7%
- **GAMES** - 32.0%
- **BANKING, INVESTING, OR INSURANCE** - 29.1%
- **COUPONS, DEALS, OR PRICE COMPARISONS** - 25.3%
- **TRAVEL** - 23.4%
- **GAMBLING, BETTING, OR LOTTERY** - 18.7%

SOURCE: GWI (Q3 2023). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM.
COMPARABILITY: METHODOLOGY CHANGES: SEE NOTES ON DATA.

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JAN 2024

SHARE OF SEARCH ENGINE REFERRALS

PERCENTAGE OF TOTAL WEB TRAFFIC REFERRED BY SEARCH ENGINES THAT ORIGINATED FROM EACH SEARCH SERVICE

- **GOOGLE:** 97.9%
- **BING:** 1.6%
- **YAHOO!:** 0.3%
- **DUCKDUCKGO:** 0.1%
- **YANDEX:** 0.08%
- **ECOSIA:** 0.02%
- **OTHERS:** 0.04%

Source: ([DATAREPORTAL](https://datareportal.com/))

Notes: Figures represent the number of page view referrals originating from each service as a percentage of total page view referrals originating from search engines in December 2023. Percentage change values represent relative year-on-year change i.e. an increase of 20% from a starting value of 50% would equal 60%, not 70%. BPPT values represent basis points, and indicate the absolute change. Figures may not sum to 100% due to rounding.

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Présence d'un drapeau hongrois avec annotation **HUNGARY**.JAN 2024
ACCESSING ONLINE INFORMATION
Percentage of internet users aged 16 to 64 who engage in each kind of online activity

1. Use a search engine (e.g., Google, Bing, DuckDuckGo) each month
   - 86.7%

2. Use voice assistants (e.g., Siri, Google Assistant) to find information each week
   - 3.4%

3. Visit social networks to look for information about brands and products
   - 37.4%

4. Use image search tools (e.g., Google Lens, Pinterest Lens) on mobile each month
   - 23.8%

5. Scan a QR code on a mobile phone each month
   - 36.5%

6. Use online tools to translate text into different languages each week
   - 41.5%

SOURCE: GWI (Q3 2023). Figures represent the findings of a broad survey of internet users aged 16 to 64. See GWI.COM. COMPARABILITY: Methodology changes; see notes on data.
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Icons and branding:
- We Are Social
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TOP GOOGLE SEARCHES
QUERIES WITH THE GREATEST VOLUME OF GOOGLE SEARCH ACTIVITY BETWEEN 01 JANUARY 2023 AND 31 DECEMBER 2023

#	SEARCH QUERY	INDEX vs. TOP QUERY
01	ID ÁRÁS	100

```
02  FORDÍTÓ          64
03  BUDAPEST          58
04  FACEBOOK          56
05  GOOGLE           50
06  ID ¼•          3€
07  YOUTUBE           38
08  VIDEA          38
09  FREEMAIL          27
10  INDEX          24
```

```
#   SEARCH QUERY      INDEX vs. TOP QUERY
11  MENETREND        23
12  EURO           21
13  GOOGLE FORDÍTÓ    19
14  ANGOL MAGYAR      18
15  OTP          16
16  FORDÍTÓ          16
17  LIDL          14
18  EREDMÉNYEK        13
19  MENETRENDEK        13
20  GMAIL          12
```

SOURCE: GOOGLE TRENDS, BASED ON SEARCHES CONDUCTED BETWEEN 01 JANUARY 2023 AND 31 DECEMBER 2023 NOTES: ANY SPELLING ERRORS OR LANGUAGE INCONSISTENCIES IN SEARCH QUERIES ARE AS PUBLISHED BY GOOGLE TRENDS, AND ARE SHOWN 'AS IS' TO ENABLE READERS TO IDENTIFY TRENDS IN CHANGES IN HOW PEOPLE USE LANGUAGE IN DIGITAL ENVIRONMENTS. GOOGLE DOES NOT PUBLICLY ATTRIBUTE SEARCH QUERIES WITH THE TERM 'FORDÍTÓ' (WHICH MEANS 'TRANSLATOR') TO EITHER SEARCH QUERIES FOR THE ACTUAL APP OR COMMON WEB SEARCHES SIMILAR TO THE TERM 'GOOGLE TRANSLATE'. ADVISORY: GOOGLE TRENDS USES DYNAMIC SAMPLING, SO BRAND ORDER AND INDEX VALUES MAY VARY DEPENDING ON WHEN THE TOOL IS ACCESSED, FOR BOTH THE SAME SEARCH QUERY AND QUERY TIME PERIOD .

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JAN 2024

TV CONSUMPTION AND STREAMING
EXPLORING THE VIEWING BEHAVIOURS OF INTERNET USERS AGED 16 TO 64

PERCENTAGE OF INTERNET USERS WHO WATCH ANY KIND OF TV EACH MONTH

98.0%

YEAR-ON-YEAR CHANGE IN INTERNET USERS WHO WATCH ANY KIND OF TV
-2.0% (-200 BPS)

DAILY TIME THAT INTERNET USERS SPEND WATCHING ANY KIND OF TV
2H 57M

YEAR-ON-YEAR CHANGE IN DAILY TV VIEWING TIME (ALL FORMS OF CONTENT DELIVERY)
[N/A]

INTERNET USERS WHO STREAM TV CONTENT vs. INTERNET USERS WHO WATCH ANY KIND OF TV
88.6%

DAILY TIME SPENT WATCHING TV CONTENT STREAMED OVER THE INTERNET
0H 56M

YEAR-ON-YEAR CHANGE IN DAILY TIME SPENT WATCHING STREAMING TV CONTENT
[N/A]

TIME SPENT WATCHING STREAMING TV CONTENT AS A PERCENTAGE OF TOTAL TV TIME
31.9%

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```JAN 2024
TOP WEBSITES: SIMILARWEB RANKING
SIMILARWEB'S RANKING OF THE MOST VISITED WEBSITES, BASED ON WEBSITE TRAFFIC BETWEEN DECEMBER 2022 AND NOVEMBER 2023
HUNGARY

| # | WEBSITE | TOTAL VISITS(montly est.) | UNIQUE VISITORS(montly est.) | AVERAGE TIME PER VISIT | AVERAGE PAGES PER VISIT |
|---|---|---|---|---|---|
| 01 | GOOGLE.COM | 389 M | 7.48 M | 11M 33S | 9.3 |
| 02 | FACEBOOK.COM | 191 M | 5.48 M | 13M 42S | 9.9 |
| 03 | YOUTUBE.COM | 161 M | 4.98 M | 20M 11S | 11.0 |

| # | WEBSITE | TOTAL VISITS (montly est.) | UNIQUE VISITORS (montly est.) | AVERAGE TIME PER VISIT | AVERAGE PAGES PER VISIT |
|---|---|---|---|---|---|
| 04 | INDEX.HU | 37.4 M | 2.34 M | 5M 40S | 3.7 |
| 05 | GOOGLE.HU | 33.6 M | 1.70 M | 8M 40S | 11.0 |
| 06 | ORIGO.HU | 27.7 M | 2.81 M | 2M 59S | 3.0 |
| 07 | IDOKEP.HU | 27.3 M | 1.72 M | 2M 11S | 2.9 |
| 08 | 24.HU | 24.6 M | 2.65 M | 3M 37S | 2.3 |
| 09 | BLIKK.HU | 23.3 M | 2.87 M | 4M 03S | 2.9 |
| 10 | STARTLAP.HU | 22.8 M | 891 K | 7M 19S | 2.0 |
| 11 | WIKIPEDIA.ORG | 22.4 M | 3.09 M | 4M 10S | 3.0 |
| 12 | PORTFOLIO.HU | 21.9 M | 2.19 M | 8M 29S | 3.1 |
| 13 | INSTAGRAM.COM | 20.4 M | 2.25 M | 6M 50S | 8.9 |
| 14 | TELEX.HU | 20.1 M | 1.09 M | 4M 46S | 2.7 |
| 15 | HVG.HU | 15.6 M | 1.73 M | 9M 03S | 3.8 |
| 16 | GOV.HU | 15.4 M | 2.88 M | 4M 18S | 9.1 |
| 17 | ARUKERESO.HU | 14.2 M | 2.75 M | 5M 06S | 4.7 |
| 18 | FREEMAIL.HU | 13.7 M | 744 K | 6M 54S | 8.1 |
| 19 | VIDEA.HU | 13.6 M | 1.75 M | 5M 31S | 6.8 |
| 20 | 444.HU | 13.0 M | 1.15 M | 3M 48S | 2.2 |

OVER YEAR BASIS, AND REPRESENT DIGITAL DATA.
ADVISORY: SOME SITES LISTED IN THIS RANKING MAY CONTAIN ADULT
CONTENT. USERS WHO MAY BE OFFENDED CONTENT-RELATED SHOULD AVOID
VISITING UNKNOWN DOMAINS.

Bien sûr, voici la retranscription textuelle de l'image :

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**JAN 2024**

TOP WEBSITES: SEMRUSH RANKING

SEMRUSH'S RANKING OF THE MOST VISITED WEBSITES, BASED ON WEBSITE
TRAFFIC BETWEEN 01 SEPTEMBER AND 30 NOVEMBER 2023

```
| # | WEBSITE | TOTAL VISITS (MONTHLY AVG) | UNIQUE VISITORS (MONTHLY AVG) | AVERAGE TIME PER VISIT (MINS) | AVERAGE PAGES PER VISIT |
|---|---------|---------------------------|------------------------------|-------------------------------|--------------------------|
| 01 | GOOGLE.COM | 825 M | 452.2 M | 20M 36S | 3.1 |
| 02 | YOUTUBE.COM | 720 M | 321.1 M | 33M 00S | 5.6 |
| 03 | FACEBOOK.COM | 161 M | 202 M | 28M 03S | 2.8 |
| 04 | INDEX.HU | 73.5 M | 67.9 M | 20M 11S | 1.9 |
| 05 | PORNHUB.COM | 60.0 M | 76.2 M | 11M 23S | 7.7 |
| 06 | IDOKEP.HU | 59.7 M | 54.8 M | 7M 24S | 2.1 |
| 07 | FILMVI1AG.ME | 57.9 M | 53.0 M | 25M 26S | 3.6 |
| 08 | MOZINE1T.ME | 52.3 M | 55.2 M | 33M 32S | 2.1 |
| 09 | TELEX.HU | 52.3 M | 43.0 M | 21M 57S | 1.5 |
| 10 | ONLINE-FILMEK.ME | 48.1 M | 59.5 M | 14M 19S | 2.7 |
```

11	WIKIPEDIA.ORG	46.4 M	102.4 M	11M 15S	1.9
12	DEX.HU	42.4 M	24.2 M	13M 31S	2.0
13	ORIGO.HU	36.7 M	42.9 M	11M 35S	2.6
14	VIDEA.HU	33.9 M	60.3 M	27M 01S	2.3
15	GOOGLE.HU	32.7 M	32.8 M	15M 55S	3.7
16	24.HU	31.5 M	39.4 M	14M 40S	2.2
17	AKURRESOIZ.HU	31.3 M	76.4 M	08M 16S	2.4
18	XVIDEOS.COM	29.6 M	45.2 M	13M 14S	2.9
19	HVG.HU	26.8 M	34.7 M	14M 14S	1.7
20	444.HU	26.3 M	27.6 M	16M 45S	1.4

```

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Source: SEMRUSH figures represent traffic values between 01 September and 30 November 2023. Note: Values in the "Unique Visitors" column represent the number of distinct internet access points, but may not represent individual ends. Some figures may include subdomains. Some websites or domains showing high traffic volumes but not ranking in the table may be included because they are intermediate domains. Measures such as safe browsing and server administration may affect rankings. Figures being either too low or high may distort ranking. Be aware that domain mapping and subdomains or some websites marketing may contain adult content, viruses, malware, or offensive content. Readers should avoid visiting unknown domains. Comparability: Source methodology changes.

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WATCHING ONLINE VIDEO CONTENT

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO WATCH EACH KIND OF VIDEO CONTENT VIA THE INTERNET EACH WEEK

- **ANY KIND OF VIDEO**
  - 87.6%
  - GWI

- **MUSIC VIDEO**
  - 45.2%
  - KEPIOS

- **COMEDY, MEME, OR VIRAL VIDEO**
  - 27.8%
  - GWI

- **VIDEO LIVESTREAM**
  - 16.9%
  - KEPIOS

- **TUTORIAL OR HOW-TO VIDEO**
  - 19.9%
  - GWI

- **EDUCATIONAL VIDEO**
  - 17.0%
  - KEPIOS

- **PRODUCT REVIEW VIDEO**
  - 12.5%
  - GWI

- **SPORTS CLIP OR HIGHLIGHTS VIDEO**
  - 9.5%
  - KEPIOS

- **INFLUENCER VIDEOS AND VLOGS**
  - 14.2%
  - GWI

- **GAMING VIDEO**
  - 15.7%
  - KEPIOS

SOURCE: GWI (Q3 2023) FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM/QUE. NOTES: "YOY" FIGURES REPRESENT YEAR-ON-YEAR CHANGE.
PERCENTAGE CHANGE VALUES REPRESENT THE CHANGE IN THE PERCENTAGE OF POP. FOR A STANDING VALUE OF 10%, YOY VALUES

REPRESENT BASIS POINTS, AND
INDICATE THE ABSOLUTE CHANGE.

COMPARABILITY: METHODOLOGY CHANGES. SEE: NOTES ON DATA.

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**MOST STREAMED CONTENT ON NETFLIX**

_FlixPatrol's ranking of the most streamed content on Netflix for full-year 2023 - Hungary_

**MOST STREAMED MOVIES ON NETFLIX**

| #  | MOVIE NAME | INDEX |
|----|------------------------------------------|-------|
| 01 | THE GRINCH | 100 |
| 02 | PAW PATROL: THE MOVIE | 65 |
| 03 | GLASS ONION: A KNIVES OUT MYSTERY | 40 |
| 04 | REPTILE | 39 |
| 05 | LEO | 38 |
| 06 | THE OUT-LAWS | 36 |
| 07 | LUTHER: THE FALLEN SUN | 35 |
| 08 | YOU ARE SO NOT INVITED TO MY BAT MITZVAH | 34 |
| 09 | MURDER MYSTERY 2 | 34 |
| 10 | THE MOTHER | 34 |

**MOST STREAMED TV SHOWS ON NETFLIX**

| #  | TV SHOW NAME | INDEX |
|----|------------------------------------------|-------|
| 01 | WEDNESDAY | 100 |
| 02 | THE NIGHT AGENT | 72 |
| 03 | THE WITCHER | 67 |
| 04 | GINNY & GEORGIA | 66 |
| 05 | THE LINCOLN LAWYER | 60 |
| 06 | YOU | 53 |
| 07 | LIEBES KIND | 53 |
| 08 | TERZI | 52 |
| 09 | THE CROWN | 50 |
| 10 | LOVE IS BLIND | 50 |

_Source: FlixPatrol. See flixpatrol.com. Notes: The same content may have different titles in different countries. Rankings based on FlixPatrol's analysis of viewing activity for full-year 2023. "Index" values compare the viewing "points" value of the top-ranked

title to other top-ranked titles in each platform's ranking._

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**Meltwater logo**

**Digital 2024 Hungary**
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_46_**JAN 2024**
**MOST STREAMED CONTENT ON DISNEY+**
FLIXPATROL'S RANKING OF THE MOST STREAMED CONTENT ON DISNEY+ FOR FULL-YEAR 2023

**MOST STREAMED MOVIES ON DISNEY+**

| #  | MOVIE NAME | INDEX |
|----|-------------------------------------------|-------|
| 01 | MOANA | 100 |
| 02 | AVATAR: THE WAY OF WATER | 63 |
| 03 | ELEMENTAL | 54 |
| 04 | ZOOTOPIA | 41 |
| 05 | GUARDIANS OF THE GALAXY VOLUME 3 | 36 |
| 06 | ENCANTO | 34 |
| 07 | BLACK PANTHER: WAKANDA FOREVER | 32 |
| 08 | FROZEN | 30 |
| 09 | AVATAR | 27 |
| 10 | ANT-MAN AND THE WASP: QUANTUMANIA | 25 |

**MOST STREAMED TV SHOWS ON DISNEY+**

| #  | TV SHOW NAME | INDEX |
|----|-------------------------------------------|-------|
| 01 | GREY'S ANATOMY | 100 |
| 02 | FAMILY GUY | 96 |
| 03 | CRIMINAL MINDS | 78 |
| 04 | MODERN FAMILY | 66 |
| 05 | DESPERATE HOUSEWIVES | 58 |
| 06 | HOW I MET YOUR MOTHER | 48 |
| 07 | BONES | 36 |
| 08 | THE MANDALORIAN | 21 |
| 09 | THE WALKING DEAD | 18 |
| 10 | AHSOKA | 15 |

**SOURCE:** FLIXPATROL.COM. **NOTES:** THE SAME CONTENT MAY HAVE

DIFFERENT TITLES IN DIFFERENT COUNTRIES. RANKINGS BASED ON FLIXPATROL'S ANALYSIS OF VIEWING ACTIVITY FOR FULL-YEAR 2023. "INDEX" VALUES COMBINE THE FLIXPATROL "POINTS" VALUE FOR EACH TITLE IN THE FLIXPATROL "POINTS" VALUE OF THE TOP-RANKED TITLE IN EACH PLATFORM'S RANKING.
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MOST STREAMED CONTENT ON HBO
FlixPatrol's ranking of the most streamed content on HBO for full year 2023

Most Streamed Movies on HBO

| # | Movie Name | Index |
|---|---|---|
| 01 | DON'T WORRY DARLING | 100 |
| 02 | ELVIS | 99 |
| 03 | THE BATMAN | 72 |
| 04 | BLACK ADAM | 71 |
| 05 | MAGIC MIKE'S LAST DANCE | 65 |
| 06 | FATHER OF THE BRIDE | 58 |
| 07 | KIMI | 54 |
| 08 | SHAZAM! FURY OF THE GODS | 41 |
| 09 | DUNE | 40 |
| 10 | KING RICHARD | 36 |

Most Streamed TV Shows on HBO

| # | TV Show Name | Index |
|---|---|---|
| 01 | THE LAST OF US | 100 |
| 02 | FROM | 80 |
| 03 | AND JUST LIKE THAT... | 63 |
| 04 | FRIENDS | 42 |
| 05 | HOUSE OF THE DRAGON | 40 |
| 06 | SUCCESSION | 37 |
| 07 | THE GILDED AGE | 36 |
| 08 | 30 COINS | 36 |
| 09 | BILLIONS | 35 |
| 10 | THE IDOL | 34 |

Source: FlixPatrol. See FlixPatrol.com
Notes: The same content may have different titles in different countries. Rankings based on FlixPatrol's analysis of viewing activity for full year 2023. "Index" values combine the FlixPatrol "points" value for each title in the FlixPatrol "points" value of the top-ranked title in each platform's ranking.

# DEVICES USED TO PLAY VIDEO GAMES

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO PLAY VIDEO GAMES ON EACH KIND OF DEVICE

ANY DEVICE
84.7%
GWI

SMARTPHONE
62.3%
GWI

LAPTOP OR DESKTOP
42.9%

GAMES CONSOLE
19.4%
GWI

TABLET
14.5%

HAND-HELD GAMING DEVICE
5.2%

MEDIA STREAMING DEVICE
4.1%
GWI

VIRTUAL REALITY HEADSET
3.8%
KWP

Source: GWI (Q4 2021 FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM.) NOTES: *YOY FIGURES REPRESENT YEAR-ON-YEAR CHANGE PERCENTAGE CHANGE VALUE IS COMPARATIVE: A CHANGE IN EXAMPLES OF 30% FROM A STARTING VALUE OF 10% WOULD EQUAL 43%, NOT 40%. **TOP VALUES REPRESENT BASE POINTS AND INDICATE THE ABSOLUTE CHANGE. COMPARABILITY: METHODOLOGY CHANGES, SEE NOTES ON DATA.

HUNGARY

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**JAN 2024 - MOST STREAMED CONTENT ON AMAZON PRIME**
FlixPatrol's ranking of the most streamed content on Amazon Prime Video for full-year 2023

**Most streamed MOVIES on Amazon Prime Video**

| #  | MOVIE NAME | INDEX |
|----|--------------------------------------------|-------|
| 01 | THE TOMORROW WAR | 100 |
| 02 | CULPA MÍA | 74 |
| 03 | SAMARITAN | 70 |
| 04 | TOM CLANCY'S WITHOUT REMORSE | 56 |
| 05 | THE LORD OF THE RINGS: THE FELLOWSHIP OF THE RING | 48 |
| 06 | GUY RITCHIE'S THE COVENANT | 42 |
| 07 | AIR | 37 |
| 08 | RED, WHITE & ROYAL BLUE | 34 |
| 09 | CREED III | 20 |
| 10 | PERFECT ADDICTION | 17 |

**Most streamed TV SHOWS on Amazon Prime Video**

| #  | TV SHOW NAME | INDEX |
|----|--------------------------------------------|-------|
| 01 | THE LORD OF THE RINGS: THE RINGS OF POWER | 100 |
| 02 | THE BOYS | 87 |
| 03 | TOM CLANCY'S JACK RYAN | 68 |
| 04 | REACHER | 68 |
| 05 | THE SUMMER I TURNED PRETTY | 48 |
| 06 | THE WHEEL OF TIME | 43 |
| 07 | CARNIVAL ROW | 36 |
| 08 | GEN V | 35 |
| 09 | CITADEL | 30 |
| 10 | INVINCIBLE | 23 |

---

**Source:** FlixPatrol, see flixpatrol.com. **Notes:** The same content may have different titles in different countries. Rankings based on FlixPatrol's analysis of viewing activity for full-year 2023. "Index" values combine the platforms' "points" value for each title in the FlixPatrol "points" value of the top-ranked title in each platform's ranking.

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FrançaisJAN 2024

ONLINE AUDIO

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO CONSUME EACH KIND OF AUDIO CONTENT VIA THE INTERNET EACH WEEK

Flag of Hungary (Hungary)

1. WATCH OR LISTEN TO ONLINE MUSIC VIDEOS
   - 45.2%
   - YEAR-ON-YEAR CHANGE [N/A]

2. LISTEN TO MUSIC STREAMING SERVICES
   - 24.0%
   - YEAR-ON-YEAR CHANGE [N/A]

3. LISTEN TO ONLINE RADIO SHOWS OR STATIONS
   - 25.7%
   - YEAR-ON-YEAR CHANGE [N/A]

4. LISTEN TO PODCASTS
   - 19.2%
   - YEAR-ON-YEAR CHANGE [N/A]

5. LISTEN TO AUDIO BOOKS
   - 6.3%
   - YEAR-ON-YEAR CHANGE [N/A]

SOURCE: GWI Jan 2024 (FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM)
NOTES: YEAR-ON-YEAR CHANGE VALUES REPRESENT THE RELATIVE CHANGE; E.G., AN INCREASE OF 20% FROM A STARTING VALUE OF 30% WOULD EQUAL 6% POINTS. "N/A" VALUES REPRESENT THE ABSOLUTE CHANGE IN BASIS POINTS.

Bien sûr, voici la retranscription textuelle de l'image :

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**JAN 2024**

**SMART HOME MARKET OVERVIEW**
(VALUE OF THE MARKET FOR SMART HOME DEVICES (U.S. DOLLARS))

---

**NUMBER OF HOMES WITH SMART HOME DEVICES**

**525.5 THOUSAND**
YEAR-ON-YEAR CHANGE
**+22.3% (+96 THOUSAND)**

---

**TOTAL ANNUAL VALUE OF THE SMART HOME DEVICES MARKET**
**$207.2 MILLION**
YEAR-ON-YEAR CHANGE
**+31.5% (+$50 MILLION)**

---

**VALUE OF SMART HOME APPLIANCES MARKET**
**$99.89 MILLION**
YEAR-ON-YEAR CHANGE
**+29.4% (+$23 MILLION)**

---

**VALUE OF SMART HOME CONTROL & CONNECTIVITY DEVICE MARKET**
**$31.46 MILLION**
YEAR-ON-YEAR CHANGE
**+40.2% (+$9.0 MILLION)**

---

**VALUE OF SMART HOME SECURITY DEVICE MARKET**
**$23.86 MILLION**
YEAR-ON-YEAR CHANGE
**+31.7% (+$5.7 MILLION)**

---

**VALUE OF SMART HOME ENTERTAINMENT DEVICE MARKET**
**$25.41 MILLION**
YEAR-ON-YEAR CHANGE
**+26.9% (+$5.4 MILLION)**

---

**VALUE OF SMART HOME COMFORT & LIGHTING MARKET**
**$13.13 MILLION**
YEAR-ON-YEAR CHANGE
**+39.4% (+$3.7 MILLION)**

---

**VALUE OF SMART HOME ENERGY MANAGEMENT MARKET**
**$13.41 MILLION**
YEAR-ON-YEAR CHANGE
**+28.4% (+$3.0 MILLION)**

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*Source*: Statista Digital Market Outlook. See Statista.com. Note: "smart home device" includes digitally connected and controlled home devices that can be remotely ...

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USE OF ONLINE FINANCIAL SERVICES

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO OWN OR USE EACH KIND OF DIGITAL FINANCIAL SERVICE

1. USE A BANKING, INVESTMENT, OR INSURANCE WEBSITE OR MOBILE APP EACH MONTH
   - 29.1%

2. USE A MOBILE PAYMENT SERVICE (E.G. APPLE PAY, SAMSUNG PAY) EACH MONTH
  - 27.3%

3. OWN ANY FORM OF CRYPTOCURRENCY (E.G. BITCOIN, ETHER)
  - 9.7%

(Source: GWI (Q1 2023) FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM/NOTES. *YOY FIGURES REPRESENT YEAR-ON-YEAR CHANGE. PERCENTAGE CHANGE VALUES SOMEWHAT REPRESENT THE INCREASE OF DECREASE OF A MONTHLY JOIN US FROM A STANDING VALUE OF 100, WOULD BEQUAL 60 KTY NOT. "BPS" VALUES REPRESENT BASIS POINTS. AND INDICATE THE ABSOLUTE CHANGE COMPARABILITY, METHODOLOGY CHANGES. SEE NOTES ON DATA.)

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AVERAGE ANNUAL REVENUE PER SMART HOME
AVERAGE ANNUAL SPEND ON SMART HOME DEVICES PER SMART HOME (U.S. DOLLARS)

Penetration of Smart Home Devices
12.4%
Year-On-Year Change
+22.0% (+224 BPS)

ARPU: Spend on All Smart Home Devices
$394
Year-On-Year Change
+7.4% (+$27.30)

ARPU: Smart Home Appliances
$840
Year-On-Year Change
+4.4% (+$35.40)

ARPU: Smart Home Security Devices
$171
Year-On-Year Change
+7.0% (+$11.20)

ARPU: Smart Home Entertainment Devices
$193
Year-On-Year Change
+8.0% (+$14.30)

ARPU: Smart Home Comfort & Lighting
$105
Year-On-Year Change
+12.9% (+$11.98)

ARPU: Smart Home Control & Connectivity Devices
$381
Year-On-Year Change
+16.1% (+$52.80)

ARPU: Smart Home Energy Management
$79.53
Year-On-Year Change
+2.0% (+$1.53)

SOURCE STATISTA DIGITAL MARKET OUTLOOK. SEE STATISTA.COM. NOTES: "SMART HOME DEVICES" INCLUDE DIGITALLY CONNECTED AND CONTROLLED HOME DEVICES THAT CAN BE REMOTELY CONTROLLED, SERVICED, AUTOMATED, AND DELIVER SERVICES THAT BENEFIT HOME AUTOMATION. NUMBERS THAT DO NOT CONNECT SEAMLESSLY TO A HOME NETWORK OR RESPOND TO EXTERNAL SIGNALS ARE NOT TAKEN INTO CONSIDERATION. 51METHODOLOGY
(Statista Analysis is based on the Statista Digital Market Model, a comprehensive and detailed set of key performance indicators on the digital economy and technological trends with transparent methodology and comparable data.)

we are social | MeltwaterVoici la retranscription textuelle de l'image :

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**SOCIAL MEDIA**

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
(Note : "SOCIAL MEDIA" est écrit en lettres majuscules de couleur orange. En bas à gauche, il y a une ligne indiquant "Digital 2024 Hungary", avec le numéro de la page "56 sur 136" et une petite icône de livre. En bas à droite, il y a une icône de loupe, une icône de partage et un message indiquant "français".)

**ONLINE PRIVACY AND SECURITY**
**PERSPECTIVES AND ACTIVITIES OF ONLINE ADULTS RELATING TO THEIR ONLINE DATA PRIVACY AND SECURITY**

**HUNGARY**

- **EXPRESS CONCERN ABOUT WHAT IS REAL VS. WHAT IS FAKE ON THE INTERNET**
  - ![icon](head with question mark)
  - **50.5%**
- **WORRY ABOUT HOW COMPANIES MIGHT USE THEIR ONLINE DATA**
  -
  - **30.7%**
- **DECLINE COOKIES ON WEBSITES AT LEAST SOME OF THE TIME**
  - ![icon](crossed cookies)
  - **39.1%**
- **USE A TOOL TO BLOCK ADVERTISEMENTS ON THE INTERNET AT LEAST SOME OF THE TIME**
  -
  - **35.7%**
- **USE A VIRTUAL PRIVATE NETWORK (VPN) TO ACCESS THE INTERNET AT LEAST SOME OF THE TIME**
  - ![icon](VPN symbol)
  - **16.6%**

Sources: Data for "Concerns about what is real vs. what is fake on the internet" via Reuters Institute 2023 Digital News Report. Figures represent the findings of a study of online news consumers aged 18-64. bit.ly/reutersnewsreportorg. Data for all other data points via GWI Q3 2023. Figures represent the findings of a broad survey of internet users aged 16 to 64. See: gwi.com
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Digital 2024 Hungary

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**Meltwater****JAN 2024**
**DEMOGRAPHIC PROFILE OF META'S AD AUDIENCE**
**SHARE OF COMBINED, DEDUPLICATED POTENTIAL ADVERTISING REACH ACROSS FACEBOOK, INSTAGRAM, AND MESSENGER, BY AGE AND GENDER**

**HUNGARY**

- **18 - 24 YEARS OLD**

- FEMALE: 9.7%
      - MALE: 8.2%
- **25 - 34 YEARS OLD**
      - FEMALE: 10.9%
      - MALE: 11.2%
- **35 - 44 YEARS OLD**
      - FEMALE: 9.5%
      - MALE: 9.1%
- **45 - 54 YEARS OLD**
      - FEMALE: 10.1%
      - MALE: 8.8%
- **55 - 64 YEARS OLD**
      - FEMALE: 6.6%
      - MALE: 4.7%
- **65+ YEARS OLD**
      - FEMALE: 7.0%
      - MALE: 4.2%

**SOURCES: KEPIOS ANALYSIS: META'S ADVERTISING RESOURCES**
**NOTE: META ONLY REPORTS PEOPLE AGED 13 AND ABOVE TO USE ITS PLATFORMS. SO WHILE THERE MAY BE USERS BELOW THE AGE OF 13, THEY DO NOT FEATURE IN THE AVAILABLE DATA. META'S ADVERTISING RESOURCE ONLY REPORTS BINARY GENDER DATA FOR 'FEMALE' AND 'MALE'.**

**COMPARABILITY:** IMPORTANT BASE DATA REVISIONS AND SOURCE REPORTING CHANGES. VALUES ARE NOT COMPARABLE WITH VALUES PUBLISHED IN OUR PREVIOUS REPORTS.

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**français**JAN 2024

MAIN REASONS FOR USING SOCIAL MEDIA

PRIMARY REASONS WHY SOCIAL MEDIA USERS AGED 16 TO 64 USE SOCIAL MEDIA PLATFORMS

KEEPING IN TOUCH WITH FRIENDS AND FAMILY 57.6%
FILLING SPARE TIME 37.8%
READING NEWS STORIES 37.2%
FINDING CONTENT (E.G., ARTICLES, VIDEOS) 30.0%
FINDING INSPIRATION FOR THINGS TO DO AND BUY 23.8%
FINDING PRODUCTS TO PURCHASE 23.2%
AVOIDING MISSING OUT ON THINGS (FOMO) 22.5%

FINDING LIKE-MINDED COMMUNITIES AND INTEREST GROUPS 22.2%
WORK-RELATED NETWORKING OR RESEARCH 18.2%
MAKING NEW CONTACTS 16.8%
SHARING AND DISCUSSING OPINIONS WITH OTHERS 15.5%
POSTING ABOUT YOUR LIFE 14.6%
WATCHING LIVE STREAMS 14.3%
SEEING CONTENT FROM YOUR FAVOURITE BRANDS 13.9%
FOLLOWING CELEBRITIES OR INFLUENCERS 11.4%

Source: GWI Jan 2023 Figures represent the findings of a broad survey of Internet users aged 16 to 64. See GWI.com. Note: Figures represent the share of Internet users aged 16 to 64 who report using at least one social media or messenger app within the past month. Comparability: Methodology changes. See notes on data.

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FAVOURITE SOCIAL MEDIA PLATFORMS

PERCENTAGE OF ACTIVE SOCIAL MEDIA USERS AGED 16 TO 64 WHO SAY THAT EACH OPTION IS THEIR "FAVOURITE" SOCIAL MEDIA PLATFORM

HUNGARY

Facebook 29.4%
Facebook Messenger 21.4%
TikTok 11.5%
Instagram 8.1%
Viber 4.8%
Pinterest 4.4%
WhatsApp 2.8%
Discord 2.3%
X (Twitter) 2.0%
Telegram 1.3%

SOURCE: GWI (Q1 2023). SEE GWI.COM NOTES: ONLY INCLUDES INTERNET USERS AGED 16 TO 64 WHO HAVE USED AT LEAST ONE SOCIAL MEDIA PLATFORM IN THE PAST MONTH. SURVEY RESPONDENTS COULD CHOOSE FROM OTHER OPTIONS NOT SHOWN ON THIS CHART, SO VALUES MIGHT NOT SUM TO 100%. YOUTUBE IS NOT AVAILABLE AS AN ANSWER TO THIS QUESTION IN GWI'S SURVEY. WE EXCLUDE GWI'S VALUES FOR TIKTOK IN CHINA STRAIGHT AS-IS DUE TO YEARS OF COMPARABLE REPORTING OF USER NUMBERS FOR EACH PLATFORM. COMPARABILITY, METHODOLOGY CHANGES.

SEE NOTES ON DATA.

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**JAN 2024**
**OVERVIEW OF SOCIAL MEDIA USE**

*HEADLINES FOR SOCIAL MEDIA ADOPTION AND USE (NOTE: USER IDENTITIES MAY NOT REPRESENT UNIQUE INDIVIDUALS)*

**Hungary (drapeau hongrois)**

1. **NUMBER OF SOCIAL MEDIA USER IDENTITIES**
   - **7.29 MILLION**

2. **QUARTER-ON-QUARTER CHANGE IN SOCIAL MEDIA USER IDENTITIES**
   - **0% [UNCHANGED]**

3. **YEAR-ON-YEAR CHANGE IN SOCIAL MEDIA USER IDENTITIES**
   - **-1.5% -110 THOUSAND**

4. **AVERAGE DAILY TIME SPENT USING SOCIAL MEDIA**
   - **1H 47M**

5. **AVERAGE NUMBER OF SOCIAL PLATFORMS USED EACH MONTH**
   - **5.8**

6. **SOCIAL MEDIA USER IDENTITIES vs. TOTAL POPULATION**
   - **72.4%**

7. **SOCIAL MEDIA USER IDENTITIES AGED 18+ vs. POPULATION AGED 18+**
   - **79.0%**

8. **SOCIAL MEDIA USER IDENTITIES vs. INDIVIDUALS USING THE INTERNET**
   - **78.9%**

9. **FEMALE SOCIAL MEDIA USER IDENTITIES vs. TOTAL SOCIAL MEDIA USER IDENTITIES**
   - **51.7%**

10. **MALE SOCIAL MEDIA USER IDENTITIES vs. TOTAL SOCIAL MEDIA USER IDENTITIES**

- **48.3%**

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*Digital 2024 Hungary* - *57 sur 136*

*Logos:*
- *We Are Social*
- *Meltwater*

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Cela retranscrit les informations clés de l'infographie présentée.Voici la retranscription textuelle de l'image :

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**JAN 2024**

**MOST USED SOCIAL MEDIA PLATFORMS**

**PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO USE EACH PLATFORM EACH MONTH**

**NOTE:** YOUTUBE IS NOT OFFERED AS AN ANSWER OPTION FOR THIS QUESTION IN GWI'S SURVEY, SO IT WILL NOT APPEAR IN THIS RANKING

1. **Facebook**: 88.3%
2. **Facebook Messenger**: 85.0%
3. **Instagram**: 56.8%
4. **TikTok**: 46.5%
5. **Viber**: 41.6%
6. **Pinterest**: 34.6%
7. **WhatsApp**: 22.9%
8. **X (Twitter)**: 21.5%
9. **Skype**: 15.8%
10. **Telegram**: 15.4%

*HONGRIE (Hongrie)*

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**SOURCE:** *GWI Q3 2023. FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM NOTE: YOUTUBE IS NOT OFFERED AS AN ANSWER OPTION FOR THIS QUESTION IN GWI'S SURVEY. COMPARABILITY: A VERSION OF THIS CHART THAT APPEARED IN OUR PREVIOUS REPORTS WAS BASED ON A PREVIOUS QUESTION IN GWI'S SURVEY THAT INCLUDED YOUTUBE AS AN ANSWER OPTION. CHANGES TO THE QUESTION'S WORDING IN GWI'S LATEST SURVEY MEAN THAT THE VALUES AND RANK ORDERS SHOWN ARE NOT DIRECTLY COMPARABLE WITH THOSE SHOWN IN SIMILAR CHARTS IN PREVIOUS REPORTS.*

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TIME SPENT USING SOCIAL MEDIA APPS
AVERAGE TIME PER MONTH THAT ACTIVE USERS SPENT USING EACH PLATFORM'S ANDROID APP BETWEEN 01 JULY AND 30 SEPTEMBER 2023

HUNGARY

  TikTok: 27h 15m
  Facebook: 16h 27m
  YouTube: 16h 17m
  Facebook Messenger: 6h 57m
  Instagram: 6h 34m
  Snapchat: 4h 52m
  WhatsApp: 2h 55m
  Pinterest: 2h 02m
  Telegram: 1h 57m
  X (Twitter): 1h 46m
  LINE: 0h 33m
  LinkedIn: 0h 25m

Source (data): DATA.AI. Note: Figures represent average number of hours spent per user, per month using each platform's mobile app on Android phones between 01 July and 30 September 2023.

Digital 2024 Hungary

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**JAN 2024**

**MONTHLY SOCIAL MEDIA APP SESSIONS**

*AVERAGE NUMBER OF TIMES THAT ACTIVE USERS OF EACH PLATFORM'S ANDROID APP OPEN THE RESPECTIVE APP EACH MONTH*

Hungary

1. **Facebook Messenger** - 422.1
2. **Facebook** - 334.1
3. **TikTok** - 272.7
4. **Instagram** - 223.1
5. **Snapchat** - 223.0
6. **WhatsApp** - 178.3
7. **YouTube** - 133.7
8. **Telegram** - 115.9
9. **X (Twitter)** - 57.3
10. **LINE** - 49.8
11. **Pinterest** - 41.2
12. **LinkedIn** - 24.4

---

**Source:** Data AI Intelligence. See data.ai notes. "Active Users" denote users who open the respective platform's app on an Android phone at least once in a given calendar month. Figures represent the average number of times that active users of the respective platform's Android app opened that app each month between 01 July and 30 September 2023.

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**JAN 2024**

**USE OF SOCIAL MEDIA FOR BRAND RESEARCH**

*PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO USE EACH SOCIAL MEDIA CHANNEL TO FIND INFORMATION ABOUT BRANDS AND PRODUCTS*

- **ANY KIND OF SOCIAL MEDIA PLATFORM**: 63.1%
- **SOCIAL NETWORKS**: 37.4%
- **QUESTION & ANSWER SITES (E.G. QUORA)**: 13.7%
- **MESSAGING AND LIVE CHAT SERVICES**: 6.0%
- **FORUMS AND MESSAGE BOARDS**: 14.4%
- **MICRO-BLOGS (E.G. X / TWITTER)**: 4.5%
- **VLOGS (BLOGS IN A VIDEO FORMAT)**: 6.8%
- **ONLINE PINBOARDS (E.G. PINTEREST)**: 5.6%

*Source*: GWI Q3 2023. Figures represent the findings of a broad survey of Internet users aged 16 to 64. See gwl.com (Note: values for 'Any Kind of Social Media Platform' include all features of social networks, question and answer sites (e.g. Quora), forums and message boards, messaging and line chat services, micro-blogs (e.g. Twitter), blogs (including vloggers' channels), online pinboards. As an individual value for this channel, vlogs is (ie blogs recorded in video format), and online pinboards (e.g. Pinterest). Comparable methodology changes see Notes on data.)

*64 sur 136*

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SOCIAL MEDIA ACCOUNT TYPES FOLLOWED

PERCENTAGE OF SOCIAL MEDIA USERS AGED 16 TO 64 WHO FOLLOW EACH TYPE OF ACCOUNT ON SOCIAL MEDIA

HUNGARY

FRIENDS, FAMILY, OR OTHER PEOPLE YOU KNOW: 53.7%
BANDS, SINGERS, OR OTHER MUSICIANS: 30.7%
ENTERTAINMENT, MEMES, OR PARODY ACCOUNTS: 25.2%
ACTORS, COMEDIANS, OR OTHER PERFORMERS: 22.7%
TV SHOWS OR CHANNELS: 21.4%
COMPANIES AND BRANDS YOU PURCHASE FROM: 20.6%
EVENTS YOU'RE ATTENDING: 19.2%
CONTACTS RELEVANT TO YOUR WORK: 18.4%
RESTAURANTS, CHEFS, OR FOOD PERSONALITIES: 17.9%
INFLUENCERS OR OTHER EXPERTS: 17.1%

COMPANIES RELEVANT TO YOUR WORK: 16.8%
MAGAZINES OR PUBLICATIONS YOU READ: 16.2%
SPORTS PEOPLE AND TEAMS: 14.5%
WILDLIFE ORGANISATIONS OR ANIMALS: 12.6%

SOURCE: GWI (Q3 2023). FIGURES REPRESENT THE FINDINGS OF A BROAD
SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM. COMPARABILITY:
METHODOLOGY CHANGES. SEE NOTES ON DATA.

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WEB TRAFFIC REFERRALS FROM SOCIAL MEDIA
SHARE OF WEB TRAFFIC ARRIVING ON THIRD-PARTY WEBSITES VIA CLICKS
OR TAPS ON LINKS PUBLISHED IN SOCIAL MEDIA PLATFORMS (ANY DEVICE)

Hungary

FACEBOOK
94.3%

2.3% PINTEREST
1.5% INSTAGRAM
0.8% X (TWITTER)
0.7% YOUTUBE
0.3% REDDIT
0.1% TUMBLR
0.09% OTHERS

SOURCE: STATCOUNTER. NOTES: SHARE DOES NOT INCLUDE TRAFFIC FROM
MESSENGER PLATFORMS. DATA ARE ONLY AVAILABLE FOR A SELECTION OF
PLATFORMS, AND PERCENTAGES REFLECT SHARE OF AVAILABLE PLATFORMS
ONLY. FIGURES REPRESENT THE SHARE OF WEB TRAFFIC ARRIVING ON
THIRD-PARTY WEBSITES VIA CLICKS OR TAPS ON LINKS PUBLISHED ON EACH
PLATFORM AS A PERCENTAGE OF TOTAL WEB TRAFFIC ARRIVING FROM THE
AVAILABLE SELECTION OF SOCIAL PLATFORMS IN DECEMBER 2023.

Digital 2024 Hungary
                    we are social
            MeltwaterLe contenu textuel de l'image est le suivant :

SOCIAL MEDIA PLATFORMS

françaisVoici la retranscription textuelle de l'image:

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**JAN 2024**

**FACEBOOK'S SHARE OF SOCIAL MEDIA REFERRALS**
**WEB TRAFFIC REFERRED BY FACEBOOK AS A PERCENTAGE OF WEB TRAFFIC REFERRED BY SOCIAL MEDIA PLATFORMS (ANY DEVICE)**

[Graphique en barres montrant la part de Facebook des références sur les réseaux sociaux de décembre 2013 à décembre 2023]

- DEC 2013: 91.04% (+5.7%)
- DEC 2014: 96.20% (-1.5%)
- DEC 2015: 94.72% (+1.1%)
- DEC 2016: 95.77% (-3.9%)
- DEC 2017: 91.99% (-1.0%)
- DEC 2018: 91.06% (-2.0%)
- DEC 2019: 89.23% (+0.5%)
- DEC 2020: 89.72% (+5.5%)
- DEC 2021: 94.66% (-7.7%)
- DEC 2022: 87.37% (+8.0%)
- DEC 2023: 94.33%

---

**SOURCE: STATCOUNTER**

**NOTES: DATA ARE ONLY AVAILABLE FOR A SELECTION OF PLATFORMS, AND PERCENTAGES REFLECT FACEBOOK'S SHARE OF AVAILABLE PLATFORMS ONLY. FIGURES REPRESENT THE SHARE OF WEB TRAFFIC AMOUNT TO THE PERCENTAGE VALUE OF USERS ON PLATFORMS REFERRED ON AN AVERAGE. AS A PERCENTAGE OF TOTAL WEB PAGE TRAFFIC, MARKING % ON TOTAL AVAILABLE, NOT SELECTION OF SOCIAL MEDIA PLATFORMS.**

**'CHANGE' VALUES REPRESENT CHANGE IN ABSOLUTE TERMS USING RELATIVE YEAR-ON-YEAR CHANGE (I.E. AN INCREASE OF 10% FROM A STARTING VALUE OF 50% WOULD EQUAL 55%, NOT 55%. **-  'M' VALUES REPRESENT BASIS POINTS, AND INDICATE THE ABSOLUTE CHANGE.**

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**Digital 2024 Hungary**

---JAN 2024

FACEBOOK ENGAGEMENT RATES: SOCIALINSIDER
FACEBOOK PAGE POST ENGAGEMENTS AS A PERCENTAGE OF TOTAL PAGE
FOLLOWERS, AS REPORTED BY SOCIALINSIDER

Flag of Hungary

FACEBOOK POST ENGAGEMENTS vs. PAGE FOLLOWERS: REELS POSTS
Icon representing Reels posts
0.30%

FACEBOOK POST ENGAGEMENTS vs. PAGE FOLLOWERS: PHOTO POSTS
Icon representing Photo posts
0.40%

FACEBOOK POST ENGAGEMENTS vs. PAGE FOLLOWERS: VIDEO POSTS
Icon representing Video posts
0.35%

FACEBOOK POST ENGAGEMENTS vs. PAGE FOLLOWERS: ALBUM POSTS
Icon representing Album posts
0.38%

FACEBOOK POST ENGAGEMENTS vs. PAGE FOLLOWERS: STATUS POSTS
Icon representing Status posts
1.07%

FACEBOOK POST ENGAGEMENTS vs. PAGE FOLLOWERS: LINK POSTS
Icon representing Link posts
0.30%

SOURCE: SOCIALINSIDER. FIGURES REPRESENT AVERAGE FOR THE PERIOD
BETWEEN 01 SEPTEMBER AND 30 NOVEMBER 2023. NOTE: FIGURES COMPARE
THE COMBINED NUMBER OF POST REACTIONS, COMMENTS, AND SHARES
WITH THE TOTAL NUMBER OF PAGE FOLLOWERS. FIGURES ARE AVERAGES
BASED ON A WIDE VARIETY OF DIFFERENT KINDS OF PAGE, WITH DIFFERENT
AUDIENCE SIZES.

we are social media

FACEBOOK ENGAGEMENT RATES: SOCIALINSIDER
FACEBOOK PAGE POST ENGAGEMENTS, AS REPORTED BY SOCIALINSIDER

Hungary

AVERAGE FACEBOOK PAGE POST ENGAGEMENT RATE: OVERALL AVERAGE
[Icon: Facebook logo with a magnifying glass]

ENGAGEMENTS vs. PAGE FOLLOWERS
0.36%
ENGAGEMENTS vs. POST REACH
8.33%

AVERAGE FACEBOOK PAGE POST ENGAGEMENT RATE: PAGES WITH FEWER
THAN 10,000 FANS
[Icon: Single person]
ENGAGEMENTS vs. PAGE FOLLOWERS
0.50%
ENGAGEMENTS vs. POST REACH
4.60%

AVERAGE FACEBOOK PAGE POST ENGAGEMENT RATE: PAGES WITH 10,000 TO
100,000 FANS
[Icon: Three people]
ENGAGEMENTS vs. PAGE FOLLOWERS
0.45%
ENGAGEMENTS vs. POST REACH
8.15%

AVERAGE FACEBOOK PAGE POST ENGAGEMENT RATE: PAGES WITH MORE
THAN 100,000 FANS
[Icon: Four people]
ENGAGEMENTS vs. PAGE FOLLOWERS
0.23%
ENGAGEMENTS vs. POST REACH
9.27%

SOURCE: SOCIALINSIDER. FIGURES REPRESENT AVERAGES FOR THE PERIOD
BETWEEN 1 SEPTEMBER AND 30 NOVEMBER 2023. NOTES: FIGURES FOR
ENGAGEMENTS vs. PAGE FOLLOWERS COMPARE THE COMBINED NUMBER OF
REACTIONS, COMMENTS, AND SHARES WITH THE TOTAL NUMBER OF PAGE
FOLLOWERS. FIGURES FOR ENGAGEMENTS vs. POST REACH COMPARE THE
COMBINED NUMBER OF REACTIONS, COMMENTS, AND SHARES WITH THE
NUMBER OF USERS TO WHOM PAGE POSTS WERE ACTUALLY SERVED.
FIGURES ARE AVERAGED ACROSS A WIDE VARIETY OF DIFFERENT KINDS OF

PAGE WITH DIFFERENT AUDIENCES IN VARIOUS COUNTRIES AROUND THE WORLD.

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[Icons: presentation arrows and text, French flag in France]JAN 2024
FACEBOOK ENGAGEMENT RATES: SOCIALINSIDER
FACEBOOK PAGE POST ENGAGEMENTS AS A PERCENTAGE OF POST REACH, AS REPORTED BY SOCIALINSIDER

FACEBOOK POST ENGAGEMENTS vs. POST REACH: REELS POSTS
14.58%

FACEBOOK POST ENGAGEMENTS vs. POST REACH: PHOTO POSTS
6.55%

FACEBOOK POST ENGAGEMENTS vs. POST REACH: VIDEO POSTS
5.70%

FACEBOOK POST ENGAGEMENTS vs. POST REACH: ALBUM POSTS
8.90%

FACEBOOK POST ENGAGEMENTS vs. POST REACH: STATUS POSTS
14.45%

FACEBOOK POST ENGAGEMENTS vs. POST REACH: LINK POSTS
10.18%

SOURCE: SOCIALINSIDER. FIGURES REPRESENT AVERAGES FOR THE PERIOD BETWEEN 1ST SEPTEMBER AND 30TH NOVEMBER 2023. NOTE: FIGURES COMPARE THE COMBINED NUMBER OF POST REACTIONS, COMMENTS, AND SHARES WITH THE NUMBER OF USERS TO WHOM THE RELEVANT POSTS WERE ACTUALLY SERVED. FIGURES ARE AVERAGED BASED ON A WIDE VARIETY OF DIFFERENT KINDS OF PAGE, WITH DIFFERENT AUDIENCE SIZES.

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françaisJAN 2024
FACEBOOK: ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON FACEBOOK

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS

HUNGARY

TOTAL POTENTIAL REACH OF ADS ON FACEBOOK
5.35 MILLION

FACEBOOK AD REACH VS. TOTAL POPULATION
53.1%

FACEBOOK AD REACH VS. TOTAL INTERNET USERS
57.9%

QUARTER-ON-QUARTER CHANGE IN REPORTED FACEBOOK AD REACH
-8.5% -500 THOUSAND

YEAR-ON-YEAR CHANGE IN REPORTED FACEBOOK AD REACH
-1.8% -100 THOUSAND

SHARE: FEMALE FACEBOOK AD REACH VS. OVERALL FACEBOOK AD REACH
53.3%

SHARE: MALE FACEBOOK AD REACH VS. OVERALL FACEBOOK AD REACH
46.7%

ADOPTION: OVERALL FACEBOOK AD REACH AGED 18+ VS. OVERALL POPULATION AGED 18+
64.5%

ADOPTION: FEMALE FACEBOOK AD REACH AGED 18+ VS. FEMALE POPULATION AGED 18+
65.3%

ADOPTION: MALE FACEBOOK AD REACH AGED 18+ VS. MALE POPULATION AGED 18+
63.6%

SOURCES: META ADVERTISING RESOURCES, KEPIOS ANALYSIS. NOTES: BASED ON DIGITAL 2024 JANUARY 2024 PUBLISHED RANGES. GENDER DATA ONLY AVAILABLE FOR 'FEMALE' AND 'MALE'; SOURCE DATA FOR 'REACH BY GENDER' WANT TO 'SPLENDOR' DATA TO TOTAL. ADVISORY: REPORTED REACH

NUMBERS MAY INCLUDE FRAUDULENT AND MARIGNITIZED ACCOUNTS OR MISIDENTING THE EMPLOYEE AS CURRENTLY COUNTRY. MALE ADVERTISERS TREATMENTS.

TOP YOUTUBE SEARCHES
QUERIES WITH THE GREATEST VOLUME OF YOUTUBE SEARCH ACTIVITY BETWEEN 01 JANUARY 2023 AND 31 DECEMBER 2023
HUNGARY

| # | SEARCH QUERY | INDEX |
|---|---|---|
| 01 | FILMEK | 100 |
| 02 | MAGYAR | 76 |
| 03 | MUSIC | 74 |
| 04 | ZENE | 72 |
| 05 | FILMEK MAGYARUL TELJES | 70 |
| 06 | REMIX | 62 |
| 07 | TELJES FILM | 58 |
| 08 | ZENÉK | 51 |
| 09 | AZAHRIAH | 50 |
| 10 | MESE | 43 |

| # | SEARCH QUERY | INDEX |
|---|---|---|
| 11 | MINECRAFT | 32 |
| 12 | THEVR | 27 |
| 13 | ASMR | 26 |
| 14 | NESSAJ | 25 |
| 15 | ALEX | 25 |
| 16 | TIKTOK | 25 |
| 17 | CORONITA | 22 |
| 18 | BING | 20 |
| 19 | MESÉK | 20 |
| 20 | FORTNITE | 20 |

SOURCE: GOOGLE TRENDS BASED ON SEARCHES CONDUCTED ON YOUTUBE BETWEEN 01 JANUARY 2023 AND 31 DECEMBER 2023. NOTE: ANY SPELLING ERRORS OR LANGUAGE INCONSISTENCIES IN SEARCH QUERIES ARE AS PULISHED BY GOOGLE TRENDS, AND AS RECIEVED "AS IS". TO ENABLE READERS TO IDENTIFY POTENTIAL CHANGES IN HOW PEOPLE EXPRESSED WRITTEN LANGUAGE IN DIGITAL ENVIRONMENTS, GOOGLE DOES NOT FIX INDIVIDUAL SEARCH QUERIES WITHIN THE "TOP QUERY" LOOKUPS. NUMERIC VALUES RELATE TO SEARCH QUERIES FOR EACH QUERY COMBINED WITH THE SEARCH VOLUME OF THE TOP QUERY. ADVISORY: GOOGLE TRENDS USES MINIMUM SAMPLING SO DATA ORDER AND INDEX VALUES MAY VARY DEPENDING ON WHEN THE TOOL IS ACCESSED, EVEN FOR THE SAME TIME PERIOD.

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YOUTUBE: ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON YOUTUBE
NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS

TOTAL POTENTIAL REACH OF ADS ON YOUTUBE
  7.29 MILLION

YOUTUBE AD REACH VS. TOTAL POPULATION
  72.4%

YOUTUBE AD REACH VS. TOTAL INTERNET USERS
  78.9%

QUARTER-ON-QUARTER CHANGE IN REPORTED YOUTUBE AD REACH
  0% [UNCHANGED]

YEAR-ON-YEAR CHANGE IN REPORTED YOUTUBE AD REACH
  -1.5%
  -110 THOUSAND

SHARE: FEMALE YOUTUBE AD REACH AGED 18+ VS. OVERALL YOUTUBE AD REACH AGED 18+
  51.7%

SHARE: MALE YOUTUBE AD REACH AGED 18+ VS. OVERALL YOUTUBE AD REACH AGED 18+
  48.3%

ADOPTION: OVERALL YOUTUBE AD REACH AGED 18+ VS. OVERALL POPULATION AGED 18+
  79.0%

ADOPTION: FEMALE YOUTUBE AD REACH AGED 18+ VS. FEMALE POPULATION AGED 18+
  77.7%

ADOPTION: MALE YOUTUBE AD REACH AGED 18+ VS. MALE POPULATION AGED 18+
   80.6%

Comparability:

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INSTAGRAM: ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON INSTAGRAM
NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS

TOTAL POTENTIAL REACH OF ADS ON INSTAGRAM
2.70 MILLION

INSTAGRAM AD REACH vs. TOTAL POPULATION
26.8%

INSTAGRAM AD REACH vs. TOTAL INTERNET USERS
29.2%

QUARTER-ON-QUARTER CHANGE IN REPORTED INSTAGRAM AD REACH
-1.8%
-50 THOUSAND

YEAR-ON-YEAR CHANGE IN REPORTED INSTAGRAM AD REACH
+8.0%
+200 THOUSAND

SHARE: FEMALE INSTAGRAM AD REACH AGED 18+ vs. OVERALL INSTAGRAM AD REACH AGED 18+
56.6%

SHARE: MALE INSTAGRAM AD REACH AGED 18+ vs. OVERALL INSTAGRAM AD REACH AGED 18+
43.4%

ADOPTION: OVERALL INSTAGRAM AD REACH AGED 18+ vs. OVERALL POPULATION AGED 18+
32.5%

ADOPTION: FEMALE INSTAGRAM AD REACH AGED 18+ vs. FEMALE POPULATION AGED 18+
34.4%

ADOPTION: MALE INSTAGRAM AD REACH AGED 18+ vs. MALE POPULATION AGED 18+
29.2%

SOURCES: META ADVERTISING RESOURCES; KEPOS ANALYSIS. NOTES: BASED ON USERS AGED 18+; PUBLISHED RANGES. GENDER DATA ONLY AVAILABLE FOR "FEMALE" AND "MALE"; SOURCE DATA FOR REACH BY GENDER MAY NOT SUM TO PUBLISHED TOTAL AUDIENCE FIGURES. INTERNET USER FIGURES BASED ON INTERNET USERS OF ANY AGE. BASED ON LATEST AVAILABLE POPULATION TOTALS FROM UN. AD REACH MAY BE BASED ON ALL MONTHLY ACTIVE USERS, ALL TIME ACTIVE ACCOUNTS, OR MATCHED ACTIVE USERS OR RELEVANT ACCOUNTS. COMPARABILITY: CHANGES IN BASES; CHANGES IN DEFINITIONS; CHANGES IN PUBLISHER COUNTS; CHANGES IN AGE BRACKETS; AND CHANGES IN REPORTING POPULATIONS.

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français

75
icônes de recherche, flèche, impression, nuage, etc.
JAN 2024
INSTAGRAM ENGAGEMENT RATES: SOCIALINSIDER
AVERAGE ENGAGEMENT RATES FOR POSTS PUBLISHED BY INSTAGRAM BUSINESS ACCOUNTS, AS REPORTED BY SOCIALINSIDER

**AVERAGE INSTAGRAM POST ENGAGEMENT RATE: OVERALL AVERAGE FOR BUSINESS ACCOUNTS**

Engagements vs. Followers
1.20%
Engagements vs. Post Reach
6.67%

**AVERAGE INSTAGRAM ENGAGEMENT RATE: BUSINESS ACCOUNTS WITH FEWER THAN 10,000 FOLLOWERS**
Engagements vs. Followers
1.40%
Engagements vs. Post Reach
7.12%

**AVERAGE INSTAGRAM ENGAGEMENT RATE: BUSINESS ACCOUNTS WITH 10,000 TO 100,000 FOLLOWERS**
Engagements vs. Followers
1.00%
Engagements vs. Post Reach
6.78%

**AVERAGE INSTAGRAM ENGAGEMENT RATE: BUSINESS ACCOUNTS WITH MORE THAN 100,000 FOLLOWERS**
Engagements vs. Followers
0.90%
Engagements vs. Post Reach
3.80%

---

SOURCE: SOCIALINSIDER FIGURES REPRESENT AVERAGES FOR THE PERIOD BETWEEN 1 SEPTEMBER AND 30 NOVEMBER 2023. NOTES: FIGURES FOR 'ENGAGEMENTS VS. FOLLOWERS' COMPARE THE COMBINED NUMBER OF LIKES AND COMMENTS WITH THE TOTAL NUMBER OF ACCOUNT FOLLOWERS. FIGURES FOR 'ENGAGEMENTS VS. POST REACH' COMPARE THE COMBINED NUMBER OF POST LIKES AND COMMENTS WITH THE TOTAL NUMBER OF USERS WHO VIEWED THE RELEVANT POST AS REPORTED BY META FOR EACH OF THE BUSINESS ACCOUNTS SURVEYED. FIGURES ARE AVERAGES BASED ON A WIDE VARIETY OF DIFFERENT KINDS OF INSTAGRAM BUSINESS ACCOUNTS.
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AVERAGE ENGAGEMENT RATES FOR POSTS PUBLISHED BY INSTAGRAM BUSINESS ACCOUNTS, AS REPORTED BY SOCIALINSIDER

HUNGARY

Average Instagram Engagement Rate for Business Accounts: ALL POST TYPES
(logo Instagram)
ENGAGEMENTS vs. FOLLOWERS
1.20%
ENGAGEMENTS vs. POST REACH
6.67%

Average Instagram Engagement Rate for Business Accounts: IMAGE POSTS
(logo Image)
ENGAGEMENTS vs. FOLLOWERS
1.02%
ENGAGEMENTS vs. POST REACH
6.85%

Average Instagram Engagement Rate for Business Accounts: REELS POSTS
(logo Reels)
ENGAGEMENTS vs. FOLLOWERS
1.37%
ENGAGEMENTS vs. POST REACH
6.57%

Average Instagram Engagement Rate for Business Accounts: CAROUSEL POSTS
(logo Carousel)
ENGAGEMENTS vs. FOLLOWERS
1.65%
ENGAGEMENTS vs. POST REACH
6.73%

Source: Socialinsider figures represent averages for the period between September and November 2023. Notes: Figures for "Engagements vs. Followers" compare the combined number of likes and comments with the total number of account followers. Figures for "Engagements vs. Post Reach" compare the combined number of likes and comments with the total post reach (i.e., the number of unique users who viewed the post). Results have been weighting based on the median number of posts made by each type of account, in order to ensure that larger volumes of posts are properly served. Figures are averages based on a wide variety of different kinds of Instagram business accounts, with different audience sizes, from all over the world.

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MESSENGER: ADVERTISING AUDIENCE OVERVIEW
THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON
FACEBOOK MESSENGER

Note: Please read the important notes on comparing data at the start of this report
before comparing data on this chart with previous reports.

TOTAL POTENTIAL REACH OF ADS ON MESSENGER
4.80 Million

MESSENGER AD REACH VS. TOTAL POPULATION
47.7%

MESSENGER AD REACH VS. TOTAL INTERNET USERS
51.9%

QUARTER-ON-QUARTER CHANGE IN REPORTED MESSENGER AD REACH
-9.4%
-500 Thousand

YEAR-ON-YEAR CHANGE IN REPORTED MESSENGER AD REACH
-1.0%
-50 Thousand

SHARE: FEMALE MESSENGER AD REACH AGED 18+ VS. OVERALL MESSENGER
AD REACH AGED 18+
54.2%

SHARE: MALE MESSENGER AD REACH AGED 18+ VS. OVERALL MESSENGER
AD REACH AGED 18+
45.8%

ADOPTION: OVERALL MESSENGER AD REACH AGED 18+ VS. OVERALL
POPULATION AGED 18+
58.4%

ADOPTION: FEMALE MESSENGER AD REACH AGED 18+ VS. FEMALE
POPULATION AGED 18+
59.6%

ADOPTION: MALE MESSENGER AD REACH AGED 18+ VS. MALE POPULATION
AGED 18+
55.9%

SOURCES:
Meta's advertising resources
Kepios analysis

NOTES:
Based on analysis of published ranges. Gender data only available for "Female" and "Male." Source data for each gender may not sum to published total.
ADVISORY:
Relevant ad reach variations may result from changes to reporting methodologies. Meaningful comparisons are difficult to ensure.
Further sources and information can be found in our complete report.
ADDITIONAL NOTES:
The methods used to establish ad reach have changed significantly. The scope of the methodology can be reviewed in our methodology section. Insights based on advertising reach may vary due to the nature of data reporting and availability of regional statistics.
COMPARABILITY ISSUES:
Ensure comparability in relative statistical data.

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JAN 2024

TIKTOK: ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE AGED 18+ THAT MARKETERS CAN REACH WITH ADS ON TIKTOK

(Note: Please read the important notes on comparing data at the start of this report before comparing data on this chart with previous reports)

**Total Potential Reach of Ads on TikTok**:
- 3.24 Million

**TikTok Ad Reach vs. Total Population**:
- 32.2%

**TikTok Ad Reach vs. Total Internet Users**:
- 35.1%

**Quarter-On-Quarter Change in Reported TikTok Ad Reach**:
- +22.3% (+590 Thousand)

**Year-On-Year Change in Reported TikTok Ad Reach**:
- +22.6% (+597 Thousand)

**Share: Female TikTok Ad Reach Aged 18+ vs. Overall TikTok Ad Reach Aged 18+**:
- 50.1%

**Share: Male TikTok Ad Reach Aged 18+ vs. Overall TikTok Ad Reach Aged 18+**:
- 49.9%

**Adoption: Overall TikTok Ad Reach Aged 18+ vs. Overall Population Aged 18+**:
- 39.0%

**Adoption: Female TikTok Ad Reach Aged 18+ vs. Female Population Aged 18+**:
- 37.2%

**Adoption: Male TikTok Ad Reach Aged 18+ vs. Male Population Aged 18+**:
- 41.1%

Sources: TikTok's advertising resources; Kepios analysis. Notes: Does not include iOS, reach data are only available for "female" and "male" users aged 18+. Data are not available for all locations. Values based on midpoint estimates of potential ad reach. Some locational and gender data may represent inflated audience values. Figures represent Instagram's potential ad reach; ad reach figures may not represent unique individuals. Location-based reach data are extrapolated from available data, seasonal changes in user activity affecting ad reach comparisons.

Companies: we are social; Meltwater; Kepios

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(Note: Various graphical elements like icons and company logos are described textually.)JAN 2024

LINKEDIN: ADVERTISING AUDIENCE OVERVIEW
THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON LINKEDIN

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS

TOTAL POTENTIAL REACH OF ADS ON LINKEDIN
- 1.60 MILLION

LINKEDIN AD REACH vs. TOTAL POPULATION
- 15.9%

LINKEDIN AD REACH vs. TOTAL INTERNET USERS
- 17.3%

QUARTER-ON-QUARTER CHANGE IN REPORTED LINKEDIN AD REACH
- +6.7%
- +100 THOUSAND

YEAR-ON-YEAR CHANGE IN REPORTED LINKEDIN AD REACH
- +14.3%
- +200 THOUSAND

SHARE: FEMALE LINKEDIN AD REACH AGED 18+ vs. OVERALL LINKEDIN AD REACH AGED 18+
- 50.0%

SHARE: MALE LINKEDIN AD REACH AGED 18+ vs. OVERALL LINKEDIN AD REACH AGED 18+
- 50.0%

ADOPTION: OVERALL LINKEDIN AD REACH AGED 18+ vs. OVERALL POPULATION AGED 18+
- 19.3%

ADOPTION: FEMALE LINKEDIN AD REACH AGED 18+ vs. FEMALE POPULATION AGED 18+
- 9.9%

ADOPTION: MALE LINKEDIN AD REACH AGED 18+ vs. MALE POPULATION AGED 18+
- 10.9%

SOURCES: LINKEDIN'S ADVERTISING RESOURCES; GSRM ANALYSIS; NOTES: VALUES RELATE TO REGISTERED "MEMBERS", SO ARE NOT COMPARABLE WITH OTHER PLATFORMS IN THIS REPORT; GENDER DATA ONLY AVAILABLE FOR "BINARY" AND "MALE / FEMALE" REPORTING; AUDIENCE INSIGHTS ANALYSIS MAY NOT BE REPRESENTATIVE; ACTIVE USERS BASE UNKNOWN;

"COMPARABLE" DATA = YEAR-ON-YEAR CHANGE IN REACH = FACEBOOK AD MANAGER ACCOUNTS; DUE TO CHANGES IN ACTIVE USER BASE; CHANGES IN AGE CATEGORIES DEFINITIONS; AND CHANGES IN RESIDENT POPULATIONS; COMPARABILITY GUIDE AND IMPORTANT NOTES FOR OVERALL USE.

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X: Advertising Audience Overview
THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON X (TWITTER)
NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS

TOTAL POTENTIAL REACH OF ADS ON X (TWITTER)
1.46 MILLION
X AD REACH VS. TOTAL POPULATION
14.5%
X AD REACH VS. TOTAL INTERNET USERS
15.8%
QUARTER-ON-QUARTER CHANGE IN REPORTED X AD REACH
+0.9%
+12 THOUSAND
YEAR-ON-YEAR CHANGE IN REPORTED X AD REACH
+87.5%
+683 THOUSAND

SHARE: FEMALE X AD REACH AGED 18+ VS. OVERALL X AD REACH AGED 18+
40.3%
SHARE: MALE X AD REACH AGED 18+ VS. OVERALL X AD REACH AGED 18+
59.7%
ADOPTION: OVERALL X AD REACH AGED 18+ VS. OVERALL POPULATION AGED 18+
12.5%
ADOPTION: FEMALE X AD REACH AGED 18+ VS. FEMALE POPULATION AGED 18+
9.6%
ADOPTION: MALE X AD REACH AGED 18+ VS. MALE POPULATION AGED 18+
15.8%

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SNAPCHAT: ADVERTISING AUDIENCE OVERVIEW
THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON
SNAPCHAT

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE
START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH
PREVIOUS REPORTS

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TOTAL POTENTIAL REACH OF ADS ON SNAPCHAT
1.16 MILLION

SNAPCHAT AD REACH vs. TOTAL POPULATION
11.5%

SNAPCHAT AD REACH vs. TOTAL INTERNET USERS
12.6%

QUARTER-ON-QUARTER CHANGE IN REPORTED SNAPCHAT AD REACH
-11.4%
-150 THOUSAND

YEAR-ON-YEAR CHANGE IN REPORTED SNAPCHAT AD REACH
-7.0%
-88 THOUSAND

SHARE, FEMALE SNAPCHAT AD REACH AGED 18+ vs. OVERALL SNAPCHAT AD
REACH AGED 18+
53.6%

SHARE, MALE SNAPCHAT AD REACH AGED 18+ vs. OVERALL SNAPCHAT AD REACH AGED 18+
44.6%

ADOPTION, OVERALL SNAPCHAT AD REACH AGED 18+ vs. OVERALL POPULATION AGED 18+
12.1%

ADOPTION, FEMALE SNAPCHAT AD REACH AGED 18+ vs. FEMALE POPULATION AGED 18+
12.3%

ADOPTION, MALE SNAPCHAT AD REACH AGED 18+ vs. MALE POPULATION AGED 18+
11.4%


SOURCES: SNAP'S ADVERTISING RESOURCES; KEPIOS ANALYSIS NOTE: DATA MAY NOT BE AVAILABLE FOR ALL LOCATIONS; VALUES BASED ON INDICATORS IF AVAILABLE DATA ONLY; GENDER DATA ARE VALUES FOR "FEMALE" AND "MALE" BUT BINARY NOTIONS ARE USED HERE TO ALIGN WITH ORIGINAL REPORTING; AUDIENCES UNDER 18 NOT INCLUDED BY AIS; USER BASE VALUES COME FROM SNAP'S PLANNING TOOLS VALUES REPORTED IN ALEXA BROWSER; REACH VALUES BASED ON AVAILABLE ADDRESSES; PLATFORM PART COUNT DOES NOT INCLUDE USERS DUAL CITIZ ENSH; USERS REGISTERED DATA CONDROIDS; VALUES BASED ON PROJECTED DATA; INCLUDES BLENDING ALL WARRING METRICS POSSIBLE CONNECTION COMPUTING DEVICES, UNITS, AND ANALYSIS
INTERPRETATION + COMPARABILITY: INCLUDES Research, question data based on apps

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MOBILE CONNECTIVITY
USE OF MOBILE PHONES AND DEVICES THAT CONNECT TO CELLULAR NETWORKS

Number of cellular mobile connections (excluding IoT):
11.26 MILLION

Number of cellular mobile connections compared with total population:

111.9%

Year-on-year change in the number of cellular mobile connections:
-0.3% -35 THOUSAND

Share of cellular mobile connections that are broadband (3G, 4G, 5G):
96.3%

Sources and Notes:
SOURCE: GSMA INTELLIGENCE
NOTES: TOTAL CELLULAR CONNECTIONS INCLUDE DEVICES OTHER THAN
MOBILE PHONES, BUT EXCLUDE CELLULAR IOT CONNECTIONS. FIGURES MAY
SIGNIFICANTLY EXCEED FIGURES FOR POPULATION DUE TO MULTIPLE
CONNECTIONS AND CONNECTED DEVICES PER PERSON.
COMPARABILITY: BASED ON GSMA FIGURES PUBLISHED IN SOME OF OUR
PREVIOUS REPORTS FEATURE CELLULAR CONNECTION FIGURES INCLUDED
CELLULAR IOT CONNECTIONS. FIGURES SHOWN HERE DO NOT INCLUDE
CELLULAR IOT CONNECTIONS.

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PINTEREST: ADVERTISING AUDIENCE OVERVIEW
THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON
PINTEREST
NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE
START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH
PREVIOUS REPORTS

TOTAL POTENTIAL REACH OF ADS ON PINTEREST
2.09 MILLION

PINTEREST AD REACH vs. TOTAL POPULATION
20.8%

QUARTER-ON-QUARTER CHANGE IN REPORTED PINTEREST AD REACH
+3.2%
+65 THOUSAND

YEAR-ON-YEAR CHANGE IN REPORTED PINTEREST AD REACH
+19.1%
+335 THOUSAND

PINTEREST AD REACH vs. TOTAL INTERNET USERS
22.6%

PINTEREST AD REACH vs. POPULATION AGED 13+

23.7%

FEMALE PINTEREST AD REACH vs. TOTAL PINTEREST AD REACH
71.1%

MALE PINTEREST AD REACH vs. TOTAL PINTEREST AD REACH
23.2%

SOURCES: PINTEREST ADVERTISING RESOURCES; KEPIOS ANALYSIS. NOTES: DATA NOT AVAILABLE FOR ALL LOCATIONS; VALUES BASED ON NUMERATOR BY POPULATION AGED 13+ OR GENDER DATA ALSO AVAILABLE FOR USERS AGED 13+. VALUES FOR 'FEMALE' AND 'MALE' MAY NOT SUM TO 100%. ADVISORY: READ THIS REPORT IN THIS REPORT IN REPRESENTATIVE ANNUAL COVERAGE. USERS WHO INTERACT AND INTERACT IN LESS THAN CONPANIABILITY BASED NAMES: USERS WHO DOES NOT OBTAIN ANNUAL ACCOUNTS, GENDER RESEARCH, AGES, AND CHANGES IN USERS, COMPARATIVE ANALYSIS: TELEVISIONS, VALUES FOR KEPIS. NOTES ON DATA.

CELLULAR MOBILE CONNECTIONS OVER TIME
NUMBER OF MOBILE CELLULAR CONNECTIONS OVER TIME

Hungary

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Q4 2021
11.3M
+0.02%

Q1 2022
11.3M
+0.3%

Q2 2022
11.3M
+0.5%

Q3 2022
11.4M
-0.5%

Q4 2022
11.3M
-0.4%

Q1 2023
11.3M
-0.2%

Q2 2023
11.2M
+0.1%

Q3 2023
11.2M
+0.1%

Q4 2023
11.3M

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Mobile App Market Overview

Headlines for mobile app downloads and consumer spend (in U.S. Dollars) between 01 January and 31 December 2023

Hungary

Total Number of Mobile App Downloads
270.4 Million

Year-on-Year Change in the Total Number of Mobile App Downloads
+10.3%
+25 Million

Annual Consumer Spend on Mobile Apps and In-App Purchases (USD)
$198.6 Million

Year-on-Year Change in Consumer Spend on Mobile Apps and In-App Purchases
+27.0%
+$42 Million

Source: Data.ai Intelligence. See Data.ai Notes: Figures represent combined consumer activity across the Google Play Store, Apple iOS App Store, and third-party Android app stores between January and December 2023. "Consumer Spend" only includes spend on apps and in-app purchases via app stores, and does not include revenues from ecommerce transactions or mobile advertising. Consumer spend figures are in U.S. Dollars.

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SHARE OF MOBILE WEB TRAFFIC BY MOBILE OS
PERCENTAGE OF WEB PAGE REQUESTS ORIGINATING FROM MOBILE HANDSETS RUNNING EACH MOBILE OPERATING SYSTEM IN DECEMBER 2023

HUNGARY

SHARE OF MOBILE WEB TRAFFIC ORIGINATING FROM ANDROID DEVICES
81.12%
YEAR-ON-YEAR CHANGE
+0.3% (+23 BPS)

SHARE OF MOBILE WEB TRAFFIC ORIGINATING FROM APPLE IOS DEVICES
18.12%
YEAR-ON-YEAR CHANGE
-1.1% (-20 BPS)

SHARE OF MOBILE WEB TRAFFIC ORIGINATING FROM SAMSUNG OS DEVICES
0.71%
YEAR-ON-YEAR CHANGE
-6.6% (-5 BPS)

SHARE OF MOBILE WEB TRAFFIC ORIGINATING FROM KAI OS DEVICES
0%
YEAR-ON-YEAR CHANGE
[UNCHANGED]

SHARE OF MOBILE WEB TRAFFIC ORIGINATING FROM OTHER OS DEVICES
0.05%
YEAR-ON-YEAR CHANGE
+66.7% (+2 BPS)

Source: Statcounter. NOTES: FIGURES REPRESENT THE NUMBER OF WEB PAGES SERVED TO BROWSERS ON MOBILE PHONES RUNNING EACH OPERATING SYSTEM COMPARED WITH THE TOTAL NUMBER OF WEB PAGES SERVED TO MOBILE BROWSERS (IN BUSINESS AND A PAGE IS SERVED TO THESE CLIENT/ THOSE CLIENTS INCLUDES RUNNING AN OPERATING SYSTEM PROVIDED BY SAMSUNG OR LG). DATA INCLUDES PAGES SERVED TO BROWSERS ON MOBILE DEVICES RUNNING THE LATEST VERSIONS OF EDGE, OPERA, ANDROID, SAMSUNG INTERNET, AND THE DEFAULT BROWSERS ON ANDROID AND IOS DEVICES. FIGURES ALSO INCLUDE PAGES SERVED TO BROWSERS ON TABLETS (EXCEPT INCLUSION OF FIREOS INCLUDING PAGES SERVED TO RUNNING IOS). VALUES HAVE BEEN ROUNDED TO TWO DECIMAL PLACES AND THE ABSOLUTE CHANGE VALUES HAVE BEEN CALCULATED USING THE FULL PRECISION DATA. A STARTING VALUE OF 0.5% WOULD BE 66%.

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SOURCE: We Are Social / MeltwaterJAN 2024

APP RANKING: MONTHLY ACTIVE USERS

MOBILE APPS AND GAMES RANKED BY AVERAGE MONTHLY ACTIVE USERS BETWEEN 01 JANUARY AND 31 DECEMBER 2023

(HUNGARY FLAG) HUNGARY

| # | MOBILE APP | COMPANY |
|---|---|---|
| 01 | FACEBOOK MESSENGER | META |
| 02 | YOUTUBE | GOOGLE |
| 03 | FACEBOOK | META |
| 04 | GOOGLE MAPS | GOOGLE |
| 05 | GMAIL | GOOGLE |
| 06 | CHROME BROWSER | GOOGLE |
| 07 | GOOGLE | GOOGLE |
| 08 | VIBER | RAKUTEN |
| 09 | INSTAGRAM | META |
| 10 | GOOGLE DRIVE | GOOGLE |

| # | MOBILE GAME | COMPANY |
|---|---|---|
| 01 | ROBLOX | ROBLOX |
| 02 | BRAWL STARS | TENCENT |

03 WORDS OF WONDERS | FUGO
04 STUMBLE GUYS | SCOPELY
05 SUBWAY SURFERS | TENCENT
06 CLASH ROYALE | TENCENT
07 CHESS.COM | CHESS.COM
08 AMONG US! | INNER SLOTH
09 MINECRAFT POCKET EDITION | MICROSOFT
10 GACHA LIFE 2 | LUNIME

SOURCE: DATA.AI INTELLIGENCE. SEE DATA.AI. NOTES: RANKINGS BASED ON COMBINED MONTHLY ACTIVE USERS ACROSS IPHONES AND ANDROID PHONES BETWEEN 01 JANUARY AND 31 DECEMBER 2023.

icône de maison | icône de marquage | icône de partage | icône de téléchargement | icône de loupe

France drapeau françois

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ECOMMERCE

---Bien sûr, voici la retranscription textuelle de l'image :

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**JAN 2024**
**SHARE OF MOBILE TIME BY APP CATEGORY**
**TIME SPENT USING APPS IN EACH APP CATEGORY AS A PERCENTAGE OF TOTAL TIME SPENT USING ANDROID PHONES OVERALL**

**TOTAL TIME SPENT USING SMARTPHONES EACH DAY**
3H 05M

**SHARE OF SMARTPHONE TIME: SOCIAL MEDIA APPS**
30.9%

**SHARE OF SMARTPHONE TIME: ENTERTAINMENT APPS**
25.1%

**SHARE OF SMARTPHONE TIME: UTILITY & PRODUCTIVITY**
25.2%

**SHARE OF SMARTPHONE TIME: MOBILE GAMES (ALL GENRES)**
11.1%

**SHARE OF SMARTPHONE TIME: SHOPPING APPS**
1.1%

**SHARE OF SMARTPHONE TIME: ALL OTHER APPS**
6.6%

**SHARE OF SMARTPHONE TIME: WEB BROWSERS & SEARCH ENGINES**
13.1%

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**SOURCE:** DATA A.I. INTELLIGENCE. SEE DATA NOTES. FIGURES REPRESENT SHARE OF TIME SPENT USING ANDROID PHONES BETWEEN 01 JANUARY AND 31 DECEMBER 2023. CATEGORY DEFINITIONS REPRESENT DATA.AI'S CLASSIFICATIONS AND MAY NOT MATCH INDIVIDUAL APP STORE DEFINITIONS. *WEB BROWSERS AND SEARCH ENGINES IS A SUBCATEGORY OF THE "UTILITY & PRODUCTIVITY" PRIMARY IS CLASSIFICATION. **COMPARABILITY** SIGNIFICANT CHANGES IN THE DEFINITIONS USED FOR EACH APP CATEGORY FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

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Cela reflète le temps passé par catégorie d'application sur les smartphones en Hongrie pour janvier 2024.### Jan 2024: App Ranking: Consumer Spend
**Ranking of mobile apps and mobile games by total consumer spend between 01 January and 31 December 2023**

#### Mobile App Rankings
| #  | Mobile App                    | Company             |
|----|-------------------------------|---------------------|
| 01 | Google One                    | Google              |
| 02 | Disney+                       | Disney              |
| 03 | TikTok                        | ByteDance           |
| 04 | YouTube                       | Google              |
| 05 | Tinder                        | Match Group         |

| 06 | Max: Stream HBO, TV, & Movies | Warner Bros. Discovery |
| 07 | Duolingo: Learn Languages | Duolingo |
| 08 | FaceApp | FaceApp |
| 09 | Badoo | Bumble |
| 10 | Amazon | Amazon |

#### Mobile Game Rankings

| #  | Mobile Game | Company |
|----|-----------------------|---------------------|
| 01 | Gaminator | Novomatic |
| 02 | Coin Master | Moon Active |
| 03 | Rallyces Poker | Artrix |
| 04 | Gardenscapes by Playrix | Playrix |
| 05 | PUBG Mobile | Tencent |
| 06 | Candy Crush Saga | Activision Blizzard |
| 07 | Roblox | Roblox |
| 08 | Empires & Puzzles | Take Two Interactive |
| 09 | Stumble Guys | Scopely |
| 10 | Homescapes | Playrix |

- **Source:** Data.AI Intelligence. See data.ai.
- **Notes:** Rankings based on combined consumer activity across the Google Play Store and Apple's App Store between 01 January and 31 December 2023. Consumer spend only includes spend on apps and in-app purchases via app stores and does not include revenues from eCommerce or mobile advertising.

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*Digital 2024 Hungary - 92 sur 136*Jan 2024
APP RANKING: DOWNLOADS
RANKING OF MOBILE APPS AND MOBILE GAMES BY TOTAL NUMBER OF DOWNLOADS BETWEEN 01 JANUARY AND 31 DECEMBER 2023

# MOBILE APP --- COMPANY
01 VINTED --- VINTED
02 SHEIN --- SHEIN
03 TIKTOK --- BYTEDANCE
04 TEMU --- PDD HOLDINGS
05 CLUBCARD TESCO HUNGARY --- TESCO
06 REVOLUT --- REVOLUT
07 LIDL PLUS --- SCHWARZ GRUPPE
08 CAPCUT --- BYTEDANCE
09 FACEBOOK --- META
10 FACEBOOK MESSENGER --- META

# MOBILE GAME --- COMPANY

01 WORDS OF WONDERS --- FUGO
02 STUMBLE GUYS --- SCOPELY
03 TRIVIADOR --- THX GAMES
04 BLOCK BLAST ADVENTURE MASTER --- HUNGRY STUDIO
05 ROBLOX --- ROBLOX
06 MY PERFECT HOTEL --- SAYGAMES
07 SUBWAY SURFERS --- TENCENT
08 ROYAL MATCH --- DREAM GAMES
09 MAHJONG CLUB - MATCH TILES --- GAMOVATION
10 GARDENSCAPES BY PLAYRIX --- PLAYRIX

Source: DATA.AI INTELLIGENCE. SEE DATA.AI. NOTES: RANKINGS BASED ON
COMBINED CONSUMER ACTIVITY ACROSS THE GOOGLE PLAY STORE AND
APPLE IOS APP STORE BETWEEN 01 JANUARY AND 31 DECEMBER 2023.
We are social  Meltwater

Bien sûr, voici la retranscription textuelle de l'image :

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**JAN 2024**

**WEEKLY ONLINE SHOPPING ACTIVITIES**

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO ENGAGE IN
SELECTED ECOMMERCE ACTIVITIES EACH WEEK

- **PURCHASED A PRODUCT OR SERVICE ONLINE**
  - 44.5%

- **ORDERED GROCERIES VIA AN ONLINE STORE**
  - 15.0%

- **BOUGHT A SECOND-HAND ITEM VIA AN ONLINE STORE**
  - 12.8%

- **USED AN ONLINE PRICE COMPARISON SERVICE**
  - 36.2%

- **USED A BUY NOW, PAY LATER SERVICE**
  - 2.0%

Source: GWI Q3 2023. Figures represent the findings of a broad survey of internet
users aged 16 to 64. See GWI.COM. Comparability: Methodology changes; see Notes
on Data.

Digital 2024 Hungary - 95 sur 136**JAN 2024**

**ONLINE PURCHASE DRIVERS**

**PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO SAY EACH FACTOR WOULD ENCOURAGE THEM TO COMPLETE AN ONLINE PURCHASE**

- **Free Delivery**: 58.7%
- **Coupons and Discounts**: 42.4%
- **Loyalty Points**: 42.3%
- **Cash on Delivery**: 35.0%
- **Simple Online Checkout**: 29.4%
- **Next-Day Delivery**: 27.7%
- **Customer Reviews**: 24.7%
- **Easy Returns Policy**: 20.9%
- **Guest Checkout**: 16.9%
- **Social Likes & Comments**: 12.5%
- **Interest-Free Payments**: 12.3%
- **Eco-Friendly Credentials**: 10.3%
- **Click and Collect**: 6.3%
- **Exclusive Content or Services**: 4.4%
- **Social Buy Buttons**: 4.3%

**SOURCE:** GWI (Q3 2023). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM. COMPARABILITY: METHODOLOGY CHANGES. SEE NOTES ON DATA

**Digital 2024 Hungary**Jan 2024

Payment Methods Used for Ecommerce

Percentage of all B2C eCommerce transactions in 2022 completed using each type of payment method

Share of B2C eCommerce transaction volume attributable to digital and mobile wallets
28.0%

Share of B2C eCommerce transaction volume attributable to debit and credit cards
34.1%

Share of B2C eCommerce transaction volume attributable to bank transfers
22.0%

Share of B2C eCommerce transaction volume attributable to cash-on-delivery
7.0%

Share of B2C eCommerce transaction volume attributable to other payment methods
8.9%

Source: ppro. Note: Figures represent share of the total number of B2C eCommerce transactions in 2022.

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**JAN 2024 - ECOMMERCE: CONSUMER GOODS CATEGORIES**
**ESTIMATED ANNUAL SPEND IN EACH CONSUMER GOODS ECOMMERCE CATEGORY (B2C ONLY, U.S. DOLLARS, FULL-YEAR 2023)**

**Hungary**

1. **Electronics**
   - $880.7 million
   - Year-on-Year Change: +24.2% (+$172 million)

2. **Fashion**
   - $373.7 million
   - Year-on-Year Change: +23.8% (+$72 million)

3. **Food**
   - $115.1 million
   - Year-on-Year Change: +24.5% (+$22.7 million)

4. **Beverages**
   - $52.86 million
   - Year-on-Year Change: +13.1% (+$6.12 million)

5. **DIY & Hardware**
   - $64.14 million
   - Year-on-Year Change: +3.7% (+$2.3 million)

6. **Furniture**
   - $254.1 million

- Year-on-Year Change: +25.1% (+$52 million)

7. **Physical Media**
   - $28.13 million
   - Year-on-Year Change: -1.9% (-$550 thousand)

8. **Beauty & Personal Care**
   - $205.4 million
   - Year-on-Year Change: +7.9% (+$15 million)

9. **Tobacco Products**
   - $25.11 million
   - Year-on-Year Change: -0.6% (-$140 thousand)

10. **Toys & Hobby**
    - $94.07 million
    - Year-on-Year Change: +9.4% (+$8.1 million)

11. **Household Essentials**
    - $56.60 million
    - Year-on-Year Change: +28.1% (+$12 million)

12. **Over-the-Counter Pharmaceuticals**
    - $72.58 million
    - Year-on-Year Change: +14.2% (+$9 million)

13. **Luxury Goods**
    - $65.74 million
    - Year-on-Year Change: +18.9% (+$10 million)

14. **Eyewear**
    - $41.65 million
    - Year-on-Year Change: +13.1% (+$2.0 million)

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**SOURCE:** Statista Ecommerce Market, See Statista.com.
**NOTES:** Figures represent estimates of full-year revenues in U.S. dollars and comparisons with the previous calendar year. The "Physical Media" category does not include digital downloads or streaming. **COMPARABILITY:** Significant restatements and major category definition changes. For more information, see individual reports.

**Logos:** We Are Social, Meltwater

**Page Footer:**

- Digital 2024 Hungary
- Page 97 sur 136
- Icons with functionalities (download, bookmark, etc.)
- Language options: français

---**JAN 2024**

**ONLINE TRAVEL AND TOURISM**

**ANNUAL ONLINE SPEND ON TRAVEL AND TOURISM SERVICES (U.S. DOLLARS, FULL-YEAR 2023)**

**HUNGARY**

**FLIGHTS**
$502.5 MILLION
YEAR-ON-YEAR CHANGE
+37.0% (+$136 MILLION)

**TRAINS**
$46.18 MILLION
YEAR-ON-YEAR CHANGE
+41.3% (+$14 MILLION)

**CAR RENTALS**
$91.02 MILLION
YEAR-ON-YEAR CHANGE
+21.4% (+$16 MILLION)

**LONG-DISTANCE BUSES**
$52.32 MILLION
YEAR-ON-YEAR CHANGE
+48.8% (+$17 MILLION)

**HOTELS**
$553.0 MILLION
YEAR-ON-YEAR CHANGE
+14.5% (+$70 MILLION)

**PACKAGE HOLIDAYS**
$337.1 MILLION
YEAR-ON-YEAR CHANGE
+29.9% (+$77 MILLION)

**VACATION RENTALS**
$125.5 MILLION

YEAR-ON-YEAR CHANGE
+14.7% (+$16 MILLION)

**CRUISES**
$2.59 MILLION
YEAR-ON-YEAR CHANGE
+44.6% (+$799 THOUSAND)


**SOURCE:** STATISTA DIGITAL MARKET OUTLOOK: STATISTA MOBILITY MARKET OUTLOOK: SEE STATISTA.COM. NOTES: FIGURES REPRESENT ESTIMATES OF FULL-YEAR REVENUES FOR 2023 IN U.S. DOLLARS, AND COMPARISONS WITH EQUIVALENT VALUES FOR THE PREVIOUS CALENDAR YEAR. VALUES DO NOT INCLUDE REVENUES ASSOCIATED WITH PUBLIC TRANSPORT, NON-COMMERCIAL FLIGHTS, FERRIES, TAXIS, RIDE-SHARING, BIKESHARING, OR CARSHARING SERVICES. COMPARABILITY: BASE AND CATEGORY DEFINITIONS MAY CHANGE; FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

**100/100**
**Digital 2024 Hungary**

**We are social**        **Meltwater**
**JAN 2024**

**TOP GOOGLE SHOPPING SEARCHES**
**SHOPPING QUERIES WITH THE GREATEST VOLUME OF GOOGLE SEARCH ACTIVITY BETWEEN 01 JANUARY 2023 AND 31 DECEMBER 2023**

| # | SEARCH QUERY | INDEX vs. TOP QUERY |
|----|---------------|--------------------|
| 01 | NIKE | 100 |
| 02 | CIP | Â c2   À |
| 03 | SAMSUNG | 60 |
| 04 | JORDAN | 59 |
| 05 | IPHONE | 58 |
| 06 | LEGO | 58 |
| 07 | XBOX | 42 |
| 08 | ADIDAS | 40 |
| 09 | SAMSUNG GALAXY | 29 |
| 10 | XIAOMI | 26 |
| 11 | EMAG | 23 |
| 12 | JORDAN 1 | 23 |
| 13 | OBI | 19 |
| 14 | PS4 | 19 |
| 15 | TV | 19 |

| 16 | MOTOR | 18 | |
| 17 | FORDÍTÓ | 18 | |
| 18 | PC | 17 | |
| 19 | JORDAN 4 | 17 | |
| 20 | AIR FORCE 1 | 17 | |

**SOURCE:** Google Trends based on shopping searches conducted on Google Search between 01 January 2023 and 31 December 2023. Notes: Any language anomalies or spelling errors in queries are as reported in Google Trends, and are shown "as is" to enable readers to identify potential changes in how people are using language in their search activities. Google doesn't publish absolute search volumes, but the index "0-100" shown above allows relative query volumes to be compared with the search volume of the top query. **Advisory:** Google Trends uses dynamic sampling, so rank order and index values may vary depending on when the tool is accessed, even for the same time period.

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Buscar        Imprimir        Descargar        Guardar
**JAN 2024**

**ONLINE RIDE-HAILING OVERVIEW***
**HEADLINES FOR THE ADOPTION AND USE OF ONLINE RIDE-HAILING SERVICES***

**NUMBER OF PEOPLE USING ONLINE RIDE-HAILING SERVICES**
1.17 MILLION

**YEAR-ON-YEAR CHANGE IN THE NUMBER OF ONLINE RIDE-HAILING SERVICE USERS**
+1.7%
+20 THOUSAND

**TOTAL ANNUAL VALUE OF ONLINE RIDE-HAILING BOOKINGS (USD, 2023)**
$42.23 MILLION

**YEAR-ON-YEAR CHANGE IN MARKET VALUE: ONLINE RIDE-HAILING BOOKINGS**
+18.0%
+$6.4 MILLION

**AVERAGE ANNUAL VALUE PER USER: ONLINE RIDE-HAILING BOOKINGS (USD, 2023)**
$35.98

**SOURCE:** STATISTA MOBILITY MARKET OUTLOOK. SEE STATISTA.COM. NOTE:

IN THIS CONTEXT, "RIDE-HAILING" ENCOMPASSES ON-DEMAND TRANSPORTATION FACILITATED VIA MOBILE APPS AND ONLINE PLATFORMS. VALUES INCLUDE THE BOOKING OF PASSENGER VEHICLES - E.G., MPV, SEDAN AND TRADITIONAL TAXI SERVICES. ONLY INCLUDES BOOKINGS THAT ARE MADE VIA ONLINE SERVICES.

**FIGURES REPRESENT ESTIMATES FOR FULL-YEAR 2023. VALUES ARE IN U.S. DOLLARS.**
**COMPARABILITY:** BASE AND CATEGORY DEFINITION CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

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**Digital 2024 Hungary**

**wearesocial.com | Meltwater icon**  JAN 2024
ONLINE DOCTOR CONSULTATIONS OVERVIEW
HEADLINES FOR THE ADOPTION AND USE OF ONLINE DOCTOR CONSULTATION SERVICES

NUMBER OF PEOPLE USING ONLINE DOCTOR CONSULTATION SERVICES
170.0 THOUSAND

YEAR-ON-YEAR CHANGE IN USERS OF ONLINE DOCTOR CONSULTATION SERVICES
+6.3% +10 THOUSAND

TOTAL ANNUAL VALUE OF ONLINE DOCTOR CONSULTATIONS (USD, 2023)
$20.03 MILLION

YEAR-ON-YEAR CHANGE IN MARKET VALUE: ONLINE DOCTOR CONSULTATIONS
+15.2% +$2.6 MILLION

AVERAGE ANNUAL VALUE PER USER: ONLINE DOCTOR CONSULTATIONS (USD, 2023)
$118

SOURCE: STATISTA DIGITAL MARKET OUTLOOK. SEE STATISTA.COM. NOTES: INCLUDES TELEMEDICINE AND OTHER DIGITAL TOOLS THAT ENABLE PATIENTS TO CONSULT WITH DOCTORS REMOTELY. FIGURES REPRESENT ESTIMATES FOR JANUARY 2024, AND COMPARISONS TO EQUIVALENT VALUES FOR THE PREVIOUS CALENDAR YEAR. FINANCIAL VALUES ARE IN U.S. DOLLARS. PERCENTAGE CHANGE VALUES ARE RELATIVE. "ABS" VALUES SHOW ABSOLUTE CHANGE.

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DIGITAL HEALTH TREATMENT & CARE OVERVIEW
HEADLINES FOR THE ADOPTION AND USE OF DIGITALLY ENABLED
HEALTHCARE TREATMENTS AND CARE

HUNGARY

NUMBER OF PEOPLE USING DIGITAL HEALTH TREATMENT & CARE
(statista)
2.87 MILLION

YEAR-ON-YEAR CHANGE IN USERS OF DIGITAL TREATMENT & CARE
(statista)
+2.9%
+80 THOUSAND

TOTAL ANNUAL VALUE OF THE DIGITAL TREATMENT & CARE MARKET (USD,
2023)
(statista)
$98.08 MILLION

YEAR-ON-YEAR CHANGE IN MARKET VALUE: DIGITAL TREATMENT & CARE
MARKET
(We Are Social)
+14.1%
+$12 MILLION

AVERAGE ANNUAL VALUE PER USER: DIGITAL TREATMENT & CARE (USD, 2023)
(We Are Social)
$34.19

SOURCE: STATISTA DIGITAL MARKET OUTLOOK. SEE STATISTA.COM NOTES:
INCLUDES DIGITAL TOOLS THAT ARE USED TO DIAGNOSE, TREAT AND
MANAGE MEDICAL CONDITIONS, INCLUDING BIOMETRIC SENSORS AND
DIGITAL CARE MANAGEMENT. DOES NOT INCLUDE SMART OPHTHALMICS,
SMART TOOLS OR SMART HEAVEN EARPHONES. FIGURES REPRESENT
ESTIMATES FOR FULL-YEAR 2023 AND COMPARISONS TO EQUIVALENT VALUES
FOR THE PREVIOUS CALENDAR YEAR. FINANCIAL VALUES ARE IN US
DOLLARS, PERCENTAGE CHANGE VALUES ARE RELATIVE; "$" VALUES SHOW
ABSOLUTE CHANGE.

we are social logo
Meltwater logoVoici la retranscription textuelle de l'image :

DIGITAL MARKETING

Options de visualisation :
- Flèche gauche (pour reculer)
- Flèche droite (pour avancer)
- Zoom avant/arrière
- Partager
- Afficher plus d'option
- Paramètres de langue: françaisJAN 2024

FINANCIAL INCLUSION FACTORS
PERCENTAGE OF THE TOTAL POPULATION AGED 15+ THAT OWNS OR USES
EACH PRODUCT OR SERVICE

ACCOUNT WITH A FINANCIAL INSTITUTION
88.2%
FEMALE 86.9%
MALE 89.7%

CREDIT CARD OWNERSHIP
15.9%
FEMALE 14.5%
MALE 17.5%

DEBIT CARD OWNERSHIP
79.0%
FEMALE 76.2%
MALE 82.2%

MOBILE MONEY ACCOUNT (E.G. MPESA, GCASH)
[N/A]
FEMALE [N/A]
MALE [N/A]

MADE A DIGITAL PAYMENT (PAST YEAR)
81.4%
FEMALE 79.2%
MALE 83.9%

MADE A PURCHASE USING A MOBILE PHONE OR THE INTERNET (PAST YEAR)
56.1%

FEMALE 48.1%
MALE 65.2%

USED A MOBILE PHONE OR THE INTERNET TO SEND MONEY (PAST YEAR)
40.0%
FEMALE 34.3%
MALE 46.6%

USED A MOBILE PHONE OR THE INTERNET TO PAY BILLS (PAST YEAR)
54.4%
FEMALE 48.6%
MALE 61.0%

SOURCE: WORLD BANK NOTES: SOME FIGURES HAVE NOT BEEN UPDATED IN THE PAST YEAR, SO MAY BE LESS REPRESENTATIVE OF CURRENT BEHAVIOURS. PERCENTAGES ARE OF ADULTS AGED 15 AND ABOVE, NOT OF TOTAL POPULATION. "MOBILE MONEY ACCOUNTS" REFER TO SERVICES THAT STORE FUNDS IN AN INDEPENDENT "WALLET" LINKED DIRECTLY TO A PHONE NUMBER, SUCH AS MPESA, GCASH, OR ALIPAY. FIGURES FOR "MOBILE MONEY ACCOUNTS" DO NOT INCLUDE SERVICES THAT OFFER "WALLET" PAYMENT SERVICES SUCH AS APPLE PAY, GOOGLE PAY, OR SAMSUNG PAY.

français

[Icons of navigation, download, share, etc.]

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DIGITAL FITNESS & WELL-BEING OVERVIEW
HEADLINES FOR THE ADOPTION AND USE OF DIGITAL FITNESS & WELL-BEING DEVICES AND SERVICES

Number of People Using Digital Fitness & Well-Being Devices and Services
2.11 Million

Year-on-Year Change in the Number of Digital Fitness & Well-Being Users
+17.9% +320 Thousand

Total Annual Value of the Digital Fitness & Well-Being Market (USD, 2023)
$97.78 Million

Year-on-Year Change in Market Value: Digital Fitness & Well-Being Market
+24.7% +$19 Million

Average Annual Value Per User: Digital Fitness & Well-Being (USD, 2023)
$46.27

Hungary

Source: Statista Digital Market Outlook, see statista.com. Notes include smartwatches, fitness and activity-tracking wristwear, smart scales, fitness apps that track measurements, nutrition apps, e.g., calorie counting and hydration apps, and other health monitoring apps, e.g., those that monitor heart conditions, smart clothing, smart suits, smart eyewear, health tracking apps, and patients' environments at home, including communication apps with medications, fitness equipment, and wearables that connect to equipment values for the reference year financial values are in U.S. Dollars. Regional values show absolute change.

françaisJAN 2024

DIGITAL CONTENT PURCHASES
PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO PAY FOR EACH TYPE OF DIGITAL CONTENT EACH MONTH

1. MOVIE OR TV STREAMING SERVICE - 26.3%
2. MUSIC STREAMING SERVICE - 14.9%
3. MOBILE APP - 10.3%
4. MUSIC DOWNLOAD - 5.9%
5. MOBILE GAME - 5.1%
6. IN-APP PURCHASES - 5.0%
7. PREMIUM WEB SERVICE - 4.1%
8. SOFTWARE PACKAGE - 3.7%
9. STUDY PROGRAMS AND LEARNING MATERIALS - 3.7%
10. E-BOOK - 3.3%
11. NEWS SERVICE - 2.4%
12. DIGITAL GIFTS - 2.3%
13. ONLINE MAGAZINE SUBSCRIPTION - 2.0%
14. DATING SERVICE - 1.7%

SOURCE: GWI (Q3 2023). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM. COMPARABILITY: METHODOLOGY CHANGES: SEE NOTES ON DATA.

# ENGAGEMENT WITH DIGITAL MARKETING
PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO SAY THEY ENGAGE IN EACH KIND OF ONLINE ACTIVITY

1. RESEARCH BRANDS ONLINE BEFORE MAKING A PURCHASE
   - Percentage: 51.7%
   - Icon: Magnifying glass on green background

2. VISITED A BRAND'S WEBSITE IN THE PAST 30 DAYS
   - Percentage: 48.1%
   - Icon: Globe on orange background

3. CLICKED OR TAPPED ON A BANNER AD ON A WEBSITE IN THE PAST 30 DAYS
   - Percentage: 10.5%
   - Icon: Finger clicking button on red background

4. CLICKED OR TAPPED ON A SPONSORED SOCIAL MEDIA POST IN THE PAST 30 DAYS
   - Percentage: 8.4%
   - Icon: Finger clicking button on blue background

5. DOWNLOADED OR USED A BRANDED MOBILE APP IN THE PAST 30 DAYS
   - Percentage: 6.1%
   - Icon: Smartphone on green background

SOURCE: GWI (Q1 2023). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM/NOTES. NOTES: "YOY" FIGURES REPRESENT YEAR-ON-YEAR CHANGE. PERCENTAGE CHANGE VALUES SHOW PERCENTAGE CHANGE IN INCIDENCE; IF AN EXAMPLE VALUE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%. "% PTS" VALUES REPRESENT BASIS POINTS, AND INDICATE THE ABSOLUTE CHANGE. COMPARABILITY: METHODOLOGY CHANGES. SEE NOTES ON DATA.

# SOURCES OF BRAND DISCOVERY
PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO DISCOVER NEW BRANDS, PRODUCTS, AND SERVICES VIA EACH CHANNEL OR MEDIUM

1. WORD-OF-MOUTH: 32.6%
2. SEARCH ENGINES: 29.1%
3. TV ADS: 28.9%

4. SOCIAL MEDIA ADS: 25.9%
5. PRODUCT COMPARISON WEBSITES: 23.6%
6. SOCIAL MEDIA COMMENTS: 22.7%
7. ADS ON WEBSITES: 21.9%
8. BRAND WEBSITES: 21.6%
9. IN-STORE PROMOS: 17.7%
10. ADS IN MOBILE APPS: 15.8%
11. TV SHOWS AND FILMS: 15.1%
12. BILLBOARDS & POSTERS: 14.5%
13. PRODUCT SAMPLES OR TRIALS: 14.1%
14. ONLINE VIDEO PRE-ROLL ADS: 12.5%
15. PRODUCT BROCHURES: 12.5%

Source: GWI (Q3 2023). Figures represent the findings of a brand survey of internet users aged 16 to 64. See GWI.COM. Comparability: Methodology changes. See notes on data.

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DIGITAL MEDIA SPEND
FULL-YEAR 2023 SPEND ON DIGITAL MEDIA SUBSCRIPTIONS AND DOWNLOADS (IN U.S. DOLLARS)

TOTAL
$316.9 MILLION
YEAR-ON-YEAR CHANGE +15.9% (+$43 MILLION)

VIDEO GAMES
$176.0 MILLION
YEAR-ON-YEAR CHANGE +16.6% (+$25 MILLION)

VIDEO-ON-DEMAND
$76.59 MILLION
YEAR-ON-YEAR CHANGE +20.4% (+$13 MILLION)

EPUBLISHING
$29.44 MILLION
YEAR-ON-YEAR CHANGE +9.3% (+$2.5 MILLION)

DIGITAL MUSIC
$34.90 MILLION
YEAR-ON-YEAR CHANGE +9.1% (+$2.9 MILLION)

SOURCE: STATISTA DIGITAL MARKET OUTLOOK. SEE STATISTA.COM. NOTES: FIGURES REPRESENT ESTIMATES FOR FULL-YEAR SPEND IN 2023 IN U.S. DOLLARS, AND COMPARISONS WITH EQUIVALENT VALUES FOR THE PREVIOUS

CALENDAR YEAR. INCLUDES DIGITAL CONTENT DOWNLOADING AND SUBSCRIPTIONS TO STREAMING SERVICES AND ONLINE PUBLISHERS. DOES NOT INCLUDE PHYSICAL MEDIA OR USER-GENERATED CONTENT. COMPARABILITY ISSUE AND CATEGORY DEFINITION CHANGES: FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

Digital 2024 Hungary

**JAN 2024**

**PROGRAMMATIC ADVERTISING OVERVIEW**

**SPEND ON PROGRAMMATIC ADVERTISING AND ITS SHARE OF THE DIGITAL ADVERTISING MARKET**

(Flag of Hungary)
**HUNGARY**

**Annual spend on programmatic advertising (USD)**
Icon: Blue circle with dollar sign
$501.4 million

**Year-on-year change in programmatic advertising spend (USD)**
Icon: Orange circle with percentage and dollar signs
+9.8% +$45 million

**Programmatic's share of total digital advertising spend**
Icon: Red circle with gears symbol
71.6%

**Year-on-year change in programmatic's share of total digital advertising spend**
Icon: Green circle with up and down arrows
+0.3% +19 BPS

Source: Statista Advertising & Media Outlook. See Statista.com. Notes: Figures represent estimates for full year 2024 and comparisons with equivalent values for the previous calendar year. Financial values are in U.S. dollars. Percentage change values are between 1 Jan, 2023, and 31 Dec, 2023. For countries in the Euro area, a fixed exchange rate of 1 Euro = 1.05 USD was used.

Comparison: Figures relate to digital advertising spending only and exclude other advertising channels. Comparability: Base changes figures are not comparable with previous reports.

Logos at the bottom right: "we are social" and "Meltwater"