

The media in Hungary

Impact of TV, radio and Internet in our everyday life



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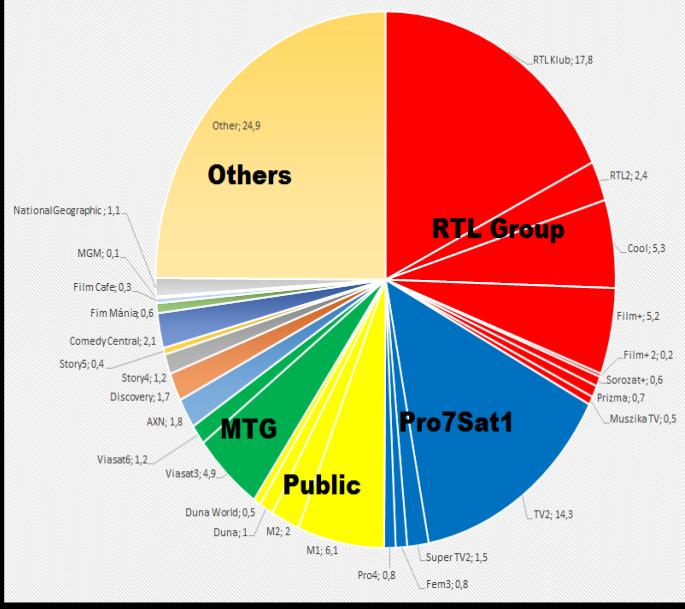
TV programmes in Hungary

Television in Hungary was introduced in 1957 with the starting of the country's first channel, Magyar Televízió (Hungarian Television in English). Transmission in colour was introduced to Hungarian television for the first time in 1971. Hungary had only one television channel until 1973. It was only in the mid-1990s when private and commercial broadcasting was introduced to Hungary. Digital broadcasting was started in 2008, with the complete shutdown of analogue broadcasting in 2013.

There is usually quite a rich choice of programmes today. Since there are so many different channels everybody can find the one they are interested in. Hungary's major TV channels include the public broadcast channels (M1, M2, Duna, Duna World, M4 Sport and M5), and some commercial channels such as RTL Klub and TV2. These channels are free-to-air, so people can watch it without an actual subscription. You can also find many thematic TV channels, including sport channels (Eurosport, Sport1, Sport2), channels for children (Nickelodeon, Minimax) and channels dedicated for movie-broadcasting (Film+, Filmbox, HBO).

'Barátok közt' (meaning 'Among Friends' in English) is the most watched regular programme domestically in Hungary, with around 1.2 million viewers per night. It's a soap opera (some people call it a "daily series") which - as of 2017 - has more than 8000 episodes. Through its entire run, it has been screened as two ten-minute episodes each week night. It is currently broadcast each weeknight at 9:30 pm on RTL Klub with reruns on RTL2.

Audience shares of Hungarian TV channels, 2012



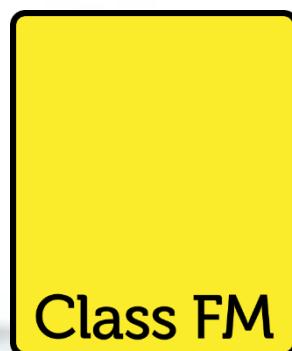
Radio stations in Hungary

The first radio broadcast in Hungary was in 1925, but several experimental broadcasts were made years before. This station is called “Kossuth Rádió” now, and it is one of the country’s main radio stations, and the only Hungarian radio station which can be heard all over Central Europe, thanks to the high-performance AM broadcasting from a tower in the Hungarian city “Solt” (540 kHz).



There are several other public radio stations which can be heard all over the country (they use FM broadcasting), including ‘Petőfi Rádió’, ‘Bartók Rádió’ and ‘Dankó Rádió’. Until the shutdown of its analogue broadcast in 2016, Class FM was the biggest commercial and most-heard radio station in Hungary.

At the moment, there are no nationwide commercial radio stations in Hungary, but several radio stations have a half-nationwide coverage, such as ‘Music FM’ and ‘Rádió 1’.



These stations usually broadcast music programmes, but the most popular shows on them are definitely the morning or “day-starter” shows. The most heard is currently the “Reggeli Show” (formerly called “Morning Show”), which takes place on station ‘Rádió 1’ and has several hundred thousands of listeners every weekday. The hosts of the show can be seen on the picture, in left-to-right order: Ferenc Rákóczi, Balázs Sebestyén and János Vadon.



Newspapers in Hungary

The number of national daily newspapers in Hungary was 21 in 1950 and it increased to 40 in 1965. In 1986 the Press Act became effective, regulating the newspaper market in the country. Following the collapse of the communist regime the act was revised in January



1990.

Today, Hungary has 9 daily newspapers (4 political, 1 sport, 1 business, 2 tabloids and 1 daily free newspaper). Dailies in the country are all privately owned, such as the 'Magyar Hírlap', 'Magyar Nemzet', 'Népszava', 'Blikk' and 'Bors'. These newspapers (except Blikk and Bors, which are populist newspapers) usually have some affection to a specific politic party or side.

There are also thematic newspapers including sports magazines ('Képes Sport', 'Nemzeti Sport'), economy magazines ('Világgazdaság', 'HVG'), but today, most magazines only distribute their contents to their viewers through the Internet, such as Hungary's most viewed news magazines, like 'Index', 'Origo' and '444'.

The image displays three screenshots of Hungarian news websites:

- index**: Headline: "Orbánék eldöntötték: Magyarország visszalép az olimpiai pályázattól". Subtext: "Orbán, Tarlós és Borkai Zsolt úgy látta, a pályázat most már vereségre ítélt, így súlyos presztízsvesztés lenne az országnak." Below: "Momentum: A kormány gyáran megfutamodott".
- ORIGO**: Headline: "Közös döntés: visszalépünk az olimpiai pályázattól". Subtext: "Orbán Viktor miniszterelnök, Tarlós István fópolgármester és Borkai Zsolt MOB elnök hármas találkozója után született a döntés."
- 444**: Headlines include: "Nagyon nyom a Juve Portóban", "Leesett és összetört a magyar sportoló aranyérme", "Nagy bravúrral 16 milliót vittek el Majkától", and "Mindennel eddiginél lenyűgözőbb".

Internet and social media in Hungary

In Hungary, the access to the Internet is becoming more and more easier and cheaper. The Hungarian Internet, like in all European Union countries is fully-accessible and completely uncensored, with only a few blocked sites, like illegal gambling and file-sharing pages.

The statistics of the most viewed pages in Hungary is very similar to the global results: these pages include the web's largest search engine, Google, and the most popular social sites such as Facebook, Wikipedia and YouTube (however, pages like Twitter and MySpace are quite unknown in Hungary). The TOP 10 list also contains the country's major news pages (Index, 444 and Origo), and some other, more thematic sites. The Hungarian webpages usually have a .hu domain ending (like index.hu, origo.hu and google.hu).



The most popular web pages are usually available in Hungarian language, so using them can be very easy for people having no, or only a little English knowledge. Aside from surfing on webpages, the Hungarian Internet (just like in almost every other country) can be also used for chatting, sending and receiving e-mails, online banking and shopping as well.

Today, most Hungarian people can't imagine their life without using the Internet. Most people actually use smartphones to surf the Net, rather than desktop or laptop computers. The main reason for this is the flexibility of these devices, which let you to access the Internet everywhere and everytime you want, and they also allow you to keep contact with your friends and relatives in a very easy and quick way.

