

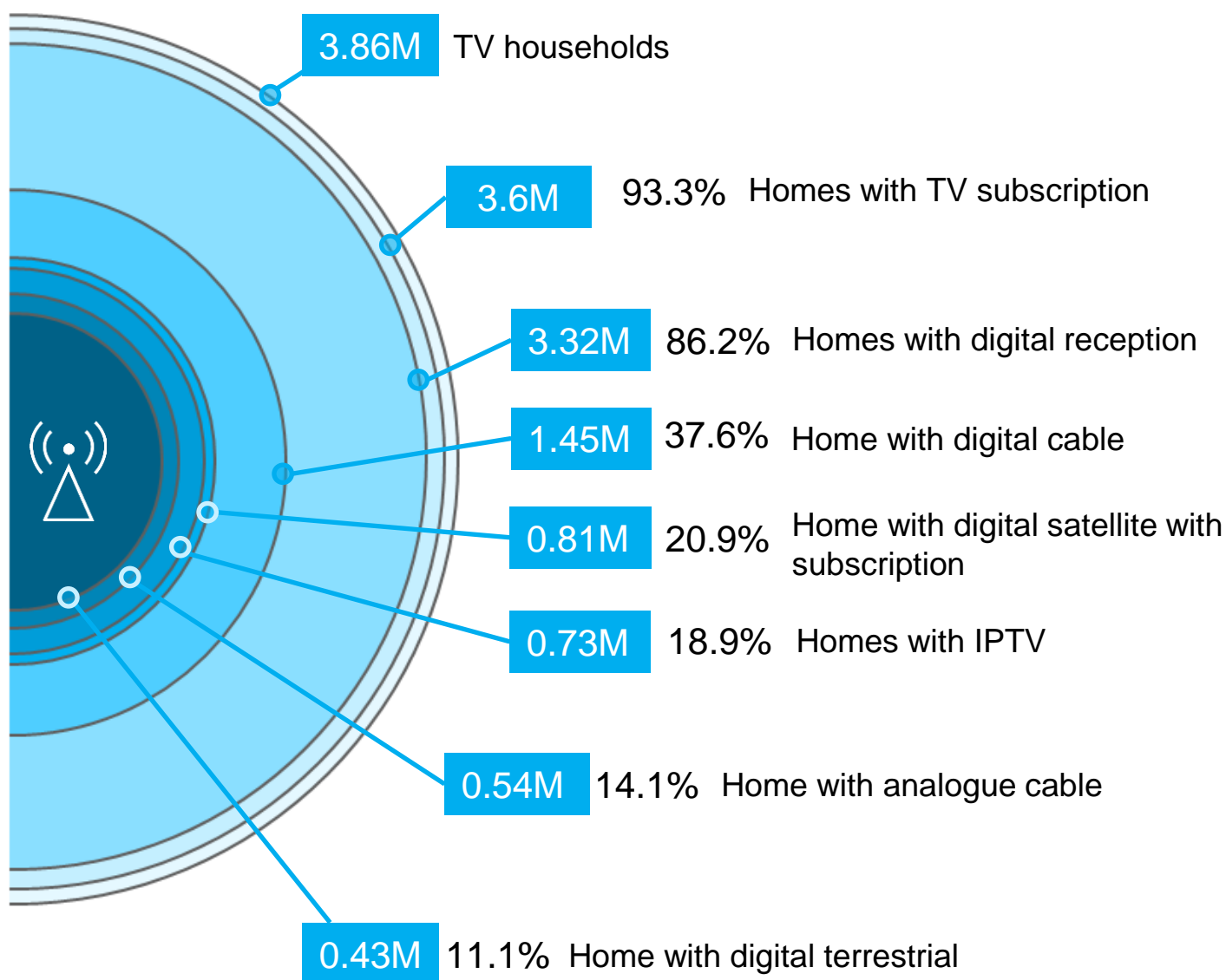
TELEVISION AND DIGITAL EQUIPMENT & UNIVERSE FALL 2017

HUNGARIAN TV HOUSEHOLDS

**ESTABLISHMENT SURVEY (ES17)
SEPTEMBER-OCTOBER/2017**

Reception mode of Hungarian TV households in 2017

(million television households, %)

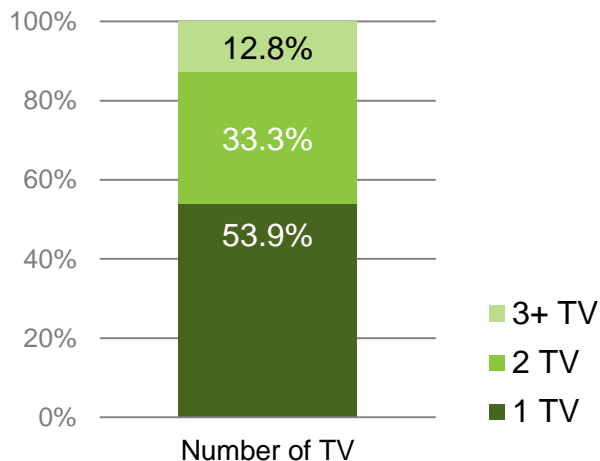


Data source: Nielsen Audience Measurement, ES17 Establishment Survey (30th August – 31st October 2017, N=4849 households)

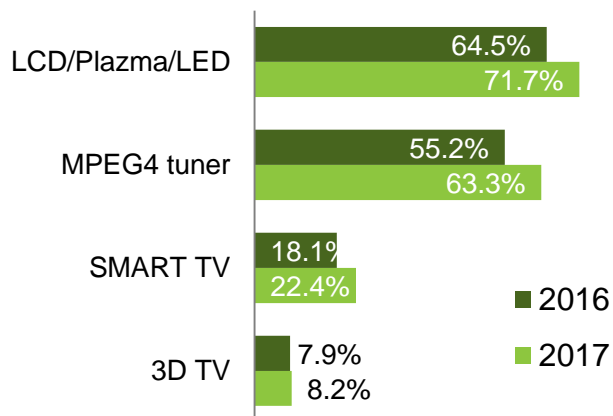
TV equipment of Hungarian TV households

(million television households, %)

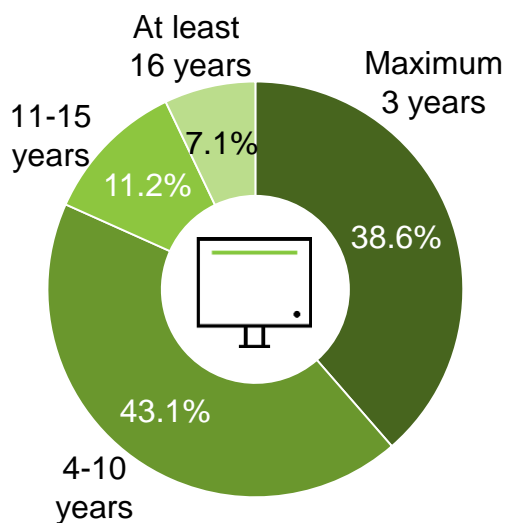
NO. OF TV SETS PER HOUSEHOLD (2017)



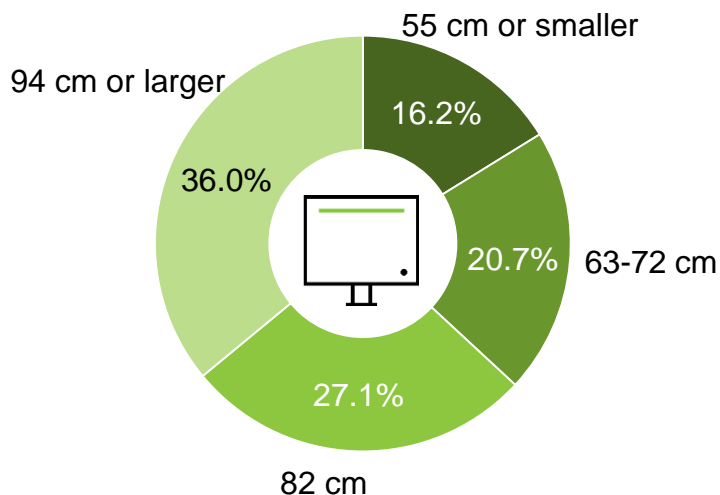
TECHNICAL DETAILS



AGE OF THE YOUNGEST TV SET (2017)



SCREEN DIAGONAL SIZE OF THE LARGEST TV SET (2017)

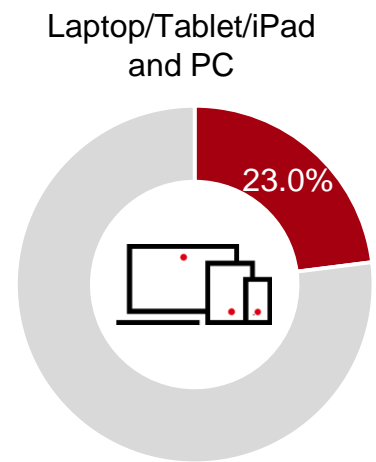
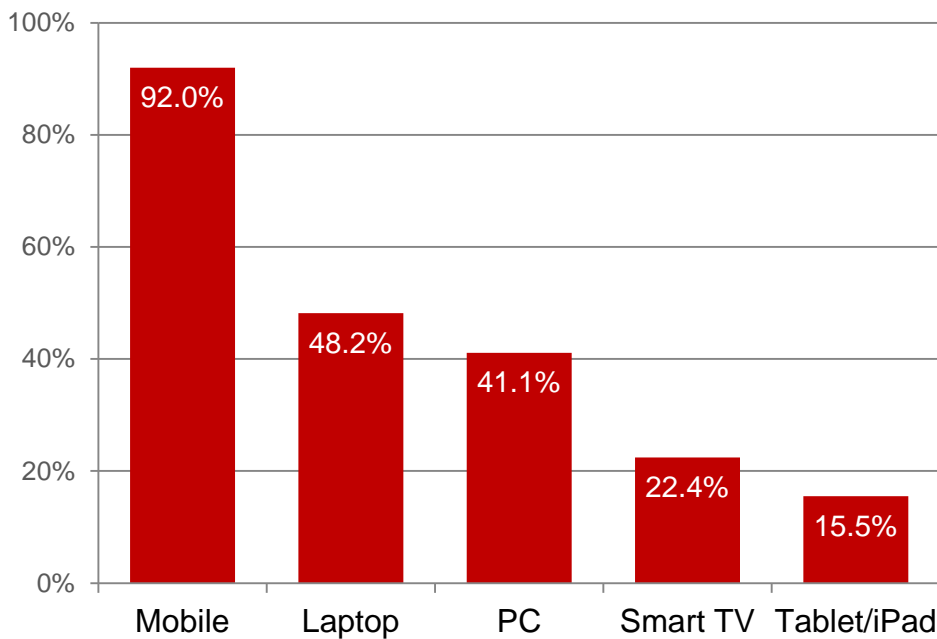


Data source: Nielsen Audience Measurement, ES17 Establishment Survey (30th August – 31st October 2017, N=4849 households)

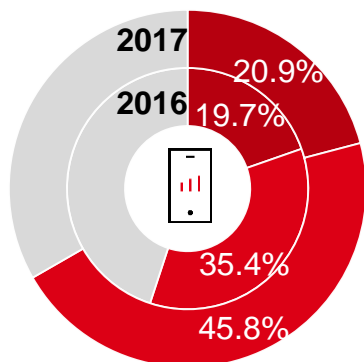
Devices for Internet usage in Hungarian households

(television households, %)

OWNERSHIP OF COMMUNICATION DEVICES (2017)

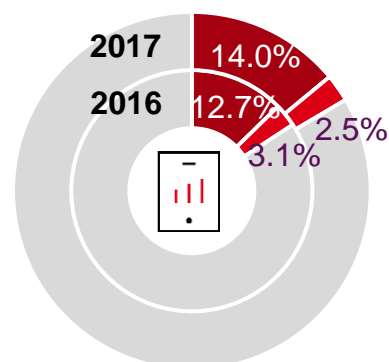


NUMBER OF SMARTPHONES (2017)



■ 1 Smartphone ■ 2+ Smartphones

NUMBER OF TABLETS (2017)



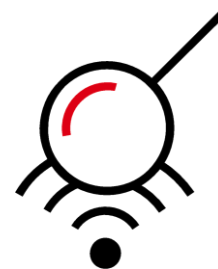
■ 1 Tablet ■ 2+ Tablets

Data source: Nielsen Audience Measurement, ES17 Establishment Survey (30th August – 31st October 2017, N=4849 households)

Devices for Internet usage in Hungarian households

(television households, %)

INTERNET ACCESS AT HOME (2017)

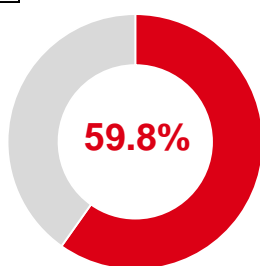


DEVICE FOR INTERNET ACCESS AT HOME (2017)

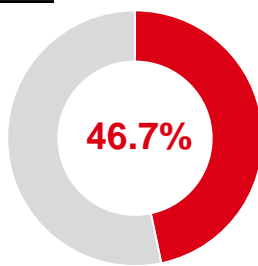
The household access the Internet ...



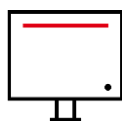
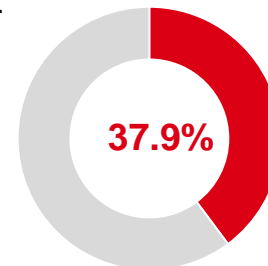
via mobile



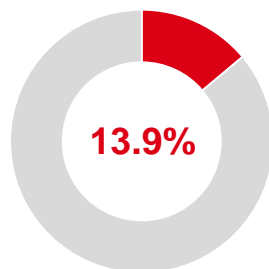
via laptop



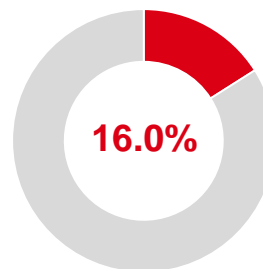
via PC



via smart TV



via tablet



Data source: Nielsen Audience Measurement, ES17 Establishment Survey (30th August – 31st October 2017, N=4849 households)

About Nielsen Audience Measurement

Nielsen Audience Measurement is the only company in Hungary that is engaged in television audience measurement. The data provided by Nielsen Audience Measurement ensures a "common currency" for the media agencies, advertisers and television channels, based on an independent and transparent measurement system. The independence, professional reliability and credibility of our audience measurement system have been confirmed by various independent audits.

About Nielsen

Nielsen Holdings N.V. (NYSE: NLSN) is a global information and measurement company with leading market positions in marketing and consumer information, television and other media measurement, online intelligence, mobile measurement, trade shows and related properties. Nielsen has a presence in approximately 100 countries, with headquarters in New York, USA and Diemen, the Netherlands.

For more information please visit our websites :

www.nielsenkozonsegeres.hu

www.nielsen.com



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