



4.15. HU - Hungary²⁰¹

4.15.1. Key findings

- Until recently the emphasis was on ensuring accessibility for persons who are D/deaf or hearing impaired, with 84.8% of television airtime accessible to that audience. The quality of these interventions varied, with significant errors like spelling mistakes and typos.²⁰²
- Since 2020 Hungarian legislation has included obligations for the largest television channels to implement accessibility measures to benefit blind or visually impaired persons.
- The most recent monitoring report by the national media regulatory authority (the Media Council of the National Media and Infocommunications Authority – NMHH) makes no mention of action plans, nor is any action plan publicly available for any media service provider.
- While the statute includes VOD providers, the NMHH makes no mention of VOD providers in its report.

4.15.2. Legal framework: primary and secondary legislation

National legislation	Summary of the measures
Article 7 (1) AVMSD	
Act CLXXXV of 2010 on Media Services and Mass Communication, Article 39 paragraph (1) - (2) - (2a); Article 66 paragraph (4) point c; Article 83 paragraph (1) point f; Article 184 paragraph (1) point c) point cc) (2010. évi CLXXXV. törvény <i>a médiaszolgáltatásokról és a tömegkommunikációról</i>) ²⁰³	Article 39 paragraph (1) Providers of audiovisual media services will continuously and progressively make their services more accessible to persons with disabilities. Paragraph (2) Providers with nationwide coverage whose average audience share exceeds 1% shall ensure that their programming is available with Hungarian subtitles or sign language interpretation. The public service broadcaster (Duna–Magyar Televízió – MTV) with its “significant power of influence” shall ensure that during programming with the highest annual audience share between 6:30 p.m. and 9.30 p.m. Hungarian-made cinematographic works

²⁰¹ It was not possible to receive feedback on the summary concerning Hungary during the checking round with the national competent institutions.

²⁰² Hungarian Media and Infocommunications Authority’s annual report for 2022: https://nmhh.hu/dokumentum/229486/nmhh_orszaggyulesi_beszamolo_mediatanacs_tevekenyseg_2021.pdf

²⁰³ <https://net.jogtar.hu/jogszabaly?docid=a1000185.tv>



	<p>are accessible to the visually impaired. Exceptions are made for teleshopping, advertising, and trailers.</p> <p>Article 66 paragraph (4) Linear television providers should take into consideration the needs of persons with disabilities to access audiovisual media services.</p> <p>Article 83 paragraph (1) The objectives of public service audiovisual media service providers include satisfying the needs of persons with disabilities.</p> <p>Article 184 paragraph (1) The NMHH will supervise implementation of the regulations on making programmes accessible.</p>
Article 7 (2) AVMSD	
Article 39 paragraph (9); 218/C. paragraph (2).	Article 39 paragraph (9) Service providers must draw up action plans on proposed accessibility measures and provide the NMHH with information on the implementation of the previous year's action plan when requested to do so. The NMHH will report to the EU Commission every three years, starting on 19 December 2022.
Article 7 (3) AVMSD	
Article 39 paragraph (9)	Providers of audiovisual media services must draw up action plans to increase the accessibility of programming offered.
Article 7 (4) AVMSD	
Article 39 paragraph (10)	The NMHH will create an online point of contact on its website for handling complaints and providing information.
Article 7 (5) AVMSD	
Article 15 paragraph; Article 39 paragraph (2)	Parliament, the Defence Council, the President of the Republic and the government as well as persons and organisations designated by law may order an audiovisual media service provider to publish free of charge any public service announcements relating to an emergency, distress, extreme danger, or an invasion. The Media Service Support and Asset Management fund will be responsible for providing the conditions necessary for publishing such announcements.

4.15.3. Overview of national rules

Types of accessibility measures	Brief overview of existing rules
Accessibility measures (hearing impairments)	<p>No set quota.</p> <p>Subtitles or sign language interpretation must be implemented for programming by providers with nationwide coverage whose audience share exceeds 1%.</p>



Accessibility measures (visual impairments)	No set quota. No specific measures mentioned, but the public service broadcaster with the highest annual average audience share must ensure that between 6.30 p.m. and 9.30 p.m. Hungarian-made cinematographic works are made accessible for persons with visual impairment.
Accessibility measures developed by self- or co-regulatory process	Yes. Action plans must be developed and made available when requested by the NMHH.
Reporting to the NRA – frequency	Yes. When requested by the NMHH.
Designated point of contact for information and complaint	Yes. The NMHH will maintain a point of contact on its website to provide information and receive complaints.

4.15.4. Law in practice: selected examples²⁰⁴

4.15.4.1. Public service broadcaster: Duna TV

The public broadcaster Duna TV made 91.1% of broadcasting time available with subtitles or sign language interpretation in 2021. Duna TV occasionally provides audio description for individual programmes, mainly cinema and TV films.²⁰⁵

4.15.4.2. Private broadcaster: RTL

The private broadcaster RTL Klub provided subtitling or sign language interpretation for 61.4% of its programming. RTL Klub provides audio description for most of its self-produced programming, and that audio description was described as being of good quality.²⁰⁶

4.15.4.3. VOD: Filmio

The VOD provider Filmio.hu provides spoken subtitles.²⁰⁷

²⁰⁴ Examples as provided by the national expert.

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https://nmhh.hu/dokumentum/229486/nmhh_orzaggyulesi_beszamolo_mediatanacs_tevekenysege_2021.pdf

²⁰⁶ Ibid.

²⁰⁷ <https://filmio.hu/>