



NMHH

**National Media and Infocommunications
Authority • Hungary**

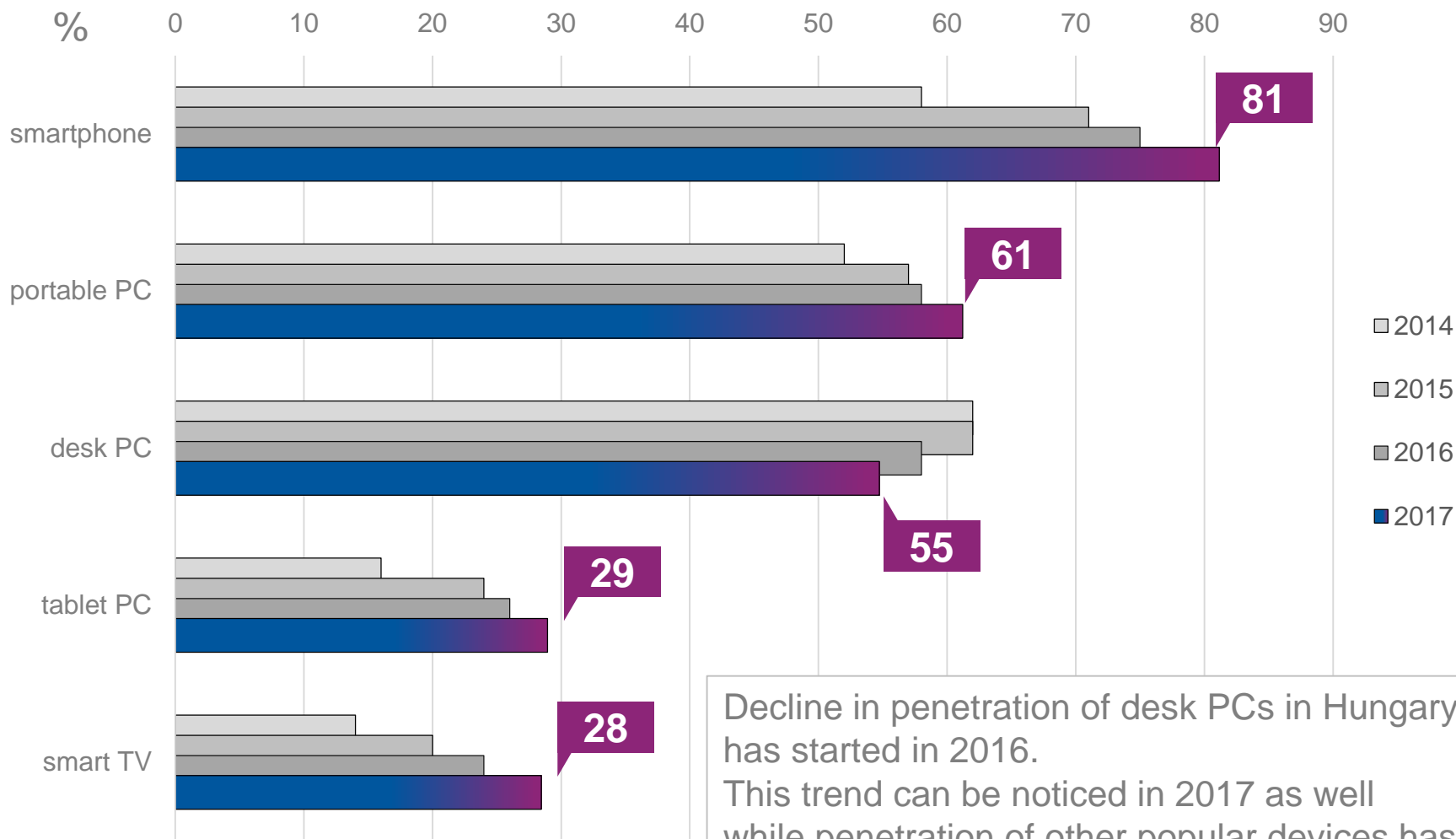
**INTERNET USAGE BY
INDIVIDUALS
ONLINE SURVEY
2017**

Research summary for the National Media and Infocommunications Authority
(Hungarian abbreviation: NMHH)
Ariosz Ltd., NRC Ltd.

Client	National Media and Infocommunications Authority (NMHH)
Service Provider	NRC Market Research Ltd. Ariosz Service, Informatics, and Consulting Ltd.
Fieldwork Period	16.11.2017 – 20.12.2017
Survey Method	online interviews with standardised questionnaire (CAWI)
Population	individuals aged 16+ with residence in Hungary who use the Internet at least once a week
Sample Size	3110 respondents
Weighting	multidimensional factor weighting by age, gender, level of education, and type of settlement
Statistical Error of Sampling	In case of the whole sample(s): ±2.5% at most between the whole samples of 2015 and 2016; and ±2% at most in case of proportions of one data collection

POSSESSION OF DEVICES SUITABLE FOR INTERNET USE

Popular devices



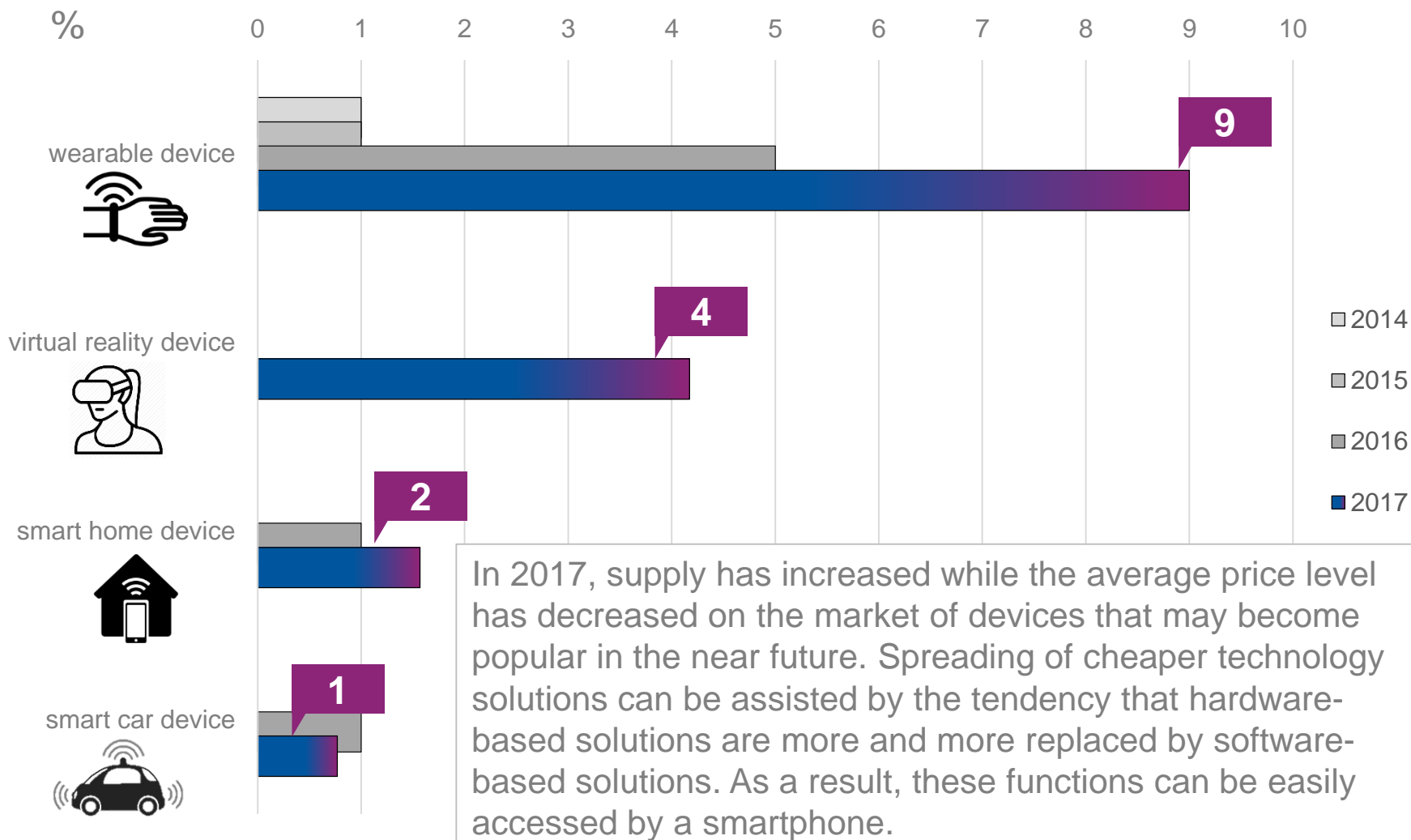
Decline in penetration of desk PCs in Hungary has started in 2016. This trend can be noticed in 2017 as well while penetration of other popular devices has increased.

Basis: Internet users aged 16+; n=3110, N=6.1 m

Possession is interpreted here as the device belong to the respondent or someone else living in the same household, but the respondent uses it.

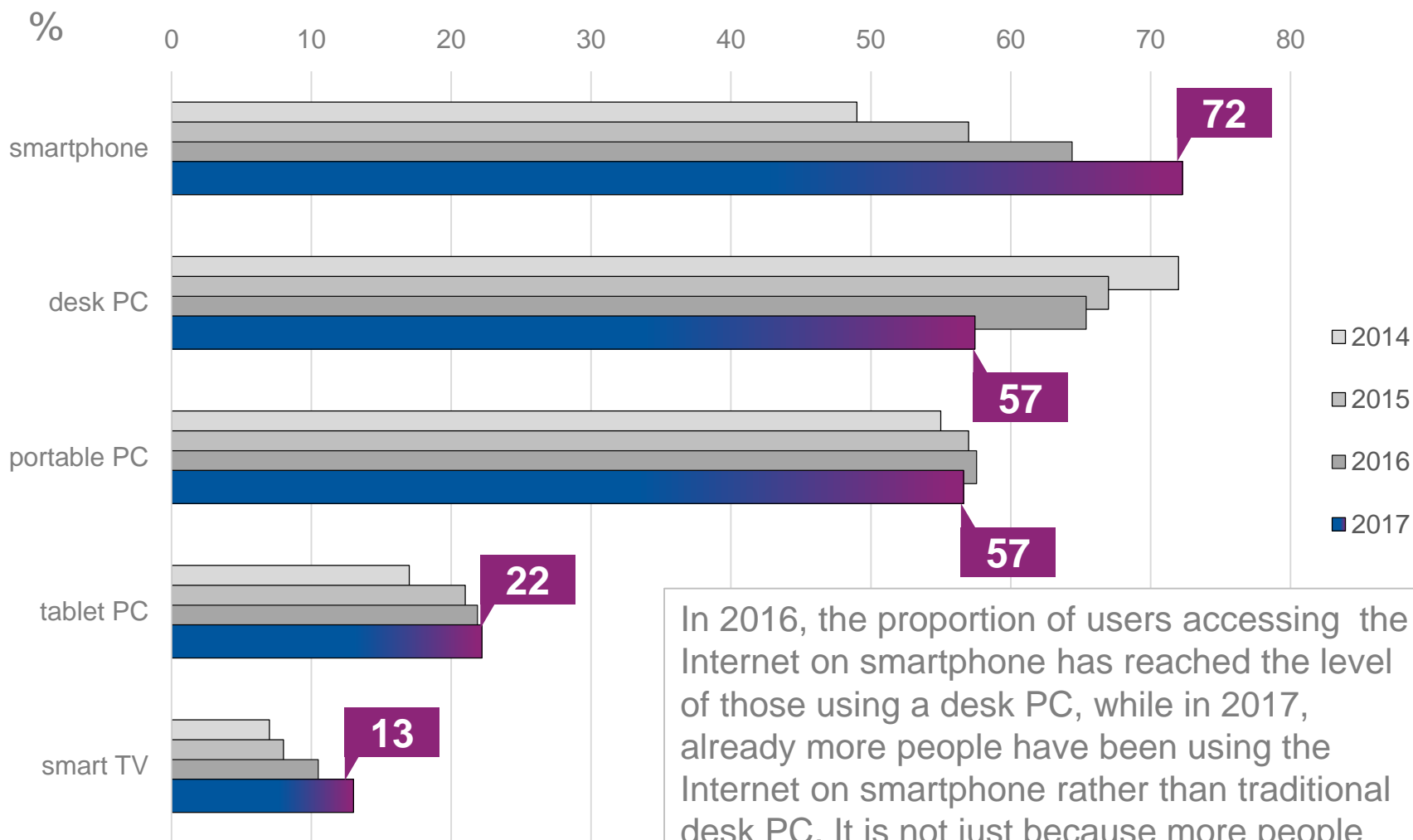
POSSESSION OF DEVICES SUITABLE FOR INTERNET USE

Devices to become popular



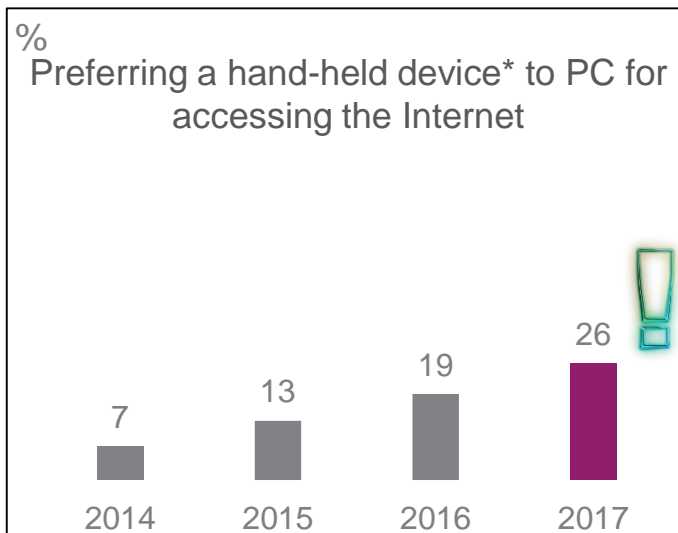
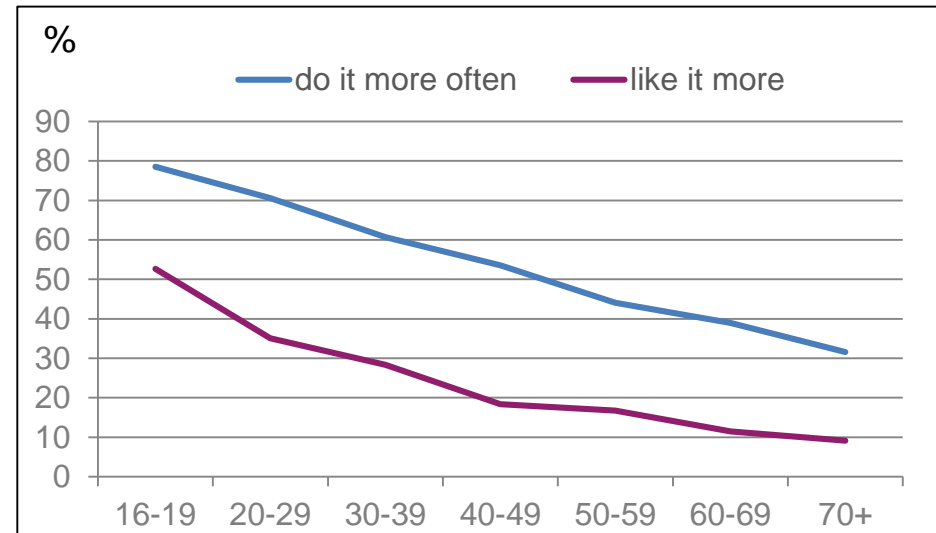
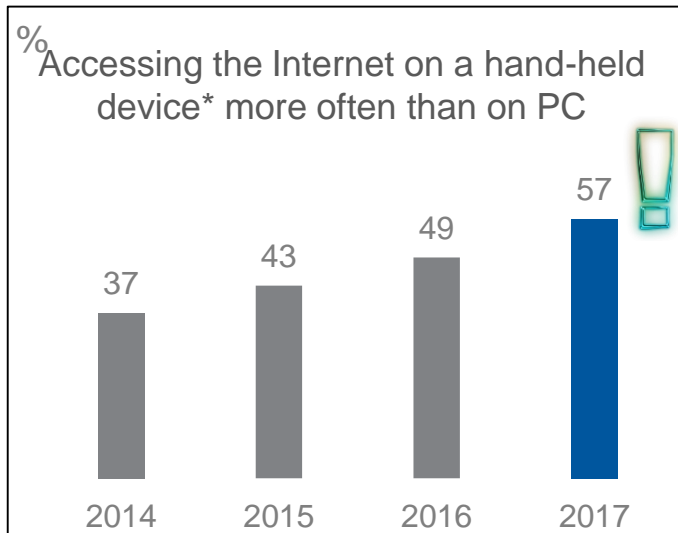
Basis: Internet users aged 16+; n=3110, N=6.1 m

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In 2016, the proportion of users accessing the Internet on smartphone has reached the level of those using a desk PC, while in 2017, already more people have been using the Internet on smartphone rather than traditional desk PC. It is not just because more people use their mobile phone to access the Internet but because less and less people use desk PC.

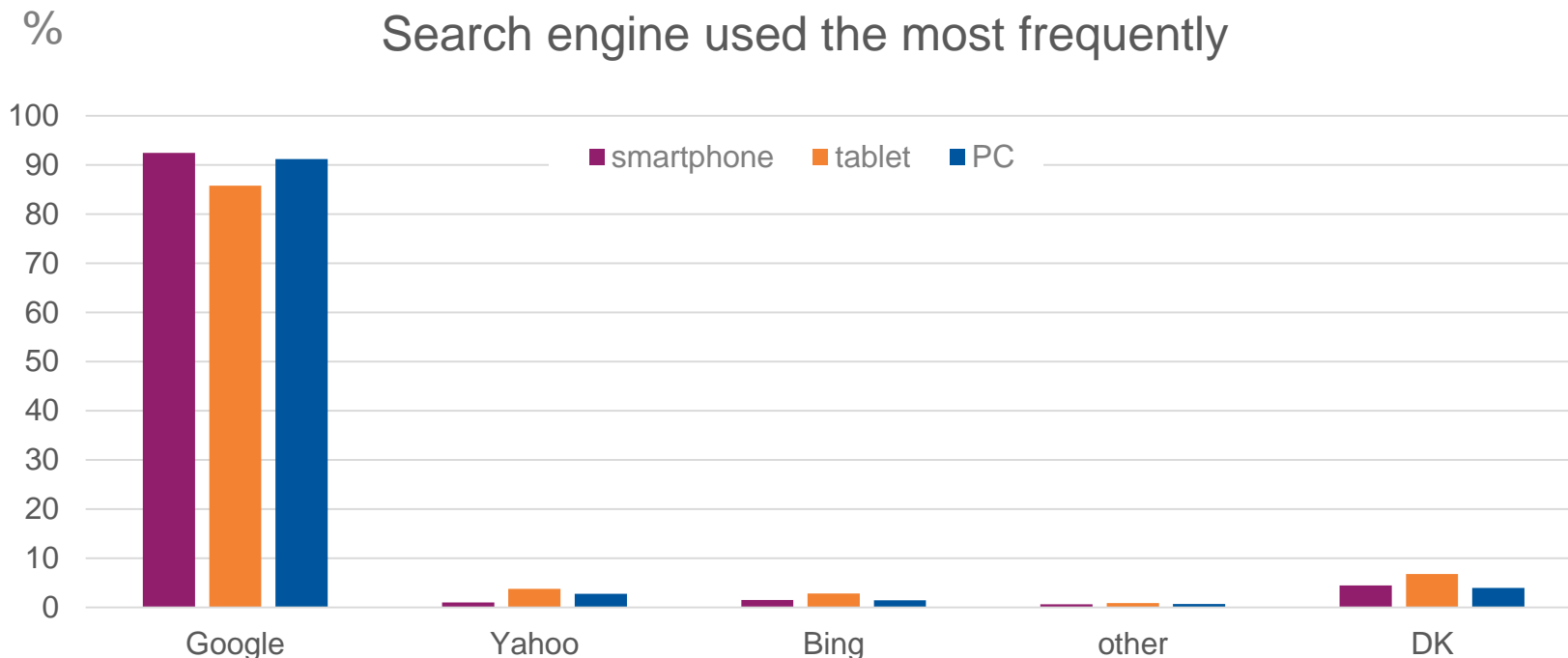
Basis: Internet users aged 16+; n=3110, N=6.1 m



The growing penetration of hand-held devices does not mean a growing number of users of these devices only but also when it comes to choosing between traditional PCs and hand-held devices for accessing the Internet, more users prefer smartphones and tablets. Several factors promote this tendency such as more user-friendly and technically reliable hand-held devices, growing speed of MBB, more online contents are optimized for small screens, more packages offered with voice and MBB in bundle, and users get habituated to smaller devices.

Basis: users accessing the Internet by both PC at home and smartphone/tablet, n=1918, N=3.8 m

*In 2014 and 2015: smartphone, in 2016 and 2017: smartphone and tablet



Similarly to other parts of the world*, Google is the dominant search engine in Hungary. Less than 5% use any other search engine.

Basis: users accessing the Internet by smartphone/tablet/desk PC and portable PC; n=2248/670/2753, N=4.4/1.4/5.4 m

*<http://gs.statcounter.com/search-engine-market-share>

%

Agree/disagree on a 5-point scale

I usually find quickly what I am searching for **76**

the more relevant websites can be found on the top of the list **61**

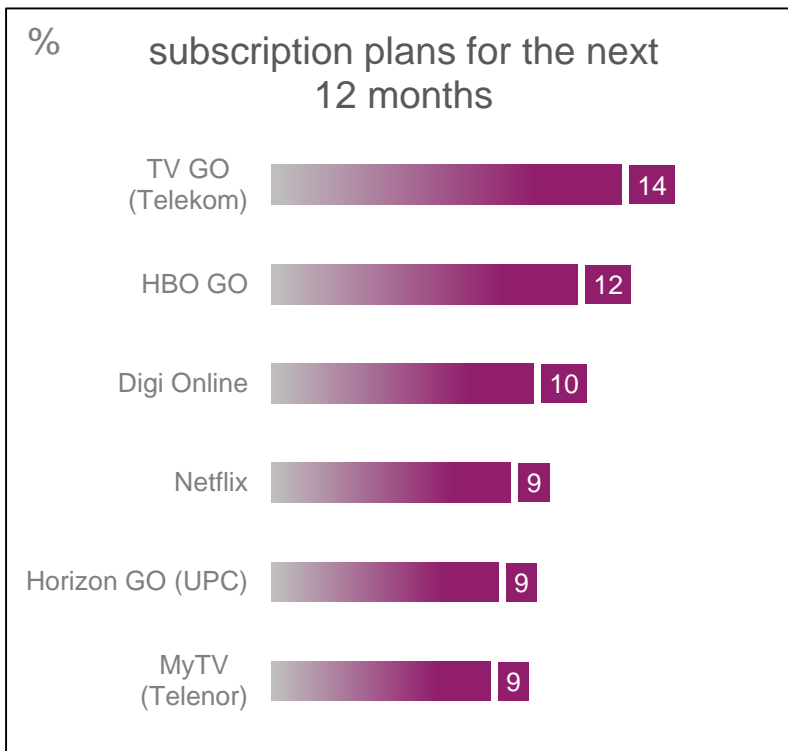
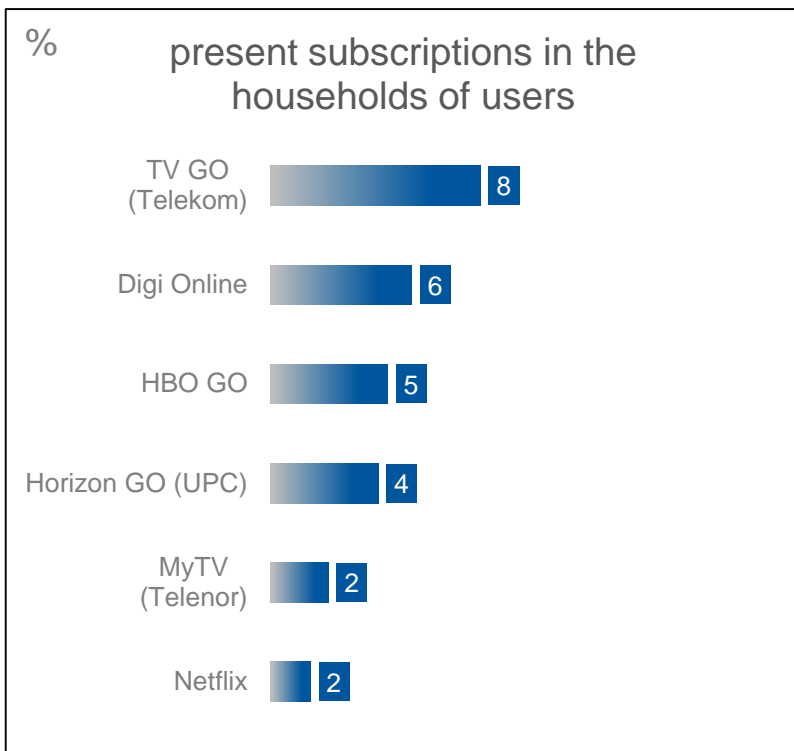
there are results on the top of the list that are adverts **44**

there are results on the top of the list that are manipulated by the owner of the website **37**



Ranking of preliminary results are modified by search engines because of commercial reasons (advertising income) or political reasons (e.g. complying with the legislation of a country). And website owners can also take certain measures to promote the ranking of their websites. Hungarian Internet users are mostly aware of the impact of these practices, but they are satisfied with their search results in general.

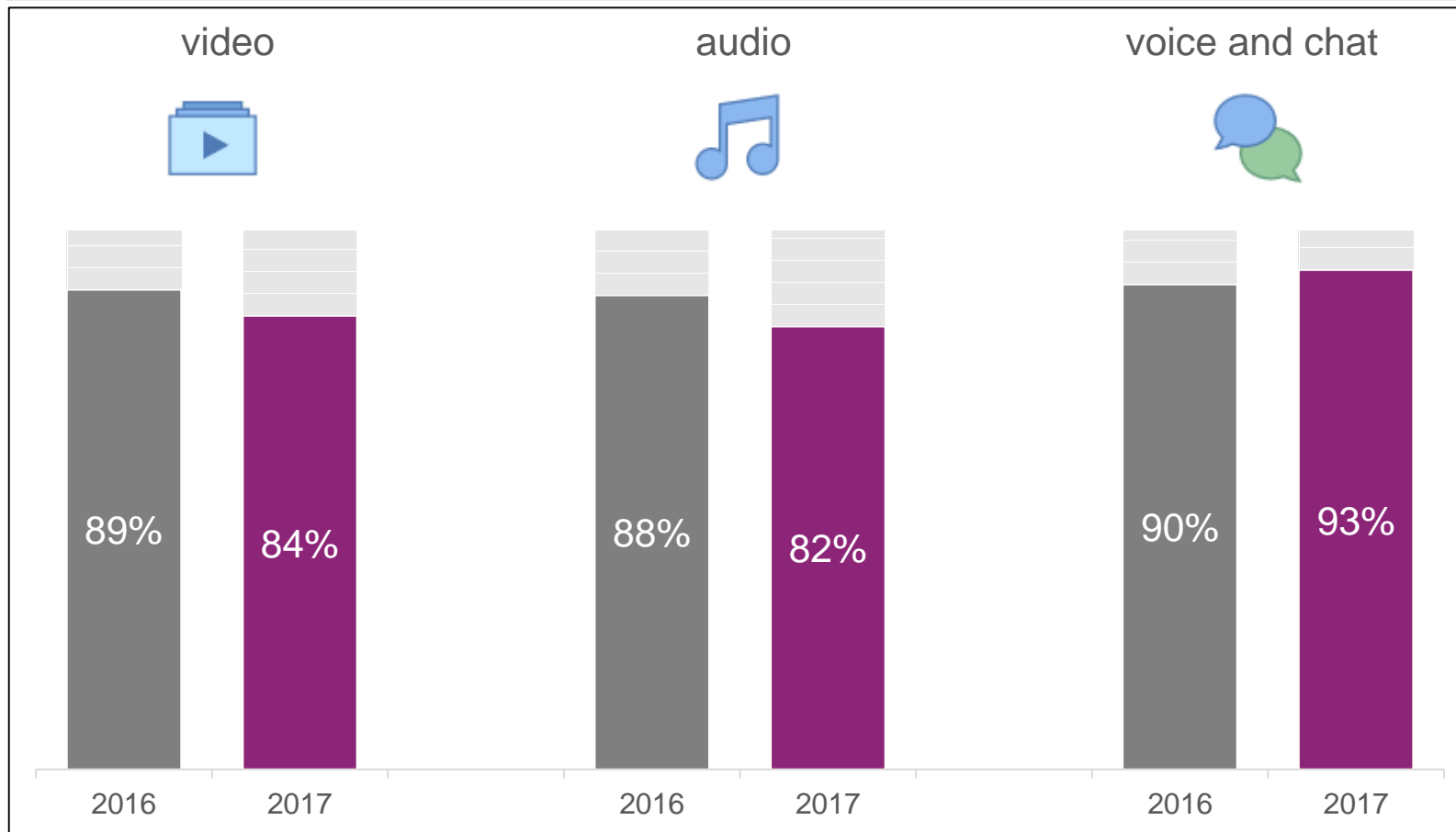
Basis: Internet users aged 16+; n=3110, N=6.1 m



Our survey in 2016 has already showed that Hungarian Internet users are in favour of movies and TV series dubbed or with Hungarian subtitles. This is the reason why they prefer the Hungarian services to international ones with although a larger selection of videos but mostly in English (Netflix).

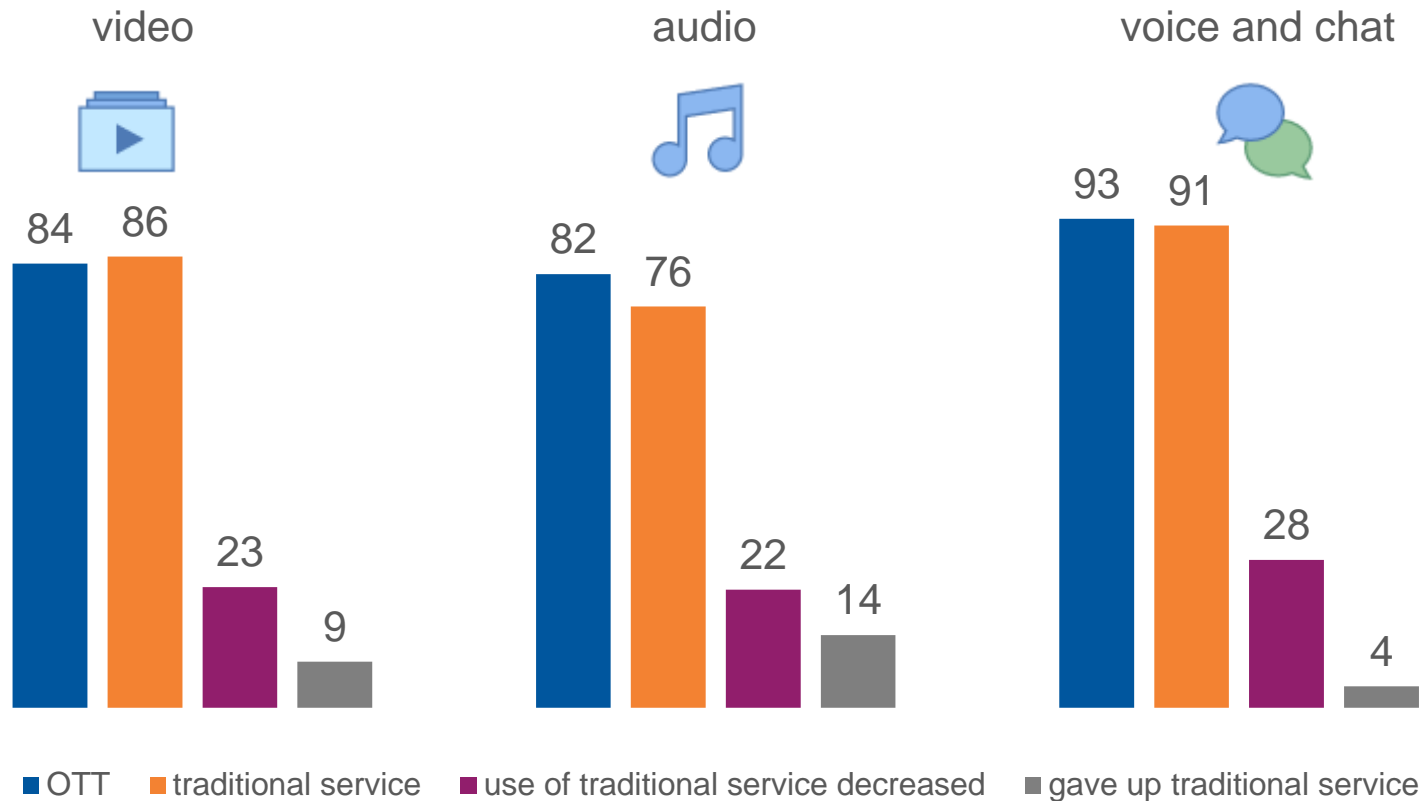
Basis: Internet users aged 16+; n=3110, N=6.1 m

In 2017, 98% used any OTT contents and 77% used all three types. Changes in usage compared to the year before can be explained by the declining proportion of the youth and the increased proportion of the elderly among Internet users.



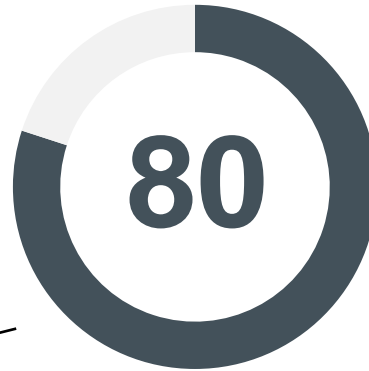
Basis: Internet users aged 16+; n=3110, N=6.1 m

OTT video and OTT chat usage has reached the level of consumption of traditional communication services. In case of listening to music and radio, OTT usage has overrun the traditional usage. More Internet users substitute completely the traditional way with OTT in case of listening to radio than in case of watching TV or making phone calls. And more people substitute traditional services with OTT than replacing them completely.



Basis: Internet users aged 16+; n=3110, N=6.1 m

Any type of media content

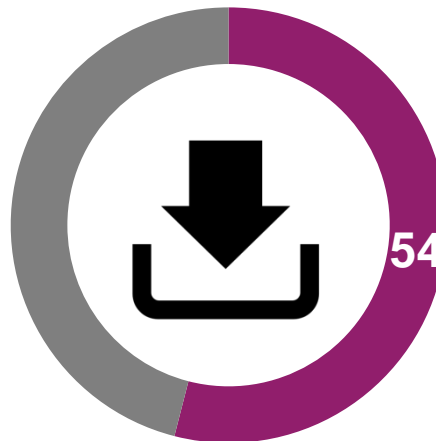
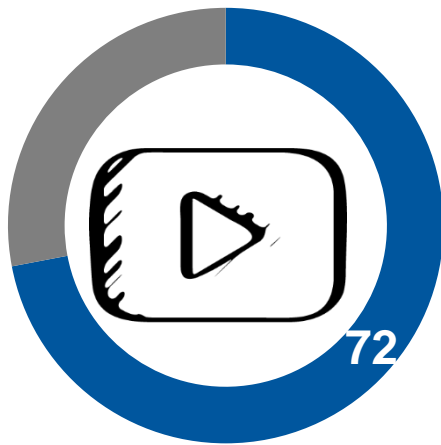


Four-fifth of Internet users consume any type of media contents (e.g., music, programmes, movies, videos) by streaming or downloading (together with P2P file sharing). Streaming is the most common use.

streaming

downloading

P2P file sharing

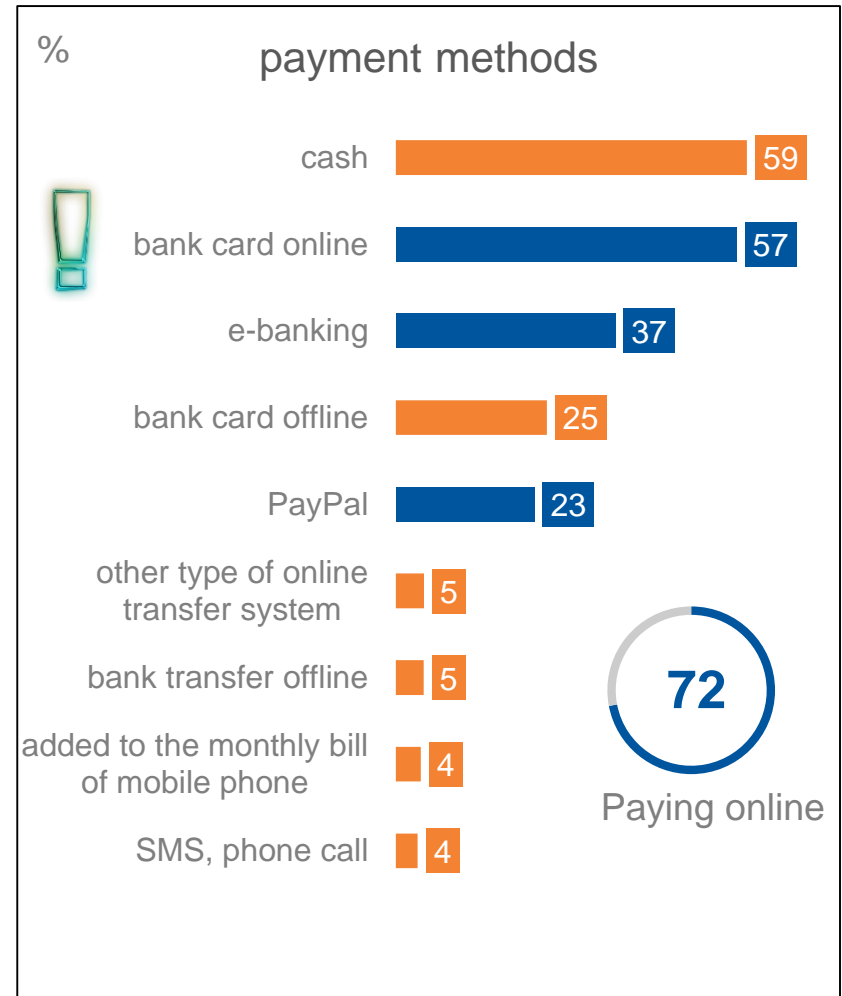


Basis: Internet users aged 16+; n=3110, N=6.1 m

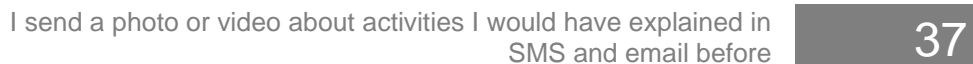
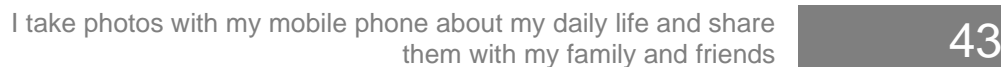
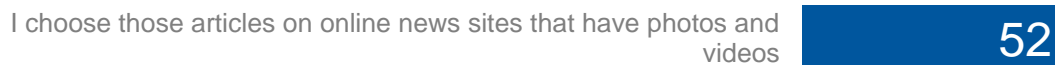
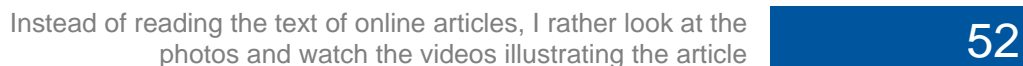
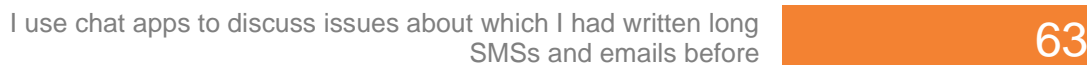
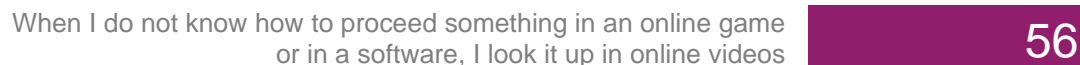
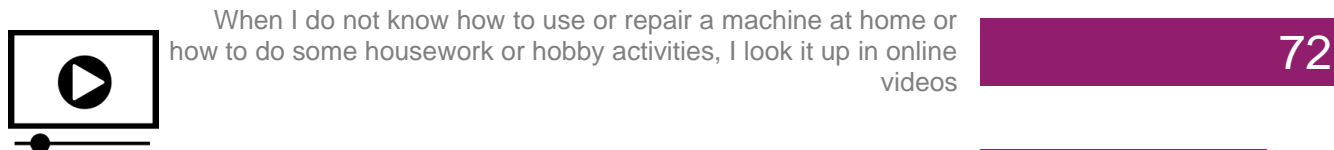
Online shopping does not necessarily mean online payment as well for the goods or services ordered. In the second half of 2017, 72% of users shopping online paid online (51% in 2016) and 69% paid offline.

The growing proportion (50 → 57%) of online payment has almost reached the level of cash usage.

■ online payment
■ offline payment



Basis: Internet users who bought something online and paid with real money (e.g. not with Bitcoin), n=1853, N=3.6 m

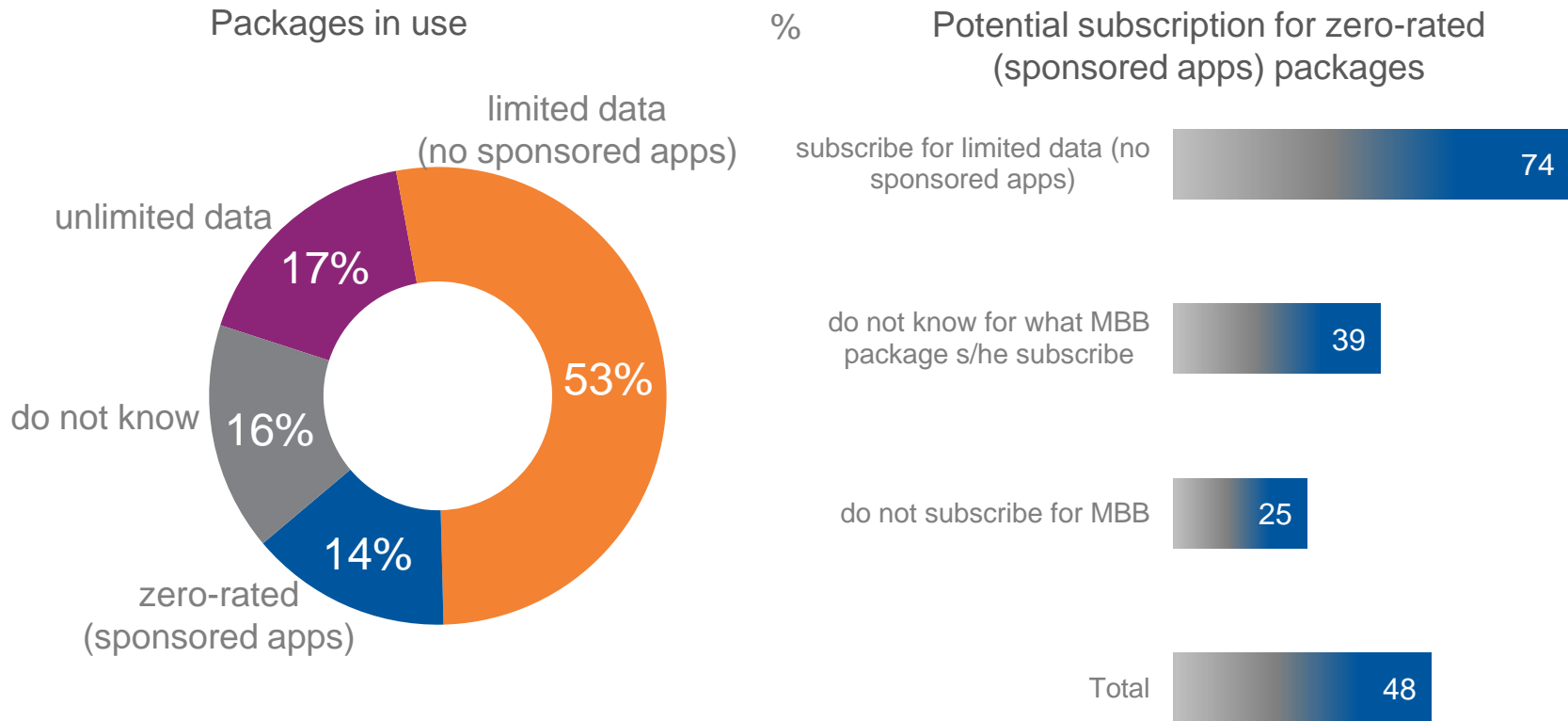


The Internet makes information exchange faster and makes us get used to it as well. In case of writing and reading texts and sending messages, Internet users prefer the fast options. Thus, written texts which needs more effort to produce are declining while photos and videos are gaining a more and more important role in interpersonal communication.

Another factor encouraging Internet users to use more visual communication is the demand for catching-up in a world of enormous quantity of information and news. The possibility of fast and easy-to-access communication has reduced the notion of newsworthy both in the public and private sphere. The majority of online news are left out from the press because of limited space while a significant majority of Internet users inform their personal network or the public about ephemeral routines of their own life.

A PACKAGE OF FAVOURITES

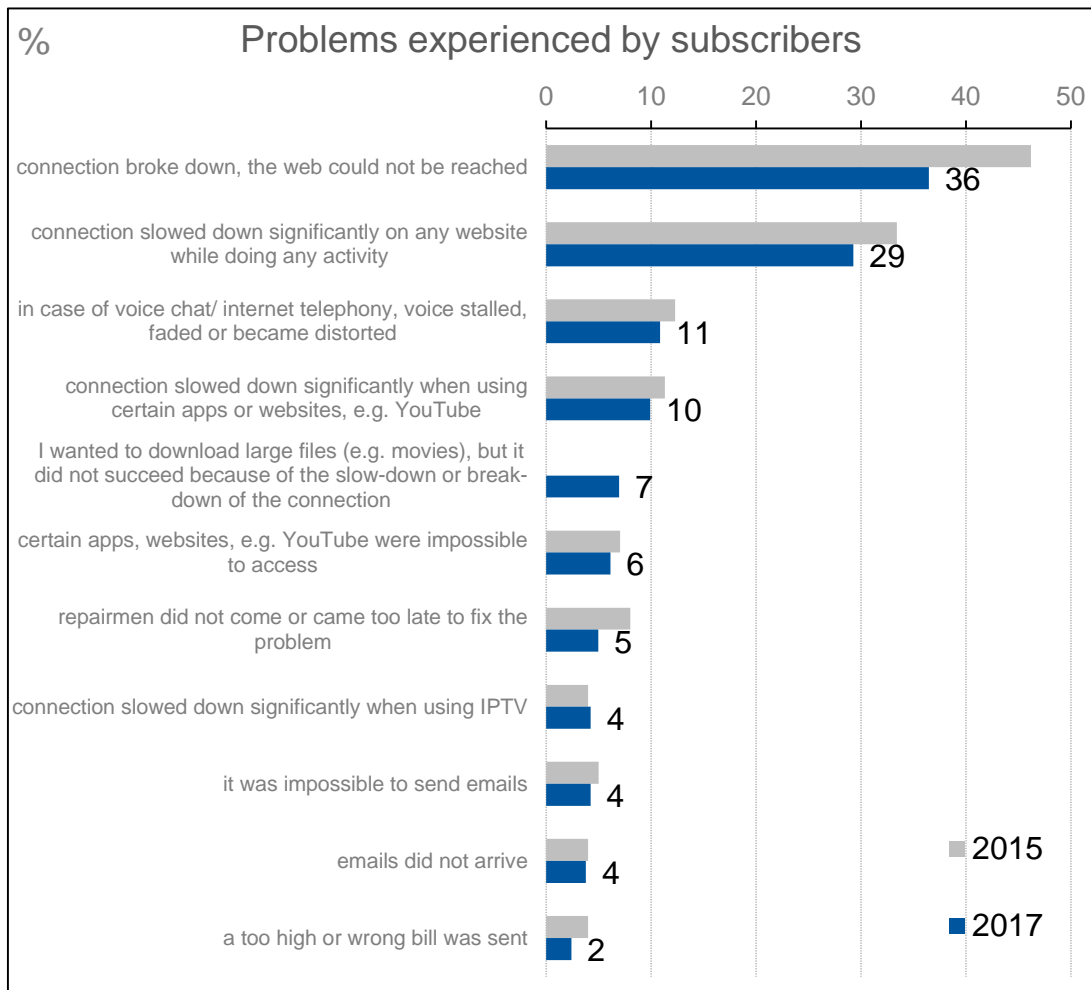
Zero-rating (sponsored content)



Limited data, no sponsored apps: the use of all apps is counted into the data limit of the mobile package. Zero-rated, sponsored apps: the use of certain apps is not counted into the data limit of the package, i.e. in case of these apps, MBB use is unlimited while it is not the case with other apps of the same kind.

14% of MBB users subscribe for a zero-rated package with unlimited data use in case of certain social media and chat apps. Even more people (half of the respective Internet users) would incline to subscribe for a package like this. Consumers pay much more attention on price and think less or do not think at all about the limited access to online content.

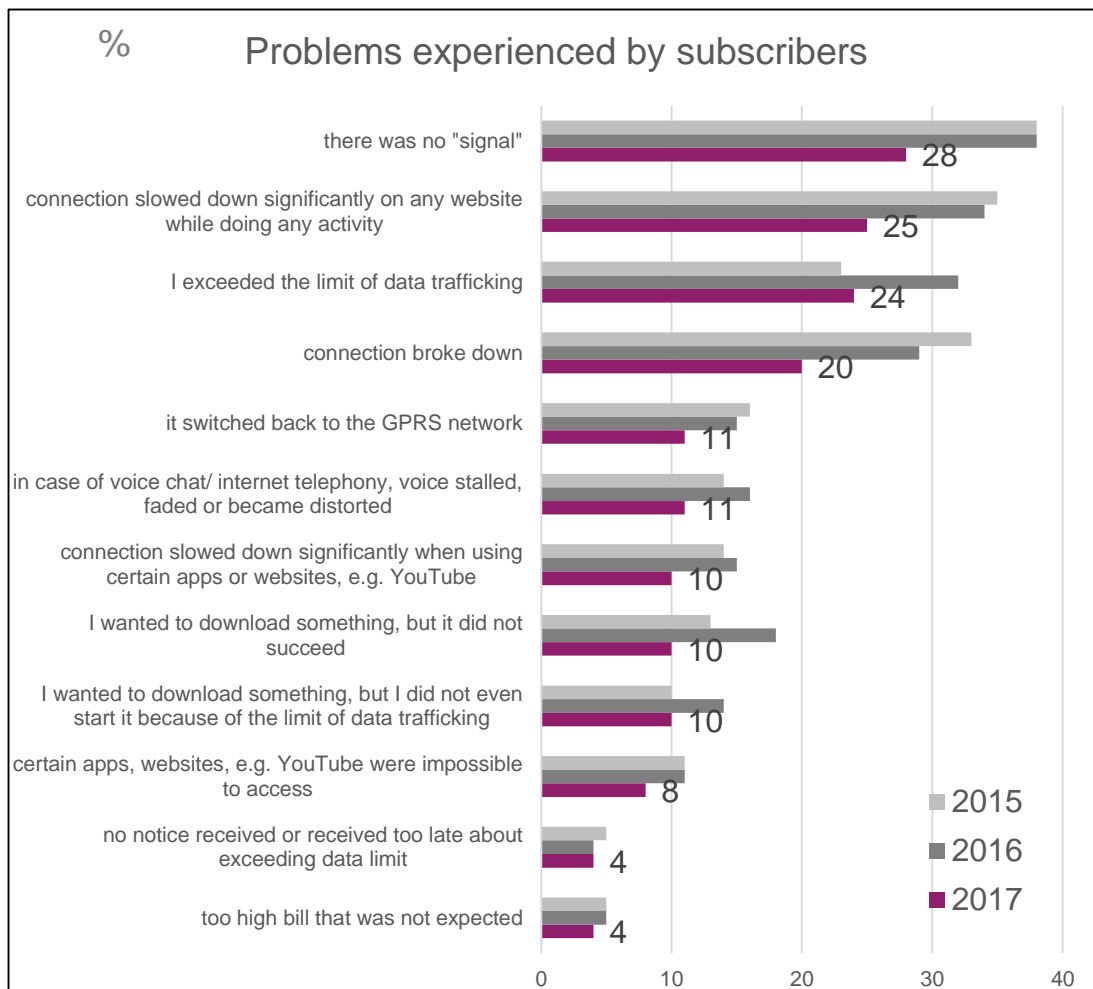
Basis: MBB subscribers aged 16+, n=2048, N=4 m and Internet users without zero-rated (or without any kind of) MBB package, respectively, n=2468, N=4.8 m



In 2017, 58% of Internet users subscribing for fixed-line Internet experienced problems with the service. Regarding the subscribers of large service providers, clients of Digi complained the less about this service.

This issue was covered last in our survey in 2015 and some major improvements can be noticed by now, especially in case of the most frequent complain, i.e. connection break-down.

Basis: fixed-line Internet subscribers aged 16+; n=2760, N=5.4 m



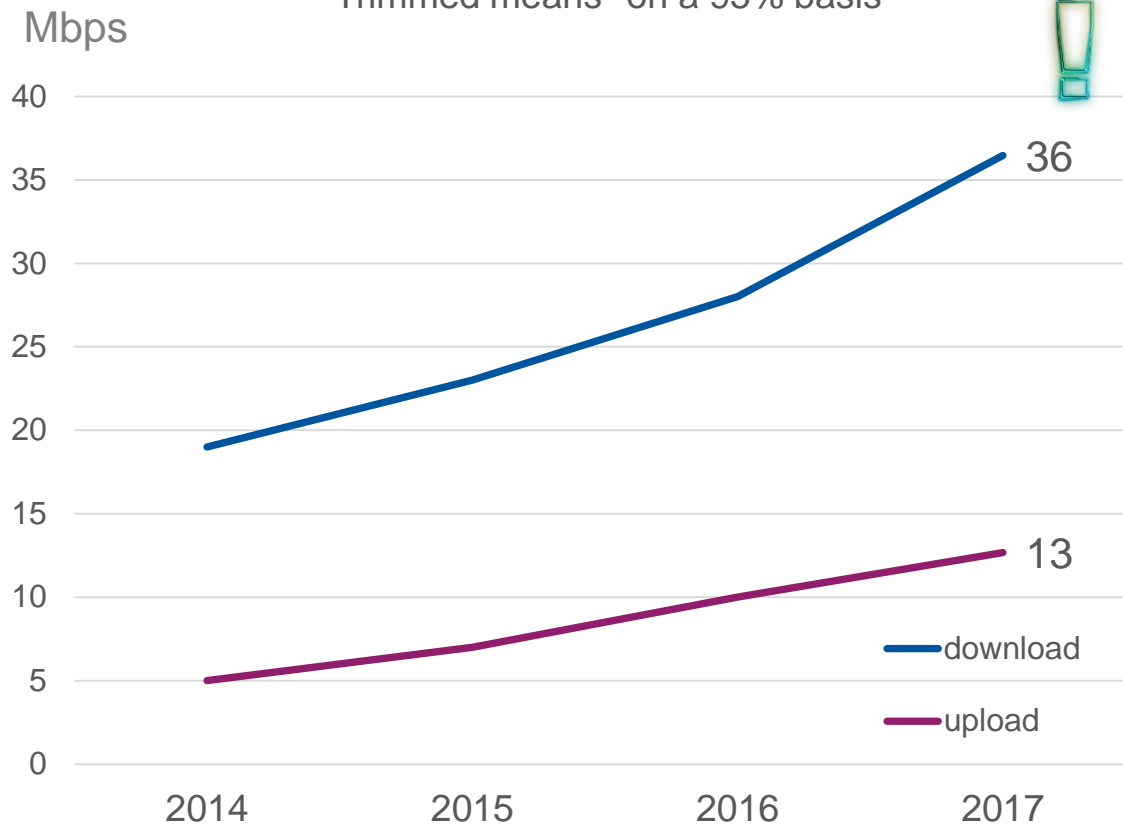
In 2017, 68% of Internet users subscribing for MBB experienced problems with the service.

Regarding the frequency of problems occurred, there is no significant difference between service providers.

Compared to 2015 and 2016, nearly all complaints have declined.

Basis: MBB subscribers aged 16+; n=2048, N=4 m

Upload and download speed
Trimmed means* on a 95% basis



In 2017, observed download speed of Internet connections in Hungary has rocketed more than ever before. It may be a result of expanding high-speed Internet technology in large cities and the spreading of 4G MBB.

Basis: respondents who filled out the questionnaire on their own device, n=1988, N=3.9 m

*Mean after discarded the lowest and highest values (5% altogether) of frequency

**Application of Ookla, www.speedtest.net