2022 Work Programme of the National Media and Infocommunications Authority

28 February 2022

1. Introduction

In compliance with its statutory obligation, the National Media and Infocommunications Authority (hereinafter called "the Authority", or NMHH) publishes its annual work programme on its website by the end of February each year detailing the prominent tasks of the year.

Dr. András Koltay was appointed as President of the National Media and Infocommunications Authority on 4 December 2021. Before we give a brief overview of our achievements in 2021 we will firstly present our tasks for 2022 in the framework of the new presidential term.

In the field of **promoting competition**, the wholesale market analysis entitled "Voice call termination on individual mobile networks" was completed in the first half of the year. Furthermore, we continued the development of the Hír-Közmű system, with the Standard Sectoral Planning Support System (ESZTER) – supporting the work of electronic communications network planners – entering its final development phase, and the Standard Communications Object Model handbook being published on our website in December.

To present the measurements and calculations carried out by the Authority in a more user-friendly and informative way, we held consultations on establishing a simulation system for the analysis of public radiation exposure due to electronic communications, and also prepared specifications for this simulation system.

To prepare for the auction procedure of the 32 GHz frequency band, we wrote a decision paper taking into account the spectrum auctions to obtain frequency rights already carried out in Europe.

In connection with **modernising media administration**, the Media Council Recommendation on product placement was revised and adopted by the Media Council at its meeting on 7 December 2021.

Promoting the interests of subscribers and users also played a decisive role in 2021 in the life of the Authority. The so called "Netre fel!" public awareness programme was carried out in two phases. The campaign in May reached more than two million people mostly aged over 40. In addition to paid advertisements, we conducted a number of television and radio interviews during this period, new articles and a ten-part podcast series were continuously added to the netrefel.hu website. The main goal of the autumn campaign was to increase the audiences and frequency of visits of netrefel.hu website and its Facebook page containing all the necessary information on the phasing-out of 3G and replacing devices.

We also published on our website a summary of the changes stemming from the new electronic communications regulation affecting consumers, to provide information to users.

As part of **improving** the efficiency of our **internal operations**, the property development continued on our Visegrádi Street premises, with the work progressed according to schedule. To support its work, the Authority also began introducing the joint work platform SharePoint.

In line with previous practice, our 2022 work programme includes the priority tasks that go beyond our general daily activities, but also contribute to achieving the Authority's strategic objectives. Accordingly, the structure of the work programme is built around the following strategic objectives:

- sustainable competition, stimulation of innovation and investment;
- modernisation of media management;
- promoting the interests of subscribers and users;
- improving internal operations.

2. Sustainable competition, stimulation of innovation and investment

Fostering and constantly reviewing sustainable competition in the electronic communications market is a priority goal of the Authority, and we will continue to focus on this issue this year.

In 2022 a regulatory framework concept complementing the existing legal instruments and organisational arrangements to protect subscribers of electronic communications services is going to be drawn up. This regulation will expressly offer a cost-effective and practical mechanism of dispute resolution between electronic communications service providers and their subscribers in a competent forum.

The Authority also plans to assess the coverage of broadband networks in Hungary, including mapping the expected future coverage of networks with very high capacity or capable of at least 100 Mbit/s download speeds.

During our market analysis procedures a number of draft decisions with obligations for SMP operators ("market for wholesale local access provided at a fixed location", "market for wholesale central access provided at a fixed location for mass-market products") will be prepared in the second half of 2022.

In the Hír-Közmű Project, our goal is to launch the Hír-Közmű 1.0 framework. An electronic document management system will be set up to ensure electronic data transfer during building authority procedures and support the carrying out of these procedures. It will also ensure the creation of a geo-spatial database based on the incoming data on electronic communications infrastructure in accordance with the Standard Communications Object Model.

As part of continuously monitoring the progress of achieving the broadband coverage targets set by the European Union for 2020 and 2025 in connection with the implementation of the Gigabit Society, the bandwidth available at the service endpoints and the related data and spatial data need to be measured regularly and processed online. In this context, our task is to conduct the survey and process the results.

In the field of spectrum management, the NMHH aims to prepare a decision on reusing the 450 MHz frequency band in 2022 examining technological and spectrum efficiency objectives, taking into account the impact of the reuse on the competitive market situation.

3. Modernisation of media management

In the light of the amendment to the AVMS Directive on the provision of audiovisual media services, the powers of the NMHH under the [Act CLXXXV of 2010 on Media Services and Mass Media](#) have been extended to include rules on the registration and supervision of video-sharing platform providers. The Authority will prepare a best practices recommendation on the different measures and efficient technical solutions to be applied by video-sharing platform providers, and publish this on its website.

Emphasis is put on the promotion of the development of a self- and co-regulatory system for video-sharing platform providers, in cooperation with the relevant providers, taking into account the current national and EU legislative background and best practices.

In 2022, we will also analyse and propose improvements to the regulatory issues raised by the phenomenon of disinformation and the practical methods to counter it.

4. Promoting the interests of subscribers and users

With its wide range of regulatory tools (universal services, market surveillance), the Authority not only protects and helps users directly, but it also aims to contribute indirectly, by other means, to the enforcement of their interests..

The new obligation regarding best tariff information became applicable in the second half of last year, and is outlined in the 22/2020 (XII.21) NMHH Decree on the detailed arrangements of subscribers contracts of electronic communications services. The aim of this year's investigation is to find out whether providers understand "best tariff" and push related information in line with legal requirements, satisfying the interests of subscribers as required.

To support consumers, in the first half of 2022 the Authority aims to support the mobile device replacement programme with communication tools (providing information on the netrefel.hu website, promoting the programme on social media platforms, organising media events).

A comprehensive communication campaign is organised to promote "Netszűrő", the internet filtering software developed by the Authority, mainly for home use. By using this software, parents can prevent their young children from accessing harmful content via internet, and control when and what their children can access online.

Within the framework of the complex E-administration Programme for implementing e-administration within the Authority, the preparation of the related IT procurement was carried out in 2021. This year, we will work together with the selected contractors to design the entire e-administration IT system wireframe, and then start implementing the project by defining and performing the IT tasks.

The NMHH supports planning, licensing and monitoring of radio networks by using a system that calculates the public radiation exposure due to wireless communications services. This system will also provide reassuring information to the public, expand the infrastructure of service providers and help government agencies to carry out inspections.

5. Improving internal operations

As in recent years, in 2022 we will focus on further developing our institutional operations. This is essential if we are to succeed in the international arena.

The construction work on our premises in Visegrádi Street is ongoing, including among others the development of a new measuring chamber, several smaller measuring laboratories and a secure data and server centre.

In 2022, the next five-year strategy is to be elaborated, including the Authority's vision and objectives and the priorities supporting their achievement, taking into account changes in the external environment.

We also plan to rebrand and modernise the Authority's current image, aligning it with its strategic and sectoral tasks, which will help the Authority to be more identifiable by consumers.

In line with the recommendations of the EU Connectivity Toolbox, in 2022 we intend to publish the experience and best practices of legal proceedings to date for building broadband networks, mainly to give market players more confidence to address their disputes to the Authority.

6. Task overview of the 2022 work programme

Sustainable competition, stimulation of innovation and investment

Priorities	Tasks
1. Examining new electronic communications regulatory challenges	1.1 Improvement of the regulatory concept and procedures for subscriber dispute resolution
	1.2 Preparation of geographic mapping
2. Dynamic and effective regulations stimulating competition	2.1 Launch of the Hír-Közmű 1.0 framework
	2.2 Online Mapping I – Collecting online data related to broadband coverage and bandwidth available at endpoints
	2.3 Online Mapping II – Collecting online data at nodes of broadband networks and data on meeting the Open Access obligations
	2.4 3(a)/2014 Market analysis procedure
	2.5 3(a)/2014 Market analysis procedure
3. Efficient management of scarce resources (radio spectrum, numbering resources)	3.1 Preparation of a decision on reusing the 450 MHz frequency band

Modernisation of media management

Priority	Task
4. **Improving the media governance system within the EU regulatory framework**	4.1 Developing a best practices recommendation on measures and efficient technical solutions for video-sharing platform services
5. **Promoting self- and co-regulation**	5.1 Promoting and contributing to the development of self- and co-regulation of video-sharing platform providers
6. **Analysing changes in content consumption habits, their impact on regulation, and identifying justified measures**	6.1 Analysing regulatory and implementation issues related to the phenomenon of disinformation and contribute to the confirmation, review and implementation of the "EU's Code of Practice on Disinformation"

Promoting the interests of subscribers and users

Priority	Task
7. Enforcing the interests of subscribers and users, especially regarding vulnerable users	7.1 Examining the practical application of the best tariff information
	7.2 Communication support for the Mobile Device Replacement Programme
	7.3 Launch and organisation of the communication campaing of Internet Filtering Software ("Netszűrő")
8. Supporting informed decisions by subscribers and users, promoting consumer's awareness	8.1 Development of a comparison tool (DCT) under the Electronic Communications Act
	8.2 E-administration Programme: implementation of the e-administration system
9. Engagement in electronic information security and service security issues	9.1 Putting a system into use that calculates the public radiation exposure due to wireless communications services

Improving internal operations

Priority	Task
10. Improving organisational and economic efficiency	10.1 The Authority's real estate development in Visegrádi Street, Budapest
	10.2 Development of the NMHH Strategy 2023-2027
11. Employer image and brand building	11.1 Rebranding NMHH
12. Partnering with Hungarian public administration actors, consumer advocacy organisations, industry organisations and academia, and cooperation with market players	12.1 Analysis and publication of "best practices" in dispute settlement in field of building of broadband networks