

# HUNGARY MARKET PROFILE

An EMEE Music Market Study

2024

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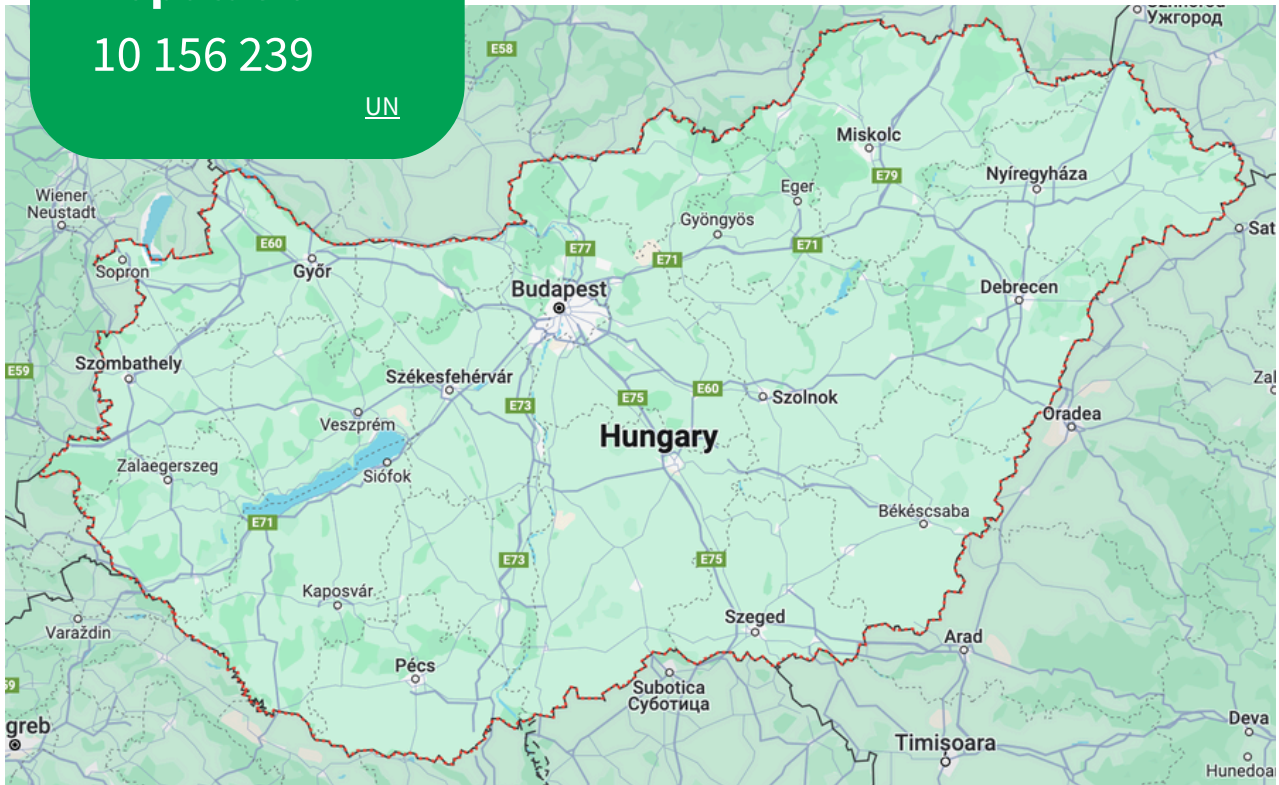
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# 1. General Context

## Population

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[UN](#)



## 1.1 Geography and Getting Around

### City name - Population

Below is a list of the populations of the biggest cities with an active music scene.

City	Population
Budapest	1,741,041
Debrecen	204,124
Miskolc	172,637
Szeged	164,883
Pécs	156,649

City	Population
Győr	128,265
Nyíregyháza	116,298
Kecskemét	109,847
Székesfehérvár	101,600

Table 1: The nine largest cities in Hungary and their population. Source: [Worldometer 2024](#)

City	Population
Szombathely	79,534
Szolnok	75,474
Tatabánya	70,541
Veszprém	62,023
Sopron	57,210

Table 2: Relevant smaller cities in Hungary and their population.  
Source [Worldometer 2024](#)

### Local transportation possibilities

Hungary's local transportation system is well-developed, with buses, trams, and metros serving urban areas, particularly Budapest. The capital city features an extensive network of trams and metro lines, ensuring convenient access to various destinations. Intercity trains provide efficient connections between major cities, offering reliable options for regional travel.

Public transport in Budapest is operated by [BKK \(Budapesti Közlekedési Központ\)](#). Locals and tourists can also use the public transportation app [BudapestGO](#).

Outside of Budapest, local transportation in Hungary primarily relies on buses and trains. While cities and larger towns typically have well-connected bus networks, smaller villages may have more limited options. Regional trains offer convenient travel between towns and cities, providing efficient connections for both locals and visitors. Information about trains in Hungary can be found [here](#).

Additionally, taxis are available in many areas, offering flexible transportation solutions for short distances or areas not covered by public transit.

## 1.2. Society, economy and communication

**Official language(s):** Hungarian

**Recommended language to communicate with local professionals:** English

**Currency:** Forint (HUF)

**Exchange Rate:** 1 EUR = 387,73 HUF ([source](#))

	2023	2022
<b>Average Age (Source)</b>	42,1	44,0
<b>GDP (Source)</b>	€196,6 bln	€168,9 bln
<b>GDP Per Capita (Eurostat)</b>	€20 490	€17 440
<b>Social media users (% of population) (Source)</b>	72,2%	75,6%
<b>Internet penetration in households (% of population) (Source)</b>	89,7%	89,0%

## Population of Hungary in 2024

Hungary saw a remarkable 1,8% population decrease from early 2023 to the beginning of 2024. Urban centres attracted 73% of the population by the start of 2024, while 27% of the population still lived in rural areas ([Datareportal, 2024](#)).

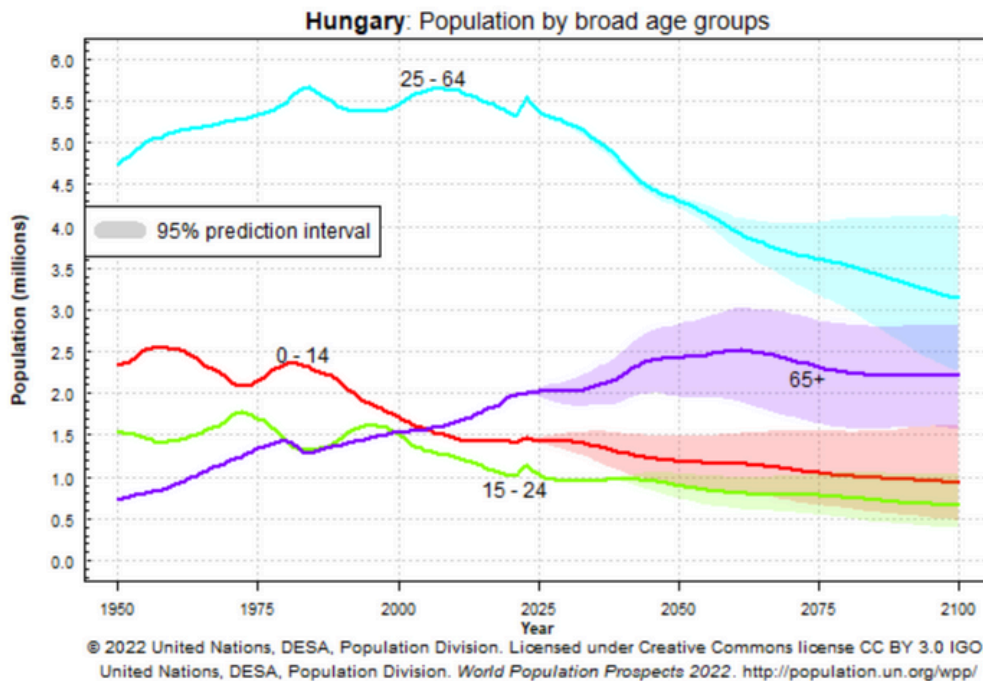


Figure 1: Hungary's population by age. Source: [United Nations .World Population Prospects 2022](#).

## Political system

Hungary is a parliamentary republic with a head of government, the prime minister, who exercises executive power and a head of state, the president, whose primary responsibilities are representative. Hungary is divided into 19 counties, Budapest, and 23 cities with county-level authority ([European Union, 2024](#)).

## Mobile connections

- Data from GSMA Intelligence shows that there were 11.26 million cellular mobile connections in Hungary at the start of 2024.
- Mobile connections in Hungary were equivalent to 111.9 per cent of the total population in January 2024 ([GSMA, 2024](#)).

## 1.3. Tax and Legal

### 1.3.1. Artist status and business identity management

Guidelines and summaries on taxation in Hungary can be [found here](#).

In case a foreign private individual taxpayer has taxable income in Hungary, he/she must request a tax identification number from the competent tax authority using the form 'T34' ([NTCA, 2024](#)).

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Musicians in Hungary typically establish themselves as self-employed individuals or as members of a registered business entity. The most common legal forms for musicians in Hungary include ([Accace, 2024](#)):

1. **Sole Proprietorship (Egyéni vállalkozó):** This is the simplest form of business ownership where you operate as an individual. You are personally responsible for all aspects of the business, including finances, taxes, and liabilities.
2. **Limited Liability Company (Korlátolt felelősségű társaság - Kft):** A Kft is a separate legal entity from its owners (shareholders), providing limited liability protection. This means that the owners are not personally liable for the company's debts or obligations beyond their investment in the company.
3. **Registered Partnership (Betéti társaság - Bt):** This is a form of partnership where two or more individuals share ownership and responsibilities for the business. Each partner's liability is generally unlimited, meaning they are personally responsible for the partnership's debts.
4. **Nonprofit Organization (Nonprofit szervezet):** If your musical activities are primarily aimed at cultural or charitable purposes rather than generating profits, you may opt to establish a nonprofit organisation. Nonprofits are subject to specific regulations and must operate in accordance with their stated charitable objectives.

When choosing the appropriate legal format for musical activities in Hungary, it's essential to consider factors such as liability protection, tax implications, administrative requirements, and long-term business goals. Consulting with a legal or financial advisor familiar with Hungarian business laws and regulations would be beneficial in making an informed decision.

More information can be found [here](#).

### ***1.3.2. Copyright law and collective licensing***

The main law(s) for copyright protection: [Copyright Act \(Act No. LXXVI. of 1999\)](#), Act on Collective Management (Act No. XCIII. of 2016). The main rights protected (reproduction, public performance, etc.): Reproduction, distribution, public performance (live and background), and communication to the public.

Some important aspects to note about copyright in Hungary that differ from some other EU countries include the following.

- There is no collective management for music specifically commissioned for advertisements.
- Non-society creators need to specifically opt-out of the collective management system if they do not want to be represented.

<b>WHICH LICENCES ARE GRANTED COLLECTIVELY BY THE CMOS VS NEGOTIATED INDIVIDUALLY</b>		
<b>Usage</b>	<b>Author's Rights</b>	<b>Neighbouring Rights</b>
Public performance	Collectively	Individually
Broadcasting in radio and TV	Collectively	Collectively
Reproduction and distribution (physical)	Collectively	Individually
Background music	Collectively	Collectively
Making available online	Collectively	Collectively
Licensing to film production	Individually	Individually
Licensing to TV production	Collectively	Individually
Licensing to advertisements	Individually	Individually
Licensing to video games production	Individually	Individually
Private events	Collectively (outside family & friends)	Individually

*Table 3. Licensing of music in Hungary. Source: Artjus, Eji, Mahasz*

Under Hungarian copyright law, artists typically affiliate with collective management organisations for the management and distribution of their works. These organisations collectively administer members' rights and enforce copyright protections. There are three collective management organisations (CMOs) operating in Hungary, each specialising in different categories of rights (see section 2.3 for more details).



### **1.3.3. Visa and other mobility info**

Hungarian mobility law permits nationals of the European Union (EU), European Economic Area (EEA), and Schengen Area to enter Hungary without a visa and remain for up to 90 days. However, individuals from third countries must consult the appropriate authorities to determine their visa requirements for entry into Hungary. More information is available [here](#).

### **1.4. Music and Creative Industries Policy**

Hungary's funding system supports a diverse range of artistic genres through various funding options, fostering the growth and development of the arts.

#### **The National Cultural Fund of Hungary (Nemzeti Kulturális Alap)**

The National Cultural Fund of Hungary has been the main institution responsible for funding cultural life in and outside Hungary over the past 20 years.

Established by the Hungarian Parliament to support the creation, preservation and spread of national and universal values, this separate state fund is now running on 90% of the gambling tax of Lottery 5 as its main revenue. It calls for bids to offer and award the vast majority of its disposable money to those who implement the winning programs through a system of social divisions.

The main objectives of the National Cultural Fund of Hungary include stabilising funds and involving new incomes to increase its available tender budget. To this end, the Fund has signed several cooperation agreements with government agencies and NGOs in the past years, and its professional divisions have announced comprehensive support programs to reinforce the State's engagement in the field of culture.

#### **NKA Hangfoglaló Program**

The NKA Hangfoglaló Program, formerly known as the Tamás Cseh Program since its inception in 2014 under the National Cultural Fund (NKA), aims to support and promote Hungarian popular music. It provides opportunities for performances, both domestically and internationally, facilitates career development, and preserves the history of Hungarian pop-rock music.

#### **NKA HOTS Hungarian Oncoming Tunes (export office)**

HOTS is a music export office responsible for supporting and educating Hungarian acts to expand their activities on an international scale. It is amplified by Hangfoglaló, a subdivision of the National Cultural Fund in Hungary. HOTS also hosts international workshops, conferences, and art camps connecting different sectors of the music industry inside and outside of the border equally. HOTS appears through selected acts at international showcase festivals.

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### **NKA Halmos Béla Program**

The Halmos Béla Program, operating under the National Cultural Fund (NKA), offers support to musicians for portfolio development and covering the expenses of national, and international programs. The program provides support for folk music camps, conferences, and content production costs for folk music media.

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## 2. Music Consumption

### 2.1. Industry Events and Conferences

There are multiple annual industry events in Hungary that serve as vital platforms for networking, collaboration, and talent showcasing. These gatherings bring together musicians, industry professionals, and stakeholders from Hungary and around the world to exchange ideas, discover new talent, and foster connections.

#### **Budapest Showcase Hub (BUSH) (Budapest)**

*November*

BUSH brings together musicians, artists, industry professionals, and stakeholders from Hungary and around the world to exchange ideas, discover new talent, and foster connections. The event features performances, panel discussions, workshops, and networking opportunities aimed at promoting the growth and visibility of the Hungarian music scene on both national and international levels.

#### **Budapest Ritmo (Budapest)**

*April*

Budapest Ritmo brings roots and rhythms, multiple genres, fusion styles, and unexpected cultural mixes to the heart of Budapest. Global lineup meets local talent, with Ritmo's range growing each year: a showcase stage, a conference, networking events, screenings and afterparties all geared to inspire and connect.

#### **EPFE (Budapest)**

*November*

EPFE (the Event Production Forum East) was initially aimed at the Central and Eastern European event market and the Production, Venue management, Promotion, F+B and Supply personnel involved. They have spread their market over the years so that they now attract delegates from Dubai to Dublin.

#### **Music Hungary Conference (Veszprém)**

*November*

The Music Hungary Conference aims to bring together local music industry players by stimulating dialogue, enriching its members with knowledge transfer and professional attitudes, and providing professional advocacy to government decision-makers.

### 2.2. Industry Trade and Development Associations, Unions

Hungary's music scene thrives thanks to dedicated organisations at its forefront. These groups champion the interests of musicians, independent labels, DJs, composers, and copyright holders. Through advocacy, collaboration, and professional support, these groups play pivotal roles in shaping the landscape of Hungary's vibrant music scene while ensuring fair treatment and recognition for all stakeholders.

### **Music Hungary Association (Music Hungary Szövetség)**

The Music Hungary Association stands as the cornerstone of Hungary's music sector. It emerged from the annual Music Hungary Conference, which was inaugurated in 2012. Each year, key figures within the industry convened at this conference to delve into the intricacies and challenges shaping Hungary's music landscape.

Their goals include supporting the Hungarian music industry, improving musicians' circumstances, advocating for the sector, addressing the Value Gap issue, promoting cultural investments, enhancing music education, and facilitating collaboration with the film industry.

### **HAIL, Hungarian Association of Independent Labels (Magyar Független Lemezkiadók)**

HAIL was founded in 2018 with support from IMPALA. Their membership has been expanding, welcoming 27 independent labels from Hungary. Their primary goal is to represent the Hungarian independent label community, both domestically and internationally, advocating for small labels that may lack resources.

### **ZEME, Music Managers Association (Zenei Menedzserek Egyesülete)**

ZEME, founded in 2021 by 56 music managers, aims to promote the role of music management within the industry and to decision-makers. They prioritise the exchange of information, knowledge development, mutual support, and raising the profile of music management as a profession.

### **Hungarian DJ and Producer Association (Magyar DJ Szövetség)**

The Association founded in 2002, supports DJs' rights and recognition in the industry currently consisting of 434 members. Their mission is to combat the devaluation of the profession and unfair exploitation, ensuring DJs receive the respect and financial compensation they deserve. They aim to promote skilled DJs to employers and raise awareness of their importance in the industry.

### **HANOSZ, National Association of Musicians (Hangszeresek Országos Szövetsége)**

HANOSZ was founded in 2003 by 12 Hungarian companies involved in music instrument production, distribution, and import. Their goal is to collectively enhance success where individual efforts may fall short. They are actively involved in advocacy, organising events like the Budapest Music Expo or the Gitármánia Camp. They collaborate with major music and cultural organisations and have over forty members.

### **The Hungarian Composers' Association (Magyar Zeneszerzők Egyesülete)**

The Association established in 1990, initially focused on classical and pop music composers. Later, it expanded to include lyricists. With a membership of around 150, including young composers and Hungarian colleagues from abroad, the association supports composers' professional development and fosters collaboration within the Hungarian music community.

### **ProArt, Association for Copyright (ProArt Szövetség a szerzői jogokért)**

ProArt was founded by Artisjus, EJI, MAHASZ, FilmJus, and HungArt. It aims to combat

copyright infringements and protect rights holders. Its objectives include taking legal action against infringements, promoting the lawful use of copyrighted works, raising copyright awareness, and implementing joint measures to support artistic works and performances.

### **Hungarian Festival Association (*Magyar Fesztiválszövetség*)**

Established in 2002, the Hungarian Festival Association facilitates information exchange among Hungarian festivals, advocates for cultural values, and promotes innovation. They represent 151 members' interests to decision-makers, administer certification programs, and collaborate with cultural institutions.

## **2.3. Collective Management Organisations**

Under Hungarian copyright law, artists typically affiliate with these societies for the management and distribution of their works. These organisations collectively administer members' rights and enforce copyright protections. Notably, multiple collective management organisations (CMOs) operate in Hungary, specialising in different types of rights.

### **ARTISJUS**

Society Artisjus is the association of music composers, songwriters, authors, writers, poets (their heirs) and music publishers. Its main functions are collecting royalties, licensing music usage, distributing royalties to members, and protecting members' rights.

### **EJI (*Előadóművészi Jogvédő Iroda*)**

EJI is a collective management organisation in Hungary that represents performers and related rights holders. Its main purpose is to administer and protect the rights of performers, including actors, musicians, singers, and dancers, as well as other related rights holders such as producers of phonograms and audiovisual fixations.

### **MAHASZ (*Magyar Hanglemezkiadók Szövetsége*)**

MAHASZ is a Hungarian recording industry association. Its functions include market research, chart compilation, advocacy, copyright protection, and promotion of the Hungarian music industry.

# 3. Live Music Industry

## 3.1. Live Music Industry in Figures

Although the live music industry in Hungary has been gradually rebuilding itself, it still has not yet reached its pre-Covid level. The inflationary impact, which increased from 2021 onwards, could be one of the reasons why music activity in 2022 was still significantly below the level of 2019. Additionally, the number of concerts decreased from a yearly 75,000 to 60,000 ([ProArt, 2023](#)).

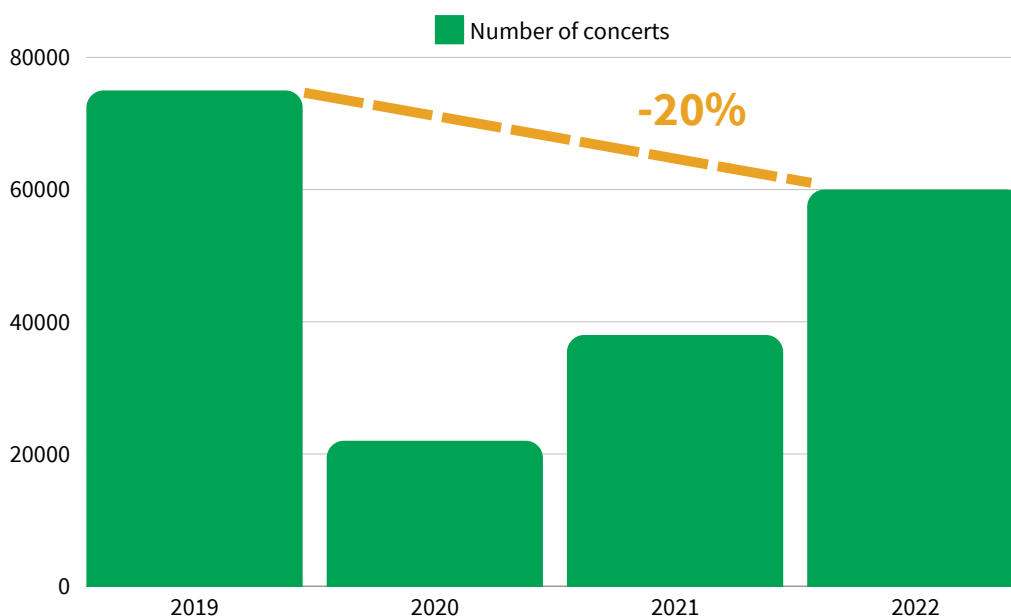


Figure 2. Number of concerts per year. Source: [ProArt, 2023](#)

## 3.2. Music Festivals

Despite the challenges post-pandemic, Hungary still has a vibrant festival landscape, characterised by a dynamic array of events spanning diverse genres and artistic expressions. From mainstream spectacles to boutique festivals and specialised celebrations, these gatherings are dispersed across the country, offering attendees a chance to experience the rich cultural tapestry of Hungary throughout the year.

### **Sziget Festival Budapest (Óbudai-Hajógyári Sziget, Május 9. Park)**

August

Sziget Festival ("Sziget" for "Island") is one of the largest music and cultural festivals in Europe. It is held every August in Budapest on a leafy 108-hectare island on the Danube. In 2011, Sziget was ranked one of the 5 best festivals in Europe by The Independent, the festival is a two-time winner at the European Festivals Awards in the category Best Major European Festival.

**Primary genres:** pop, rock, hip-hop, electronic music, arts

**Capacity:** 420 000 of attendees in 2023 / 80 000 a day

Number of stages and performances: approx 30 venues with 400 performances

Notable international acts: Billie Eilish (US), Foo Fighters (US), Twenty One Pilots (US), Rihanna (US), Florence and the Machine (UK), Imagine Dragons (US), etc etc

### **Balaton Sound** Zamárdi

*July*

A 4-day long electronic music beach festival on the shores of Lake Balaton for both local and international audiences.

**Primary genres:** EDM, techno, house

**Number of stages; performances:** 6 stages, more than 150 performers

**Notable international acts:** Marshmello (US), Armin van Buuren (NL), David Guetta (F), Martin Garrix (NL), Paul Kalkbrenner (D), Amelie Lens (B), Adam Beyer (D), Charlotte de Witte (B)

**Capacity:** 118 000 visitors in 2023 / 30 000 daily capacity

### **Strand Festival** Zamárdi

*August*

Strand is an open-air music festival held on the beach of Lake Balaton. The main theme "Cirques of 2023" appeared on the programmes and the visuals, on the stages, among the audience, and in the appearance. The festival also includes art, literature, and podcasts, and boasts a strong community, daytime programs as well as social games.

**Primary genres:** music, art, podcast, cirques

**Capacity:** 70 000 attendees in 2023 / 18 000 a day

**Number of stages:** 6 stages

**Notable International acts:** Clean Bandit, Parov Stelar, Sean Paul, Chase & Status, Elderbrook, Gorgon City, Purple Disco Machine, Sam Feldts, Tom Walker, Kungs

### **SZIN Festival** Szeged

*August*

SZIN is an open-air festival with several stages and arenas in the middle of the wonderful city of Szeged. SZIN is the greatest and most visited end-of-summer festival in Hungary. With a diverse selection of performers in different genres - including but not limited to folk, pop, jazz, rock, electronic, and even hardstyle - SZIN offers a unique experience for all ages, whether you are 15 or 51 years old.

**Primary genres:** Multiple genres from jazz to hardstyle.

**Capacity:** 90 000 attendees in 2023 / 25 000 a day

**Number of stages; performances:** 6 stages with more than 150+ performers

**Notable international acts:** Jason Derulo (USA), Rita Ora (UK), Armin Van Buuren (NL), Zara Larsson (S), Rag'n'Bone Man (UK), Within Temptation (NL), Kelis (USA), Pet Shop Boys (UK)

### **Bánkitó Fesztivál** Bánk

*July*

"The Biggest Small Festival of Hungary". Bánkitó is the ultimate underground music and cultural festival with a strong social mission.

**Primary genres:** pop, hip-hop, alternative rock

**Capacity:** 6000 a day

**Number of stages:** 4

**Notable International acts:** Altin Gün (TR), A-WA (IS), Iceage (DK), Saul Williams (US), Sudan Archives (US), SUUNS (CA)

### **VéNégy Fesztivál Nagymaros**

*June*

An outdoor festival focusing on artists from the V4 countries (CZ, SK, PL, HU). It started as a theatre festival, which is still a core element of the event however, it has live gigs on 4-5 stages before/after the theatre plays. The festival features both Hungarian and international acts.

**Primary genres:** pop, rock, hip-hop + theatre

**Capacity:** 5000 a day / 18 000 visitors in 2023

**Number of stages:** Theatre tent, 4 live music stages, a small podium for other activities

**Notable International acts:** Morcheeba, Kovacs, Kosheen, Cari Cari, Russkaja

### **EFOTT Fesztivál Sukoró (Lake Velence)**

*July*

The EFOTT Festival is Hungary's largest festival for university students.

**Primary genres:** mainstream, pop, alter, electronic music

**Number of stages; performances:** 6 stages, 100 performers approximately

**Notable International acts:** There are no international performers.

### **Kolorádó Fesztivál Nagykovácsi**

*July*

In 2024, Hungary's most diverse underground electronic and alternative music boutique festival will be organised for the eighth time. Every year, more than 25,000 young people gather for the Kolorádó experience in one of Europe's largest scout parks, just 40 minutes from Budapest. During the day, workshops, theatre performances and discussions await festival participants, and in the evening, live music concerts and forest rave parties unfold on eight stages. Kolorádó is an inclusive and creative space where people can explore new ideas and musical genres while escaping the city for 4 days.

**Primary Genres:** live music, electronic music

**Capacity:** 24 000 attendees in 2023 / 6000 a day

**Number of stages; performances:** 8 stages, with around 250 music programmes in total.

**Notable International acts:** La Femme, Black Midi, Tirzah, Sega Bodega, Alice Phoebe Lou, Kurt Vile, Yves Tumor, Todd Terje, Hunee, Eris Drew & Octo Octa, Axel Boman, Ben UFO, Moxie

### **Campus Festival Debrecen**

*July*

Campus Festival is the biggest outdoor summer music festival in Eastern Hungary held since 2008. Covering all genres and focusing on mainly Hungarian acts with some international flavour, it attracts more than 100.000 people each year.



**Primary genres:** mainstream pop, rock, alternative, hip-hop, metal, electronic

**Capacity:** 118 000 attendees in 2023 / 35 000 a day

**Number of stages; performances:** 18 stages, 280 performances

**Notable International acts:** 2023: ZAZ (F), Robin Schulz (D), Parov Stelar (A), ATB (D), Tommy Cash (EE), Kerala Dust (UK). 2024: Dimitri Vegas & Like Mike (B), Gayle (US), Martin Solveig (F), Mando Diao (SWE), Queen Omega (TT), Danko Jones (CAN), Darude (FIN), Rival Consoles (UK).

### **Művészetek Völgye - Valley of Arts Kapolcs, Taliándörögd, Vigántpetend**

*July*

The Valley of Arts is Hungary's largest all-arts and multi-genre festival, which offers more than 2000 programmes in three beautiful villages of the Balaton-Felvidék region for 10 days. The special feature of the Valley of Arts Festival is that instead of built stages, it transforms the streets, buildings and institutions of three villages into concert halls, galleries and theatres, filling them with a wide variety of programmes.

**Primary genres:** world music, pop, folk, theatre, new circus, literature

**Capacity:** 12 000 a day

**Number of stages:** 40

**Notable international acts:** Only Hungarian artists

### **Paloznaki Jazzpiknik Paloznak, Veszprém county**

*August*

Paloznaki Jazzpiknik is a three-day outdoor festival taking place near the shore of Lake Balaton. With rare performers and premium gastronomy, the event offers an unforgettable, quality-focused experience that is truly unique within the current festival industry.

**Primary genres:** jazz, funk, pop, soul

**Capacity:** over 21 000 attendees in 2023 / 9500 a day

**Number of stages:** 4, approximately 42 acts

**Notable international acts:** Rick Astley, Emeli Sandé, Lisa Stansfield, Kool & The Gang, Richard Bona, Jamie Cullum, Dirty Loops

### **VeszprémFest Veszprém, Veszprém county**

*July*

VeszprémFest will celebrate its 20th birthday. The premium music festival has always aimed to be a rural fortress for world-class music productions, as well as a home, even if just for one or two days, for music stars who are comfortable on the stages of Europe and of the world. Jazz, pop, rock, soul, r'n'b, opera, classic and jazz improvisations are on the playlist for VeszprémFest.

**Primary genres:** jazz, blues, r'n'b, opera, classic, world music, reggae, pop

**Capacity:** 15 000 - 20 000 attendees each season

**Number of stages:** 2 stages and 2 rain venues

**Notable international acts:** Norah Jones, Gregory Porter, Tom Jones, Jamie Cullum, Anna Netrebko, Joss Stone, Diana Krall, James Blunt, Zaz, Katie Melua.

## **Kerekdomb Fesztivál Tállya**

*September*

Tállya is not only the geometric centre of Europe, but for 3 days every September, it hosts a celebration of music, culture and, of course, wine-tasting tours.

**Primary genres:** pop, theatre, wine-tasting, DJ set, literature

**Capacity:** 4000 a day

**Number of stages:** 8

**Notable international acts:** Only Hungarian artists

## **O.Z.O.R.A. Dádpusztá**

*August*

OZORA Festival is the ultimate psychedelic tribal gathering and undoubtedly one of the most influential psychedelic trance festivals in the world. Originating as a celebration of the 1999 solar eclipse, OZORA has grown to become one of the most immersive and interactive festival experiences.

**Primary Genres:** psychedelic trance, psychedelic downtempo, chill, fusion, techno

**Capacity:** 30 000 a week (no daily tickets)

**Number of stages, performances:** 6 stages and 200 performances + visionary arts, circus, workshops, lectures, art camp

**Notable International acts:** Tangerine Dream, Lee Scratch Perry, Shpongle, Squarepusher, Tinariwen, James Holden, Leftfield, Tony Allen & Jeff Mills

## **Fekete Zaj Festival Mátra Camping, Sástó (Gyöngyös, Hungary - 80 kms from Budapest)**

*August*

A festival dedicated to the discovery of new, experimental sounds and the celebration of underground music in the misty surroundings of the Mátra mountains.

**Primary genres:** post-punk, darkwave, indie, metal, experimental, electro, psychedelic

**Capacity:** 4800 attendees in 2023 / 1500 a day

**Number of stages; performances:** 4 stages, 100 concerts + live acts

**International acts:** Laibach (SI), Godflesh (UK), Oranssi Pazuzu (FIN), She Past Away (TR), Kaelan Mikla (ISL), Sturle Dagsland (NOR), Health (USA), Messa (ITA), Hocico (MEX)

## **SopronFest Sopron**

*May*

During the three main days of the festival, the biggest names of the Hungarian music world will give concerts, and international acts will also take to the stages each day. In addition to music, the urban festival will also feature a wide range of cultural events for more than a week in Sopron, including exhibitions, podcast talks, gastronomy, literature and movie programmes.

**Primary genres:** pop, pop rock, hip-hop, electronic

**Number of stages, performances:** 8 stages, more than 100 performances

**International acts:** none

**Capacity:** Full number of visitors in 2023: 15 000 + capacity/day: 5000

### **Ördökatlan Festival Nagyharsány, Beremend, Vylyan, Mokos (Baranya county)**

*August*

It is a multi-cultural festival in little villages. All genres and all people are equal and free from mainstream to experimental arts. The festival has received several prizes (The Best Hungarian Festival 2019, The Best Organisers, Grand Prize of Tourism etc.)

Primary genres: rock, folk, jazz, classical, as well as other art forms like theatre, exhibition, literature etc

**Capacity:** 121 000 attendees in 2023 / 49 000 a day

**Number of venues:** 60 stages

**Number of programmes realized:** 600+

**Notable international acts:** Wombo (Fr), Ukrainian Folk Musicians, Galapiat Cirque (Fr), Gran Kino (Fr), The Tiger Lillies (GB) Josef Nadj - Jel Theatre (Fr), Volosi Band (Pl), Cirque Platzak (NL)

### **Everness Festival Siófok, Sóstó**

*June*

The Everness Festival brings together people who are conscious and self-aware of their lifestyle. It creates opportunities for connection and provides several different methods through workshops and lectures for visitors to arrive at a harmonious, loving existence of self-identity and self-acceptance. Year by year the Everness Festival by Lake Balaton offers more than 300 programmes for children and adults alike, over 7 days.

**Primary genres:** consciousness, self-awareness, spirituality, meditation, yoga, music

**Capacity:** 3500

**Number of stages and performances:** 12 stages, 300 contributors

**Notable international acts:** Sam Garret, Netanel Goldberg, David Lesage, Yaima, Tribali, Nessi Gomes, Yemanjo

### **INOTA Várpalota**

*August*

### **Fishing On Orfű Orfű**

*June*

### **LaBoum Pusztazámor**

*July*

### **Fezen Székesfehérvár**

*July*

## 3.3. Music Venues and Clubs

The club scene in Hungary is mostly located in Budapest, as is a significant part of the music industry. There are venues of varying capacities, ranging from 200 to 1200, and beyond, from 6000 to 15 000. In the countryside, there are only a few clubs, typically with capacities ranging from 300 to 600. However, in most cases, international acts only perform in Budapest.

## Budapest

### A38

A38 is one of the most popular venues in Budapest and is also part of Liveurope.

**Capacity:** 650 (room one), 100 (room two)

**Notable international acts:** Bonobo, Tycho, Nouvelle Vague, MØ, Parovoz Stelar

### Akvárium

very popular venue in Budapest.

**Capacity:** 1200 (room one), 700 (room two), 250 (room three)

**Notable international acts:** Moderat, Glass Animals, Fatboy Slim, Tinariwen

### Turbina

An underground music venue for all genres.

**Capacity:** 450 (room one), and 100 (room two).

**Notable international acts:** James Holden, Carbon-based Lifeforms, Henge

### Dürer Kert

An underground music venue for all genres.

**Capacity:** 800 (room one), and 150 (room two).

**Notable international acts:** Seafret, Hatebreed, The Sisters of Mercy

### Budapest Jazz Club

**Capacity:** 150

**Genre:** Jazz

**Notable international acts:** Ethan Iverson Trio, Oz Noy Trio, James Carter Organ Trio

### Opus Jazz Club

**Capacity:** 150

**Genre:** Jazz

**Notable international acts:** Luciano Biondi, Bruno Lapin, Joel Ross Good Vibes

### Fonó

Folk music venue

**Capacity:** 300

**Genre:** Folk

### Analóg Music Hall

An underground music venue primarily for rock/metal and hip-hop

**Capacity:** 450

**Genres:** Rock/Metal/Hip-Hop

### Gödör

A smaller club for underground music.

**Capacity:** 150

**Notable international acts:** Lucia, Very Cool People, Dirty Sound Magnet

### Robot

**Capacity:** 150

**Genres:** Rock/Punk/Metal

### Magyar Zene Háza / House of Music

**Capacity:** 450

**Genres:** All

**Notable international acts:** Legowelt, Danyel Varo, Federica Michisanti Quartet

### BMC

**Capacity:** 250

**Genres:** Jazz

**Notable international acts:** Vollmaier, Han Chi Ho

### Outdoor Venues (May - September)

#### Budapest Park

The biggest outdoor venue in the region.

**Capacity:** 11 000

**Genres:** all genres

**Notable international acts:** Yungblud, Bring Me the Horizon, Take That

#### Kobuci

An outdoor venue for folk, alternative, and underground genres.

**Capacity:** 1800

**Genres:** Folk/Alternative/Underground

#### Barba Negra

The second biggest outdoor venue which also has an indoor room, focuses on Rock/Metal music.

**Capacity:** 6000

**Genres:** rock, metal, hip-hop

**Notable international acts:** Lordi, Megadeth, Apocalyptica

### Clubs in the countryside

#### Roncsbár

*Debrecen*

**Capacity:** 450

**Genres:** Pop, Rock, Hip-Hop

#### Expresszó

*Veszprém*

**Capacity:** 500

**Genres:** Pop, Rock, Hip-Hop

#### Pécsi Est

*Pécs*

**Capacity:** 400

**Genres:** Pop, Rock, Hip-Hop

#### Fezen

*Székesfehérvár*

**Capacity:** 500

**Genres:** Pop, Rock, Hip-Hop

#### Helynekem

*Miskolc*

**Capacity:** 400

**Genres:** Pop, Rock, Hip-Hop

#### Ápoló

*Kecskemét*

**Capacity:** 250

**Genres:** Pop, Rock, Hip-Hop

## 3.4. Promoters and Booking Agents

In Hungary, there aren't too many promoters, and the music market is dominated by Live Nation. In most cases clubs or festivals directly book bands in Hungary, so you don't necessarily need a promoter if you would like to play in Budapest or Hungary.

**Live Nation** The biggest promoter in Hungary, focusing on international acts in all genres, booking for venues of all sizes.

**Genres:** All

**Notable international acts:** Depeche Mode, Thirty Seconds to Mars, Slash, Coldplay

**Broadway** Promoter focusing on the biggest Hungarian acts and arena shows in Budapest.

**Genres:** Pop

**Concerto** Promoter focusing on international rock and metal acts around Budapest

**Genres:** Rock/Metal

**Notable international acts:** Megadeth, Wheel, Within Temptation

**Budapest Promoter** Promoter focusing on international bigger alternative acts, booking just a few shows from time to time and usually working with bigger capacity venues.

**Genres:** Alternative, electronic music

**Notable international acts:** Bonobo, Nick Cave, Massive Attack

**Green Stage Production** Promoter focusing on the older generation in all genres.

**Genres:** retro, jazz, blues, pop

**Notable international acts:** Loreena McKennitt, Hans Zimmer

### 3.5. Organising a Tour or Gig

#### ***In focus: Touring and performing in Hungary***

The Hungarian live music scene is primarily focused in Budapest. For local acts, there are 6 to 7 university cities that typically serve as tour destinations. However, for international acts, the first step would typically be a concert in Budapest or a show at a festival. Some clubs in Budapest are open to booking international acts in hopes of showcasing the next big thing, but in most cases, they assess local streaming statistics and fan base before taking risks. Perhaps the best options for the first step are to perform at A38, a Liveurope venue, Dürer Kert or Sziget festival on the Europe Stage.

# 4. Recorded Music Sector

The Hungarian recorded music industry is dominated by the 360-degree model, whereby labels offer a range of services. These companies typically work very closely with only a few artists and take care of everything from releasing music, merchandise, bookings, promotions, etc. What is also typical in Hungary is that some of the artists, including the bigger ones, self-release music.

## 4.1. Recorded Music Industry in Figures

In 2022, digital streaming revenues increased by 40% in Hungary ([IFPI, 2022](#)). The physical revenues also increased because of vinyl sales, however, sync deals decreased after the pandemic ([Ronaianndras, 2023](#)).

The graph below showcases the physical and digital revenues between 1999 and 2023 (in Hungarian forint/HUF).

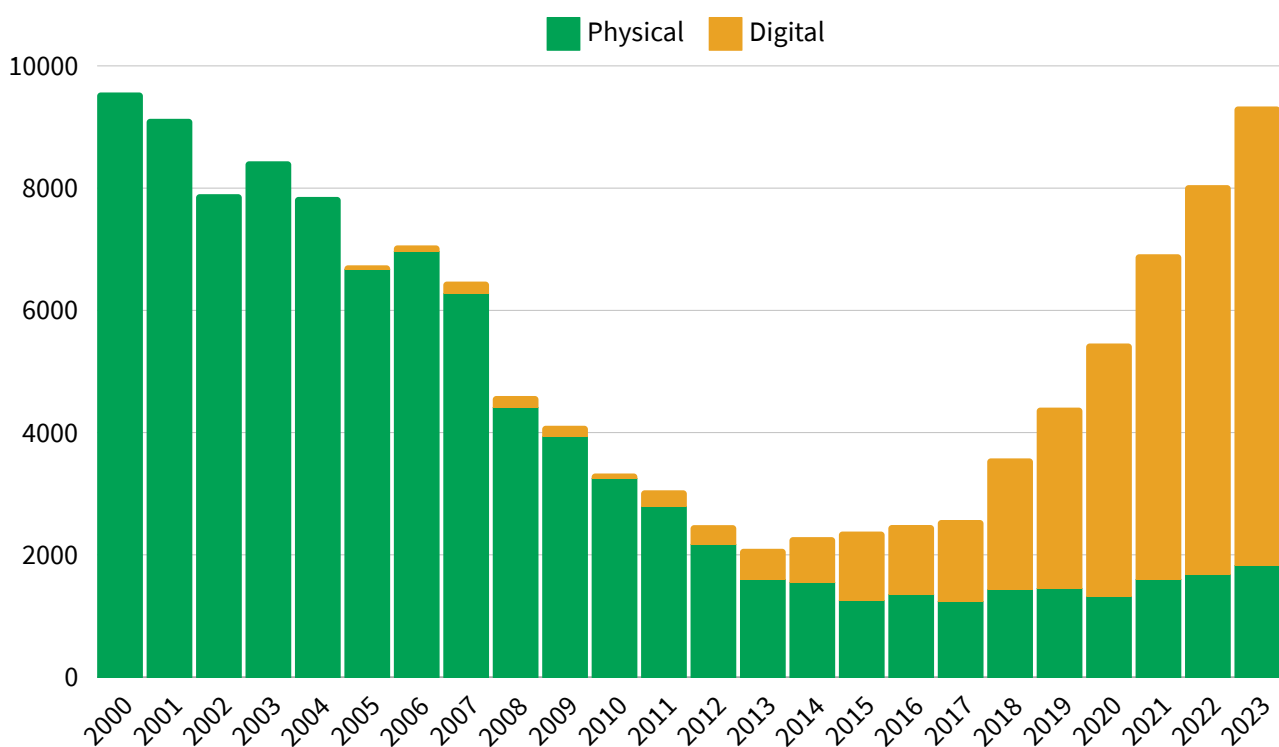


Figure 3. Physical and digital sales of recorded music 2000-2023 (million HUF, net). Source: [Mahasz, 2023](#)

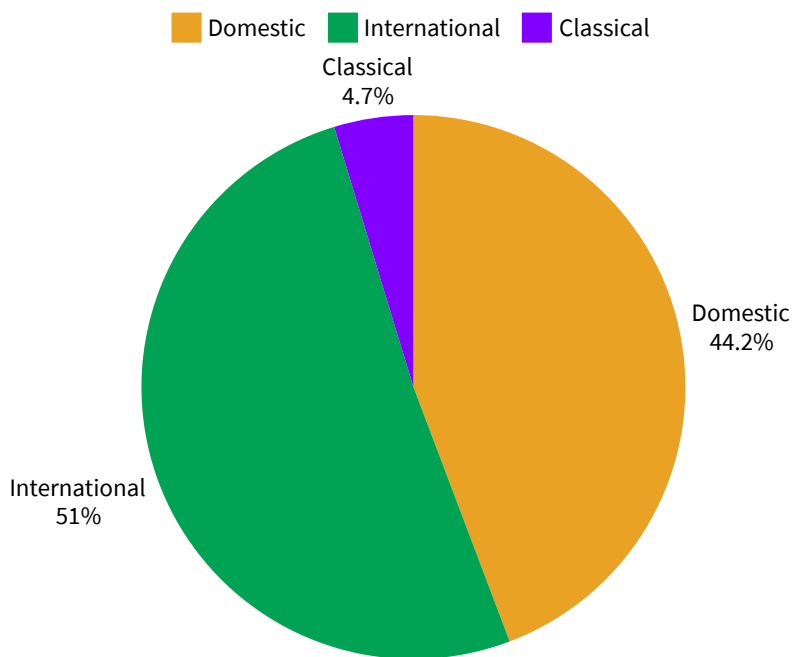


Figure 4. Share of repertoire in sales of units 2023. Source: [Mahasz, 2023](#)

MAHASZ reported that in 2023, the domestic sound recording industry's revenue reached HUF 9,3 billion (~€ 25,3 million), marking the tenth consecutive year of nominal revenue growth. Notably, Hungarian music streaming revenue and total digital turnover saw a significant increase, surpassing HUF 7.5 billion (~€ 19,8 million), an 18% rise from 2022 ([Mahasz, 2023](#)).

Digital sales of Hungarian repertoire accounted for 31% of total digital music sales, amounting to HUF 2,36 billion

(~€ 5,9 million). Additionally, sales of domestic physical recordings contributed HUF 447 million (~€ 1,1 million), constituting 24% of total physical revenues. Despite a decline in demand for CDs, the sale of vinyl records increased by 9%, generating 16% more revenue compared to the previous year. Overall, while the volume of CDs sold decreased slightly, their total value increased by 9.1% in 2023 ([Mahasz, 2023](#) and [MTI, 2024](#)).

## 4.2. Main Actors in the Recorded Music Industry

The Hungarian label scene is diverse. There are many smaller, genre-specific bedroom labels, some huge independent ones after the only major is Warner here.

### Major Affiliated Labels

- [Magneoton Music Group](#) The local licensor of Warner is currently the only major on the market.

### Larger Independent Labels

- [Supermanagement](#) The biggest independent management and label working with the top local pop artists. **Genres:** Pop
- [Gold Record](#) An independent label with a large catalogue. **Genres:** mainly popular genres

### Niche Independent Labels

- [Hangvető](#) – A folk label
- [BMC Records](#) – A jazz label
- [Launching Gagarin](#) – Independent label and management focusing on underground acts.



- [Up Music](#) – An independent label and management focusing on underground acts.
- [Banana Records](#) – An independent label and management focusing on underground acts.
- [Blunt Shelter Records](#) – An independent label focusing on Lofi-jazz-hip-hop acts.
- [XLNT Booking & Records](#) – An independent label and management focusing on underground acts.
- [NewChord Record](#) – Independent label and management focusing on underground acts.
- [GrapefruitMoon Records](#) – Independent label and management focusing on underground acts.
- [BeMassive Records](#) – Independent label and management focusing on electronic music.

### 4.3. Digital Distribution

In Hungary, there are two big digital distributors on the market. In this market you don't need to have a local distributor partner, it's enough to have to work with an international one.

- [Believe](#) An international distribution company, which has a Budapest office.
- [WMMD](#) A local distributor who works with many local independent artists.

### 4.4. Physical Distribution

In Hungary there are just a few independent music stores, most of them located in Budapest, however, people bought 9% more vinyl than in earlier years and spent 16% more money on it. The total physical sales decreased by more than 3% ([MTI, 2024](#)). Besides the independent music shops, there are a few other stores where people can buy CDs such as Media Markt (tech store), Libri (bookstore), and MOL (gas station), however, these stores just have the most popular, mainstream acts on their shelves.

If you would like to sell your physical formats in Hungary, the easiest way is to ask these Budapest-based vinyl shops ([Neon](#), [Wave](#), [Mg Records](#), [Soul Cure](#)) directly to sell your products.

### 4.5. Releasing and Distributing Your Music

#### ***In focus: Releasing your music in Hungary***

*Interviews with Eszter Décsy (Corner Art Management - CEO) and Daniel Sándor (Launching Gagarin - CEO)*

#### **Eszter Décsy on Music Promotion Strategies in the Streaming Age**

“In the times of streaming, music is typically already distributed, so focusing on a good promotion plan is the best,” Eszter Décsy points out.

For physical releases, Décsy suggests prioritising sales directly at shows. “If there are any physical records, I'd not look for retailers here but instead sell them at the shows.”

Regarding established international artists Décsy states, “In case the international artist

is already on the next level, probably the label or the management already have a physical distribution deal in many countries, and it's not recommended to do it DIY."

However, a dedicated promotion plan is crucial for touring artists: "Most likely a recorded music promotion plan should be prepared when the artist foresees a tour or a show in Hungary and should be done in advance, via social media, local online music media, or creative cross-promotion ways with local artists or other partners" Eszter emphasises. "I'd strongly advise working with a local PR agent or a local promoter, at least for consultancy regarding the strategy which naturally depends on the music genre, visibility and current resources of the artist."

It's important to remember that every artist is unique. "Every case is different and research should not be stepped over, Décsy concludes.

### **Daniel Sándor on Building a Fanbase in Hungary**

Daniel Sándor emphasises the importance of marketing and PR. "Most bands have digital distribution agreements that cover all territories," Daniel Sándor explains. "However, they need PR and marketing to call the attention of the possible target audience to the new releases."

Artists and bands should focus on building a fanbase in Hungary first. "If it's not an internationally well-known act," Sándor emphasises, "they first need to reach the possible target audience in Hungary, so that they build up a fanbase in the country. This makes touring and distribution, and finding partners for these activities, easier."

Sándor recommends collaborating with local artists. It might be a good idea to initiate collaborations with Hungarian artists whose audience can get acquainted with the act," Sándor suggests "Also, distribution can get a boost by playing live in the country."

# 5. Music Publishing & Synch Sector

The music publishing and sync sector in Hungary is rather small, with only a few companies and professionals specialised in this. However, some of the companies mentioned in the label sections do offer publishing and/or sync services as part of their 360-degree model.

## 5.1. Main Actors in the Music Publishing Industry

### **Eastaste**

Eastaste is an independent sync agency and a member of the UK & European Guild of Music Supervisors. It is also a part of the Europe in Synch project. Eastaste was founded in 2012 to cater to the creative music needs of companies like Coca-Cola, Netflix, Gap, Skoda, FX, Esquire, HBO, Lidl, Cinthol, Telekom, MOL, Kika and many more. The company started with the mission of mapping out and highlighting the best songs in Europe. Since then it has managed to cover the whole music spectrum of the world.

### **Schubert Music Publishing** (with local office)

Established in 2003, Schubert Music Publishing swiftly became the leading independent music publisher in Central and Eastern Europe. Headquartered in Warsaw, Poland, their administrative team oversees operations spanning Europe and the USA. They offer services such as copyright registration and royalty tracking and have a local office in Hungary.

### **MZK Publishing**

MZK Publishing is an independent royalty management company that alleviates bands and performers from the administrative burden of collecting royalties. Additionally, they provide record publishing, online distribution services, and, as of 2017, management and booking assistance.

## 5.2. Creative Collaborations

In Hungary, there is one songwriting camp that welcomes international performers, but there are several that specifically focus on national performers.

### **Artisjus Songwriting Camp**

The 2024 Songwriting Camp, organised by the Hungarian Copyright Collecting Society Artisjus and facilitated by Zenezöveg.hu, offers a dynamic and collaborative environment for composers, lyricists, and producers. Each day, participants work in teams of three to write and record a new song, rotating line-ups to foster diverse creativity. The fruits of their labour are showcased at nightly listening parties. Applicants must possess English language skills to collaborate effectively with international artists. The camp seeks talented songwriters, both emerging and established, eager for fresh challenges. Selected participants stand to receive

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contracts, making this camp a pivotal opportunity for musical growth and networking.

### 5.3. A Brief Overview of the Synch Sector

#### **In focus: The synch sector in Hungary**

*Interview with Renátó Horváth, co-founder and managing director of Eastaste*

Ren Horváth speaks about different strategies for international artists to get their music synced in Hungary. “Opportunities for international artists to get their music synced within the local TV, film, and advertising spaces are relatively limited, particularly for those who are not yet well-established,” Ren explains.

“Globally, advertising agencies often lean towards using music from production libraries or opting for custom-composed music. This preference stems from the ease of control and lower costs associated with these options.”

“While there's a general desire to feature great commercially released tracks,” Ren emphasises “the licensing process is frequently too cumbersome and lengthy for the fast-paced needs of the advertising industry, leading them to seek simpler alternatives.”

For artists seeking sync opportunities in the local TV, film, and advertising spaces, the most valuable partner is often the director of the project, as they hold significant influence over the creative direction of the production. Ren states: “Given the central role of directors in the selection process for music in films, TV shows, and advertisements, the best strategy for an artist looking to get their music synced is to establish relationships with these directors.”

“Artists should seek out networking opportunities to connect with directors and other influential figures in the industry,” Ren advises. “This could involve attending film festivals, industry events, or using social media and professional networking platforms to engage with directors and share their music.”

# 6. Media and PR

## Music Discovery

The main sources of music discovery in Hungary tend to be via social media and music streaming according to freelance PR professionals Kátya Nagy and Peter Kedves. YouTube is currently the most popular streaming platform. Newer platforms, like TikTok, are rapidly growing in popularity, especially among the younger generation, however, Spotify is also getting bigger. Additionally, major radios like Petőfi Radio and Radio 1 also have a relatively large influence on music discovery.

## Marketing, PR and communication specialists

While there are no dedicated music promotion PR or communication agencies in Hungary, several freelance professionals handle promoting music releases and concerts. These include Kátya Nagy, Andrea Biczó, and Péter Kedves.

### 6.1. Social Media

According to [Datareportal's 2024](#) report:

- There were 7,29 million active social media user identities in Hungary in January 2024
- Data published in the ad planning tools of top social media platforms indicates that there were 6,56 million users aged 18 and above using social media in Hungary at the start of 2024, which was equivalent to 79% of the total population aged 18 and above at that time.
- 78,9% of Hungary's total internet user base (regardless of age) used at least one social media platform in January 2024.
- At that time, 51,7% of Hungary's social media users were female, while 48,3% were male (Kemp, 2024).

Platform	Users	Ad reach/ total population	% of "eligible" audience
Facebook	5,35 million	53,1%	60,7%(aged 13 and above)
Youtube	7,29 million	72,4%	N/A
Instagram	2,70 million	2,8%	30,7%(aged 13 and above)
TikTok	3,24 million(aged 18 and above)	39%(aged 18 and above)	N/A*
Facebook messenger	4,80 million	47,7%	54,5%(aged 13 and above)
LinkedIn	1,60 million	15,9%	19,3%(aged 18 and above)

Snapchat	1,60 million	11,5%	13,2%(aged 13 and above)
X (Twitter)	1,46 million	14,5%	16,6%(aged 13 and above)
Pinterest	2,09 million	20,8%	23,7%(aged 13 and above)

*\*ByteDance allows marketers to target TikTok ads to users aged 13 and above via its advertising tools, but these tools only show audience data for users aged 18 and above*

*Table 3: Social media usage in Hungary. Source: Kemp (2024)*

## 6.2. Written Media – Print and Online

As a smaller country, Hungary doesn't have a lot of music blogs and magazines. Nevertheless, there are still several music magazines, blogs, and webzines that feature updates from artists. General newspapers and magazines usually just cover bigger concerts, and festivals, and not new music. Below is a list of some magazines, news portals and blogs that cover music-related topics.

### Online

- **Recorder** (one of the music popular music magazines covering all kinds of genres)
- **Lángoló** (one of the most popular music magazines, covering a wide range of genres, but mainly focusing on rock and metal)
- **Phenom** (covers new music)
- **Keret** (underground, new music)
- **Refresher** (covers all genres)
- **Telex After** (one of the biggest news portal, interviews Hungarian acts)
- **Electronic Beats** (electronic music)
- **Index** (one of the biggest news portals that sometimes covers new music)
- **Kultura** (cultural magazine covering mostly folk, jazz, and soft music)
- **Hajógyár** (covers all genres)

### Print

- **Recorder** (the print version is free)
- **Dalszerző** (magazine of the Hungarian collecting society, Artisjus. It is free for songwriters).
- **Rockstar** (covers all genres)
- **Hammer World** (the most popular metal and rock magazine)

## 6.3. Radio

The radio landscape in Hungary lacks variety. There are just two national music radios and most of the countryside radios play the same repertoire as the larger stations. Commercial radios mostly play retro songs and all-time hits. There are a bunch of smaller, online, subcultural, genre-specific radios with smaller engagement. From an international perspective, it might be important to get some radio features. However, this can be difficult if the artist

doesn't have radio success in the top EU markets regarding mainstream pop and EDM genres. Artists might have a better chance of getting featured on the Hungarian radio stations if they have played some Hungarian shows. However, most people do not discover music through the radio.

Below is a list of some of the main radio stations in Hungary.

#### Public radio stations:

- [Kossuth Rádió](#) (news, classical music)
- [Petőfi Rádió](#) (plays a wide range of music, new ones, older ones, part of EBU)

#### Commercial radio stations:

- [Rádió 1](#) (the most popular radio in Hungary that mainly plays Pop and EDM hits)
- [Retro Rádió](#) (a popular radio station playing mainly retro songs)
- [Sláger Fm](#) (a popular radio station typically playing older hits)
- [Best Fm](#) (plays pop music)
- [Jazzy Rádió](#) (the biggest jazz radio)
- [Manna Fm](#) (Budapest-based radio, playing new music)
- [Rádió Cafe](#) (Budapest-based radio, playing new underground music)

#### Regional Radio Stations:

- [Radio Aktív](#)
- [Csaba Rádió](#)
- [Győr Plusz Rádió](#)
- [Korona Rádió](#)
- [Rádió 88](#)
- [Sunshine Fm](#)
- [Campus Radio](#)

#### Genre Specific and online radios:

- [Balatonica](#) (chill, electronica)
- [Tilos Rádió](#) (underground electronic music)
- [Open Air Radio](#) (new music)

## 6.4. Television

The Hungarian music TV market is small and locally focused. Therefore, from an international perspective, pursuing opportunities to be featured on these channels wouldn't be a high priority. Currently, Hungary only has three music TV channels (listed below), and all of them mainly focus on local hit music and retro music. Petőfi TV, for example, just features interviews and concerts.

- [Sláger TV](#) (pop music)
- [Muzsika TV](#) (retro)
- [Zene Butik](#) (pop music)

## 6.5. Developing a Marketing and PR Strategy

### **In focus: Developing a marketing and PR strategy in the Hungarian market**

A good promotion strategy for Hungary involves a strategic mix of online magazines, radios, local playlists, and paid Facebook, Instagram, and Google ads. As Eszter Décsy points out: “Every artist, every situation is different. There’s no certain recipe for a good promotion plan”.

However, she offers some guidelines: “Generally speaking, it's probably best to build the whole plan on the show(s) here.” The communication mix should then be tailored to the size of the planned show, and the artist’s existing visibility in Hungary.

Regarding getting a local artist onto the radio, Eszter says the following: “In Hungary, the radio situation is terrible and not worth the effort, (especially not for pay ads in radios), unless the artist is a major name planning an arena show. The same goes for TV.”

“At the venue level,” Eszter suggests, “a good press, social media (Meta, YouTube and TikTok parallelly), and maybe a city poster campaign, would do the trick.” Additionally, as previously mentioned, “cross-promotion with local artists and partners can do magic.”

Eszter notes that “usually, online magazines are more open-minded than the radio which just usually plays the biggest international hits or the local artists.”

When talking about the PR agency landscape, Eszter says: “In Hungary, there are no PR agencies, more like few freelancers who can work on the promotion side.”



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