



ADVOCACY WORKING GROUP
MARKET STUDIES PROJECT

MARKET STUDIES INFORMATION STORE

JURISDICTION:

Hungary - Hungarian Competition Authority

UPDATED: JANUARY 2010

Information Store

Hungary - Hungarian Competition Authority

Sector:	Financial Services											
Market:	Bank Switching	Range of Possible Outcomes										
End Date:	May 2009	Competition Enforcement Consumer Enforcement Consumer Education Business Education Voluntary Business Compliance Voluntary Business Action Recommendations to Government for Changes in the Law Recommendations to Government to Change Market Structure Recommendations for Changes to Government Policy Referral to Third Parties No Problems Found	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Duration:	26 months											
Source of idea for study:	Based on international experiences and effects on the Hungarian market.											
Outcome (tick relevant columns):			<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Reason for study (what were the problems)?	<p>Limited mobility in certain areas of banking services may hinder competition. The inquiry examined current accounts and certain loan products, and found that limited transparency and high switching costs have a distorting effect on competition. The situation is exacerbated by limitations to the portability of government subsidies for loans, and the arbitrary use of unilateral contract modifications, which allow for uncontrollable reallocation of risks.</p>											
Link to report:												

Sector:	Media											
Market:	Electronic Media	Range of Possible Outcomes										
End Date:	April 2009	Competition Enforcement Consumer Enforcement Consumer Education Business Education Voluntary Business Compliance Voluntary Business Action Recommendations to Government for Changes in the Law Recommendations to Government to Change Market Structure Recommendations for Changes to Government Policy Referral to Third Parties No Problems Found	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Duration:	21 months											
Source of idea for study:	To obtain better understanding of the electronic media market.											
Outcome (tick relevant columns):			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Reason for study (what were the problems)?	<p>The inquiry concerns in particular the retail and wholesale markets of television broadcasting (content provision and content aggregating service), the television advertising market, the access to sport and film rights, and the conditions for television broadcast transmission. In the markets mentioned above, the GVH has identified circumstances that indicate the possible lack of unrestricted conditions for market entry.</p>											
Link to report:	<p>Report and annexes (in Hungarian): http://www.gvh.hu/gvh/alpha?do=2&st=1&pg=71&m5_doc=5802&m81_act=10</p>											

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Sector:	Energy	Range of Possible Outcomes											
Market:	Electric Energy Industry												
End Date:	May 2006	Competition Enforcement Consumer Enforcement Consumer Education Business Education Voluntary Business Compliance Voluntary Business Action Recommendations to Government for Changes in the Law Recommendations to Government to Change Market Structure Recommendations for Changes to Government Policy Referral to Third Parties No Problems Found	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Duration:	25 months												
Source of idea for study:	The advantages and beneficial effects, which liberalised markets are expected to produce have not emerged to the extent experts believed they would.												
Outcome (tick relevant columns):			<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Reason for study (what were the problems)?	The triggering problem was the low switching rate (from the public service segment to the free market) and a subsequent trend of switching back (from the free market segment to the public service) of industrial customers after the first stage of the gradual market opening process came into force.												
Link to report:													