

# Country profile 2026: Hungary

## Introduction

According to the [Digital Decade 2025: Country reports](#), Hungary's digital landscape is characterised by superior infrastructure and advanced e-Health solutions, though persistent challenges in human capital and business digital intensity. Hungary has high levels of connectivity, with Very High-Capacity Network (VHCN) coverage at 86% and Fibre to the Premises (FTTP) at 79.86%, both of which significantly exceed EU averages. Despite this foundation, 5G coverage of 85.6% trails the broader European average. While 58.9% of the population possesses basic digital skills, a notable 11% gap exists between urban and rural residents, alongside a shortage of ICT specialists and a declining share of women in the sector. According to the [State of the Digital Decade Eurobarometer 2025](#), public sentiment reflects an urgent demand for security, with over 90% of citizens prioritising protecting children online and mitigating disinformation. The government has outlined an ambitious National Digitalisation Strategy 2022-2030 and participates in high-tech European initiatives to foster further digitalisation.

## BIK policies

### Policy frameworks

Policy frameworks describe the overarching goals that shape policies for a better internet for kids.

	High	Medium	Low	Not present
Policy priority	X			
Integrated policy		X		
Influence of the BIK+ strategy			X	
Recognition of children's rights	X			

Table 1: Policy frameworks - Hungary

- ***This topic is being comprehensively addressed*** with children's protection, empowerment and participation in the digital environment incorporated into national/regional laws, regulations and policies.
- ***There are separate, dedicated policies*** which address the topic of children and the digital environment (protection, empowerment, and participation).
- ***The BIK+ strategy informs national policies*** but is not the main influence.
- National/regional policies and policy documents ***explicitly recognise children's rights in the digital environment.***

### ***Key developments and policy frameworks***

- Hungary's Digital Child Protection Strategy, adopted in 2016, aims to ensure quality online content for children, raise awareness, and create a secure online environment. The strategy focuses on raising awareness and media literacy, establishing protection and security with state involvement, and sanctioning and providing assistance in case of an offence.
- Hungary's Digital Education Strategy, adopted in 2016, covers all levels of the education system and aims to create equal opportunities and a secure digital environment.
- The National Digitalisation Strategy 2022 - 2030 focuses on four main aims related to Hungarian citizens, including developments for youth:
  - Digital infrastructure development, including schools and higher education institutions;
  - support for the development of digital competencies in education;
  - digital economy;
  - digital state.
- Additional activities implemented by the National Media and Infocommunications Authority (NMHH) since 2025 include the Online Hősök (Online Heroes) campaign for online safety for families

- The **Internet Hotline (IH)** legal advisory service has launched a national media campaign for educational purposes. The aim was to enable parents and children to recognise online abuse as soon as possible, to encourage them to ask for help if they are in trouble, and to let them know where to turn to for help. The service also provides clear information about its operation, which can also be placed on school websites, to help education institutions fulfil their obligation of providing information under the Public Education Act.

## Policy design

Policy design asks whether evidence and research support BIK-related policies and whether systems are in place for monitoring and evaluating those policies.

	High	Medium	Low	Not present
Regular data collection	X			
Data on risks, harms, well-being	X			
Information systems		X		
National research fund			X	
Monitoring and evaluation				X

Table 2: Policy design - Hungary

- **There is a regular (e.g., annual or bi-annual) nationally representative survey** specifically focused on children’s digital activity, which informs national policies on BIK topics.
- **Regular (e.g., annual or bi-annual) surveys** include measures of children’s experiences of risks, harms and digital well-being.
- **Information is regularly gathered to inform policies** on children and the digital environment. However, this relies primarily on third-party sources, and there are limited opportunities to commission new data on children's digital activity.

- **There are occasional special initiatives** to gather evidence about children and the digital environment.
- **There is no monitoring or evaluation** of policies on children and the digital environment.

### **Key national research studies**

- The **Digital Parenting research** (1st data collection in 2017, 2nd data collection in 2020, 3rd data collection in 2025) is a large-sample national research conducted by the **National Media and Infocommunications Authority (NMHH)**, which examines the media use and online experiences of Hungarian children aged 7-16 as well as their parents' digital parenting strategies. The research examines children's access to media devices, their media use habits, and their interactions with the digital world of new media, including the risks and threats they may encounter online. The research also explores how parents can help their children in these processes, their attitudes towards their children's media use, and what digital parenting strategies they apply to regulate, control, and help their children access and evaluate digital content in a more informed and responsible way.
- The 3rd data collection of the Digital Parenting research was carried out in the Spring of 2025 on a sample of children aged 7 to 16 and their parents living in private households in Hungary. The research has been conducted since 2017 on a representative sample of 2000 children and 2000 parents through personal interviews using a structured questionnaire and CAPI technology. **Results of the last (2025) survey** are available in Hungarian:
- **"Public Education Registration and Study Basic System" (KRÉTA)** is the compulsory digital administration system in schools and kindergartens provided by the State. KRÉTA provides statistical data to the government for policy-making.

## Policy governance

Policy governance examines how policies are coordinated at the governmental level, whether other implementation bodies are involved in their delivery and coordination.

	High	Medium	Low	Not present
Lead ministry for policy development			X	
National coordination body	X			
National action plan or strategy	X			

Table 3: Policy governance - Hungary

- **The lead ministry, public agency, or regulatory authority operates on an informal, ad hoc basis,** depending on the requirements at any given time.
- **A clearly defined, formal coordination mechanism exists (e.g., task force, steering committee) with a clear mandate.** It systematically engages all relevant stakeholders and ensures coherent, cross-cutting policy development and implementation related to children and the digital environment.
- **There is a defined national action plan** on children and the digital environment with accountabilities such as defined timelines, assigned responsibilities or key performance indicators (KPIs).

## Stakeholder involvement

Stakeholder involvement enquires how different stakeholders can participate in policy development.

	High	Medium	Low	Not present
Stakeholder forum		X		
Public consultation on BIK topics	X			
Youth involvement in policy	X			

*Table 4: Stakeholder involvement - Hungary*

- **Stakeholders are involved through various existing groups or platforms** across different government branches. While opportunities for engagement exist, they are not centrally coordinated, and stakeholder participation may vary in consistency or influence.
- **Members of the public are regularly and routinely consulted** as part of the policy development for BIK topics.
- **There is broad, inclusive, and transparent engagement**, with feedback actively shaping policy outcomes.
- **Children are actively involved in the design of policies** related to their participation in the digital environment. There are specially designed structures in place for this purpose.

### **Stakeholder mechanisms**

- The **National Media and Infocommunications Authority** established the **Internet Roundtable for Child Protection** in 2014, based on the 2013 amendment to Act CVIII of 2001 on certain issues of electronic commerce services and information society services. It is a 21-member advisory board that aims to promote the protection of minors online and to support the President of the National Media and Infocommunications Authority.
- Regarding youth involvement in policymaking, students elect their representatives through grassroots student parliaments and submit their proposals to policymakers through those representatives. Each year, school student council forums and county student parliaments are organised. The proposals made here are taken by the elected representatives to the National Student Parliament event, where they are presented as recommendations to the decision-makers' representatives. The implementation of the recommendations is monitored by representatives of the National Student Council.

## BIK+ actions

### Pillar 1 – Safe digital experiences

Actions to promote a safe, age-appropriate digital environment that respects children’s best interests.

	In place	In development	Other activity	Not present
Content rating systems for online/video games	X			
DSC measures protection of minors	X			
DSC-SIC working relationship	X			
Definition of harmful online content			X	
Complaints handling mechanism	X			
Intimate image abuse laws			X	
Cyberbullying laws			X	
Age verification requirements	X			
Digital wallet for minors				X
EU harmonised age verification			X	
Laws on online marketing	X			
Protecting mental health and well-being	X			

Table 5: Safe digital experiences - Hungary

### Implementing EU laws

- In Hungary, in accordance with Article 16/A (5)-(6) of Act CLV of 1997 on consumer protection, the producer of the game software shall not distribute game software that is capable of having adverse effects on the

physical, mental, psychological, or moral development of persons under the age of 18, in particular by containing a significant amount of violence or direct, natural depictions of sexuality. The producer of the game software is required to display the text "Not recommended below the age of 18" in a clearly visible manner on the packaging of the game software. In the case of game software distributed via the Internet, this obligation must be fulfilled before the software is downloaded, with any necessary technical adjustments. The producer of the game software is required to comply with the above obligation if it has not previously joined the PEGI system and does not apply the PEGI age rating guidelines.

- [International Children's Safety Service \(SIC\)](#) and [National Media and Infocommunications Authority \(NMHH\)](#) have maintained a good professional relationship for many years, facilitated by a previously concluded cooperation agreement. This professional cooperation has continued in NMHH's capacity as DSC for Hungary. Although the SIC is not designated as a trusted flagger, there is mutual support and established contact between the SIC and NMHH.

### ***Addressing online harms***

- The [Internet Hotline \(IH\)](#) is a legal advisory service operated by the NMHH since 2011 as a public-interest service. In the organisational structure, it is classified under the Office of the NMHH and supervised by the authority's Director General. Online content can be reported to the IH if the reporter suspects that it is illegal or harmful to the development of minors. Over the past 15 years, the service has handled over 21,000 reports. If IH determines that there is a likelihood of online abuse based on the information in the report, it will contact the service provider (content or hosting provider) that made the problematic content available directly, based on the information available.
- In October 2024, the [Internet Hotline \(IH\)](#) was certified and registered as a Trusted Flagger pursuant to Section 14 of Act CIV of 2023 on Certain Rules for Online Intermediary Services and Section 3 of NMHH Decree No. 7/2024 (31 July 2024) on the rules for trusted flaggers.

### Age assurance

- There are currently no age-verification or digital identity systems in place at the national level.

## Pillar 2 – Digital empowerment

	In place	In development	Other activity	Not present
Teaching online safety	X			
Digital skills training	X			
Policies on digital use in schools	X			
Adequate teacher training	X			
Non-formal online safety education	X			
Critical media literacy	X			
Creative digital skills	X			
Supports for parents	X			

Table 6: Digital empowerment - Hungary

### Digital empowerment in formal education

- The subjects of "Digital Culture" and "Motion Picture and Media Literacy" develop pupils' digital competences and media literacy. The curricula of these subjects include topics such as information and data literacy, communication and collaboration, digital content creation, online safety, and problem-solving. From 2024, textbooks for the subject of "Digital Culture" will also include topics on artificial intelligence.

### Digital empowerment and lifelong learning

- There are several programmes in Community Service (a 50-hour programme for every pupil in upper secondary education, to be completed before their final exam), where pupils can choose how they complete them. For example, the programme of the Magyar Telekom

Nyrt. (Hungarian Telekom Plc.) entitled "Helló, Szülők!" gives them opportunities to participate in a programme called "Netrevalók". In this programme, pupils work together with the elderly to develop their digital competences, including online safety.

- The NMHH and the Internet Roundtable for Child Protection launched its "Online Heroes" campaign in June 2025, with the aim of promoting conscious and safe internet use among families and children, as well as preparing parents for the digital world. The central message of the campaign is that online safety is a shared family responsibility, with both parents and children having a role to play.

### Pillar 3 – Active participation, respecting children’s rights

	In place	In development	Other activity	Not present
Promoting civic engagement		X		
Promoting children's rights	X			
Child-friendly policy documents				X
Addressing digital inequalities	X			
Positive digital content	X			

Table 7: Active participation, respecting rights - Hungary

### Active participation

- Young people are represented by a single elected representative on the Education Strategy Round Table. The Board is a consultative and advisory body on strategic issues affecting public education. There is also an independent National Student Council, composed only of student representatives elected by pupils in ascending order.
- Pupils elect their representatives through a grassroots system of student parliaments and put forward their proposals to policymakers through their representatives. Each year, school student council forums and county student parliaments are organised.

- The **Hintalovon Child Rights Foundation (ECPAT Hungary)**, established in 2015, is a child rights advocacy organisation with strong international engagement, including participation in the ECPAT network and membership in the European Commission's expert group on preventing sexual violence against children. Child participation is a core element of the foundation's work and is embedded across its research, training and safeguarding programmes. Its activities include free legal aid services in cases of child rights violations, as well as structured child participation programmes implemented with the direct involvement of children (the Foundation's Kid Colleagues), including engagement in Eurochild and Council of Europe participation processes, and initiatives supporting safer online and offline environments in schools, sport and other settings, with a particular focus on community safeguarding and inclusive design.

### ***Addressing digital inequalities***

- In 2014, the **National Media and Infocommunications Authority** in cooperation with the Hungarian foundation of **SOS Children's Villages International**, launched a programme of visits to the Children's Villages and youth centres, offering playful activities and games facilitating the discovery of the possibilities and the potential risks of the Internet to children aged 6 to 18 and young adults aged 18 and above, who live in the Villages without their biological families, have lower-than-average self-confidence and are thus more vulnerable in the digital world.
- **Digital Community Creative Workshops: Hungarian Vocational Education and Training Centres (VET Centres)** have set up 60 nationwide, of which 45 are already open/operational. In these workshops, any pupil may get acquainted with IT planning, programming, robotics, 3D modelling, 3D printing and many other, more 'traditional' metal, wood and light industrial materials.

## Best practices

### Example 1

The [Magic Valley Media Literacy Education Centres](#) (Bűvösvölgy Médiaértés-oktató Központok) were established by the National Media and Infocommunications Authority (NMHH) to help children understand how media works and how content is created, foster their media literacy skills and competence, and instil in children a critical attitude in media consumption. Magic Valley's primary objective is to enhance children's media literacy through engaging, interactive activities. They opened their first centre in Budapest in 2014, followed by two more in Debrecen and Sopron. The programme is free for pupils aged nine to 16, and teachers can register their classes online three times a year. Skilled instructors lead workshops on topics such as internet safety, using interactive stories, and decision-making activities. The sessions include video material and end with group discussions to reinforce the lessons learned.

### Example 2

[Gyerekaneten.hu](#) ([ChildOnTheNet](#)) is a webpage launched by the National Media and Infocommunications Authority (NMHH) in 2020. It provides support for adults (parents, teachers, etc.) in getting acquainted with the phenomena and the language of their children's digital world. The page contains articles about the most important concepts of the digital world, explanations of slang and emojis used online, articles by experts on various current topics related to the safer use of the internet, freely downloadable publications, guidebooks and handbooks for parents (e.g., on video gaming or parental control) as well as quizzes to test their knowledge developed by NMHH.

### Example 3

The [National Media and Infocommunications Authority](#) (NMHH) runs campaigns, publishes guidebooks, and offers hands-on activities to raise awareness and inform about various topics related to online safety and media literacy.

## BIK+ index 2026: Hungary

The BIK+ index has been developed to provide an aggregated at-a-glance overview of the levels of implementation across the two dimensions, BIK policies and BIK+ actions, in Hungary compared to the EU27+2 average. Values are shown in per cent.

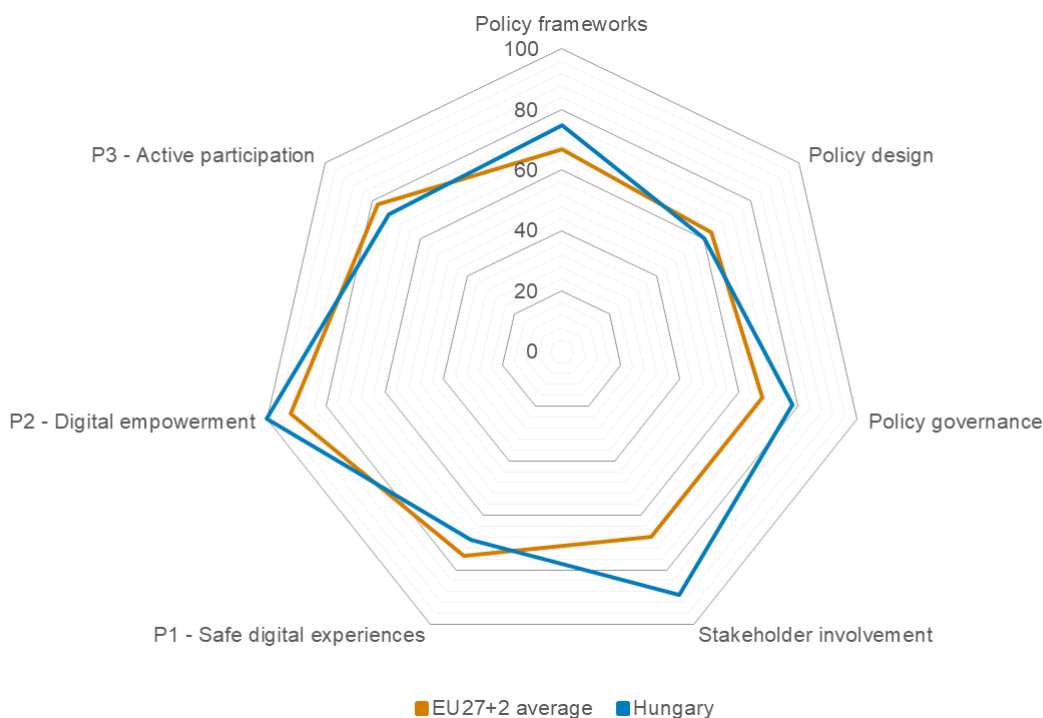


Figure 1: BIK+ index 2026: Hungary - EU27+2 average comparison