

When I started my studies at the recently founded Faculty of TV Hosting and Directing of the Academy of Theatre and Film in the year 1993 everybody was sure in Hungary that the new Media Act will be issued by the Parliament and the state television will transform to be a public institution as well as national commercial television companies will start to broadcast quite soon.

It happened in fact not so “soon” however. Hungarians still had to wait 3 more years for the Media Act and 4 years for the launch of national commercial broadcasters. This “delay” happened to be my personal luck. We have just got our diploma in 1997 when TV2 and RTL Klub started to recruit their entire personell. This is how – together with some of my fellow academy class mates – we could be founder members one of these two television companies with such responsibilities we have never dreamt before. We were definately lucky considering our rather short professional experience as freelancers of the Hungarian Television.

I could participate and witness from scratch the building and forming of the commercial television industry at RTL Klub. In the first 4 years as the chief editor and host of its daily tabloid magazine and as director of programming responsible also for pr and communication since then.

The commercial television market has matured in Hungary by now: in this country the same characteristics and “rules of the game” apply as in other European countries (although we cannot forget the geographical, economical, social and cultural differences of course).

Despite the several launch of media faculties throughout many universities in Hungary, no any publication has been issued focusing programming, ratings analysis and other basic knowledge needed for television professionals.

That is why I decided to have this as the topic of my DLA paper.