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European News 

@eunews • 29m

Hungary's advertising tax is set to rise from 0% to 3.75% in 2027, and Magyar told Telex it will apply to big tech platforms. He called it unfair that Hungarian small firms pay all kinds of taxes while Meta and TikTok, with an ever bigger slice of the ad market, don't. "So they will pay," he said, arguing that any firm issuing VAT invoices in Hungary can be taxed and that he won't bow to pressure.

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Oct 21, 2026, 09:34 AM • EU News • Public

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