

**Abstract**

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**Facebook and the changing digital  
media ecosystem: the case of  
Hungary**

Facebook has become the most important content distributor platform globally, thus in the Hungarian digital media ecosystem as well. The relationship between the platform, which functions as the largest aggregator platform next to Google, and 'traditional' online media companies (content providers) is particularly controversial. Based on the data made available by two recent Hungarian research projects and comparing them with international research findings, I wish to examine two specific areas. On the one hand, what are the main trends in content sharing and interactions on Facebook and what conclusions could be drawn from these trends? On the other hand, what are the users' attitudes towards content consumption on Facebook, and what effect Facebook may have on the perception of content providers' brands and content? The data on Hungarian Facebook content consumption patterns is mainly from two research projects which were commissioned by the Association of Hungarian Content Providers, funded by the Media Council of the National Media and Infocommunications Authority, and carried out by NRC Research and lyZR.