Information Integrity Matters:

Disinfo Quarterly Brief #1

Insights, tools, and trends
from the Hungarian EDMO hub

December 2025

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Editorial Note

Dear Readers,

On 1st of October the Hungarian Digital Media Observatory (**HDMO**) project entered an exciting new phase after winning its second call for grants and tenders from the EU Digital Europe Programme (DIGITAL).

This achievement marks a significant milestone in our mission to analyze online disinformation and strengthen media literacy across Hungary, and Hungarian-speaking communities.

Among the hub's newest features, a Disinfo Brief will be published at the end of every quarter. In this first edition, we share the latest news about the EU transparency measures on AI & digital rules and about our project.

AI is one of the main topics our experts in research, fact-checking and media literacy will address in the next months.

We hope that this letter will be useful to you.

The HDMO team

AI Labeling, digital rules in the EU seen from Hungary

As we write this brief, the EU has **launched a consultation to support the implementation** of the AI Act's obligation for providers of general-purpose AI models to identify and comply with reservation of rights expressed by rightsholders.

Based on the experiences to date, relevant European digital rules (e.g. DSA or TTPA) are either ineffective or insufficiently enforced in Hungary.

Hungarian legislation transposing the AI Act has been enacted (Act LXXV of 2025 on the implementation in Hungary of the European Union Regulation on artificial intelligence; Government Decree on the implementation of Act LXXV of 2025 on the implementation of the European Union's Artificial Intelligence Regulation in Hungary).

These laws designate the National Accreditation Authority as the AI notification authority and the minister responsible for business development as the AI market surveillance authority.

At the same time, the governing parties regularly produce and distribute AI-generated (false) content without indicating that the content was created by AI (see Lakmusz' investigation mentioned below).

AFP
Kirill KUDRYAVTSEV / AFP

Insights from HDMO Project

Kickoff Meeting in Budapest

The HDMO project's new phase was marked by the consortium's first project kick off meeting held in Budapest on November 14, 2025, reviewing all tasks planned for the 30-month long project.

The team has also expanded with a new partner: the Hungarian news outlet Magyar Hang has joined the consortium and will contribute to the work of Hungary's anti-disinformation hub. With Magyar Hang on board, the hub will be able to reach a wider, cross-border audience, further strengthening HDMO's overall impact.

The revamped hdmo.eu website has become the project's main portal, where you can find the results of our activities in digital investigation, research reports, media literacy workshops and tools.

Fact-checking Trends & News

From Lakmusz' and AFP's Newsrooms

Since the start of the project's new phase 40 fact checks have been published by Lakmusz and AFP journalists.

During the period, fact checkers did verify disinformation or misleading posts on following topics, which circulated the most in Hungarian:

Politics/Economics, Russia-Ukraine conflict, EU, Health/Science, Migration and AI.

Fact-checking Trends & News

Our fact checkers did mainly focus on national, international political and economical topics in a double specific context:

Hungarian Prime Minister Viktor Orban is facing an unprecedented challenge ahead of **elections in spring 2026**, with opposition leader Peter Magyar's TISZA party ahead in voter opinion polls, while the country has remained the Kremlin's closest partner in the European Union despite Russia's 2022 invasion of Ukraine as Hungary resists EU and US calls to reduce its energy dependency on Moscow.

Misinformation, disinformation about Ukraine are particularly viral on Hungarian social media: a viral, **AI-generated video** depicting a crying Ukrainian soldier begging not to be taken to the front has been circulated in many European languages, with the Hungarian version being viewed 1.8 million times. The video has been fact checked by Lakmusz **here** and a similar one by AFP **here**.

More recently an **investigation published by AFP** shows that various pro-government media outlets, public media, and social media content producers began a **coordinated disinformation campaign** to try to discredit the economic policies of Péter Magyar and the Tisza party. A few days earlier Lakmusz team did reveal **how GenAI images flood newspapers' Facebook pages after the paid ads ban**.

Check **lakmusz.hu** and **edmo.eu** for more fact-checking articles in Hungarian, and our selections in English.

Disinfo Trends: Research & Analysis

Mérték report

The Mérték Media Monitor has released its 10th Soft Censorship Report, titled "**Sovereigntist Media Policy**."

The study shows that recent developments in the Hungarian media landscape have made journalistic work increasingly difficult, while advertising spending during the European and local election campaigns has reached absurdly high levels.

With the establishment of the Sovereignty Protection Office, the control of public opinion has now reached an entirely new stage.

Experts' workshop

Political Capital, HDMO hub's coordinator, organised and attended a workshop with disinformation experts on December 9, 2025 in Budapest aimed at mapping, examining, and assessing the future challenges of political disinformation across Europe.

The workshop brought together participants from diverse professional backgrounds, providing a space to engage the expert community, foster understanding, and identify common ground for future anti-disinformation initiatives.

Disinfo Trends: Research & Analysis

Political Capital's new study shows that even after Google and Meta suspended political advertising on their platforms, many political ads -including seemingly harmless cartoons and hardcore deepfakes placed by Hungarian advertisers - are still running.

The study titled "*The Houdini Political Ads - How political advertisements slip through Google's and Meta's filtering systems*" summarizes the main lessons on **how AI-generated videos and reclassified content can bypass platform filters**, and the tactics pro-government actors use to remain the primary source of **political ads** or to deliberately test Google's and Meta's filtering systems.

DisinfoTrends: Research & Analysis

Fidesz spent crazy amounts of money on Facebook-ads, as our international comparison highlights
Teczár Szilárd · 2025. november 5. 10:37

Young, attractive, fans of football, Orbán and relationship drama: inside the most sophisticated pro-Fidesz fake-profile network on Facebook
Német Szilvi · 2025. december 2. 11:20

In this new project phase, **Lakmusz started to publish its major investigations also in English to reach an international audience**.

This first quarterly brief highlights two investigations also available in English:

The first one analyzed data from the Meta Ad Library, and concluded that in the month of September, right before Meta's ban on political advertising came into effect, Hungarian advertisers - led by pro-government entities and figures - spent the most money on political ads among all EU countries.

Our second investigation uncovered an (at least) 87-strong fake profile network on Facebook, the members of which construct false identities with the help of AI-generated images and regularly spread, like and comment pro-government content.

Media Literacy

Thirteen Hungarian teachers participate in the accredited **six-month training course** entitled "Infogrund in the Digital World," which began in October and is organised by HDMO partner IDEA Foundation.

The teachers completed an e-learning course and then took part in a two-day attendance training session on November 29-30.

As part of the training, they will implement an educational package in their own schools by April 2026.

The 9-lesson training program, embedded in the framework of critical thinking, expands students' knowledge so that they can more confidently recognize false and misleading online content and be able to recognize reliable, quality news.

Find more on HDMO Media literacy tools and activities developed by the project's partners on our website **hdmo.eu**.

Share this disinfo brief and support our mission to build a resilient information ecosystem in Hungarian.

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HDMO is the EDMO hub in Hungary, an EU co-funded 30-month project.