

Rolix YouTube channel improves its advertising practices

GVH encourages domestic influencers to comply with the law

Budapest, May 14, 2025 – The Hungarian Competition Authority (GVH) has concluded its investigation into the advertising practices of the Rolix YouTube channel operated by Roland Kása. The GVH found that certain commercial communications appearing on the video-sharing channel and containing products and services sold by ViharFlotta Kft. did not clearly indicate the advertising nature of the content. Those subject to the investigation undertook a number of compliance measures to ensure their compliance with the law. These measures also apply to other influencer partners of ViharFlotta Kft. and their implementation was made mandatory by the Competition Council of the GVH.

In the spring of 2024, the GVH [initiated competition supervision proceedings against six domestic influencers](#) and several advertising companies. As part of an online inspection (known as a sweep) conducted to review the advertising practices of domestic content creators, the GVH identified a number of shortcomings in the marketing activities of influencers. The GVH found that only 20% of influencers fully comply with advertising disclosure rules in all cases, while the majority (54%) indicate the promotional nature of content in most instances but not consistently, and approximately one quarter never or only rarely provide such information.

The GVH first concluded the competition supervision proceeding against Roland Kása, who operates the YouTube channel “Rolix” with more than 280,000 subscribers, and his commercial partner, ViharFlotta Kft. The national competition authority found that:

- between August 2023 and August 2024, certain commercial communications published on the Rolix channel included advertisements for Rolix-branded products marketed by the company, as well as for fan and video meetings organized by the company.
- However, in some videos, the advertising nature of the content was not disclosed, and the commercial content was not clearly identifiable to consumers based on the visual or audio elements.

On the basis of the foregoing, the Competition Council of the Hungarian Competition Authority concluded that Roland Kása and ViharFlotta Kft. had engaged in unfair commercial practices. The parties subject to the proceedings cooperated with the authority, amended the infringing communications during the proceedings, acknowledged the infringement, and waived their right to legal remedy. However, the GVH also took into account that the consumer group affected by the contested practice consisted predominantly of minors.

In light of the foregoing, the Competition Council of the GVH imposed a fine of HUF 920,000 on ViharFlotta Kft., while refraining from imposing a fine on Roland Kása. In reaching this decision, the Council took into account, inter alia, that Roland Kása had been engaged in entrepreneurial activity for only a short period – having done so for a few years following the attainment of majority – and that, accordingly, ViharFlotta Kft. bore greater responsibility in the context of their business relationship.

The parties subject to the proceedings undertook a number of compliance measures, which were accepted by the Competition Council of the GVH and rendered binding upon them. As part of these commitments, the parties will review their market practices and contractual relationships to ensure compliance with the regulatory framework of the Hungarian Competition Authority. They also

undertook to provide training on the legal requirements applicable to advertising, not only within their own business relationships but also to all influencer partners of ViharFlotta Kft. As a result, the proceedings of the GVH are expected to have positive effects extending beyond the commercial practices examined in this specific case.

The GVH once again draws the attention of domestic influencers, as well as the relevant agencies and advertisers, to the requirement that content publishers must, inter alia, clearly, prominently, conspicuously, and comprehensibly disclose whether they have received remuneration for the published content, or whether the opinion leader is promoting their own business, products, or services. The national competition authority therefore recommends that influencers and agencies take note of its [influencer marketing information sheet](#), last updated at the end of 2022, which provides practical positive and negative examples illustrating how to lawfully comply with consumer information requirements.

The Hungarian Competition Authority continues to pay particular attention to the protection of children and young people as a vulnerable consumer group. Among other things, the [GVH's Digital Awareness Program](#) aims to raise children's awareness of the risks of the digital space.

The official registration number of the case is **VJ/15/2024**.

GVH Press

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