

GVH Podcast – Dr. András Tóth: „The GVH is also active in the field of artificial intelligence, for example in the field of importance of Hungarian language.”

Budapest, 14 August 2024 – There is strong international interest in the market research launched by the Hungarian Competition Authority at the beginning this year to investigate the impact of artificial intelligence on market competition and consumer transactional decisions. This is also discussed in the latest episode of the GVH Podcast, in which Dr. András Tóth, Vice President of the Hungarian Competition Authority and Chairman of the Competition Council of the GVH, also talks about how the use of artificial intelligence technologies can affect the validity of so-called small languages, such as Hungarian, because self-learning systems typically "feed" on the major world languages.

On 1 August, the European Union's regulation on artificial intelligence, the so-called AI Act, came into force, to be applied gradually in stages, becoming mandatory from mid-2026. The aim of the regulation is to make the operation of AI more understandable and transparent, but it also raises several other issues. Among others, this was also discussed by **Dr. András Tóth**, Vice President of the Hungarian Competition Authority in the [latest episode](#) of the GVH Podcast. The Chairman of the GVH's Competition Council also raised the issue that over-regulation of artificial intelligence could put European businesses at a competitive disadvantage.

In the second part of the podcast discussion, Dr. András Tóth pointed out that as more and more dimensions of our lives are being brought online due to the artificial "datafication" process, this clearly affects an important aspect of competition between undertakings, the issue of efficiency. The Chairman of the GVH's Competition Council said that *"companies that want to grow cannot opt out"*. He added that companies that can adapt can increase their efficiency. He referred back to what he said in the [previous episode of the GVH Podcast](#), which is why, among other things, the question of how European regulation affects the costs of AI technology for European companies is a relevant one.

In the most recent episode of the GVH Podcast, Dr. András Tóth discussed - among other important aspects - how the use of artificial intelligence technologies can also affect the validity of small languages such as Hungarian, by teaching self-learning systems typically in texts written in major world languages. He said that *"we are interested in the market difficulties we face if we want to assert the Hungarian language in this artificial language development process in the public interest"*. Dr András Tóth said that there is a strong international interest in the GVH's market analysis and its unique approach.

The interview - alongside previous GVH podcasts - can be listened to (in Hungarian):

- on the website of the Hungarian Competition Authority:
<https://gvh.hu/sajtoszoba/gvh-podcast>,
- on the Youtube-channel of the GVH: <https://youtu.be/qj0kqv4JPCY>,
- on the Spotify-channel of the GVH:
<https://open.spotify.com/show/01iuQLMRYFUZIWmUYVgkW0>

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