



198TILG Turkey Ultimate Massive Mass Media Campaign

In Collaboration with 198TILG Turkey Ultimate Mass Media Campaign In over 100 to 198 nations



An Ike Lewuma Group Special

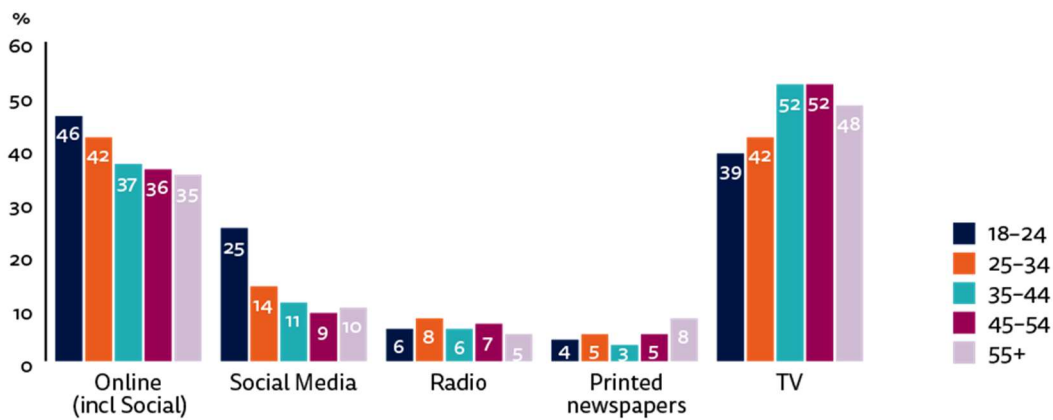
The 198TILG Mastermind Platinum Group



NATION'S MEDIA NETWORK OPPORTUNITIES IN TURKEY

Hundreds of television channels, thousands of local and national radio stations, several dozen newspapers, a productive and profitable national cinema and a rapid growth of broadband internet use all make up a very vibrant media industry in Turkey.

The Turkish cinema has also emerged as a very successful business in the past decade (see the accompanying Newsletter article by Deniz Bayrakdar). Movie admissions have topped to over 50 million in 2020, with more than half belonging to Turkish productions although only 66 of the 243 films screened were local. The increasing earnings from Turkish films have resulted in more local productions and mirrors the situation in television productions.



The emergence of Turkish productions both on cinema and television has therefore created a wide variety of opportunities in the Turkish media network sector, which is diverse, ranging from broadcasting, social media networking, cinema and video production, telecommunication networks and recording among other opportunities.

This 198 Turkey Ultimate Massive Mass Media Campaign is an Ike Lewuma Special guide that acts as the key and the gateway towards exploring the most diverse field, which is among the leading sectors in media networks. Get to explore media network opportunities in Turkey and have a chance to experience the taste of media networks with professions with our campaign in over 100 to 198 nations.



UNTAPPED MEDIA SECTORS IN TURKEY

All platforms in Turkey offer a mixture of national, local and major international broadcasts, lots of narrowcast thematic channels, especially news, sports and documentary channels, as well as movie packages and pay-per-view broadcasts.

Almost half the population is online and almost half of the 18 million households have a computer. Some 30 million people from Turkey are on Facebook making it currently the third highest user country in the world. Another popular online destination is the video sharing sites; YouTube alone takes up almost 10 percent of all internet traffic.

The untapped media potential in Turkey is also expected to rise exponentially.

Having overtaken Poland in 2012 as the second-largest entertainment and media market in Central and Eastern Europe, Turkey has consolidated this position, with its total spending rising to US\$11.5bn from US\$10.3bn in 2019.

The PwC Global entertainment and media outlook 2020- 2024 forecasts that Turkey will not only remain the region's second-biggest market behind Russia over the coming five years, but will also be its second-fastest growing — expanding at a compound annual growth rate (CAGR) of 8.7% to reach US\$17.5bn in 2018.

This means Turkey's projected growth over this period will be well ahead of the 5.0% CAGR forecast for global entertainment and media spending, and will also outpace the 7.3% CAGR projected for Central and Eastern Europe as a whole. During the five-year forecast period, the rapid growth in the Turkish entertainment and media market will be led by Internet access, Internet advertising, and radio as the three fastest-growing segments.

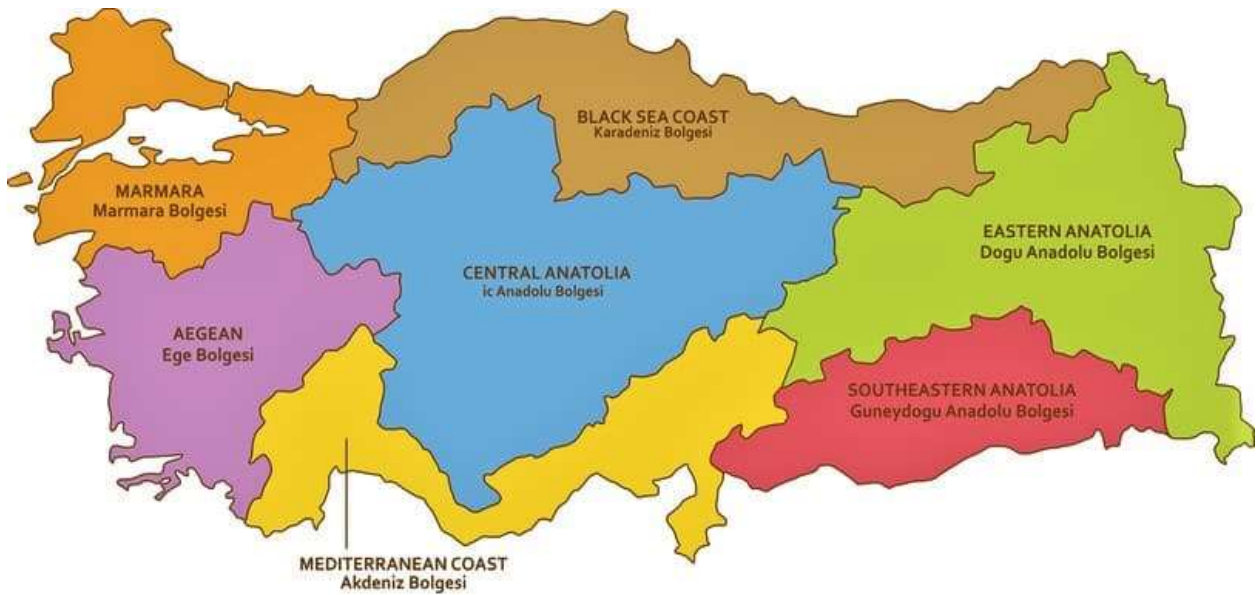


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TURKISH GEOGRAPHIC SECTORS

Media networks and operations are spread out across the seven geographical regions, which are, in order of size: Eastern Anatolia, Central Anatolia, Black Sea, Mediterranean, Aegean, Marmara and Southeastern Anatolia.



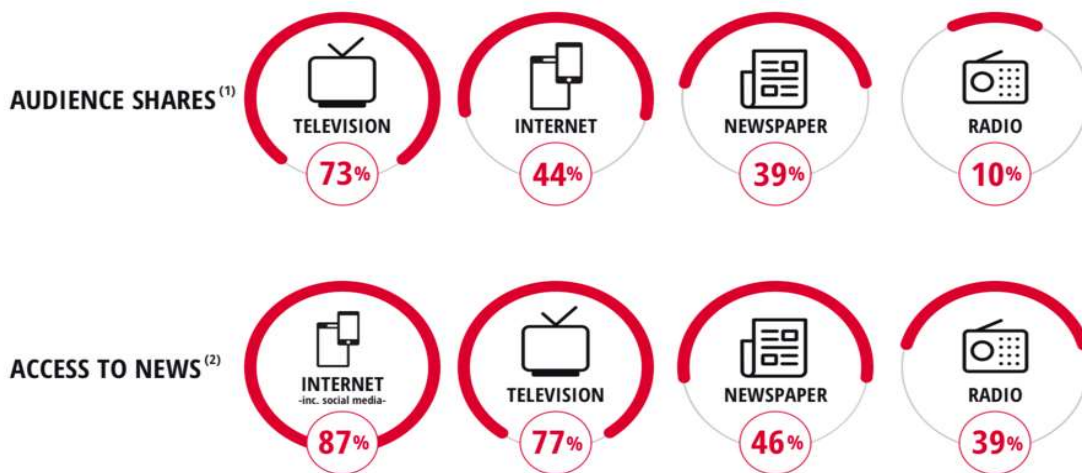
The media hubs of the country are Istanbul and Ankara. By circulation, the most popular daily newspapers are Hürriyet, Sabah, Posta, Sözcü and Habertürk.



MOST ACTIVE GROUPS IN TURKEY

Television is still the most influential medium reaching 18 million households. A majority of homes have a satellite dish and access to multi-channel platforms. The public broadcaster TRT and several small and big commercial broadcasters offer hundreds of television channels. But the majority of the audiences are shared among the five network-style channels, Kanal D, Show TV, ATV, Fox and Star. There is some international investment from Time-Warner, News Corp., Al-Jazeera and others but television remains mostly a domestic business.

The media consumption infographics are as presented below:



The media outlets comprise of:

- **Print media** - By circulation, the most popular daily newspapers are Hürriyet, Sabah, Posta, Sözcü and Habertürk.
- **Radio broadcasting** - There are more than 1000 radio stations in the country.
- **Television broadcasting** - Turkey's television market includes more than 24 national, 16 regional and 215 local television stations.
- **Cinema** - The Turkish film art and industry, or Yeşilçam (Green Pine), is an important part of Turkish culture, and has flourished over the years.
- **Telecommunications, internet and social media.**