

Media in Turkey

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Abstracts

Media in Turkey

SUMMARY

Media in Turkey industry profile provides top-line qualitative and quantitative summary information including: market size (value 2014-18, and forecast to 2023). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

KEY HIGHLIGHTS

The media industry consists of the advertising, broadcasting & cable TV, publishing, and movies & entertainment markets.

The Turkish media industry had total revenues of \$3.3bn in 2018, representing a compound annual rate of change (CARC) of -5.6% between 2014 and 2018.

The publishing segment was the industry's most lucrative in 2018, with total revenues of \$1.6bn, equivalent to 50.5% of the industry's overall value.

The media industry was affected by wider economic decline in 2017 following a failed political coup the previous year, which also resulted in closures of various newspapers and publishing houses. The industry is now tentatively recovering.

SCOPE

Save time carrying out entry-level research by identifying the size, growth, major

segments, and leading players in the media market in Turkey

Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the media market in Turkey

Leading company profiles reveal details of key media market players' global operations and financial performance

Add weight to presentations and pitches by understanding the future growth prospects of the Turkey media market with five year forecasts

REASONS TO BUY

What was the size of the Turkey media market by value in 2018?

What will be the size of the Turkey media market in 2023?

What factors are affecting the strength of competition in the Turkey media market?

How has the market performed over the last five years?

What are the main segments that make up Turkey's media market?

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COMPANIES MENTIONED

WPP plc
The Walt Disney Company
CJ Corp
Publicis Groupe SA
Demiroren Holding AS

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