

Turkey Media Market Summary, Competitive Analysis and Forecast to 2027

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Abstracts

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SUMMARY

Media in Turkey industry profile provides top-line qualitative and quantitative summary information including: market size (value 2017-22, and forecast to 2027). 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 \$1.8 billion in 2021, representing a compound annual growth rate (CAGR) of -4.1% between 2016 and 2021.

The Publishing segment accounted for industry's the largest proportion in 2021, with total revenues of \$0.8 billion, equivalent to 43.9% of the industry's overall value.

There is rapid growth of broadband internet make a vibrant media industry. Television is most influential medium in Turkey as it reaches 18 million households.

SCOPE

Save time carrying out entry-level research by identifying the size, growth, 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 2022?

What will be the size of the Turkey media market in 2027?

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

How has the market performed over the last five years?

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