

Turkey Media Market Summary, Competitive Analysis and Forecast to 2027

Industry Report | 2023-02-02 | 60 pages | MarketLine

AVAILABLE LICENSES:

- Single user licence (PDF) \$350.00
- Site License (PDF) \$525.00
- Enterprisewide license (PDF) \$700.00

Report description:

Turkey Media Market Summary, Competitive Analysis and Forecast to 2027

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

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

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?
-

Table of Contents:

Table of Contents

- 1 Executive Summary
 - 1.1. Market value
 - 1.2. Market value forecast
 - 1.3. Category segmentation
 - 1.4. Geography segmentation
 - 1.5. Market rivalry
 - 1.6. Competitive Landscape
- 2 Market Overview
 - 2.1. Market definition
 - 2.2. Market analysis
- 3 Market Data
 - 3.1. Market value
- 4 Market Segmentation
 - 4.1. Category segmentation
 - 4.2. Geography segmentation
- 5 Market Outlook
 - 5.1. Market value forecast
- 6 Five Forces Analysis
 - 6.1. Summary
 - 6.2. Buyer power
 - 6.3. Supplier power
 - 6.4. New entrants
 - 6.5. Threat of substitutes
 - 6.6. Degree of rivalry
- 7 Competitive Landscape
 - 7.1. Who are the leading players?
 - 7.2. Which companies offer substitutes to the main industry?
 - 7.3. How has COVID-19 affected this industry's segments in 2020?
- 8 Company Profiles
 - 8.1. WPP plc
 - 8.2. The Walt Disney Company
 - 8.3. CJ Corp
 - 8.4. Publicis Groupe SA
 - 8.5. The Walt Disney Company
 - 8.6. Demiroren Holding AS
- 9 Macroeconomic Indicators

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

9.1. Country data

10 Appendix

10.1. Methodology

10.2. Industry associations

10.3. Related MarketLine research

10.4. About MarketLine

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Turkey Media Market Summary, Competitive Analysis and Forecast to 2027

Industry Report | 2023-02-02 | 60 pages | MarketLine

To place an Order with Scotts International:

- Print this form
- Complete the relevant blank fields and sign
- Send as a scanned email to support@scotts-international.com

ORDER FORM:

| Select license | License | Price |
|----------------|------------------------------|----------|
| | Single user licence (PDF) | \$350.00 |
| | Site License (PDF) | \$525.00 |
| | Enterprisewide license (PDF) | \$700.00 |
| | | VAT |
| | | Total |

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

| | | | |
|---------------|----------------------|-------------------------------|---|
| Email* | <input type="text"/> | Phone* | <input type="text"/> |
| First Name* | <input type="text"/> | Last Name* | <input type="text"/> |
| Job title* | <input type="text"/> | | |
| Company Name* | <input type="text"/> | EU Vat / Tax ID / NIP number* | <input type="text"/> |
| Address* | <input type="text"/> | City* | <input type="text"/> |
| Zip Code* | <input type="text"/> | Country* | <input type="text"/> |
| | | Date | <input type="text" value="2026-02-21"/> |
| | | Signature | <input type="text"/> |

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com