

Turkey Media Market Summary, Competitive Analysis and Forecast to 2027

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

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Report description:

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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

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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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