

## **Turkey Media Market Summary and Forecast**

Industry Report | 2023-12-29 | 47 pages | MarketLine

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### **Report description:**

Turkey Media Market Summary and Forecast

#### Summary

Media in Turkey industry profile provides top-line qualitative and quantitative summary information including: market share, market size (value and volume 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 is segmented into advertising, broadcasting & cable TV, publishing, and movies & entertainment markets.
- The Turkish media industry had total revenues of \$3.4 billion in 2022, representing a compound annual growth rate (CAGR) of 12.8% between 2017 and 2022.
- The advertising segment accounted for the industry's largest proportion in 2022, with total revenues of \$2.1 billion, equivalent to 61.9% of the industry's overall value.
- Turkey accounted for a share of 1.0% in the European media industry in 2022.

#### 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 by both value and volume

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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?
- Who are the top competitors in Turkey's media market?

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