



TÜRKİYE GAME MARKET 2024 REPORT



Table of Contents

- 3 - 7** Table of Contents
- 8 - 9** Our Sponsors
- 10 - 11** Our Media Partners
- 13 - 14** Foreword - 2024's Mark on Gaming
- 15 - 16** Overview of Türkiye in 2024
- 18 - 20** Estimated Media and Advertising Investments in Türkiye 2024
- 21 - 27** Brands in the Gaming World
- 28 - 29** Transforming Advertising in the Gaming Ecosystem
- 30 - 32** Most Used Social Media Platforms in Türkiye
- 33** Main Reasons for Social Media Usage in Türkiye
- 34** Types of Social Media Accounts Followed in Türkiye
- 35** Main Reasons for Internet Usage in Türkiye
- 36 - 37** Key Highlights on Internet Usage in Türkiye
- 38** Preferred Brands in Türkiye 2024 - Mobile Phones
- 39 - 40** Preferred Brands in Türkiye 2024 - Gaming PCs
- 41 - 42** Preferred Brands in Türkiye 2024 - Gaming Equipment
- 43** Preferred Brands in Türkiye 2024 - Gaming Chairs
- 44** Criteria Influencing Purchase Decisions in Türkiye
- 45 - 54** Turkish Mobile Gamer Habits
- 55 - 56** Android Ecosystem in Türkiye
- 57 - 60** BlueStacks now.gg Special Section
- 61 - 64** Why Localization is Essential for Turkish Gamers?



Table of Contents

- 65 - 66** Music: An Indispensable Part of Gaming
- 67 - 70** Characteristics of Turkish Gamers
- 71** Beverages Consumed by Turkish Gamers While Playing Games
- 72** Turkish Gamers' Eating Habits
- 74 - 75** Gaming Market in Türkiye
- 76 - 84** The Most Remarkable Developments in 2024
- 85 - 90** Investments in the Gaming Industry
- 91 - 93** Boğaziçi Ventures Special Section
- 94 - 98** TESFED (Turkish Esports Federation) Special Section
- 99 - 101** Level Infinite Special Section
- 102 - 103** Riot Games Special Section
- 104 - 106** Joygame Special Section
- 107 - 113** Growth, Innovation and Future Opportunities in the Gaming Industry
- 114 - 115** What Does the Future Hold for Esports?
- 116 - 128** The Role of Gamification in Our Lives
- 129 - 132** Will Artificial Intelligence (AI) Shape the Future of the Gaming Industry?
- 133** The Current State of the Cosplay Industry
- 134** A New Opportunity in Gaming Law: NFTs and Game Tokens
- 135 - 139** Mandatory Representative for Gaming Companies in Türkiye
- 140 - 141** Loot Boxes: Legal Regulations in Digital Games
- 142 - 149** The State of Serious Games in Türkiye
- 151** Türkiye's Population



Table of Contents

- 152 - 153 Internet Users in Türkiye
- 154 Social Media Users in Türkiye
- 155 Mobile Users in Türkiye
- 156 Number of Gamers and Revenue in Türkiye
- 157 Distribution of Gamers by Platforms in Türkiye
- 158 Gamers by Age in Türkiye
- 159 Gamers by Gender in Türkiye
- 160 Gamers by Income in Türkiye
- 161 Top 15 Mobile Games - Free Category (Downloads)
- 162 Top 15 Mobile Games - Free Category (Revenue)
- 163 Top 15 Mobile Games - Paid Category (Downloads)
- 164 Top 15 Mobile Games - Paid Category (Revenue)
- 165 Most Downloaded Turkish Mobile Games in 2024
- 166 Most Downloaded Mobile Applications in Türkiye
- 167 - 168 Most Downloaded Mobile App Categories in Türkiye
- 169 Most Spent-On Mobile Applications in Türkiye
- 170 - 171 Most Spent-On Mobile App Categories in Türkiye
- 172 Popular PC Games
- 173 Popular Console Games
- 174 Most Preferred PC and Console Game Genres
- 175 - 177 Popular Gaming Companies in Türkiye (Global and Local)
- 178 Local Game Companies and Developers in Türkiye



Table of Contents

- 179 - 180** Top 20 Popular Twitch TV Streamers in Türkiye
- 181 - 182** Top 20 Popular YouTube Channels in Türkiye
- 183** Top 20 Popular Instagram Influencers in Türkiye
- 184** Active Payment Institutions in Türkiye
- 185 - 187** Active Electronic Money Institutions in Türkiye
- 188** Associations in Türkiye
- 189** Gaming Exhibitions in Türkiye (B2C)
- 190 - 197** On/Off Events Organized in Türkiye (Gaming, Esports, Fairs, B2B, B2C)
- 198 - 201** Undergraduate and Graduate Programs in Game Design in Türkiye
- 202 - 203** Game Entrepreneurship Centers in Türkiye
- 204 - 209** Professions in the Gaming Industry
- 210** Number of Internet Cafes in Türkiye
- 211** PC Systems and Statistics of Internet Cafes in Türkiye
- 212** Most Played Games in Internet Cafes in Türkiye
- 213** Breakdown of Internet Cafes in Türkiye
- 214** Top Online E-Pin Sales Websites in Türkiye (2024 Traffic)
- 215** Top Online Gaming Platforms in Türkiye
- 216** Gaming Magazines in Türkiye
- 218 - 232** Turkish Esports Teams That Have Achieved Success in Global Tournaments
- 233** Number of Licensed Players and Teams in Türkiye (TESFED)
- 234 - 237** Esports Teams with the Most Followers on Social Media
- 238 - 239** Brands Investing in Esports and Gaming in Türkiye



Table of Contents

- 240** Esports Games Played in Türkiye
- 241** Gaming and Esports Media Channels in Türkiye
- 243 - 246** 2024 General Global Figures
- 248 - 283** Expert Opinions
- 285 - 312** Expert Opinions on Gaming Media
- 314 - 331** Our Sponsors
- 332 - 368** Our Media Sponsors
- 369 - 370** References
- 371** Information Note



Thank You

We extend our deepest gratitude to all our valued supporters who have contributed to the 2024 edition of the Türkiye Gaming Industry Report, which we have meticulously prepared for the past nine years by analyzing data from numerous sources. Thanks to their invaluable contributions, this report has become an even more comprehensive and powerful resource for the industry.

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We extend our heartfelt gratitude to our esteemed media sponsors who have contributed both in terms of accessibility and content to the Türkiye Game Market 2024 Report.

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Media Partners





INTRODUCTION & OVERVIEW





2024's Mark on Gaming

As every year, we are here once again with our report that captures the pulse of the gaming world and sheds light on industry developments. For the past nine years, we have been passionately dedicated to understanding this sector better, creating a roadmap for the future, and providing a valuable guide for all stakeholders. As always, we have strived to present information not merely as raw data but as an engaging and easily digestible resource for our readers.

The year 2024 has been remarkably dynamic for the gaming industry, both globally and in Türkiye. As an innovative, creative, and energetic community, the sector has not only achieved significant milestones but has also tackled various challenges with resilience and ingenuity.

Türkiye continues to strengthen its position in the global gaming market, thanks to its young population, talented developers, and thriving entrepreneurial ecosystem. Today, we are not just talking about playing games; Turkish games are reaching millions worldwide, proving the global competitiveness of local talent.

On a global scale, the gaming industry reached a staggering \$187.7 billion in 2024. Mobile games maintained their dominance, generating \$92.6 billion, accounting for 49% of the total revenue. Meanwhile, PC gaming experienced strong growth, contributing \$43.2 billion, while console games remained a key segment with \$51.9 billion in revenue. Cross-platform strategies played a crucial role in accelerating the growth of PC gaming, highlighting new opportunities in this space.

With 3.4 billion players worldwide, the gaming industry continues to be a powerful economic and social force, shaping entertainment, technology, and digital interaction on a global scale.

OZAN AYDEMİR

PRESIDENT / CEO

GAMING IN
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2024's Mark on Gaming

The Turkish gaming industry continues to capture increasing attention within this vast ecosystem each year. Local developers are making a significant impact in the global market with their innovative projects, earning both recognition and a solid foothold. Companies like Dream Games and Peak Games, which have achieved unicorn status, stand as proof of how the Turkish entrepreneurial ecosystem is resonating on a global scale. Meanwhile, independent game studios and young talents are becoming key contributors to this success story.

Of course, 2024 was not just a year of achievements but also a period shaped by economic uncertainties and evolving player expectations. The access restrictions imposed on platforms like Roblox and Discord sparked discussions within the industry, yet Turkish game studios managed to turn these challenges into opportunities. Through local and global collaborations, the sector has undertaken significant projects, further strengthening its future growth potential.

In this report, we provide an in-depth analysis of the transformation of Türkiye's gaming industry throughout 2024, the influences of global trends, and expectations for the future.

Our goal is not only to present a comprehensive summary of the year but also to inspire industry stakeholders and help them shape their strategic roadmaps. We extend our heartfelt gratitude to everyone who has contributed to and passionately worked for the growth of this industry.

Enjoy reading!

OZAN AYDEMİR

PRESIDENT / CEO

Overview of Türkiye in 2024

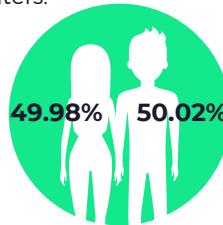
In **2024**, Türkiye's population saw a slight increase compared to the previous year. As of December 31, 2024, the total resident population in Türkiye grew by **292,567** people, reaching **85,664,944**.

The annual population growth rate, which was **1,1 per thousand** in 2023, rose to **3,4 per thousand** in 2024.

The male population reached **42,853,110**, while the female population stood at **42,811,834**. In other words, males made up **50.02%** of the total population, while females accounted for **49.98%**.

Istanbul's population increased by **45,678** people compared to the previous year, reaching 15,701,602. With 18.3% of Türkiye's total population residing in Istanbul, it was followed by Ankara with 5,864,049 people, Izmir with 4,493,242 people, Bursa with 3,238,618 people, and Antalya with 2,722,103 people.

These figures reflect the continued urbanization trend, with major metropolitan areas maintaining their position as the country's key population centers.



2024 Türkiye



TOTAL POPULATION

85.664.944



FEMALE POPULATION

42.811.834



MALE POPULATION

42.853.110



INTERNET USERS

76.000.000 (+/-)



SOCIAL MEDIA USERS

70.000.000 (+/-)

POPULATION RATIO

16 - 74 AGE | 88.8%

BY GENDER

MALE | 92.2%

FEMALE | 85.4%



GENERAL AND SECTORAL INFORMATION



Estimated Media and Advertising Investments in Türkiye

According to the figures from the Türkiye Estimated Media and Advertising Investments 2024 First Half Report, prepared by the [Advertising Association](#), significant changes have been observed in media investments when comparing the first six months of 2023 and 2024. In 2023, total media investments amounted to 93.25 billion TL, whereas in the first half of 2024, this figure increased by 148.6%, reaching 111.78 billion TL.

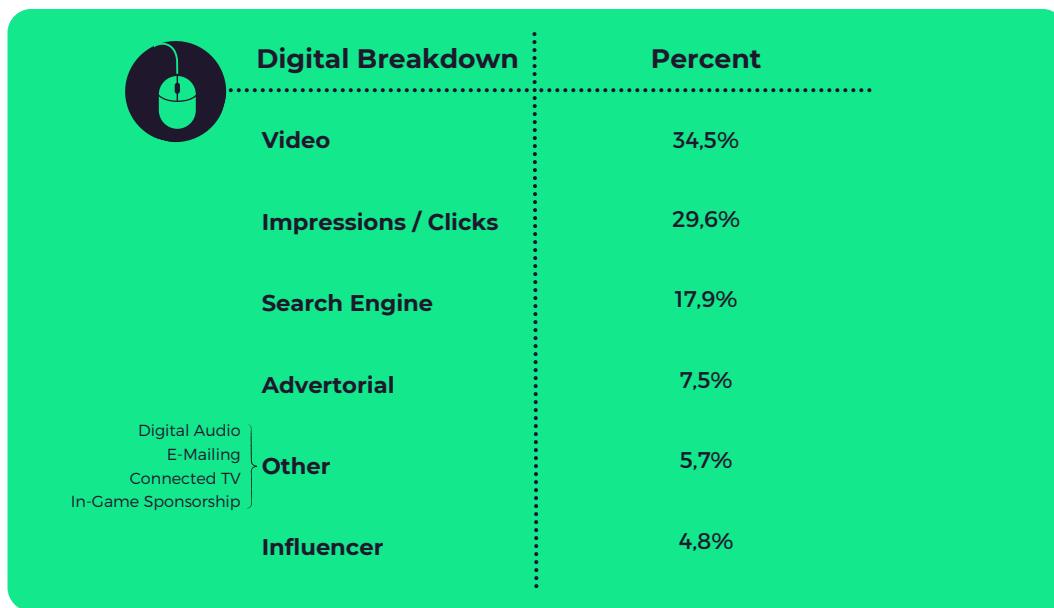
Channel	Market Share 2024	Market Share 2023
 Television	21,7%	26%
 Press	0,6%	0,9%
 Outdoor	4,8%	5,4%
 Radio	1,6%	1,6%
 Cinema	0,1%	0,2%
 Digital	71,2%	65,9%

Source: Türkiye Estimated Media and Advertising Investments 2024 - Advertising Association & Deloitte Digital



Estimated Media and Advertising Investments in Türkiye

In 2024, digital media investments were calculated at 79.63 billion TL, accounting for 71.2% of total media investments.



Estimated Media and Advertising Investments in Türkiye

When analyzing digital media investments for the first half of 2024 on a platform basis, it was observed that 78.5% of total digital advertising took place on mobile devices. On mobile platforms, the highest investment category was video ads, amounting to 18.01 billion TL, followed by display/click-based ads at 15.39 billion TL.

For PC platforms, the largest share of total investments was directed toward video ads, reaching 4.88 billion TL. Additionally, display/click-based ads and search engine advertising were among the other key investment categories for PC. These shares were calculated with different weightings for each platform, meaning the distribution may vary across different platform types.



Platform	Mobile (Billion TL)	PC (Billion TL)
Video	18,01	4,88
Impressions / Clicks	15,39	4,27
Search Engine	9,24	2,60
Advertisorial	3,82	1,16
Influencer	2,85	0,34
Other	2,81	0,98

Brands in the Gaming World

In today's rapidly digitalizing world, the gaming industry has evolved beyond being merely an entertainment medium to become a unique marketing and engagement ecosystem for brands. Traditional advertising channels are no longer sufficient, and brands are now seeking platforms where they can connect with their target audience, particularly younger generations, in a more direct and meaningful way. The gaming sector, with its innovative solutions and high engagement rates, has emerged as one of the most effective channels to meet this need. Today, the gaming ecosystem is not just an advertising platform; it is a space where users can experience brands, build connections, and engage with them on a deeper level. Through games, brands can reach not only young consumers but also players of all ages and demographics. In-game integrations offer significantly higher engagement rates than traditional advertising models, providing brands with a lasting impact.

Reaching young audiences who access information and entertainment primarily through the internet requires strategic and conscious investment in the gaming sector. While industries like FMCG have established a strong presence in this space, gaming actually offers opportunities for every sector and brand. From automotive and banking to telecommunications and retail, various industries can engage with their target audiences within the gaming ecosystem, fostering long-term brand loyalty. The key is for brands to understand the dynamics of the gaming world and position themselves in a way that aligns with their identity and goals.



Brands in the Gaming World



Brands in the Gaming World

Different Dynamics in the Gaming World for Brands	
Promotional Game Code Campaigns	Creative Ideas for Gamers
In-Game Product Placement	Gamification
Interactive In-Game Panels	Major Partnerships / Projects
Customized In-Game Items	IP Rights and Licensing
Customized In-Game Events	Brand-Specific Games
Utilizing Games' Social Media / Website Channels	Utilizing Streaming Platforms (Projects / Advertising)
Esports; League and Tournament Sponsorships	Utilizing Communication Platforms like Discord
Esports; Team and Player Sponsorships	Collaborations with Endemic Brands
Esports; Brand-Specific Tournaments	Content Production for the Gaming Industry
Joint Events / Trade Show Participation (B2B / B2C)	AR and VR Projects
In-Game Programmatic Ads / Advertising Spaces	Educational and Academic Collaborations
Playable Ads	Concepts with Blockchain Games

This list has been prepared to help brands better understand how they can position themselves in the gaming world. As the gaming industry is a dynamic and ever-evolving ecosystem, the collaborations and integration opportunities listed here may be known by different names or customized according to a brand's objectives. What truly matters is that brands engage with their target audience in the most effective way by developing unique and gamer-friendly approaches. The right strategy for each brand is to creatively leverage the opportunities offered by the gaming world and craft experiences that capture players' interest.



Brands in the Gaming World

As games continue to shape the evolving landscape of the entertainment and media industry, they have become one of the most powerful formats for driving engagement and transforming content production. From product licensing and physical event collaborations to video content creation and bridging sports clubs with young audiences, gaming is a space where innovative ideas come to life. Over the years, video games have evolved from being a medium for brand love and long-term investments to a preferred platform for social responsibility projects and various marketing strategies. Expanding rapidly, the gaming industry has become a whirlwind that continues to captivate more people daily. With the growing momentum of game-focused communication and marketing activities, collaborations are often referred to as “collabs,” where two major IPs merge are accelerating at full speed.

For years, brands have engaged in marketing campaigns for gaming-related consumer products, event sponsorships, and occasional in-game placements. These collaborations have deepened significantly, making gaming the second-largest entertainment industry after sports. The increasing popularity of these partnerships has also driven the rise of video-on-demand (VOD) trends in gaming and opened new doors for transmedia storytelling.

Crossovers between gaming and other entertainment sectors have become the new norm. Just as Popeye appeared in World of Warships, Top Gun in Microsoft Flight Simulator, and The Boys in Call of Duty: Warzone, the integration of celebrities and artists—who have become brands themselves—into gaming has emerged as a dominant trend. The inclusion of Bruce Lee in PUBG Mobile, Travis Scott in Fortnite, and American music icons like Nicki Minaj and Snoop Dogg as playable characters in the Call of Duty series are clear examples of this rapidly normalizing trend. Such integrations are becoming so commonplace that even the Van Gogh Museum's 50th-anniversary collaboration with Pokémon led to an overwhelming influx of visitors.



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O PING
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CO-HOST



Brands in the Gaming World

Across the world, collaborations between the gaming industry and brands from various sectors continue to grow at an accelerating pace. From Blizzard's partnership with Denmark's unconventional fashion brand Han Kjøbenhavn for Diablo 4, to Xbox teaming up with British jewelry company Serge DeNimes—bringing in-game identities into the physical world—such collaborations have become increasingly common. At the same time, luxury fashion brands like Balmain, Gucci, Burberry, and Dolce & Gabbana integrating their identities into the digital world is no longer surprising; it has become the norm.

In Türkiye, however, these collaborations remain largely limited to FMCG, fashion, and the Turkish adaptations of global product launches. Yet, airlines, football jersey sponsorships, and international award ceremonies—sectors where brands invest significant budgets to maintain global visibility—have yet to penetrate the gaming industry in a way that matches their presence in other international arenas. Instead, the predominant approach involves short-term, seasonal, or quarterly strategies, treating gaming investments as last-minute budget experiments rather than structured, long-term initiatives. It is also important to highlight that the "gamer" demographic cannot simply be categorized as a sub-segment of young audiences; it is far broader.

Even when excluding mobile gamers, the gaming audience encompasses 1.5 billion people according to Newzoo and 1.8 billion according to Statista. Given this vast reach, brands must reassess whether their data and targeting strategies truly reflect the current gaming landscape. Gamers, as a community, spend as much time—if not more—engaging with games and gaming content as they do on social media. Moreover, they interact with gaming in diverse ways, driven by a wide range of motivations and through engagement methods unmatched by any other entertainment sector. Despite the extensive data available to measure player behaviors and responses, many brands still perceive gaming as a niche or youth-focused market. However, much like society itself, gaming demographics continue to evolve, making it crucial for brands to adapt and rethink their approach to this ever-expanding ecosystem.



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Brands in the Gaming World

However, at this point, content platforms have been far more agile and observant in recognizing the growing impact of gaming adaptations, increasingly placing them at the forefront of video production strategies in recent years. In 2023, The Super Mario Bros. Movie grossed over \$1.3 billion, ranking as the second highest-grossing film worldwide. Dungeons & Dragons: Honor Among Thieves also achieved significant box office success, becoming one of the most-watched films of the year. In 2024, Sonic the Hedgehog 3 neared \$500 million at the global box office. Meanwhile, Riot Games' animated series Arcane which aired on Netflix won 22 awards, including four Emmys. Amazon's Fallout, another Emmy-winning adaptation, became one of the platform's most-watched series in its history. Similarly, HBO's adaptation of The Last of Us became a cultural phenomenon, securing 92 television awards, including eight Emmys, and generating immense anticipation for its upcoming season.

With over 50 game adaptations already in development, film studios and content platforms are increasingly investing in gaming intellectual properties as a major revenue stream for box office and subscription growth. Upcoming projects based on The Sims, Minecraft, Duke Nukem, God of War, Death Stranding, Ghost of Tsushima, Dredge, It Takes Two, and Sifu highlight how gaming adaptations have become one of the most promising and high-stakes ventures in the entertainment industry today.



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Brands in the Gaming World

At this point, we can see that there are numerous successful collaboration models that should serve as examples for brands in Türkiye. Moreover, Türkiye has experienced tremendous momentum in game development—excelling in mobile games over the past five years and rapidly advancing in PC game production in the last two years. As Türkiye continues to create globally recognized and revenue-generating projects, it is crucial for brands to stay alert and proactive.

It is not just about exploring global partnership opportunities—there are also increasing reasons to consider collaborations at different scales within Turkish-origin games, which players closely follow and engage with. This raises an important question: If subscription-based content platforms are integrating subtle product placements in their most-watched shows without disrupting the viewer experience, why aren't we considering similar integrations in gaming?

Ignoring phenomena like GTA VI—which the entire global gaming community and even non-endemic brands are adjusting their budgets and event priorities around—or failing to strategize around tailor-made gaming experiences and activations would, quite frankly, be a missed opportunity that goes against the natural evolution of the industry.

With the right timing, brands don't necessarily need enormous budgets—they need well-structured, strategically planned campaigns with realistic messaging that resonate with a community known for their deep emotional connections rather than surface-level appeal. In this space, where every thoughtful activation has the potential to succeed, I am confident that brands who invest wisely won't find themselves walking away from the table saying, "Well, we tried, but..."



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Transforming Advertising in the Gaming Ecosystem

We are in an era where digital advertising is evolving rapidly. Media investments are shifting from traditional channels to digital, and now to interactive platforms, creating new opportunities for brands. In Türkiye, media and advertising investments surpassed 110 billion TL in the first half of 2024, with digital media taking the largest share of this growth. However, the boundaries of digital are no longer fixed. The gaming ecosystem is emerging as a powerful medium that transforms how brands connect with users and reshapes conventional advertising models.

Portuma continues its efforts to make a difference in the in-game advertising industry in Türkiye. In 2023, Portuma received the Unity Verified Solution certification, establishing itself as a reliable integration tool for game developers. This year, Portuma took another major step towards becoming a globally recognized tech company by being accepted into the Microsoft for Startups Founders Hub.

Harnessing the Power of Games for Advertising is More Important Than Ever!

Portuma's in-game advertising models are designed to solve the fundamental challenges of traditional advertising. By integrating banner and audio ads seamlessly into gameplay, we ensure that brands reach players without disrupting their experience. While traditional ads pull users out of their games, Portuma's approach makes advertisements a natural part of the gaming world.

Although a significant portion of Türkiye's digital media investments is directed towards mobile and video content, in-game advertising remains an underexplored opportunity for brands. Türkiye is truly a multi-platform gaming nation, spanning PC, console, and mobile. These statistics highlight the immense cross-platform reach of in-game advertising.



OZAN EMRAH
ÜNAL
PORTUMA
FOUNDER & CEO



Transforming Advertising in the Gaming Ecosystem

Portuma is not just a platform for advertising—it is also creating a blockchain-based economy. The Portuma Connect app allows players to spend their in-game earnings in the real world. Thanks to collaborations with major brands such as Getir, Biletix, and YouTube Premium, gamers can convert their earned Portokens into tangible rewards.

As Portuma continues to grow globally, we are preparing to open our offices in the United States and the United Kingdom. This step is part of our vision to become a key player in the global in-game advertising ecosystem. By doing so, we aim to strengthen our collaborations with international brands and game developers, further expanding our impact in the industry.

The future of digital advertising lies in engaging with brands without disrupting the user experience. The gaming industry presents one of the greatest opportunities in this space. We hope that, as Portuma, we will continue to be a pioneer in this transformation and play a significant role in advancing the in-game advertising industry.

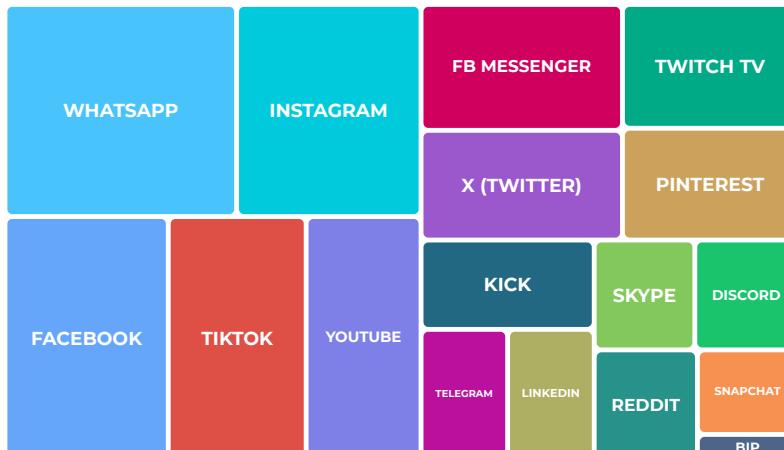


OZAN EMRAH
ÜNAL
PORTUMA
FOUNDER & CEO



Most Used Social Media Platforms in Türkiye

Most Used Social Media and Messaging Applications in Türkiye



Average Monthly Time Spent by Users in Türkiye on Social Media Platforms via Android Devices



Most Downloaded
Instagram
Tiktok
WhatsApp Messenger
Telegram
Snapchat
Weplay
Facebook
Pinterest
X
TopTop



Average Monthly Usage of Social Media Platforms



Demographic Distribution



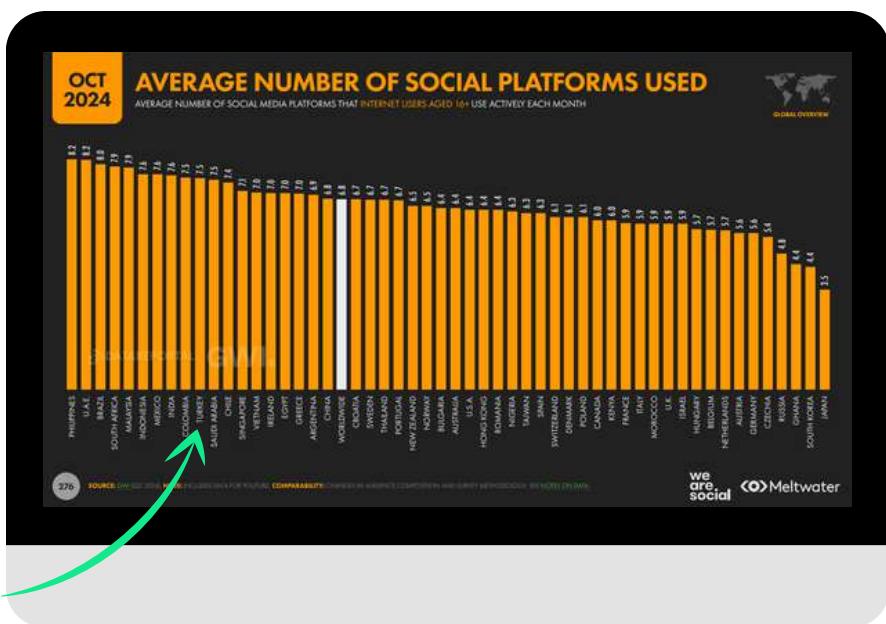
Source: We Are Social - Meltwater Digital 2024: October Global Statshot Report

Source: TUİK Hanehalkı Bilişim Teknolojileri (BT) Kullanım Araştırması, 2024

Source: SensorTower State Of Mobile 2025

Most Used Social Media Platforms in Türkiye

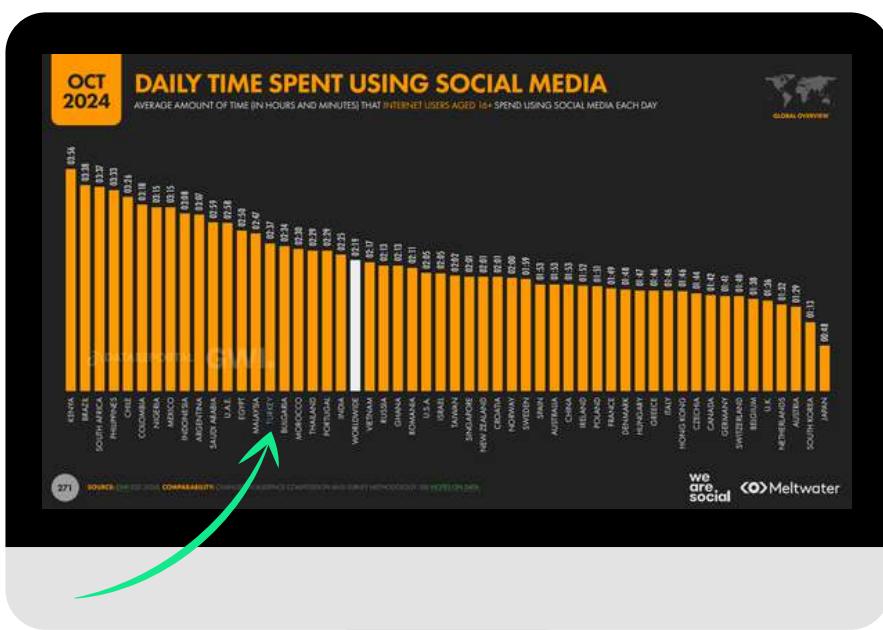
Türkiye ranks as the 10th country in the world with the highest social media platform usage, while the top nine countries are the Philippines, the United Arab Emirates, Saudi Arabia, South Africa, Mexico, India, Indonesia, Chile, and Colombia.



Source: We Are Social - Meltwater Digital 2024: October Global Statshot Report

Most Used Social Media Platforms in Türkiye

As a country, we spend a significant amount of time on social media platforms. The average daily time spent on social media channels is 2 hours and 37 minutes. (In 2023, this figure was 2 hours and 44 minutes.)



Main Reasons for Social Media Usage in Türkiye

Main Usage	Usage Percentages
Staying in touch with family and friends	53%
Reading news	52,7%
Spending free time	47,3%
Finding content (articles, videos, etc.)	34%
Discovering products to purchase	33,9%
Finding inspiration for things to do or buy	33,1%
Sharing and discussing opinions with others	28,4%
Following or watching sports	26%
Viewing content from favorite brands	25,8%
Watching live streams	25,3%
Keeping up with current events	24,7%
Conducting work-related research or networking	24,1%
Sharing about personal life	22,2%
Finding communities with similar interests	19,5%
Following celebrities or influencers	19,5%



Types of Social Media Accounts Followed in Türkiye

Main Usage	Usage Percentages
Friends, family, and acquaintances	48.4%
Companies and brands where purchases are made	36.1%
Companies and brands being considered for shopping	33.2%
TV channels or programs	26.1%
Entertainment, meme, or parody accounts	24.4%
Sports teams and athletes	24.2%
Actors, comedians, or other artists	23.9%
Journalists or news organizations	22.9%
Restaurants, chefs, or food influencers	22%
Bands, singers, or other musicians	21.8%
Work-related contacts	19.3%
Politicians, royalty, or other prominent figures	18.1%
Work-related companies	17.1%
Travel writers or travel companies	16.9%
Beauty experts	16.8%



Main Reasons for Internet Usage in Türkiye

Main Usage
Finding information
Staying informed about news and events
Researching how to do things
Discovering new ideas or inspiration
Researching products or brands
Keeping in touch with family and friends
Gaming
Watching videos, TV shows, or movies
Listening to music and accessing music content
Spending free time and general web browsing
Education or study-related purposes
Managing finances and savings
Searching for places, vacations, or travel destinations
Work-related searches
Researching health issues and healthcare products



Source: We Are Social - Meltwater Digital 2024: October Global Statshot Report
 Source: We Are Social - Digital 2024 Global Overview Report

Key Highlights on Internet Usage in Türkiye

- 88.8% of individuals aged 16-74 connect to the internet.
 - Internet usage by gender: Men: 92.2% - Women: 85.4%
- Daily average internet usage in Türkiye:
 - 6 Hours 51 Minutes
 - 4 Hours 03 Minutes via Mobile
 - 2 Hours 48 Minutes via PC
- 65.6% of daily internet usage in Türkiye takes place via mobile devices, while 34.4% occurs via computers.
- Almost all mobile phone users are connected to the internet, and 60-65% of computer users also connect to the internet.
- More than 25% of internet users in Türkiye subscribe to streaming platforms such as Netflix and Prime TV.
- 48% of internet users in Türkiye listen to music online (Spotify, YouTube, Shazam, etc.).
- 35.5% of internet users in Türkiye use online translation programs.
- 55.5% of internet users in Türkiye watch learning and educational videos.
- 95.4% of internet users in Türkiye watch video content weekly, regardless of the topic.



Key Highlights on Internet Usage in Türkiye

- Only 18% of internet users in Türkiye listen to podcasts.
- 26.3% of internet users in Türkiye own cryptocurrency.
- 56.3% of internet users in Türkiye check brands' social media accounts, follow their posts, and review their content. Additionally, 75.6% examine the products they consider purchasing through social media accounts, with Instagram leading in this category.
- 12% of internet users in Türkiye follow internet influencers and social media personalities.
- 50% of internet users in Türkiye use the internet to get news updates.
- 57.9% of internet users in Türkiye shop online every week, ranking 10th globally in this category. (Last year, Türkiye ranked 4th.)
- 34.9% of internet users in Türkiye do grocery shopping online every week, placing 4th globally.
- 65.4% of internet users in Türkiye purchase digital content online every month.
- 32.8% of internet users in Türkiye own a smartwatch.
- 30.9% of internet users in Türkiye use VPNs, ranking 4th globally.

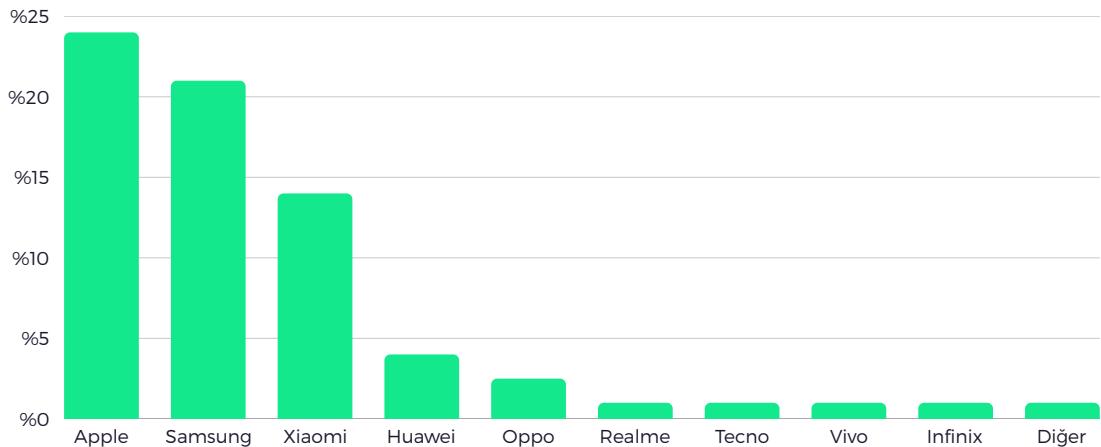


Preferred Brands in Türkiye 2024

Mobile Phone

According to the BTK 2024 Market Data Report Q2 on the Number of Mobile Devices Registered by IMEI per Brand, more than 2.4 million mobile devices were IMEI registered in the second quarter of 2024. When evaluated by brand, a significant portion of these devices consist of products developed by Apple and Samsung.

Statcounter data presents similar figures. In Türkiye's mobile phone market, Apple leads with a 24% market share, followed by Samsung at 21% and Xiaomi at 14%. However, it is also observed that a considerable percentage of unregistered devices and non-branded products exist in the market.



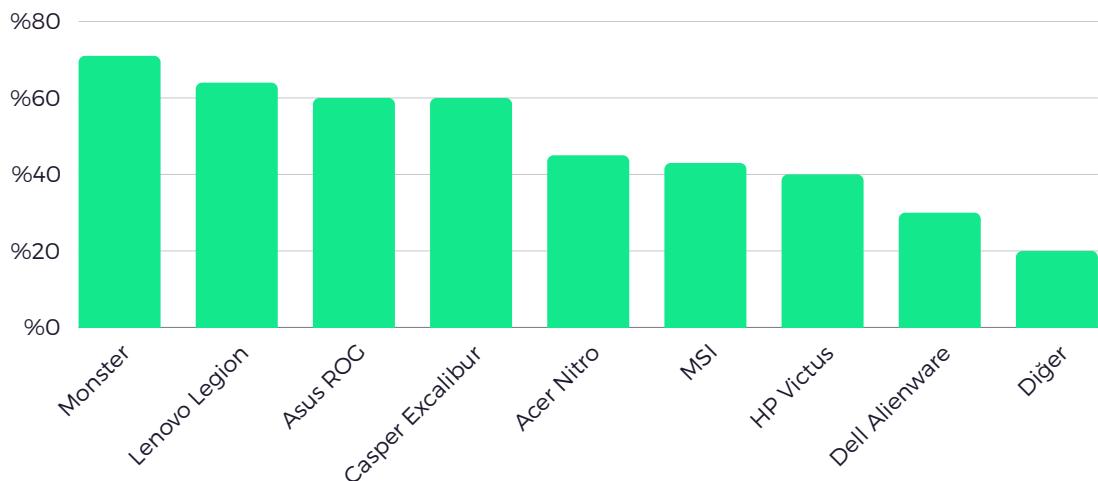
Source: BTK - 2024 Market Data Report Q2. Number of Mobile Devices Registered by IMEI per Brand
Source: Statcounter 2024 Mobile Vendor Market Share Türkiye Data

Preferred Brands in Türkiye 2024

Gaming PCs

Performance and durability play a crucial role in gamers' computer preferences. In Türkiye, brands such as Monster, Lenovo, Asus, Casper, Acer, MSI, and HP stand out with high brand recognition and strong user trust. This list highlights the brands preferred by gamers and reflects the competitive dynamics of the gaming industry.

Brand Awareness - Gaming Computers



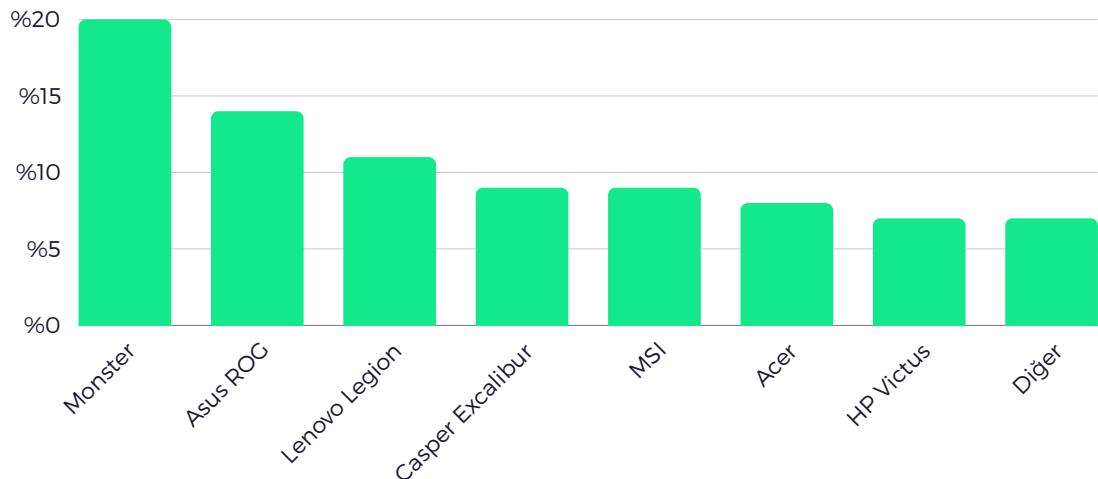
Methodology: The sample consisted of 25% women (100 participants) and 75% men (300 participants). Data collection was conducted using the CAWI (Computer-Assisted Web Interviewing) method. (Additional entries have been made to the lists derived from the research.)

Preferred Brands in Türkiye 2024

Gaming PCs

In the gaming world, performance and durability play a critical role in gamers' computer preferences. In Türkiye, brands such as Monster, Lenovo, Asus, Casper, Acer, MSI, and HP stand out with high brand awareness and strong user trust. This list highlights the brands preferred by gamers and reflects the competitive dynamics of the gaming industry.

Ownership - Gaming Computers



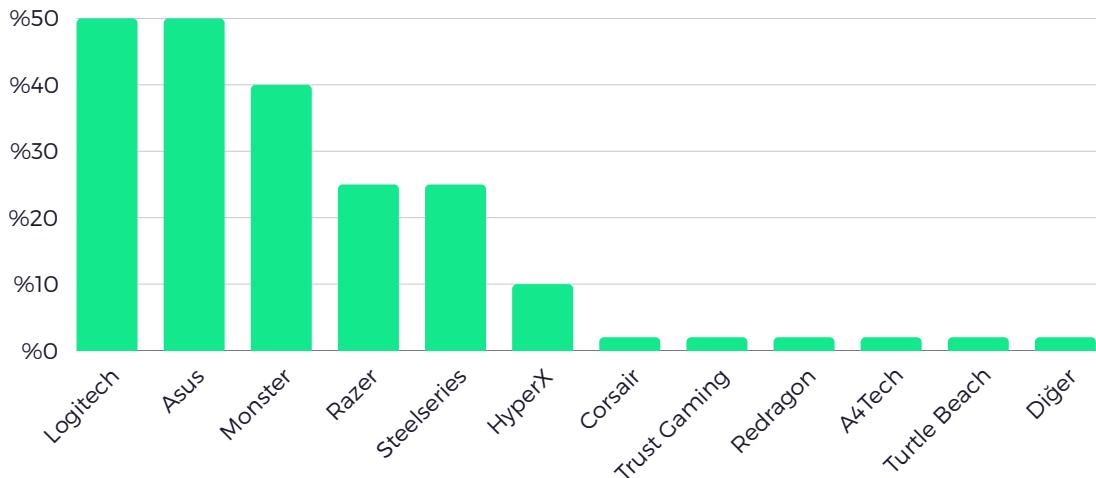
Methodology: The sample consisted of 25% women (100 participants) and 75% men (300 participants). Data collection was conducted using the CAWI (Computer-Assisted Web Interviewing) method. (Additional entries have been made to the lists derived from the research.)

Preferred Brands in Türkiye 2024

Gaming Equipment

In Türkiye, when it comes to gaming equipment, the first brands that come to mind are Logitech, Monster, and Asus. These brands have earned strong user trust with their wide product range and high-performance-focused technologies. Although exact market shares are not fully known, brands like HyperX, Corsair, and A4Tech are also widely recognized and followed by gamers.

Brand Awareness - Gaming Accessories / Equipment



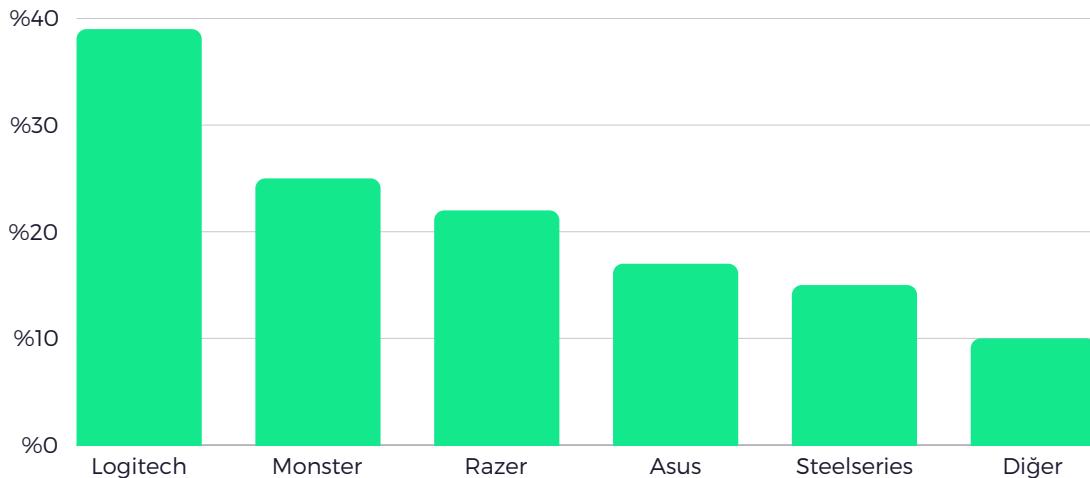
Methodology: The sample consisted of 25% women (100 participants) and 75% men (300 participants). Data collection was conducted using the CAWI (Computer-Assisted Web Interviewing) method. (Additional entries have been made to the lists derived from the research.)

Preferred Brands in Türkiye 2024

Gaming Equipment

Beyond brand awareness, ownership rates among gamers are equally noteworthy. The rankings shift in this regard, with Logitech and Monster leading in gaming equipment ownership, while Razer and Asus also command a significant user base. These results indicate that brands have gained user trust by offering products that meet gamers' needs.

Ownership - Gaming Accessories / Equipment



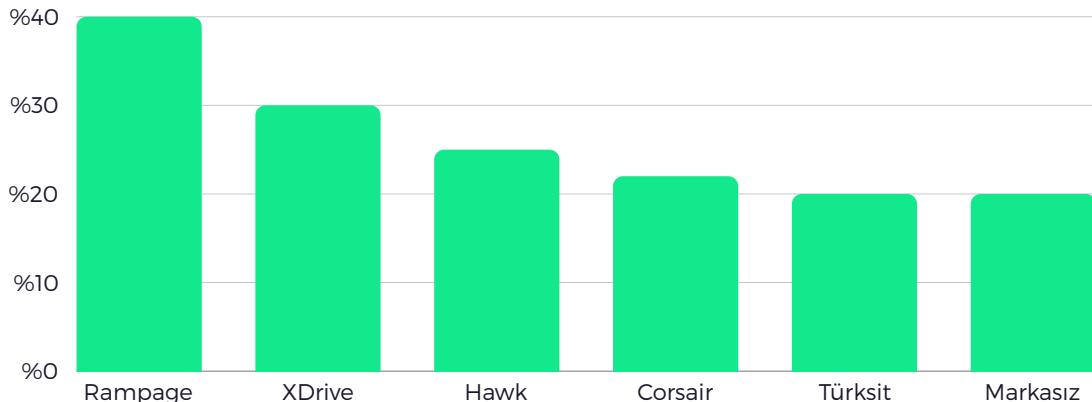
Methodology: The sample consisted of 25% women (100 participants) and 75% men (300 participants). Data collection was conducted using the CAWI (Computer-Assisted Web Interviewing) method. (Additional entries have been made to the lists derived from the research.)

Preferred Brands in Türkiye 2024

Gaming Chairs

When it comes to gaming chairs in Türkiye, brands like Rampage, XDrive, Hawk, and Corsair stand out. With their ergonomic designs, durability, and stylish appearance, these brands attract gamers' attention. Key factors influencing gamers' choices include lumbar and neck support, which enhance comfort during long gaming sessions. By offering products in various price segments, these brands cater to a wide range of users. Additionally, brands such as Cougar, SteelSeries, and Razer are gaining increasing recognition and popularity in the Turkish market.

Brand Awareness - Gaming Chairs



Methodology: The sample consisted of 25% women (100 participants) and 75% men (300 participants). Data collection was conducted using the CAWI (Computer-Assisted Web Interviewing) method. (Additional entries have been made to the lists derived from the research.)

Criteria Influencing Purchase Decisions in Türkiye

One of the most influential factors affecting gamers' purchasing decisions is the price-performance ratio. Given the economic conditions in Türkiye, this is a perfectly rational approach, especially when viewed from a gamer's perspective.

Factors Influencing Purchases

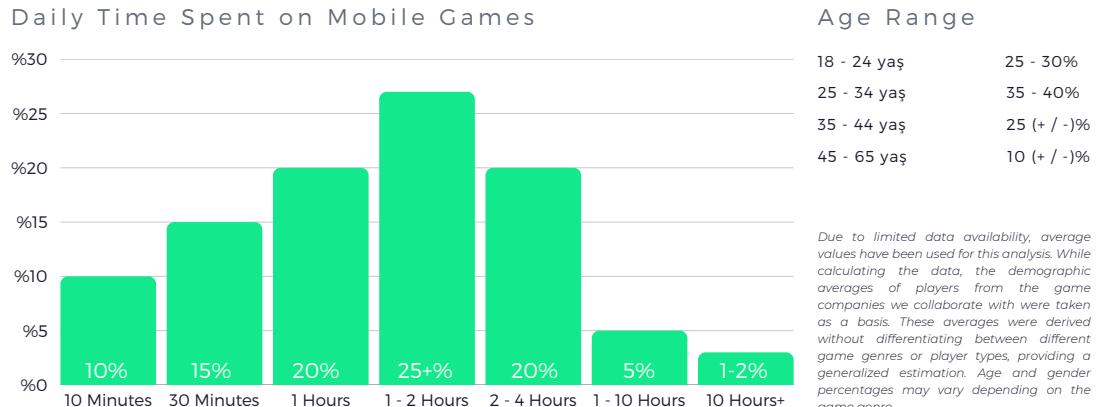
- Affordable Price / Performance & Promotions
- Brand Trust & Quality
- Design
- Recommendations from Friends & Social Circles
- Technical Specifications & Customizability
- Positive / Negative Reviews About the Product
- Product Ratings (On Purchasing Platforms)
- Review Videos / Blogs (Influencers, Tech Channels & Websites)
- Customer Support & Satisfaction
- After-Sales Services
- Delivery & Logistics
- Payment Convenience / Payment Options
- Support for Local Brands
- Eco-Friendly Products



Turkish Mobile Gamer Habits

Almost all age groups in Türkiye play mobile games. When we look at the demographic characteristics of mobile gamers in Türkiye, we see that the 18-44 age group constitutes the majority of mobile game users. (First place: 25-34 age group, second place: 18-24 age group, third place: 35-44 age group.)

At the same time, mobile games appeal to different age groups as they offer a wide variety of content and can be easily played anytime and anywhere.



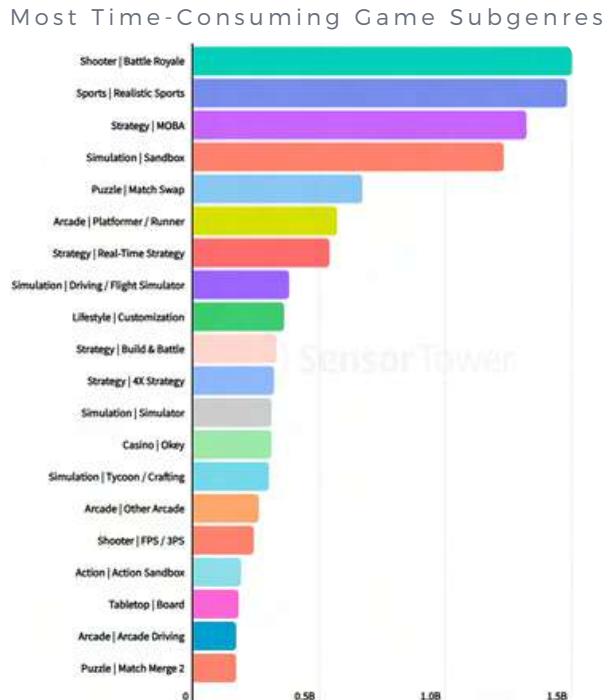
Turkish Mobile Gamer Habits

In 2024, the Shooter | Battle Royale category was the most time-consuming mobile game genre in Türkiye.

This genre accounted for 10.47% of total playtime, with PUBG Mobile leading the way thanks to its competitive and immersive gameplay. Following closely behind, the Sports | Realistic Sports category took 10.37% of the total playtime, with EA SPORTS FCTM Mobile Soccer being the top choice among football fans.

In third place, Strategy | MOBA games accounted for 9.26% of the total time spent, with Brawl Stars attracting a large player base. Meanwhile, Simulation | Sandbox games took 8.60%, appealing to players who enjoy creative and exploration-based experiences.

Despite being banned in Türkiye, Roblox remains a favorite among players in this category. These findings clearly highlight that Turkish gamers have a balanced interest in both competitive, multiplayer experiences and more relaxing, casual games.



Source: SensorTower State Of Mobile 2025

Turkish Mobile Gamer Habits

When we look at the favorite game genres of mobile players in Türkiye, we see that, despite minor ranking differences, the overall preferences are similar on both iOS and Android.

Why Do They Play Mobile Games?

- Entertainment
- Sense of Relaxation / Stress Reduction
- Feeling of Freedom
- Progression / Development / Mastery
- Sense of Creation / Creativity
- Achievement / Rewards and Gains
- Socialization / Friendship
- Exploring New Technologies
- Education and Learning

Personal Interests and Simultaneous Activities

- Listening to Music
- Watching Television
- Social Media
- Movies / TV Shows
- Watching Online Videos
- Listening to Podcasts
- Chatting with Friends

(Ranked by the number of downloads.)

ANDROID - Category	IOS - Category
Strategy	Strategy
Action	Action
Board	Simulation
Casual	Casual
Sports	Role-Playing
Role-Playing	Puzzle
Puzzle	Card
Adventure	Board
Card	Sports
Simulation	Adventure
Casino	Casino
Arcade	Family
Racing	Racing
Word	Word
Other	Other



Turkish Mobile Gamer Habits

Besides choosing a game based on their favorite genre(s), the factors influencing why mobile gamers play a particular game are also important. These factors generally vary depending on age groups and their preferences.

Which In-Game Motivations Influence Gamers' Choices?

- Ability to download the game for free
- Game design and graphics
- Storyline and narrative
- Sound and music quality
- Activeness of the gaming community
- In-game reward systems
- Customization options within the game
- Non-intrusive advertisements
- Ability to play online with friends (Co-Op mode)
- Option to play offline solo
- Ability to make friends and chat within the game
- Knowing and trusting the game developer
- Frequent updates and new content
- Competitive gameplay environment
- Availability on multiple platforms
 - Cross-Play / Cross-Platform support
- Manageable game duration (short-session games)
- Educational and learning features
- Support for eSports or professional tournaments



Turkish Mobile Gamer Habits

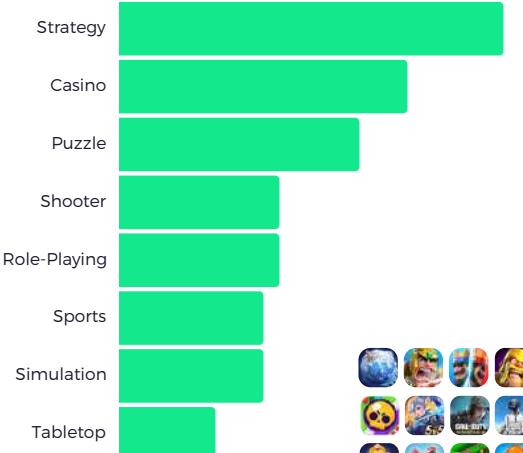
Mobile Game Genres by Consumer Spending

An analysis of mobile gamers' spending habits in 2024 reveals that the Strategy, Casino, and Puzzle genres lead in revenue generation.

Strategy games, despite not having a very high active player base, continue to maintain their top position in revenue each year. These games provide a deep and immersive gaming experience, making them an essential choice for players looking for long-term engagement.

The Shooter category consistently secures a place in rankings both in terms of player count and revenue. Other notable categories include Role-Playing (RPG), Puzzle, Casino, Sports, and Simulation games, which also contribute significantly to overall mobile gaming revenue.

Another category that has rapidly gained popularity in the last 2-3 years is Tabletop games. These games are typically played on a table or flat surface and include genres such as board games, card games, dice games, miniature war games, and tabletop role-playing games. In 2024, while the leading categories continue to dominate mobile gaming revenue, innovative mechanics, improved graphics, and rewarding systems remain key factors influencing players' spending decisions.



Turkish Mobile Gamer Habits

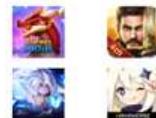
Mobile Game Genres by Consumer Spending



#1 - Strategy



#5 - RPG



#2 - Casino



#6 - Sports



#3 - Puzzle



#7 - Simulation



#4 - Shooter



#8 - Tabletop



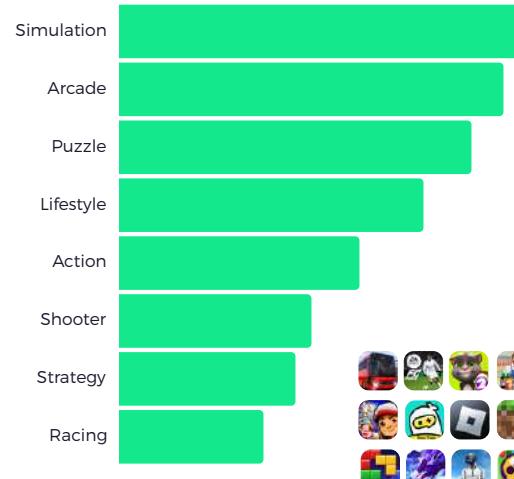
Turkish Mobile Gamer Habits

Mobile Game Genres by Number of Downloads

The 2024 mobile game download data reveals that Simulation and Arcade genres are the most preferred categories among players. These genres lead in download numbers due to their easy accessibility and content that appeals to a broad audience.

Puzzle and Lifestyle games stand out with their intelligence-focused mechanics and dynamic gameplay structures. These genres, in particular, have become favorites among players seeking short-term entertainment. Additionally, Shooter and Action games continue to be fan favorites, thanks to their competitive and engaging nature.

Although Strategy games hold a strong position in consumer spending, they lag behind other genres in download numbers. However, they remain popular due to the in-depth gaming experience they offer, making them one of the top categories for long-term player engagement.



Turkish Mobile Gamer Habits

Mobile Game Genres by Number of Downloads



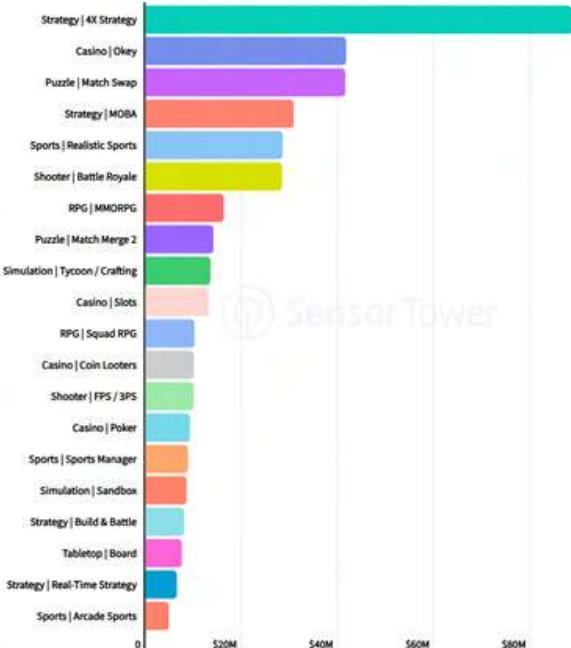
- | | | | |
|-----------------|--|---------------|--|
| #1 - Simulation | | #5 - Action | |
| #2 - Arcade | | #6 - Shooter | |
| #3 - Puzzle | | #7 - Strategy | |
| #4 - Lifestyle | | #8 - Racing | |

Turkish Mobile Gamer Habits

Mobile Game Subgenres by Download Numbers



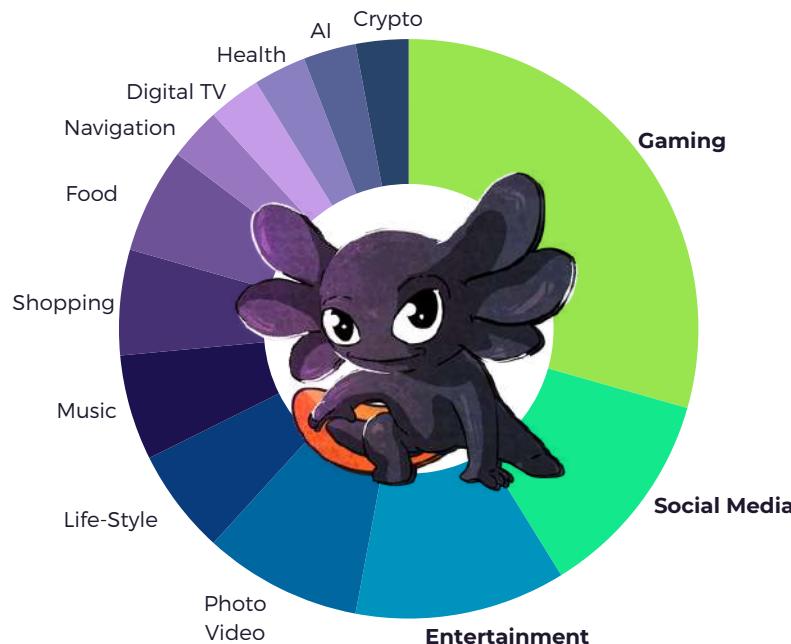
Mobile Game Subgenres by In-Game Revenue



Source: SensorTower State Of Mobile 2025

Turkish Mobile Gamer Habits

General Mobile App Preferences of Turkish Gamers (Based on Active Users)



Android Ecosystem in Türkiye: Games

Among the 74,173 active game publishers on Google Play, **1,339 Turkish publishers** account for 2%. (In 2023, there were 2,516 Turkish publishers among 167,256 game publishers.)

Turkish publishers offer **5,783 games** out of 249,165 games on Google Play. (In 2023, this number was 9,658 games.)

The average rating of Turkish publishers' 5,783 games on Google Play is 2.86 out of 5. (In 2023, this rating was 3.95.) This is slightly lower than the overall average rating of all mobile games, which is 2.96.

3% of Turkish publishers' games are in the paid category. (This ratio remained the same as in 2023.) 77% of Turkish publishers' games contain in-game ads. (This ratio was 75% in 2023.) 31% of Turkish publishers' games offer in-app purchases. (In 2023, this was 22%).



36% of Turkish mobile game publishers release their games on both Google Play and App Store. (In 2023, this ratio was 26%).

Methodology: The data shared on this page has been compiled from open sources and reports, including 42matters.com. However, we cannot independently verify the absolute accuracy or comprehensiveness of the data. In particular, statistics such as the number of Turkish publishers and developers are limited by the scope of current data collection methods. Therefore, this information is provided to offer a general overview and should not be considered as a definitive assessment.

Android Ecosystem in Türkiye: Apps

Among 550,435 publishers on Google Play, **3,471 Turkish publishers** account for 1%. (In 2023, this number was 5,634 Turkish publishers out of 1,013,195 publishers.)

Out of 1,856,027 apps on Google Play, Turkish publishers offer **12,024 apps**. (In 2023, there were 21,374 apps from Turkish publishers out of 3,263,079 apps.)

The average rating of Turkish publishers' 12,024 apps on Google Play is 3.25 out of 5. (In 2023, the rating was 3.84.) This is higher than the overall average rating of all mobile apps, which is 2.52.

7% of Turkish publishers' apps are in the paid category. (In 2023, this was 6%) 41% of Turkish publishers' apps contain ads. (In 2023, this was 39%) 22% of Turkish publishers' apps offer in-app payments. (In 2023, this was 13%).



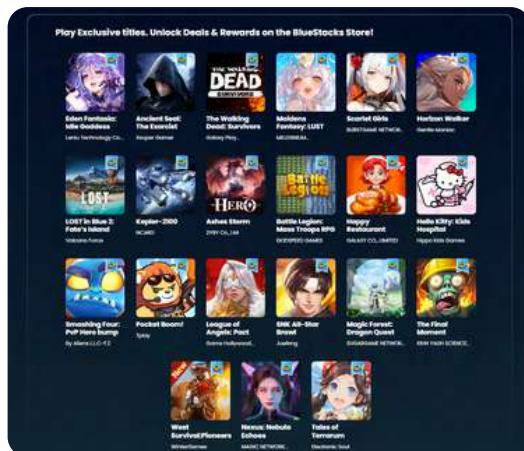
When looking at the distribution of Turkish publishers' apps, 68% are in various categories, and 32% are games. (In 2023, this was 69% to 31%)

Methodology: The data shared on this page has been compiled from open sources and reports, including 42matters.com. However, we cannot independently verify the absolute accuracy or comprehensiveness of the data. In particular, statistics such as the number of Turkish publishers and developers are limited by the scope of current data collection methods. Therefore, this information is provided to offer a general overview and should not be considered as a definitive assessment.

BlueStacks now.gg A Big Potential For Türkiye

The story of BlueStacks and now.gg. How did the idea for BlueStacks originate? Can you share the story behind its creation?

BlueStacks was born in 2011 from a simple idea—why couldn't mobile games run on a PC? The team built a beta to solve this, but the name came about in an unexpected way. As we debated over coffee, a stack of blueberry pancakes landed on the table. Someone recommended, "How about BlueStacks?" It stuck. That same drive to break barriers led to now.gg, making gaming even simpler—no downloads, no waiting, just click and play.



BlueStacks
by now.gg



ROSEN SHARMA
CHIEF EXECUTIVE
OFFICER
NOW.GG



References for data: [Source 1](#) [2](#) [3](#) [4](#) [5](#)

BlueStacks now.gg A Big Potential For Türkiye

What was the process of establishing now.gg like?

What innovations have you brought to the mobile gaming industry?

now.us company is the world's 3rd largest mobile game distributor after Apple Store and Google Play. It has its own stores for PC/Mac (BlueStacks) and Cloud (now.gg) apart from partnerships with most leading alternative app stores. With just two lines of code, games get published to PC/Mac via the BlueStacks Store; Cloud via the now.gg Store or developer website; 3rd party Stores such as Amazon, OneStore, Huawei, Xiaomi; and new distributions to Line, Discord, and Telegram—expanding reach like never before. For gamers, now.gg offers a fast & optimized gameplay experience for the largest catalog of games on their platform of choice, with the best deals and promotions for in-game items.



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OFFICER
NOW.GG



BlueStacks now.gg A Big Potential For Türkiye

How do you evaluate the gaming ecosystem in Türkiye?

What do you think about its position in the global market?

Türkiye is rapidly becoming a global gaming powerhouse, as reflected in the growing number of active startups, particularly in Istanbul. With major acquisitions, strong investments, and a young, talented workforce, the country is emerging as a key player in the gaming world, especially in mobile gaming. Türkiye's mobile gaming sector's revenue is projected to approach or exceed \$1 billion by 2029. Notably, the country has over 45 million domestic gamers, and Turkish studios collectively reach hundreds of millions of players worldwide, solidifying Türkiye's position in the global market.

What opportunities do you offer to studios that want to collaborate with now.gg or BlueStacks? How can you support them in their journey?

At BlueStacks and now.gg, we help game studios reach more players with less friction. BlueStacks brings mobile games to PC and Mac, unlocking a global audience that prefers a bigger screen and better controls. now.gg goes further by removing device limitations entirely. Games run instantly in the cloud, playable on any device, anywhere, with just a link.

With nowSDK, developers can publish their games across multiple platforms with just two lines of code. From the BlueStacks Store and now.gg Store to Amazon, Samsung, Xiaomi, Huawei, and even social platforms like LINE, Discord, and Telegram, we make distribution seamless. The goal is simple: expand reach, improve engagement, and drive revenue without extra effort. We're with developers at every stage, helping them bring their games to a global audience.



ROSEN SHARMA
CHIEF EXECUTIVE
OFFICER
NOW.GG



BlueStacks now.gg A Big Potential For Türkiye

What advice would you give to Turkish game developers?

What should they focus on to succeed in the global market?

Türkiye's gaming industry is expanding rapidly, and to compete globally, developers must look beyond traditional mobile and app stores. Cross-play is important, as games that run on PC, mobile, and cloud reach a wider audience and drive higher engagement. Monetization models must adapt, leveraging cloud distribution, in-game purchases, and social-driven engagement to unlock new revenue streams. Localization is key, as culturally relevant content can differentiate a global hit from an average release. Distribution is evolving, with players discovering and accessing games instantly through cloud and social platforms, eliminating the need for downloads. The studios that remove friction and meet players where they are will succeed in the global market.



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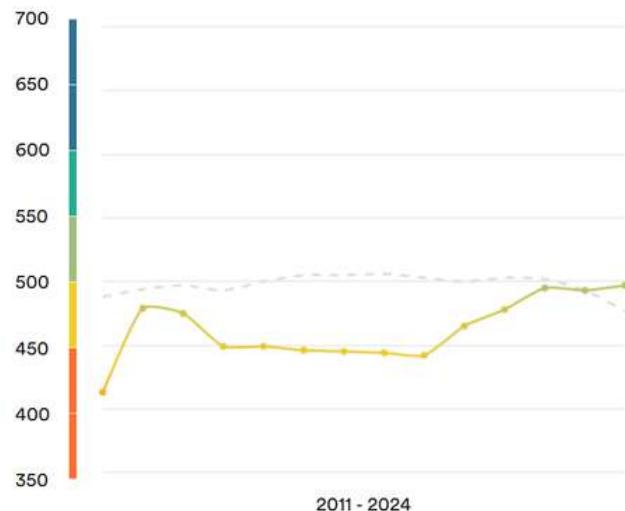


References for data: [Source 1](#) [2](#) [3](#) [4](#) [5](#)

Why is Localization Essential for Turkish Gamers?

According to the 2024 English Proficiency Index conducted by [Education First English Language School](#) with participation from 116 countries worldwide, Türkiye has shown slight improvement compared to the previous year.

The ranking indicates that the Netherlands remains number one in English proficiency, just as in previous years. Türkiye, on the other hand, has moved up one spot, rising from 66th to 65th place out of 116 countries.



 **Türkiye**
#65



Why is Localization Essential for Turkish Gamers?

In 2012, Türkiye demonstrated strong performance by ranking 32nd in the English Proficiency Index. However, in the following years, the country's overall ranking declined. By 2018, Türkiye had fallen to 73rd place, and in 2019, it dropped further to 79th place. In 2020, Türkiye made a remarkable recovery, climbing 10 spots. By 2022, the country regained momentum, reaching 64th place. Although it slipped to 66th place in 2023, Türkiye improved again in 2024, rising to 65th place.

Localization holds significant importance in two key aspects: First, given that the foreign language proficiency rate in Türkiye is not very high, it is crucial to ensure that games are accessible to all players. Second, allowing players to experience games in their native language and with culturally relevant content enhances their overall enjoyment.

The gaming industry has recognized that localization is one of the most effective ways to reach Türkiye's dynamic player base and build a deeper connection with them. Large and mid-sized game companies are increasingly focusing on voiceovers, translations, and culturally adapted in-game elements to appeal to Turkish players. However, it is essential to understand that successful localization goes beyond translation, making a significant difference in player engagement.



Of course, understanding that localization is not just about translation or adding an Ottoman element to a game is a crucial factor for success.

Several key elements contribute to effective localization, including: working with an expert team, ensuring error-free translations, using fonts that support Turkish special characters (Öö, Çç, Şş, İ, Üü, Ğğ), considering text length for proper UI placement, and adapting to Turkish sentence structure, where verbs appear at the end. Additionally, selecting the right voice actors, removing potentially sensitive religious or political content that may disturb Turkish players, and maintaining cultural accuracy are just some of the many factors that play a vital role in localization success.



Why is Localization Essential for Turkish Gamers?

- **Language and Writing Accuracy:** In localization efforts, ensuring grammatical accuracy and error-free writing is crucial for gaining players' trust. Therefore, translations must be handled by expert teams who are proficient in the target language. However, accurate translation alone is not enough. The natural flow of dialogues, clarity and readability of commands, and consideration of regional language differences are also essential. For example, spoken Turkish and formal Turkish have significant differences, and these distinctions must be adapted appropriately to match the tone and theme of the game.
- **Adaptation to the Characteristics of Turkish:** The unique features of the Turkish language influence both technical and aesthetic decisions in the localization process. For example:
 - Proper font selection and game engine compatibility are essential to support Turkish characters such as Ö, Ç, Ş, İ, ī, Ü, and ğ.
 - In Turkish sentence structure, verbs typically appear at the end of the sentence, which can sometimes cause text overflow in UI elements. To prevent such issues, text length must be carefully optimized.
 - Correct alignment of menus and subtitles directly impacts the player experience. Misaligned text or missing Turkish characters can disrupt immersion and distract players.
- **Voiceover Quality:** Voiceover is one of the most noticeable and player-recognized aspects of localization. Selecting the right voice actors is crucial to bringing in-game characters to life. During the voiceover process:
 - The natural flow of dialogues should be preserved, ensuring that the intonation and speaking style match what Turkish players are familiar with.
 - Synchronization must align with the phonetic structure of Turkish; especially in animated scenes, speech should be properly synced with character movements.
 - Game-specific terms and jargon should be translated accurately, maintaining their intended meaning and context within the game world.



Why is Localization Essential for Turkish Gamers?

- **Cultural Sensitivity:** The Turkish gaming community is highly sensitive to religious and political themes. Therefore, during the localization process, elements that might cause discomfort among players should be carefully analyzed:
 - References to sacred values, religious holidays, or religious themes should be handled sensitively, avoiding negative connotations.
 - Political content within the game's storyline should be carefully evaluated. Phrases or symbols that could lead to misinterpretation should be adjusted or modified.
 - Humor elements should be adapted to resonate with Turkish culture; what may be funny for foreign players might be meaningless or even offensive to Turkish players.
- **Effective Use of Cultural Elements:** Proper integration of cultural elements during localization enhances player engagement and immersion. However, this should not be limited to simply adding superficial Ottoman or Turkish cultural references. For example:
 - In historical games, references to the Ottoman Empire or Turkish mythology should be realistically and thoroughly portrayed, ensuring historical accuracy and cultural depth.
 - In modern-themed games, elements reflecting Türkiye's contemporary culture can be incorporated; for example, Turkish street food, local music, or characters using common Turkish expressions to enhance authenticity.
- **Importance of Technical Details and Optimization:**
 - All language files should be optimized to ensure that in-game texts display correctly across different device screens.
 - Turkish characters must function properly within the game engine. Missing or incorrect character rendering can undermine player trust in the game.
 - Post-translation testing should be conducted thoroughly to ensure that all texts are placed in the correct context and that content remains consistent throughout the game.



Music is an Indispensable Part of Gaming

Music plays an integral role in the gaming experience, shaping emotional responses, supporting cognitive processes, and enhancing overall player satisfaction. Research has consistently shown that in-game music serves functional purposes, such as creating atmosphere and enriching storytelling. Additionally, players have long been observed to personalize their gaming experiences by selecting different music genres to accompany their gameplay.

Players do not solely rely on the music provided within the game; instead, many create custom playlists, elevating their gaming experience to a more personal level. Furthermore, there is a strong connection between players' music preferences and the genres of games they play.

Most Listened Artists on Gaming Consoles in Türkiye 2024

- Lvbel C5
- UZI
- BLOK3
- Semicenk
- cakal
- Motive
- Batuflex
- Ati242
- Travis Scott
- Era7capone



Source: Spotify 2024 Özeti

Music is an Indispensable Part of Gaming

Most Listened Artists in Türkiye 2024

- Semicenk
- Lvbel C5
- Sezen Aksu
- BLOK3
- UZI
- Ati242
- Motive
- Hande Yener
- Dedubluman
- cakal

Most Listened Songs in Türkiye 2024

- CISTAK - Era7capone, Batuflex, Narco
- Lan - Zeynep Bastık
- DOĞUŞTAN BERİ HAKLİYİM (tmm) - Lvbel C5
- Sezen Aksu - Lvbel C5
- Yakışıklı - KÖFN, Simge, Salman Tin
- Sen Bilmezsin - Dedubluman
- SUBMARINER - AKDO, Lvbel C5
- Yansıma - Derya Uluğ, Asil Gök
- Renklensin - Reynmen
- Dale Don Dale - ElMusto



Most Listened Albums in Türkiye 2024

- Manifesto - Ati242
- 7EDI - Era7capone
- EL CHAVO - UZI
- OBSESİF - BLOK3
- ROMANTİK - Motive
- Fatih - Mabel Matiz
- Kan - UZI
- Nefes - Derya Uluğ
- Yaramızda Kalsın - Onur Can Özcan
- Silah Gibi - Cash Flow



Source: Spotify 2024 Özeti

Characteristics of Turkish Gamers



01

Gamers Aged 30 - 40



02

Gamers Aged 25 - 30



03

Gamers Aged 18 - 24



04

Gamers Aged 12 - 18

Characteristics of Turkish Gamers

01

02

03

04

Gamers Aged 30 - 40	Gamers Aged 25 - 30	Gamers Aged 18 - 24	Gamers Aged 12 - 18
<ul style="list-style-type: none"> Work & Family Balance: They play games between work and family responsibilities. Device Usage: Prefer phones, laptops, and consoles. Gaming Motivation: Play for relaxation and entertainment. Time Spent: Typically play for short durations in the evening. Purchasing Power: Strong, but they are selective. General Characteristics: Experienced and selective in the digital world, gravitating towards specific games and content. 	<ul style="list-style-type: none"> Employment Status: They work full-time. Device Usage: Use PC, consoles, and mobile devices. Gaming Motivation: Play for entertainment, stress relief, and socialization. Time Spent: Prefer gaming late at night. Purchasing Power: Make purchases with their own earnings. General Characteristics: Invest in technology, prioritize performance. 	<ul style="list-style-type: none"> Education & Work: University students or part-time workers. Device Usage: Prefer laptops and consoles. Gaming Motivation: Play for self-expression and competition. Time Spent: Stay awake until late hours. Purchasing Power: Starting to manage their budget. General Characteristics: Have diverse hobbies and are highly active in the digital world. 	<ul style="list-style-type: none"> Education Level: Middle and high school students. Device Usage: Use their family's phones. Gaming Motivation: Play for entertainment and socialization. Time Spent: Limited time due to school; sleep early. Purchasing Power: Limited, dependent on allowance. General Characteristics: Highly proficient in the digital world, value in-game social activities.

Characteristics of Turkish Gamers

Perspectives of Turkish Gamers Regarding Games

- A Visual World / Universes with Unique Aesthetics
- Immersive Universes with Captivating Storylines
- Worlds Offering a Taste of Every Genre
- Universes Where Every Emotion is Felt at Its Peak
- The Joy of Trading Within Games Under That World's Rules
- Friendship & Teamwork
- Fun / Relaxation / A Hobby
- Competition: The Desire to Win, Learning from Losses
- Prestige / Becoming Famous Within the Game
- Constantly Evolving Worlds & New Discoveries
- Becoming a Hero in the Worlds of Your Dreams
- Opportunity to Become a Professional Player / Gaming Career

Emotions

- Excitement
- Stress
- Victory
- Enjoyment
- Anger
- Sadness
- Curiosity
- Happiness
- Impatience
- Ambition
- Struggle
- Defeat
- Responsibility
- Habit



Source: Gaming In Türkiye | MENA | EU

Characteristics of Turkish Gamers

Why Do Turkish Gamers (and Gamers in General) Spend Money?

- **For Fun and Enjoyment (As a Hobby and for Pleasure)**
- For Social Prestige and Status
- To Progress Faster and More Easily in the Game
- To Compete (Including Esports)
- To Enhance the In-Game Experience (Customization Options)
- To Access Seasonal Content
- To Take Advantage of Subscription Benefits
- To Play Comfortably Without Seeing In-Game Ads
- To Support a Favorite Game or Developer
- For Discounts or Special Offers
- To Unlock Extra / Exclusive Playable Content
- For In-Game Collections (Rare and Unique Items)
- To Participate in Early Access and Beta Testing

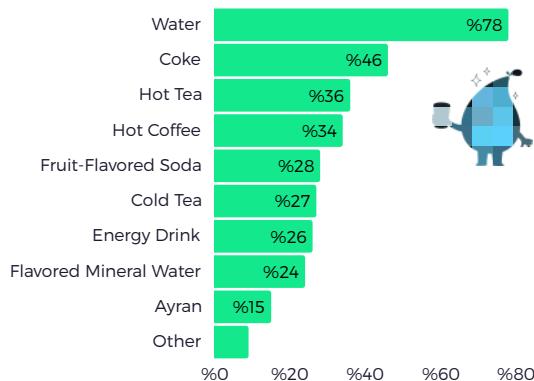


Source: Gaming In Türkiye | MENA | EU

Beverages Consumed by Turkish Gamers While Playing Games

The beverages consumed while gaming vary based on player habits and game genres. According to new data, 2024 has seen notable shifts in beverage consumption rates between mobile and PC gamers. Most players engage in gaming at their desks, and during long gaming sessions, the beverages they consume have been identified as an important complementary factor to their overall gaming experience.

General Category Based



Water, with a 78% preference, continues to be the most common choice among all gamer groups. Additionally, there is an increasing interest in healthier alternatives such as ayran and iced tea.



Mobile gamers consume less during gameplay and generally prefer easily accessible beverages.

PC gamers, who spend long hours at their desks, prefer hot drinks and traditional beverages like cola. The 18-25 age group shows a strong interest in energy drinks and fruit-flavored sodas.

Brand Based

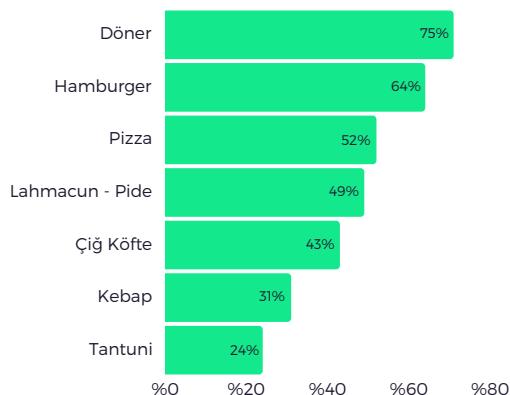


Among PC gamers, hot tea (36%) and coffee (34%) stand out as the most consumed beverages, mainly for energy and concentration during long play sessions. Energy drinks, preferred by 26% of the 18-25 age group, are consumed more frequently during mobile gaming sessions.

Turkish Gamers' Eating Habits

Global studies reveal that, contrary to the widespread misconception that gamers have extremely unhealthy eating habits, their nutritional choices are not significantly different from those of their peers. While chips remain the most commonly preferred snack among gamers, nuts and fruits are also among the frequently consumed options.

Gamers' Food Preferences



Fast Food Brands



General Food Preferences

- Chips
- Nuts & Seeds
- Chocolate / Chocolate-Covered Wafers
- Fruit
- Popcorn
- Crackers / Savory Biscuits
- Sweet Biscuits / Cookies
- Homemade Sweet Snacks (cake, biscuits, etc.)
- Packaged Cakes (Topkek, Popkek, Dankek, etc.)
- Ice Cream
- French Fries
- Homemade Savory Snacks (crackers, etc.)
- Dried Fruits (dried apricots, raisins, etc.)
- Desserts (milk-based / syrup-based sweets)
- Pizza
- Hamburger
- Toast / Yengen, etc.
- Home-Cooked Meals
- Pide / Lahmacun
- Sandwich
- Nuggets / Chicken Bites / Chicken Wings
- Onion Rings
- Mozzarella Sticks / Cheese Sticks
- Other

Applications

- 1 Trendyol Go
- 2 Yemeksepeti
- 3 getir
- 4 Algida ile Kazan
- 5 Tıkla Gelsin
- 6 McDonald's
- 7 Domino's Pizza
- 8 Starbucks
- 9 Arada NEAPP
- 10 Nutella





GAMING INDUSTRY AND GENERAL INFORMATION IN TÜRKİYE



Gaming Market in Türkiye

The year 2024 was a strong one for the Turkish gaming industry. Despite a 35% increase in the dollar exchange rate (\$1 = 24 TL to 32.51 TL), the industry achieved 39.65% growth in dollar terms, reaching \$810 million in revenue. The number of players exceeded 48 million, while mobile games remained the dominant segment, generating \$490 million in revenue. Investments in PC and console games also increased, enhancing market diversity and global competitiveness.

The bans on Roblox and Discord throughout the year had negative effects on gaming communities, yet Turkish-made games gained recognition by winning Steam Awards, showcasing the innovative power and global adaptability of local developers.

On the investment front, nearly \$120 million was invested in the gaming sector in 2024. The global success of unicorn gaming companies like Dream Games and Peak Games once again proved the strong foundations of Türkiye's entrepreneurial ecosystem.

A major technological milestone was the introduction of Türkiye's first quantum computer, QUANT, which is expected to simplify complex gaming processes such as big data analysis and simulations. Such advancements could position Türkiye as a technology hub in gaming. However, for the industry's growth to remain sustainable, regulatory frameworks must be carefully managed, gaming communities should be supported, and government incentives for the sector should be expanded.

Overall, 2024 was a year filled with opportunities for Türkiye's gaming industry. The integration of technological innovations, global partnerships, and the success of local games strengthened the sector, while challenges provided valuable lessons for sustainable growth. With its young and creative workforce, Türkiye has the potential to push the gaming industry to even greater heights in the future.

Gaming Market in Türkiye

We wanted to provide a clearer picture of the market's size by adding a brief explanation here.

2023		2024	
Industry Size (In USD Terms)	Exchange Rate	Industry Size (In USD Terms)	Exchange Rate
580 Million USD	24 TL	810 Million USD	32.51 TL

Let's convert the industry's size for the past two years from USD terms to TL and make a comparison.

2023		2024	
Industry Size (In TL Terms)		Industry Size (In TL Terms)	
13.920.000.000 TL		26.333.100.000 TL	

Taking exchange rate fluctuations into account, we can confidently say that the Turkish gaming industry has experienced real growth. Despite the impact of currency devaluation, the industry showed actual expansion. While the sector grew 39.65% in dollar terms, the growth in Turkish Lira terms was 89.17%.

According to 2024 data from the State of Mobile 2025 report, a significant portion of mobile app market revenue in Türkiye is generated by foreign game companies and publishers. The share of Turkish game companies in in-app purchase (IAP) revenues is reported as 5.7%, indicating a relatively low market share.

Gaming Market in Türkiye

The Most Remarkable Developments in 2024

Roblox Ban in Türkiye

In 2024, the ban on Roblox in Türkiye had a profound impact on the gaming community. The official reason for the restriction was to enhance digital safety for children and prevent inappropriate content on the platform. However, since Roblox is a major hub for game development and one of the most popular platforms among young players, the ban sparked significant debate within the industry. As a result, both developers and players began seeking alternative solutions.



From our perspective, this decision has certain shortcomings when considered from a broader perspective. Ensuring digital safety for children cannot be achieved solely through platform bans. Parental involvement actively monitoring and guiding children's gaming experiences plays a critical role in this process.

Moreover, instead of completely shutting down a platform, a more effective and fair approach would be to identify and remove problematic content. This would allow the platform to maintain its positive opportunities while addressing concerns. A more sustainable strategy should focus on collaborating with platforms to enhance content moderation and improve safety measures. Finally, such bans could undermine foreign investor confidence in the Turkish gaming sector. Banning major platforms like Roblox may create uncertainty for other international companies, potentially slowing down industry growth and discouraging future investment.

Gaming Market in Türkiye

The Most Remarkable Developments in 2024

Discord Ban in Türkiye

In 2024, the ban on Discord in Türkiye had a significant impact, particularly on gaming communities and developers. For gamers, Discord was not just a communication platform—it served as a hub for communities, where tournaments were organized and in-game strategies were discussed. This restriction has resulted in notable losses for the Turkish gaming industry, especially in terms of player experience and community engagement.



DISCORD



The ban of Discord resulted in gaming communities losing their primary communication channels, leading to the fragmentation of these groups. Additionally, for independent game developers and small studios, the loss of a free and accessible platform like Discord posed a significant challenge in their game development processes. Young game developers, in particular, relied on Discord for sharing ideas, forming teams, and testing their games, making its absence a major obstacle for the growth of the local indie development scene.

From our perspective, instead of completely shutting down Discord, a collaborative approach focused on identifying and removing harmful content from the platform would have been more effective. Additionally, encouraging Discord to establish local offices or comply with local regulations could have been a more balanced solution. Ensuring the continuity of communities and maintaining industry collaborations requires a sustainable approach that benefits both players and developers. A more strategic and balanced approach would not only support the industry's growth but also enhance digital safety without disrupting the gaming ecosystem.

Gaming Market in Türkiye

The Most Remarkable Developments in 2024

Instagram Temporary Ban in Türkiye

In 2024, the three-day shutdown of Instagram negatively impacted not only the gaming industry but also many other sectors. Within the gaming industry, Instagram played a crucial role in both advertising and social media engagement. The platform was widely used for direct communication with players, keeping communities active, and promoting new game releases. The temporary restriction created a significant gap in the industry, disrupting marketing strategies and player interactions.



The disruption of advertising campaigns run by gaming companies on Instagram and the reduction in player information flow led to a temporary stagnation in the industry. The absence of such a key platform caused frustration among content creators, streamers, and advertisers within the gaming sector, affecting marketing strategies and engagement efforts.

Gaming Market in Türkiye

The Most Remarkable Developments in 2024

Land of the Crescent: Games from Türkiye - Hilal Diyarı

First held in 2023, Land of the Crescent is a third-party Steam event aimed at showcasing the strengths of the Turkish gaming industry and its rich cultural diversity to players worldwide. Supported by Bahçeşehir University and organized by BUG Lab TEKMER, the event continued its success in 2024, further cementing its place as a key platform for promoting Turkish game developers on the global stage.

In the first event, nearly 70 games were showcased, while in 2024, this number soared to 253 Turkish-made games. This festival has become a crucial platform for highlighting the creativity and potential of Turkish game developers on the global stage.

The event has been positively received by both game developers and players. However, some feedback has emphasized the need for expanding its reach to a broader audience and enhancing promotional efforts to maximize its impact.



Gaming Market in Türkiye

The Most Remarkable Developments in 2024

Curve Animations - The Success of Liars Bar

Curve Animation won the "Most Innovative Gameplay" Award at the Steam Awards 2024 with its groundbreaking game, Liars Bar. Becoming the winner in this category, Liars Bar made a huge impact in the gaming world in 2024. This achievement stems from the game's innovative mechanics and immersive design, offering players a unique experience.

At its core, the game challenges players to uncover each other's lies, immersing them in a complex detective narrative. Built around real-time strategy elements and psychological manipulation, Liars Bar stands out as one of the first games of its kind. The ability for players to shape the story with multiple paths and outcomes has been one of its most defining features. Winning this category at the Steam Awards has elevated Liars Bar beyond being just a game—it is now recognized as a work of art and an innovative digital media project. This prestigious award is known for honoring games that push the boundaries of gameplay mechanics and deliver a truly unique experience.

Congratulations to Curve Animation!



Gaming Market in Türkiye

The Most Remarkable Developments in 2024

Black State: A New AAA Adventure in the Turkish Gaming Industry

Turkish game studio Motion Blur has gained significant attention in 2024 with its AAA-quality action-adventure game, Black State. Developed with Unreal Engine 5, the game stands out with its high-quality graphics and innovative gameplay mechanics.

In Black State, players embark on an epic journey alongside a mysterious group of scientists known as the "Architects". The game features real-time transitions, diverse enemy types, and a rich narrative, making it one of the most anticipated projects. Among its inspirations are legendary titles like Metal Gear Solid and Portal.

Showcasing stunning visuals powered by NVIDIA RTX 5090 technology, the game demonstrates technical excellence. Black State is set to be released on PC via Steam and Epic Games Store, although an official release date has yet to be announced.

With strong potential to represent Türkiye on the global stage, Black State has already secured a spot on players' wishlists, making it one of the most highly anticipated Turkish-made games.



Gaming Market in Türkiye

The Most Remarkable Developments in 2024

Nokta Games - The Success of Supermarket Simulator

Developed by Nokta Games in 2024, Supermarket Simulator earned a spot on Steam's "Best of 2024" list. The game gained recognition in the "Best Sellers" and "Most Played" categories, drawing significant attention from the gaming community.

Supermarket Simulator allows players to manage their own supermarket, featuring inventory management, staff hiring, pricing strategies, and store design as part of its innovative gameplay mechanics. These features helped the game quickly reach a large player base, earning an "Overwhelmingly Positive" rating from Steam users.

The success of Supermarket Simulator has not only inspired independent developers but also further highlighted Türkiye's growing influence in the global gaming market. Nokta Games solidified this achievement by securing a place in Steam's year-end lists, making Supermarket Simulator one of the most outstanding indie games of 2024.



Gaming Market in Türkiye

The Most Remarkable Developments in 2024

Türkiye's First Quantum Computer: QUANT

In 2024, Türkiye took a historic step in technology by unveiling its first quantum computer, QUANT. Developed through a collaboration between TOBB University of Economics and Technology (ETÜ) and the National Quantum Research Center (UKAM), this groundbreaking innovation was officially introduced to the scientific community on May 17, 2024, during a ceremony held in Ankara.

QUANT leverages fundamental principles of quantum physics, such as superposition and entanglement, enabling it to perform calculations significantly faster and more efficiently than classical computers. It is expected to bring revolutionary advancements in fields like big data analysis, artificial intelligence, cryptography, and simulations.

For the gaming industry, QUANT could contribute to realistic physics engines, advanced AI applications, and large-scale open-world simulations. Developers may benefit from faster prototyping, big data processing, and optimized game performance through this cutting-edge technology.

The introduction of QUANT not only highlights Türkiye's scientific capabilities but also reinforces the country's commitment to technological innovation and its ambitions on the global tech stage. This milestone is considered a strategic success in Türkiye's ongoing efforts to establish itself as a key player in international technology competition.



Gaming Market in Türkiye

The Most Remarkable Developments in 2024

Yusuf Dikeç's Sporting Success and Its Indirect Impact

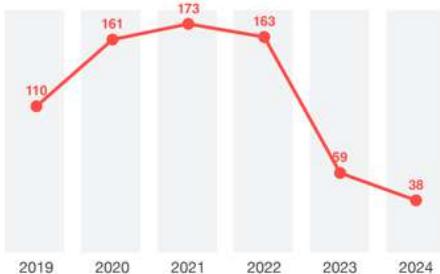
Turkish national athlete Yusuf Dikeç has made headlines with his remarkable achievements on the international stage. Alongside Şevval İlayda Tarhan, he secured Türkiye's first Olympic medal in shooting, gaining worldwide recognition at Paris 2024 for his unique shooting style—competing with one hand in his pocket and without additional equipment. His performance not only captivated the sports world but also drew significant attention from the digital and gaming communities.

In gaming communities and anime groups, Yusuf Dikeç has been widely suggested as inspiration for video game characters. His charismatic presence and disciplined nature have positioned him as an ideal figure for action and sports-themed games. Players across forums and social media platforms have expressed their desire to see him featured in popular game franchises, while several independent designs based on his persona have gained traction in global media. Yusuf Dikeç's influence has contributed to Türkiye's international visibility in the gaming industry, showcasing how sports and digital entertainment can intersect, ultimately expanding the country's representation on the global stage.



Investments in the Gaming Industry

Start-ups Found in Türkiye over the Years

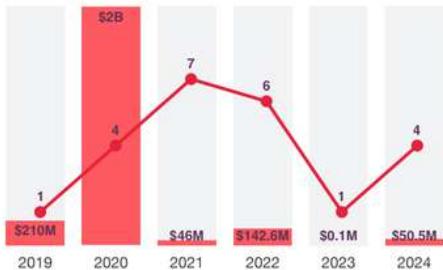


- 2019 - 110 Gaming Start-Ups
- 2020 - 161 Gaming Start-Ups
- 2021 - 173 Gaming Start-Ups
- 2022 - 163 Gaming Start-Ups
- 2023 - 59 Gaming Start-Ups
- 2024 - 38 Gaming Start-Ups

Out of a total of 1,055 gaming startups established, 211 have shut down, while 844 are still in operation.



Number of Companies Exiting the Domestic Gaming Sector in the Last 6 Years



- 2019 – 1 deal, \$210 million
- 2020 – 4 deals, \$2 billion
- 2021 – 7 deals, \$46 million
- 2022 – 6 deals, \$142.6 million
- 2023 – 1 deal, \$0.1 million
- 2024 – 4 deals, \$50.5 million

Investments in the Gaming Industry

Most Funded Start-Ups in 2024 and Top Investors

TOP GAMING DEALS IN 2024

	\$50M
	\$30M
	\$18M
	\$10M
	\$3.5M



- Digiage - 6
- BIGG - 3
- e2VC - 3
- Laton Ventures - 3
- Ludus Ventures - 2



Top 5 Exits in the Turkish Gaming Sector

TOP EXITS (ALL TIME)	TOP ACQUIRERS (ALL TIME)
 \$1.8B	 7
 \$250M+	 1
 ~\$200M	 1
 \$180M	 1
 \$100M	

- Peak Games - \$1.8 billion
- Gram Games - \$250 million
- Masomo - \$200 million
- Rollic - \$180 million
- Alictas - \$100 million

Source: Startups.watch "Gaming_Snapshot_For Türkiye V4.1" Report

Investments in the Gaming Industry

How much money was invested in the Turkish gaming sector in 2024?



- 2019 – 6 deals, \$8.4 million
- 2020 – 20 deals, \$20 million
- 2021 – 54 deals, \$520 million
- 2022 – 28 deals, \$113 million
- 2023 – 47 deals, \$32.4 million
- 2024 – 20+ deals, \$120+ million

Note 1: The data in the table only includes investments in Türkiye and does not account for asset sales.

Note 2: Dream Games' 2022 deal has been reallocated to 2021 in the updated table.

Note 3: Crypto-focused deals and performance-based sale prices have not been included in the calculations.



- In 2024, a total of 20+ investment rounds were completed in Türkiye, including seed, early, and later-stage investments, securing \$119.7 million in funding. While the post-pandemic recovery continues, investment levels remain significantly below the record highs of 2021.
- Türkiye ranked among the top 5 countries in Europe and MENA for the highest number of seed-stage investments in 2024. This reflects the continued international interest in gaming and tech startups at the early stages of development.
- Throughout the year, gaming, artificial intelligence (AI), energy, and fintech startups attracted strong investor interest. In terms of number of deals, the gaming sector remains one of the most sought-after industries.
- The participation rate of foreign investors in Türkiye's investment rounds showed a slight increase, reaching 15%—a noticeable rise compared to 10% in the previous year. This suggests renewed foreign interest and a gradual recovery in international investment activity.

Investments in the Gaming Industry

Company	Investor	Amount Invested
Spyke Games	Moon Active	USD 50.000.000
Grand Games	Balderton Capital, Laton Ventures, Bek Ventures, Mert Gür	USD 30.000.000
Agave Games	Felix Capital, Balderton Capital, e2vc	USD 18.000.000
Cypher Games	Play Ventures, e2vc (Fund II), The Raine Group, Hüsnü Akin Babayıgit, Riccardo Zacconi, Humam Sakhnini, Barry Cottle	USD 10.000.000
Joygame	Boğaziçi Ventures	USD 7.500.000
Mega Fortuna		USD 5.600.000
Mage Games	Actera Group, Ludus Ventures GSYF	USD 3.500.000
Grand Games	Laton Ventures, Bek Ventures	USD 3.000.000

Source: The list has been compiled through research based on published news.
Any missing information will be updated accordingly.

Investments in the Gaming Industry

Company	Investor	Amount Invested
Midas Games	Ludus Ventures GSYF, Ludus Ventures	USD 1.000.000
Fiber Games	Boğaziçi Ventures (BV Growth), Arz Portföy 4. GSYF, Inveo Ventures Co-Investment GSYF, Arz Portföy 5. GSYF, Ersin Taşkin, Erhan Taşkin, Birol Özkan	USD 600.000
Metriqus	Akbank Venture Builder GSYF	USD 400.000
NBL Games	Heaventures, Undisclosed Investor	Investment Based on a 150 Million TL Valuation
Yuyuto Games	FonAngels	USD 270.000
Mixer Games	Diffusion Capital Partners (Fund II), WePlay Ventures, Strategic Angel Investors	Investment Based on a \$5 Million Valuation
Joinco Games	Stratejik Melek Yatırımcılar	USD 140.000
Efsun Games	Vialand	Investment Based on a \$2 Million Valuation

Source: The list has been compiled through research based on published news.
Any missing information will be updated accordingly.

Investments in the Gaming Industry

Company	Investor	Amount Invested
Wide Game Studio	Kültepe GSYF, Vedat Çavuşoğlu, Fatih Şahin	Pre-Seed Investment at a \$1.2 Million Valuation
Gamer Arena	Domino Ventures	Investment at a \$6 Million Valuation
Piagmo	Virgosol	Investment at a 10 Million TL Valuation
Pine Games	500 Emerging Europe, Laton Ventures, Mert Gür (Loop Games Founder)	Investment at a 10 Million TL Valuation
Byterise	VL Media Yazılım Tanıtım Bilişim Danışmanlık İç ve Dış Ticaret A.Ş. - Moris Alhale	Pre-Seed Investment at a \$7 Million Valuation

This list provides detailed information on investment deals within the Türkiye gaming industry as of 2024. However, to maintain the focus and comprehensiveness of the report, investments below \$50,000 have not been included.

While smaller-scale investments also contribute to the industry's growth, this report prioritizes investment rounds exceeding a specific threshold. As the report is continuously updated, investors and startups who believe their deals are missing from the list are encouraged to reach out and share their information.

We firmly believe that every investment in the gaming ecosystem is valuable, and we extend our gratitude to all entrepreneurs and investors who support the industry's development.

Investments in the Gaming Industry

The year 2024 marked a period where transformation and growth intertwined for Türkiye's gaming industry. Despite global economic challenges, the sector maintained its dynamic structure and achieved remarkable successes.

Shift Towards PC Gaming and New Achievements

The intense competition and challenges of success in the mobile gaming sector have driven developers to explore alternative platforms. As a result, PC gaming has seen a resurgence, with Türkiye's game developers seizing this opportunity and achieving notable success in 2024. One of the most significant milestones was Liar's Bar winning the Most Innovative Gameplay Award at the 2024 Steam Awards, reaffirming the strength and competitiveness of Türkiye's gaming ecosystem on the international stage.

Dream Games' Global Success

As Türkiye's second unicorn, **Dream Games** continued its remarkable global growth, earning widespread recognition. The company's hit game, **Royal Match**, achieved \$1.4 billion in annual revenue in 2024, marking a major milestone in the gaming industry. Reference: Sensor Tower

Game Development with Artificial Intelligence

Artificial intelligence (AI) has started playing a key role in the gaming industry by accelerating development processes. Turkish game companies have embraced this transformation, integrating AI into game design and taking significant steps to expand their market share.



BARIŞ ÖZİSTEK
BOĞAZİÇİ VENTURES
MANAGING PARTNER

BOĞAZİÇİ
VENTURES

Investments in the Gaming Industry

Boğaziçi Ventures is driving AI-focused innovations in the gaming industry by supporting developers in accelerating production processes and enhancing dynamic gameplay experiences. Through investments in AI-generated content, in-game personalization, and self-evolving game worlds, Boğaziçi Ventures aims to elevate Türkiye's gaming ecosystem in global competition.



BARIŞ ÖZİSTEK
BOĞAZİÇİ VENTURES
MANAGING PARTNER

BOĞAZİÇİ
VENTURES

Investments in the Gaming Industry

Boğaziçi Ventures' Investments and Joygame

As the global esports market continues to grow, Türkiye maintains its strong presence in the industry. One of Boğaziçi Ventures' portfolio companies, **ESA Esports Arena**, stands as Türkiye's largest esports company, leading the sector while also making an impact on the global esports stage. ESA continues to organize major international tournaments, solidifying its role as a key player in the competitive gaming scene.

In 2024, the firm maintained its position as one of the most active investors in the gaming industry, making investments in seven gaming companies over the course of the year.

ESA and Developments in the Esports Market

As the global esports market continues to grow, Türkiye maintains its strong presence in the industry. One of Boğaziçi Ventures' portfolio companies, **ESA Esports Arena**, stands as Türkiye's largest esports company, leading the sector while also making an impact on the global esports stage. ESA continues to organize major international tournaments, solidifying its role as a key player in the competitive gaming scene.

2024 has been a year filled with innovative approaches and international successes for Türkiye's gaming industry. At Boğaziçi Ventures, we have continued to support the ecosystem, contributing to the emergence of new unicorn companies and global successes.



BARIŞ ÖZİSTEK
BOĞAZİÇİ VENTURES
MANAGING PARTNER

BOĞAZİÇİ
VENTURES

Turkish Esports Federation TESFED

TESFED 2024 Evaluation - International Achievements

As the Türkiye Esports Federation (TESFED), we have carried out many important activities in 2024 with the aim of developing our esports ecosystem and representing our country successfully on both national and international stages.

IESF World Esports Championship 2024 (Riyadh)

In the PUBG Mobile category, the Türkiye National Team won the gold medal, becoming the champion. In Dota 2, our National Team achieved third place globally, securing the bronze medal. As a country, we finished second in the overall ranking at the World Esports Championship, marking a great achievement.

eFIBA NBA 2K Championship 2024 (Philippines)

The Türkiye NBA 2K National Team won the silver medal. After winning the eFIBA European Regional Qualifiers, the team secured the silver medal at the eFIBA World Finals in the Philippines.



**ALPER AFŞİN
ÖZDEMİR**
TÜRKİYE ESPORTS
FEDERATION
PRESIDENT

TESFED
TÜRKİYE ESPORT FEDERASYONU

Turkish Esports Federation TESFED

TESFED 2024 Evaluation - National Achievements

TESFED Esports Festival

Hosted by the Türkiye Esports Federation (TESFED), the TESFED Esports Festival took place on May 31 - June 1 at Maslak ESA. The two-day event began with a workshop on the first day, where TESFED strategies, activities conducted since 2018, and implemented projects were discussed. Additionally, provincial representatives, clubs, and organizers were briefed on TESFED regulations. The panel also addressed legal and financial matters, as well as the current status of the Esports National Teams.

Furthermore, a protocol was signed between TESFED and the Azerbaijan Esports Federation. This agreement paves the way for collaborations and supporting projects to promote esports between the two countries in the upcoming period.

On the second day of the TESFED Esports Festival, various activities and exhibition matches brought esports enthusiasts together. Alongside the Valorant match between Papara Supermassive and Fire Flux, a CS2 exhibition match was held between Team Xantares, composed of Eternal Fire players, and Team Woxic. Throughout the event, esports fans participated in various activities, making it an unforgettable festival.



**ALPER AFŞİN
ÖZDEMİR**
TÜRKİYE ESPORTS
FEDERATION
PRESIDENT

TESFED
TÜRKİYE ESPORT FEDERASYONU

Turkish Esports Federation TESFED

TESFED 2024 Evaluation - National Achievements

TESFED Türkiye Cup 2024

The TESFED Türkiye Cup concluded with a grand final event at ESA Esports Arena. The event, which started on December 26, included consultation meetings aimed at the development of the esports ecosystem.

The finals, held on December 27, determined the champions in the following categories:

- Valorant: BBL PCIFIC
- Dota 2: AtmacaEspor
- MLBB: Resplendant Dominion
- EA FC25: Mert Altıntop
- NBA 2K25: Papara SuperMassive
- PUBG Mobile: Brx Mumia Esports
- CS2: Sagolasın



**ALPER AFŞİN
ÖZDEMİR**
TÜRKİYE ESPORTS
FEDERATION
PRESIDENT

TESFED
TÜRKİYE ESPORT FEDERASYONU

Turkish Esports Federation TESFED

TESFED 2024 Evaluation

Education and Regulatory Studies

The Esports Level 1 Coach Training Course was held to ensure the development of professionals in the sector. Additionally, the Competition and Discipline Regulations were updated to establish a more systematic structure.

TESFED 2nd Ordinary General Assembly

The 2nd Ordinary General Assembly of TESFED for 2024 was successfully held. Topics such as strategic planning, licensing, educational activities, and international collaborations were discussed, leading to the decision to create a strong strategy for the next 4 years. President Alper Afşin Özdemir was re-elected for another 4-year term with a majority vote, renewing his mandate.



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Turkish Esports Federation TESFED

TESFED 2024 Evaluation and 2025 Strategy

Agreements Signed

A Memorandum of Understanding was signed with the Azerbaijan Esports Federation.

A Memorandum of Understanding was signed with the United Kingdom Esports Federation.

Licensing

The number of licensed athletes has reached 97.358.

TESFED's 2025 Strategic Plan

The goal is to create a sustainable esports ecosystem.

Vision

To make Türkiye a global brand in esports.

Goals

- Achieve top rankings in international tournaments across all esports categories.
- Support and increase women's esports teams.
- Open online access to training platforms.
 - Provide international standard materials to trainers.
- Participate and succeed in the first Esports Olympics.



ALPER AFŞİN
ÖZDEMİR
TÜRKİYE ESPORTS
FEDERASYONU
PRESIDENT



LEVEL INFINITE 2024

Level Infinite 2024 Review and 2025 Expectations

2024 was marked by significant innovations and exciting developments in the gaming industry. At Level Infinite, we took important steps in line with our vision of delivering original gaming experiences that players can enjoy anytime, anywhere. At the same time, we supported developers and studios with industry-focused services, enabling them to reach the global gaming community.

What Did We Achieve in 2024?

2024 was a year full of achievements for us. By completing over 100 projects, we continued to be an integral part of Türkiye's gaming ecosystem. To strengthen our connection with our audience, we developed projects that touched different aspects of their lives—from wild collaborations with the most beloved influencers to major youth festivals featuring the most popular artists, from large-scale out-of-home (OOH) advertising campaigns to TV appearances and exclusive film screenings. We also optimized the local operations of our published games to provide users with the highest level of experience, making a dedicated effort to offer Turkish language support.



CAN GÜRSU
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TÜRKİYE PUBLISHING
LEAD



LEVEL INFINITE 2025

What to Expect in 2025?

In 2025, we aim to offer even more choices for players. By expanding our game portfolio, we will continue to bring innovative titles that appeal to gamers of all kinds. We will prioritize gaming experiences that emphasize accessibility and meaningful connections—games that can be played anytime, anywhere. Additionally, we are further developing a supportive ecosystem for game developers, helping them maximize their creative potential while ensuring their projects reach broader audiences within the global gaming community.

In 2025, we will celebrate the 7th anniversary of PUBG Mobile, which remains one of Türkiye's most popular games, consistently ranking at the top in terms of playtime and active users.

Honor of Kings has garnered significant interest in Türkiye, just as it has globally, bringing the mobile MOBA experience to an even wider audience.

Guardians of Glory, our action RPG developed specifically for anime fans, has generated high expectations. Set to launch soon, this game is poised to become one of the most standout titles in its genre.

Path of Exile 2, our highly anticipated ARPG, has already made a huge impact in early access. We are thrilled to bring this game to players for free in 2025 and can't wait to share the excitement.



CAN GÜRSU
LEVEL INFINITE
TÜRKİYE PUBLISHING
LEAD



LEVEL INFINITE 2025

Exoborne has emerged as a standout project, introducing groundbreaking innovations to the battle royale and extraction shooter genres. Featuring unique PvEvP dynamics, this game aims to redefine the experience and will be released later this year, bringing fresh energy to the gaming world.

In conclusion, 2024 was a year of major accomplishments, and in 2025, we are determined to push these achievements even further. At Level Infinite, we will continue to drive innovation and maintain a player-focused vision in the gaming industry. With our exciting new projects, we are committed to making 2025 an unforgettable year for our players.



CAN GÜRSU
LEVEL INFINITE
TÜRKİYE PUBLISHING
LEAD



RIOT Games 2024

2024 was a year of innovation and community focus for Riot Games. With League of Legends, VALORANT, and all our other products and games, we worked to provide our community with the best experiences across various areas. Our esports ecosystem took significant steps both globally and locally.

In 2024, we were also thrilled to bring Arcane Season 2 to our players and Arcane fans. Beyond the game, we were able to offer an unforgettable storytelling experience to players in Türkiye. Additionally, in 2024, VALORANT's console version was also launched. For the first time, we met players on console platforms with an F2P game of ours.

It was a year where we saw the impact of community gatherings even more. With VALORANT watch parties, the GIST Festival, and Arcane: Community Day events, we continued to invest in our community. Throughout the year, we organized different events for nearly every product, bringing them to our players. Especially, our Wild Rift campaign during Ramadan received positive reactions both for the game and on social media from our players.



ERDİNÇ İYİKUL
RIOT GAMES
TÜRKİYE COUNTRY
MANAGER



RIOT Games 2025

In 2025, we aim to increase the gaming events where our community gathers, which we accelerated in 2024. We are identifying opportunities for our new content and games to meet with our players. Through these opportunities, we will make potential players from different genres a part of our community. We continue to maintain strong relationships with our esports partners and will offer alternatives for players who want to showcase themselves on competitive platforms and infrastructure.

In 2025, we will have special Ramadan events, watch parties, tournaments, and community meet-ups where our community will gather.

As Riot Games, in 2025, we will continue to create not just games, but a lifestyle and community experience for our players. This vision will continue to position us as a leading brand in the global gaming and entertainment world. We expect 2025 to be a year filled with competition, fun, and surprising content in VALORANT, LoL, Wild Rift, and TFT.



ERDİNÇ İYİKUL
RIOT GAMES
TÜRKİYE COUNTRY
MANAGER



JOYGAME 2024

**There has been a great brand continuing since 2009.
Can you tell us about Joygame? Where did it start and where is it now?**

Joygame is actually a brand of firsts in the Turkish gaming industry. In the year it was founded, 2009, when the Turkish gaming industry was still in its infancy, it was already active in international publishing. Back then, digital payment systems weren't as integrated into our lives yet, but it created an epin sales network and brought it to gamers across every province of Türkiye. It was the first company with this vision, which I think is extremely valuable for the Turkish gaming sector.



BURAK GÖZALAN
JOYGAME
MANAGING PARTNER



This success also led to another first, which was Türkiye's first acquisitions in the gaming industry, when the South Korean gaming giant Netmarble invested in the company's publishing side in 2012, and the epin sales network was sold to MOL (Money Online).

JOYGAME 2024

There has been a great brand continuing since 2009.

Can you tell us about Joygame? Where did it start and where is it now?

Until 2021, Joygame continued its operations primarily focused on mobile game publishing. From that point onward, however, with a strategic shift, it expanded its activities by adding digital media purchasing, game PR and event services, PC game development and publishing, VR game development and publishing, and Steam platform-focused PC and VR game publishing to its portfolio, starting a rapid growth journey.

In summary, today Joygame runs mobile, PC, and VR game publishing activities in collaboration with 11 game studios. It has also become capable of developing games in a variety of genres, ranging from casual to midcore mobile games in the mobile sector, and MMO FPS in the PC sector.



BURAK GÖZALAN
JOYGAME
MANAGING PARTNER



JOYGAME 2024

What is Joygame Doing in Mobile Gaming? Perhaps Bigger Than Anyone Could Have Imagined

As JoyGame, we are currently working closely with 7 mobile game studios. Two of these studios are 100% JoyGame studios, and we publish games across a wide range of genres, from Hybrid Casual to Action RPG. In addition to generating significant revenue for Türkiye through our self-published games, we plan to acquire the mobile game publishing rights for several major IPs in 2025. Discussions are currently ongoing.

What are Your Expectations for 2025?

I believe 2025 will be the year of JoyGame. Especially with the investments we made in 2023 and 2024, we expect to see returns on almost all the games we are developing. We have more than 5 major game launches scheduled, along with the launch of projects we began in Steam publishing. It will also be a period where we reap the benefits of our VR projects. Furthermore, 2025 will be the year when the partnerships we've built in Korea will come to life in the gaming ecosystem. In addition to all these developments and expectations, we also have a goal of going public. Therefore, our excitement is at its peak, and we can't wait to share big news from JoyGame back-to-back.

As I mentioned before, JoyGame is the company of firsts in Türkiye's gaming ecosystem. Once we successfully complete our processes, we will be **Türkiye's first publicly traded gaming company**. This comes with a unique responsibility and pride. But as we all know, this is a process, and I hope we will go through this process as planned and successfully achieve this goal within 2025.



BURAK GÖZALAN
JOYGAME
MANAGING PARTNER



Growth, Innovation and Future Opportunities in the Gaming

Now is the Perfect Time to Level Up!

The Turkish gaming industry continues to grow and evolve year by year without slowing down. As part of a massive global ecosystem valued at \$187.7 billion, Türkiye has begun to take an increasingly larger slice of the pie. However, the goal is not just to grow; the key is to make this growth sustainable and to achieve a stronger position on the global stage.

Without the right strategies, strong investments, and innovation-focused approaches, it's impossible for this growth to be permanent. It is especially crucial to ensure that global funds show organic interest in the Turkish gaming sector. To attract this attention, it is essential to develop projects that will catch investors' eyes, create strong marketing strategies, and make our ecosystem more visible on the international stage. The Turkish gaming industry should not only draw attention with local success stories but also with projects that will make a global impact.

Moreover, the gaming industry is not limited to just the entertainment sector; it has a broad field of interaction, spanning industries such as healthcare, education, retail, finance, and even automotive. For these sectors, gaming offers a unique opportunity to connect with the next generation of users and integrate into their digitalization processes. The innovative solutions and dynamic structure offered by the gaming ecosystem are paving the way for new models where all industries can integrate and collaborate within this space.



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MEMBER (GROWTH)

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Growth, Innovation and Future Opportunities in the Gaming

Advertising in the Gaming World: Watching Isn't Enough, You Must Play!

In the past, brands approached the gaming world cautiously, but now they have realized the importance of engaging with players. New-generation marketing strategies that go beyond traditional advertising boundaries are taking shape through ads naturally integrated into games. Forced banner ads are being replaced with smart solutions that deliver brand messages without disrupting the player experience. This not only enhances visibility for brands but also allows them to build a stronger connection with players.

However, there is an important issue here: Brands need to increase their investments in Türkiye's PC ecosystem. As of 2024, the Turkish gaming industry has reached a market size of over \$800 million, with the number of players exceeding 45 million. While mobile games account for nearly 60% of the sector's revenue, PC and console games also hold significant space. However, the revenue models for PC and console games are still largely dependent on in-game sales and subscription systems.

Investing in advertising for PC and console games will not only help game developers finance their projects but also contribute to the overall growth of the industry. The diversity of advertising models in this area offers brands countless opportunities to showcase their creativity. In-game billboards, dynamic advertising panels, branded content, custom characters through sponsorships, and story-based brand integrations are just some of the innovative models that highlight the progress of in-game advertising.



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PC and console games stand out not only with banner ads but also with deeply integrated, creative advertising solutions that contribute to the player experience. As collaboration between game developers and advertisers increases, the financial sustainability of the gaming industry will become more firmly established. While mobile games are currently an attractive area for advertisers, advertising investments for PC games are also crucial for their development. These investments will not only help game studios bring their projects to life but also strengthen their growth strategies. While the annual growth rate in the PC and console segment reaches 15%, brands' interest in this area is still at a low level. However, during this transformative period in in-game advertising, innovative advertising models are creating limitless creative opportunities for PC and console games. With the right investments, PC and console games can receive significant financial support and become a major growth area for brands.

Game Jams: Skill Workshops Shaping the Future of the Gaming Ecosystem

The gaming industry is growing not only through large-budget projects but also with the creativity of the next generation of developers. Game Jams provide environments that open the door for young talents to enter the gaming world, offering practical experience and fostering innovative ideas. Here, it's not just about writing code, but also about developing critical skills such as teamwork, time management, and creativity. These events serve as a real springboard for young developers. Game Jams also present a great opportunity for brands. The gaming industry is not just a platform for reaching consumers, but also an excellent platform for making early contact with the future gaming professionals and contributing to their development. Sponsoring these events is an important step for both supporting young talent and securing a long-term position in the industry.



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Game Jams are not just competitions; they are innovation hubs that accelerate the evolution of the game development process, where new collaborations and major projects are born. Who knows, perhaps the biggest game companies and most successful game developers of the future are taking their first steps at these events!

At StartGate, we have placed great importance on Game Jams since our founding. So far, approximately 1,000 people have participated physically, and nearly 10,000 people in total have joined these events. However, for us, it's not just about the numbers; what truly matters is the talent emerging from these events and contributing to the industry. Some of the entrepreneurs we have supported through Game Jams have quickly started their own game studios and begun making a difference. This shows that Game Jams are not just competitions, but platforms that build the future of the gaming ecosystem. For incubators and funds, these kinds of events are a matter of responsibility because the future of the gaming world is being shaped here.



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The Power of Marketing in the Gaming Industry: Those Who Play the Game Win!

No matter how good a game is, without the right marketing strategy, it becomes impossible to reach a wide audience. From my perspective, the key to a game's success is not just the game itself, but the power of marketing and data analytics behind it. The gaming world is no longer just about writing code and creating beautiful graphics. The right marketing strategies, data-driven growth plans, and well-planned global distribution models are among the biggest factors that determine a game's success.

While the Turkish gaming industry continues to grow each year, there are still significant opportunities in the revenue models of local game companies. Game marketing and branding strategies have enormous potential to reach global standards. Furthermore, marketing has become a critical area not just for promoting games, but also for creating new revenue models. In-game advertising, subscription-based services, dynamic content updates, and content-driven economies are different business models that can be integrated into the gaming ecosystem with the right marketing strategies. Well-constructed advertising campaigns and marketing processes can increase the revenue share of local studios and also provide a competitive advantage in the gaming world.

In-game ads, sponsorship deals, events, and new revenue channels based on user-generated content offer significant opportunities for the sector. At this point, I believe that when investors support gaming projects in Türkiye, they need to focus not only on the development phase but also on branding, community-building, and strategies for expanding into the global market. Making the game is only half of the job; the other half is reaching the player and providing them with a valuable experience. While investments in the Turkish gaming sector are steadily increasing, a significant portion of these funds is directed towards mobile and PC games.



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However, there is a critical gap: the lack of marketing-focused dedicated funding structures. There is a missing financing model that focuses solely on marketing and can make games globally visible. This is an important area that needs to be supported not just during the development phase, but also during the growth and expansion stages of game studios. The insufficient spending on game marketing makes it difficult to reach the potential player base. Allocating more resources to this area by brands and investors plays a critical role in the sustainable growth of the sector.

The Future of Gaming: The Next Level is Loading!

One of my biggest expectations for the future is for Türkiye to develop more of its own IPs in the gaming world and achieve a strong position in the global market. So far, successful studios from Türkiye have garnered significant global attention, but there is still much to be done. It is now essential to create strong and sustainable IPs that cater to international player audiences, rather than focusing solely on the local market.

While mobile games have become a major breakout point for Türkiye , there are also significant opportunities in the PC and console game sectors. These areas hold serious potential for Turkish developers to create long-term projects and build brands.



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In-game economies, live service models, and community management elements can particularly make a difference in these segments. Innovative technologies such as AI-supported game development processes, personalized player experiences, and dynamic content generation offer great opportunities for studios in Türkiye.

AI-powered game worlds, dynamic scenarios that can adapt to players' instant decisions, and procedural content generation provide unique opportunities for game developers. If studios in Türkiye focus on these areas, it could create a significant competitive advantage in the global market.

However, the future of the gaming world will not be limited to just these innovations. Cloud-based gaming experiences, independent of devices, will allow players to break free from device limitations and enhance accessibility. This emerging technology could become mainstream within a few years. Moreover, with the increasing integration of quantum computing into our lives, games could be instantly optimized according to the player's playing style.

Combined with artificial intelligence, this technology could dynamically shape the game based on the player's real-time behavior. In short, in the future, games might not only be something we play, but digital ecosystems that evolve and adapt while we are playing them.



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What Does the Future Hold for Esports?

Evaluating the Esports Ecosystem in 2024 and 2025

This year has once again been a year where innovation and diversity took center stage on the global stage. While we observed the frequent recurrence of projects compared to the previous year, creative and inspiring works stood out, boosting our motivation for the industry.

In our country, although we have seen similar success in a limited number of brand initiatives, it was gratifying to witness the continuation of projects that began in previous years and are believed to have a lasting impact. From the perspective of the esports sector, 2024 was marked as a year where the player base in Türkiye grew, and amateur-level players, in particular, expressed general satisfaction.

During this time, even though innovations were limited, they found a place across various levels. The increasing professionalism of teams and the nearly flawless execution of events were considered significant progress for the Turkish esports scene.

For 2025, our expectation is for new brands to make bold entries into the sector with ambitious projects and for companies targeting the growing gaming market to make more confident investments. We firmly believe that this year will bring new opportunities and innovations for the Turkish esports industry.

It is crucial to recognize that players across all categories, from amateurs to professionals, display a visionary and forward-thinking approach. This reminds us once again that we need to prioritize innovation, growth, and differentiation in our projects. Otherwise, the esports and gaming sector, like other repetitive fields, may gradually lose its impact over time.



TUGAY SAKAOĞLU
EMBED
CO-FOUNDER



What Does the Future Hold for Esports?

Evaluating the Esports Ecosystem in 2024 and 2025

The year 2024 was one in which the esports culture in Türkiye became firmly established, yet certain standards and habits remained unchanged. Brands and organizations preferred to stick to proven event formats, resulting in the industry progressing within a defined comfort zone. As a result, we did not encounter many radical changes.

However, within this stability, we can observe significant advancements in production quality. Although live broadcasts largely followed familiar formats without venturing beyond the comfort zone, there were promising developments in terms of technical infrastructure and visual presentation. Additionally, work practices within the industry have shown a noticeable shift toward greater professionalism compared to previous years.

As we enter 2025, our greatest expectation is to see innovative steps in organizations and the realization of projects that embrace a degree of risk. Moving beyond traditional and established events, we hope to witness new concepts and diverse formats that will also delight audiences. For the growth and development of the industry, I believe that not only technical improvements but also bold steps in content and concept are essential.

The Turkish esports scene is now built on a solid foundation. Moving forward, it is critically important to construct more innovative, dynamic, and globally impactful projects on this foundation to ensure the industry's sustainability. I hope 2025 will mark the beginning of this transformation and bring a fresh perspective to the esports world.



ALİ BAKİ DUMAN
EMBED
CO-FOUNDER



The Role of Gamification in Our Lives

Famous psychologist Sigmund Freud once stated that humanity has been subjected to three major insults throughout history. The first was Copernicus' discovery that the sun, not the Earth, is at the center of the universe, a discovery that contradicted the belief held by scientists of the time that the Earth was the center of the cosmos. The second insult was Darwin's theory of evolution, which provided a scientific answer to the age-old question of "where did we come from?"—a question previously controlled by religious belief systems. The third insult, according to Freud, was his own concept of the unconscious mind, which he developed by studying himself. Freud famously said, "Man is not even the master in his own house; the unconscious is always influenced by others, even by his own childhood", thereby shaking humanity's arrogant self-image.

Had Freud lived today, he might have considered humanity to have faced its fourth greatest insult. This new challenge comes in the form of the artificial intelligence-based digital revolution, which has taken control of the human unconscious, secret desires, and even unconscious passions. 2024 could be seen as the year this revolution truly matured, particularly with the introduction of ChatGPT in early 2023, which was opened to users as a "generative AI" tool, and later expanded to generate images, sound, music, video, and finally, even game development.

This AI revolution has undeniably had both positive and negative effects on the gaming and gamification industries. For instance, game materials I had once spent nights creating, such as gamified quiz questions, treasure hunt maps, and escape room scenarios, can now be prepared in a matter of minutes.

Moreover, ChatGPT and similar solutions have accelerated the game and gamification design process for ideas that require no budget for rewards, speeding up development significantly.



**ERCAN ALTUĞ
YILMAZ**
GAMFED
TÜRKİYE
REPRESENTATIVE



The Role of Gamification in Our Lives

One positive aspect is that for technology-focused entrepreneurs, whom I mentor, AI has become an extremely fast solution for creating prototypes, interface screens, and platform visuals for both game ideas and gamification applications. It has also been helpful in generating mobile interfaces and creative posters for showcasing their ideas.

However, one of the most significant effects of AI has been the automation of processes that once required substantial human labor, such as design and coding, leading to job reductions in the industry. As a result, we've started to see applications and games that are copies of each other, lacking creativity and instead following an AI-generated pattern.

In this context, institutions that can explore hybrid production methods, combining real and AI-based collaboration, will undoubtedly make a long-term impact.

Nevertheless, the gamification sector has reached \$18.8 billion in 2024, driven by loyalty programs for customers and increased job application numbers on employee platforms. By 2032, this sector is expected to surpass \$94 billion, becoming a \$100 billion industry.

This market includes everything from simple software that measures the cost of one free coffee after three coffee sales, to wheel spins after shopping, and even scenario-based game screens used in recruitment processes.



**ERCAN ALTUĞ
YILMAZ**
GAMFED
TÜRKİYE
REPRESENTATIVE



The Role of Gamification in Our Lives

Looking at the gamification market from a regional perspective, we see that Europe has developed a more established market post-pandemic. In contrast, North and South America are likely to experience the continuation of the growth trend that Europe experienced before the 2020s.

A Gartner report indicates that more than 70% of companies listed in the Global 2000 have integrated gamification into at least one of their processes. However, the adoption rate is much lower among smaller businesses and startups.

Gamification Market, by Region (USD Billion)



Source: MarketAndMarket Analysis



**ERCAN ALTUĞ
YILMAZ**
GAMFED
TÜRKİYE
REPRESENTATIVE



Source: * researchandmarkets
Source: ** growthengineering
Source: **** TUİK

The Role of Gamification in Our Lives

Türkiye is home to the largest Generation Z population in Europe, accounting for 15% of the region's total, and as the digitally native generation enters the workforce, gamified experiences are expected to bring even greater opportunities.

In Türkiye, while there hasn't been a standout gamification project that has gained mass appeal in 2024 compared to previous years, e-commerce platforms have embraced gamification through simple methods, such as "gift wheels", integrating them into their user experiences. Additionally, small businesses and startups (referred to as SMEs in Türkiye) are increasingly using gamification in their operations, with some companies developing their own software solutions and others turning to ready-made platforms to implement these features.



**ERCAN ALTUĞ
YILMAZ**
GAMFED
TÜRKİYE
REPRESENTATIVE



The Role of Gamification in Our Lives

Gamification, as we can see, has the largest application area in the retail sector, where dynamic changes and behavioral shifts are most needed, accounting for 28%.

Following that, banking, healthcare, and education sectors are also continuing to use gamification with significant adoption rates.

As mentioned at the beginning of our article, gamification has greatly benefited from the artificial intelligence (AI) revolution, helping to enhance its effectiveness and integration in various industries.

During this period, the gamification framework developed by famous gamification expert Andrzej Marcewski, titled "[Gamification Talk to the Ninja Monkey](#)", was widely shared and gained significant attention.

A screenshot of a video player interface. At the top, there's a small circular profile picture of a man. Below it, the title "Gamification - Talk to the Ninja Monkey" is displayed in white text. Underneath the title, the text "Learn about gamification by talking to the brains behind Gamified UK - The Ninja Monkey (also Andrzej Marcewski - Gamification Expert)" is visible. The background of the player is dark.

Global Market Share by Industry



Source: Fortune Business Insights (2019)



**ERCAN ALTUĞ
YILMAZ**
CAMFED
TÜRKİYE
REPRESENTATIVE



The Role of Gamification in Our Lives

The Singapore-based gamification platform Gametize also developed an artificial intelligence to create suitable frameworks for its platform through ChatGPT. The application, called "Gametize 6D Expert", was designed to enhance the gamification experience.



Gamfed Türkiye, Türkiye's gamification community, led by Ercan Altuğ Yılmaz, has made their model, "TOY Gamification Decards - www.gamificationdecards.com", available to end users for free. This AI-powered gamification framework allows users to input "prompts" into the system, which are then visualized by the AI to generate various gamification concepts and models.

- A gamification strategy to increase time spent on the app
- An Oscar-themed gamification to ensure students return to class on time
- A Master Chef-themed game to collect ideas within a company



**ERCAN ALTUĞ
YILMAZ**
GAMFED
TÜRKİYE
REPRESENTATIVE



The Role of Gamification in Our Lives

One area that has gained popularity in gamification with the help of artificial intelligence this year is recruitment. Especially in the long forms that were traditionally filled out and the digitized recruitment processes accelerated by the pandemic, games are now replacing traditional forms. In these games, your decisions are assessed based on how well they align with the competencies required for the position you're applying for. Globally, companies like Pymetric Games are leading in this field, while in Türkiye, HR Peak has developed its own platform, Hiringames (www.hiringames.com), where you can assess candidates' competencies through 6 different games. This allows employers to generate detailed reports on candidates' skills and abilities in a gamified and engaging way.



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YILMAZ**
GAMFED
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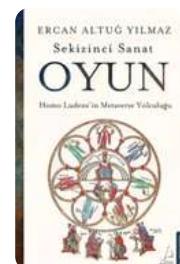
In 2025, gamification, particularly with solutions developed using artificial intelligence, will become more accessible and widespread. Not only will it benefit large-scale projects with big budgets and large teams, but it will also be available for non-profit organizations and small-budget startups, making it easier for them to integrate gamification into their processes. This democratization of technology will help expand gamification across different sectors and industries.



Source: * [researchandmarkets](#)
Source: ** [growingengineering](#)
Source: **** [TUİK](#)

The Role of Gamification in Our Lives

Gamification, defined as the application of game elements in real-life contexts for specific goals, has led to several key publications in Türkiye. The first of these sources is my book, "Herkes için Oyunlaştırma" (Gamification for Everyone), published in 2015 by Abaküs Publishing with the support of Gamfed Türkiye and the World Gamification Federation. This book, now in its 8th edition in 2024, is widely used as a textbook in universities. It introduces gamification with definitions and theories at an introductory level, complemented by real-life examples. The second book, "İş'te Oyunlaştırma" (Gamification in the Workplace), was published in 2017 by Ceres Publishing. This book focuses on practical steps for implementing gamification projects in companies, written in an accessible, non-academic language across 100 pages. In 2020, the outputs of our educational programs conducted at institutions such as Bahçeşehir Kolejleri, the Ministry of National Education, and TED Derneği were compiled into the book "Oyunların Gücü Adına - Oyunlaştırma Bilimine Giriş" (In the Name of the Power of Games - Introduction to the Science of Gamification), published by Epsilon Publishing. This book, which includes educational game design and gamified lesson plans, remains one of the most valuable resources for educators. During the pandemic, I also published "Sekizinci Sanat Oyun" (The Eighth Art: Games) in 2022 through Destek Publishing, a book exploring the history of games and game art.



ERCAN ALTUĞ YILMAZ
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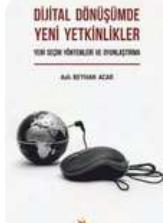
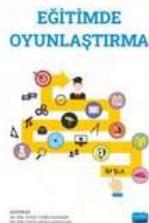
The Role of Gamification in Our Lives

In addition to the introductory books on gamification, other significant Turkish sources in the field include books by our friends at Gamfed Türkiye: Ali Cevat Ünsal, Alper Berber, and Yavuz Samur. We can consider these three books as introductory guides for both corporations and educators.



**ERCAN ALTUĞ
YILMAZ**
GAMFED
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After 2020, gamification has also become a topic for numerous academic theses, and several collective and academic books based on these theses have been published, further contributing to the body of knowledge in the field.



The Role of Gamification in Our Lives

One of the rare works written on gamification in a specialized field is the book "Gamification in Public Relations".

Additionally, another Gamfed Türkiye friend and project manager, Mualla Yılmaz, wrote a book for parents, where she explored how gamification, combined with pedagogy, can be used in children's education. This book, with its foreword written by me, remains the only source in this area.

Another notable work is "Gamification 101 - Gamification Ideas for Libraries", written by Ayhan Bozkurt, which offers fresh ideas specifically for teams managing libraries. This book provides practical, one-to-one ideas for applying gamification in libraries.



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The book "Infinite Gamification", which was released in England at the time, made it to the bestseller list. Translated into Turkish by Elma Publishing, this book, written by Toby Beresford, focuses more on gamification strategies for team management and leadership. It is a 100-page CEO guide. The book, which had a special launch by Gamfed Türkiye and features a foreword written by me, remains one of the best-selling gamification books.



By 2024, as you can see, there was a noticeable gap in Turkish gamification books, including my own, which were mainly academic or at an introductory level. To address this gap, under the leadership and editing of Betül Aras Bayır, a volunteer from Gamfed Türkiye and a faculty member at Bilgi University, the book "Advanced Gamification Techniques" was published by Hümanist Publishing. The book, which features 41 articles from 41 Gamfed Türkiye captains, was launched with a physical event and quickly went to its second edition.

In 2025, Gamfed Türkiye is working on bringing books that share the experiences of foreign experts to Turkish through collaboration with teams and publishers. Leading this initiative is the famous UK gamification expert Andrzej Marcewski's book, "The Gamification Design Handbook". Published by Mindset Institute Publishing, the book is set for release in the spring, with the reading and translation already completed and currently in the publishing process.



ERCAN ALTUĞ YILMAZ
GAMFED
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The Role of Gamification in Our Lives

One of the most important gamification software companies in the world, Funifier, founded by Ricardo Lopez Costa, has his bestselling book in Brazil, titled "The Magic Factory of Engagement", translated into Turkish by Enigma Publishing and will soon be available on shelves. The foreword of the original edition was written by Yu-kai Chou, while the Turkish edition's foreword was written by Ercan Altuğ Yılmaz.



One of the founders of Gamfed Türkiye, the renowned gamification expert from Germany, Roman Rackwitz, will publish his book titled "The Drive" in March 2025 in Germany. As Gamfed Türkiye volunteers, we have already started working on bringing this book to Turkish in summer 2025 through Alfa Kitap.

The book "You've Been Played" by Adrian Hon, which was named one of the best books of 2024 by the world-renowned marketing guru Seth Godin, is actually a critique of gamification. The book discusses how governments, institutions, and schools often apply games and gamification poorly for their own purposes. It also provides a formula for sustainable, human-centered gamification. The book ends with a quote from Ursula K. Le Guin. In order to bring this book to Turkish, Ercan Altuğ Yılmaz personally held a meeting in London with Swift Press. The Turkish translation is set to be published by the end of 2025.

"We don't want people to chase good grades and a good salary – we want them to chase a love for learning." - Le Guin.



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One of the pioneers of the gamification field, Yu-kai Chou, after his first book Octalysis, has announced his second book, titled "10,000 Hour Game - Unlocking Success in Real Life", focusing on gamifying personal development and conceptualizing real life as a game. The book will be released in spring 2025 in the United States as part of a Kickstarter project, and the Turkish translation will be available by the end of 2025.

And our final surprise book, part of the "50 Questions" series by Bilim ve Gelecek Publishing, was created in collaboration with Ercan Altuğ Yılmaz. This book will be published in the spring of 2025.



For those interested in the field of gamification, here are some top recommendations: Yu-kai Chou's masterpiece in gamification, "Actionable Gamification: Beyond Points, Badges, and Leaderboards", is a 700-page comprehensive work where he explains each game element with over 100 examples and elaborates his own model, Octalysis. This book is an essential read for anyone looking to dive deeply into the mechanics of gamification. Next, Amy Jo Kim's "Game Thinking" is a fantastic resource that I have often used in my projects within organizations. Stanford professor Amy Jo Kim's book provides deep insights, from player interviews to gamification metrics, and is an excellent guide from theory to practice. It focuses heavily on loops and flow theory, offering practical approaches for implementing gamification. Nir Eyal's "Hooked: How to Build Habit-Forming Products" explores how both games and social media pull us into cycles of engagement using a four-step method. This book is highly recommended for entrepreneurs in digital application development who want to understand how to create engaging, habit-forming experiences. These books provide valuable insights into the science of gamification, from both theoretical and practical perspectives, and will help you understand how to apply these principles effectively.



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YILMAZ**
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Will Artificial Intelligence Shape the Future of the Gaming Industry?

Interview

Artificial Intelligence and Gaming Industry

Artificial Intelligence (AI) is revolutionizing the gaming industry. It accelerates development processes, reduces costs, personalizes the gaming experience, and enhances player interaction.

Revolutionizing Development Processes

AI-based tools speed up game design, making character animations, levels, and in-game stories more dynamic. This provides a significant advantage for indie developers in particular.



ChatGPT

Personalized Experiences

AI can analyze players' behaviors and tailor the game world to their preferences. Innovations like NPCs reacting more naturally and storylines shaped by player choices pull players deeper into the game.

Impact on Esports and Broadcasting

AI-powered data analytics improves esports strategies, enhances the viewer experience, and facilitates the integration of brands into the gaming ecosystem.

However, issues such as ethics, data privacy, and addiction are causing debates. Despite these concerns, AI is poised to be one of the biggest forces shaping the future of the gaming industry, making it more innovative, accessible, and interactive.

Will Artificial Intelligence Shape the Future of the Gaming Industry?

Interview

Artificial Intelligence and Gaming Industry

Artificial Intelligence (AI) is playing an increasingly important role in the gaming industry, and this trend is expected to continue. AI helps accelerate game development processes, enabling the creation of more realistic and dynamic gaming experiences. For example, AI-powered characters and enemies provide players with smarter and more adaptable opponents, making games more engaging. Additionally, AI is used in world-building and content creation, which allows developers to save time and resources.

The idea that AI will shape the gaming industry is especially supported by its potential to provide personalized gaming experiences. By adapting content to players' preferences and playstyles, AI can offer a unique experience for each individual player. This could make games more engaging over time and increase player loyalty.

However, there are also challenges for AI to become fully transformative in the gaming sector. Particularly, ethical usage of AI and data privacy concerns must be carefully addressed. Moreover, the cost and accessibility of AI technologies are also significant factors. While AI will undoubtedly have a major impact on the gaming industry, the exact nature of that impact will be determined by technological developments and the industry's ability to adapt to these advancements.



DEEPSEEK

Will Artificial Intelligence Shape the Future of the Gaming Industry?

Interview

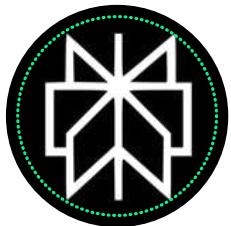
Artificial Intelligence and Gaming Industry

Artificial Intelligence (AI) will undoubtedly play a crucial role in the gaming industry, and its influence will continue to grow. In my opinion, AI's impact on the gaming world will not only enhance existing experiences but also pave the way for entirely new game genres and experiences.

First and foremost, AI's ability to analyze player behavior allows developers to create more targeted and engaging content. By offering personalized missions or story paths based on players' interests, AI helps establish a deeper connection between the game and the player. Additionally, AI-powered characters that behave more realistically and human-like significantly enrich the gaming experience.

On the other hand, AI's ability to accelerate and simplify game development processes is another major advantage. Developers can create more complex and engaging games in less time, fostering innovation across the industry.

In conclusion, artificial intelligence is not just a tool—it is a driving force shaping the future of the gaming industry. By creating new opportunities for both players and developers, AI will make gaming experiences richer and more interactive. I find this transformation incredibly exciting!



PERPLEXITY

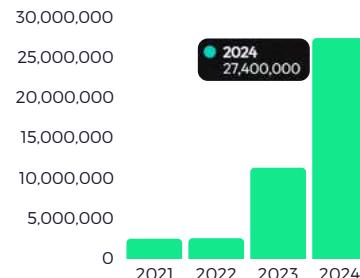
Artificial Intelligence (AI)

The year 2024 has been a true turning point for artificial intelligence applications. In particular, the Generative AI category has rapidly risen within the mobile app industry. Following the release of ChatGPT at the end of 2022, interest in this field skyrocketed, leading to the emergence of numerous competing applications. Revenues from AI chatbots and AI art generators saw exponential growth, increasing from \$30 million globally in 2022 to \$455 million in 2023, and reaching nearly \$1.3 billion in 2024. At the same time, downloads of these applications approached 1.5 billion in 2024, clearly demonstrating that AI applications have now become mainstream technology. In Türkiye, generative AI applications are following a similar upward trend. Both download numbers and in-app purchase revenues are rapidly increasing, highlighting the growing user interest in this space. However, there is still work to be done for Türkiye to secure a stronger position in the global market. In particular, local companies need to invest more in this field and develop innovative solutions to stay competitive. AI is not just a technological trend for Türkiye; it represents a strategic opportunity to enhance competitiveness and establish a significant presence in the global market. These developments serve as a clear indicator that Türkiye has the potential to become a key player in the AI industry.

In-App Purchases



App Downloads



Most Downloaded Apps

- 1. ChatGPT
- 2. Google Gemini
- 3. Chatbot AI & Smart Assistant
- 4. Character AI
- 5. Microsoft Copilot
- 6. AI Chatbot - Nova
- 7. ChatBot - AI Chat
- 8. Chat & Ask AI by Codeway
- 9. Chai
- 10. AI Chatbot: AI Chat Smith 4



The Current State of the Cosplay Industry

In recent years, cosplay has gained significant popularity in Türkiye, securing a strong presence at various events. However, despite this local success, the industry has struggled to achieve the expected progress on an international scale. As of 2024, a noticeable decline in the cosplay sector has been observed in Türkiye. While 2023 saw a surge in interest, the momentum has unfortunately slowed in 2024.

One of the main reasons behind this downturn is economic factors. Changes in customs regulations, restrictions on social media platforms, and other economic challenges have made it increasingly difficult for cosplayers to sustain their craft. These obstacles have directly impacted the growth and visibility of the cosplay scene in Türkiye. Additionally, while brands continue to use cosplay as a marketing tool, the decrease in the number of events and insufficient advertising budgets have severely hindered the industry's upward trajectory.

Despite the setbacks, 2024 was also a year of notable marketing projects in the cosplay scene. One of the most exciting highlights was Türkiye's largest award-winning cosplay competition, supported by MLBB (Mobile Legends: Bang Bang). Game companies have increasingly incorporated cosplayers into their events and actively supported cosplay competitions, indicating a positive shift towards greater industry integration. Additionally, cosplayers who previously participated in small-scale gaming tournaments have gained much more attention this year, with higher levels of competition and engagement. A new era of thematic cosplay events has emerged, with one of the most remarkable events being the Medieval Festival, organized by Sidequest Events.

The Mersin Municipality continued to support the cosplay community in 2024, hosting vibrant and creative displays at the Mersin Youth Festival, just as in previous years. While it is disappointing to see a globally rising industry facing setbacks in Türkiye, the potential for a revival with fresh ideas and innovative projects remains strong. With the right investments and initiatives, the cosplay scene in Türkiye can regain its momentum and reclaim the attention it deserves.



EDA KARADOĞAN
ME AGENCY
CO-FOUNDER

A New Opportunity in Gaming Law: NFT and Gaming Tokens

Blockchain and crypto asset law has been one of the most active areas of regulation in our country and the world in the last few years. This situation closely concerns and affects the games and the rules of the game. In July 2024, reforming amendments were made to the Capital Markets Law with Law No. 7518. In these amendments, many new rules on blockchain and crypto assets were adopted.

Subsequently, the Capital Markets Board (CMB) continued to set out the application areas, scope and exceptions of these rules with its principle decisions. The exception for gaming tokens and non-fungible crypto assets (NFTs) in the CMB's principle decision dated 19.09.2024 is both very pleasing and very important in terms of the rules of the game.

To clarify, while NFTs and virtual game tokens are not covered by Article 35/C of the Law, the Principle Decision introduced regulations regarding the trading and listing of these assets. Platforms will be able to freely list these assets, but adequate disclosure to customers is mandatory.

Since NFTs are unique, the main purpose of this regulation is to help investors make informed decisions. Gaming tokens and NFTs are thus significantly outside the detailed responsibilities of Financial Crimes Investigation Board (MASAK) and CMB regulations. This is the most important development and opportunity for the entire ecosystem to consider when rewriting the rules of the game.



ASST. PROF. DR. LAWYER
METE TEVETOĞLU
TEVETOĞLU LEGAL

Mandatory Representative for Gaming Companies in Türkiye

In recent years, the number of gaming platforms that have been subject to access restrictions in Türkiye has increased. These platforms hold a significant place in society, particularly due to their appeal to a younger audience. However, from the perspective of regulatory authorities, content published through these platforms occasionally contains violent elements that may encourage harmful behaviors among young users. These access restrictions are regarded as a crucial step toward monitoring online broadcasts.

With the enactment of the "Law on the Amendment of the Law on the Regulation of Publications on the Internet and the Fight Against Crimes Committed Through These Publications" on July 29, 2020, stricter regulations have been introduced regarding the operations of gaming platforms. This provision primarily imposes an obligation on social network providers to appoint a representative in Türkiye. The definition of "social network provider" was first introduced in Article 2 of Law No. 5651, titled the "Law on the Regulation of Publications on the Internet and the Fight Against Crimes Committed Through These Publications" (the "Law"). According to the Law, a social network provider is defined as follows:

"Social network provider: Natural or legal persons who enable users to create, view, or share data such as text, images, audio, and location for the purpose of social interaction on the internet."



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Mandatory Representative for Gaming Companies in Türkiye

Law on the Amendment of the Law on the Regulation of Publications on the Internet and the Fight Against Crimes Committed Through These Publications (dated 29/07/2020):

"ADDITIONAL ARTICLE 4 A foreign-based social network provider with more than one million daily accesses from Türkiye shall appoint at least one authorized representative in Türkiye to ensure compliance with notifications, communications, or requests sent by institutions, organizations, judicial or administrative authorities, and to respond to applications made by individuals under this Law, as well as to fulfill other obligations stipulated in this Law. The social network provider shall publish the contact details of this representative in a clear and directly accessible manner on its website. Additionally, the social network provider is required to notify the regulatory authority of the identity and contact details of the appointed representative."

Pursuant to the relevant provision, foreign-based social network providers with over one million daily accesses from Türkiye are obligated to establish a representation in Türkiye. Failure to comply with this requirement is subject to a progressive sanctioning mechanism detailed in the second paragraph of Additional Article 4 of the Law:



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Mandatory Representative for Gaming Companies in Türkiye

"(2) If a social network provider fails to comply with the obligation to appoint and notify a representative as stipulated in the first paragraph, the Institution shall issue a notification. If the obligation is not fulfilled within thirty days of this notification, an administrative fine of ten million Turkish Liras shall be imposed by the President. If the obligation remains unfulfilled within thirty days following the notification of the initial fine, an additional administrative fine of thirty million Turkish Liras shall be imposed. If the obligation is still not met within thirty days after the notification of the second fine, Turkish real and legal persons who are taxpayers shall be prohibited from placing new advertisements on the social network provider. Consequently, no new contracts may be established, and no financial transactions related to advertising may take place. If the obligation is not met within three months following the imposition of the advertisement ban, the President may apply to the criminal court of peace for a decision to reduce the internet traffic bandwidth of the social network provider by fifty percent. If the obligation remains unfulfilled within thirty days following the implementation of the court's decision, the President may apply again to the court to have the bandwidth reduced by up to ninety percent. In its second decision, the court may determine a lower reduction rate, provided that it is not below fifty percent, taking into account the nature of the service provided. These court decisions may be appealed under the provisions of Law No. 5271. The court's decisions shall be forwarded to the Institution for communication to internet service providers, who are required to comply with them immediately, and no later than four hours from the time of notification. If the obligation to appoint and notify a representative is subsequently fulfilled, only one-quarter of the imposed fines shall be collected, the advertisement ban shall be lifted, and the court decisions shall automatically become null and void. The Institution shall notify the internet service providers to terminate any bandwidth restrictions imposed."



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Mandatory Representative for Gaming Companies in Türkiye

Sanctions Imposed on Foreign-Based Social Network Providers for Failing to Appoint a Representative

The sanctions stipulated under the Law are categorized into five progressive stages:

- Stage 1: If the obligation is not met within thirty (30) days following the initial notification, an administrative fine of 10 million Turkish Liras shall be imposed.
- Stage 2: If the obligation remains unfulfilled for another thirty (30) days following the first fine, an additional administrative fine of 30 million Turkish Liras shall be imposed.
- Stage 3: If the obligation remains unfulfilled for another thirty (30) days following the second fine, an advertisement ban shall be imposed.
- Stage 4: If the obligation remains unfulfilled within three (3) months following the advertisement ban, the internet traffic bandwidth shall be reduced by fifty percent (50%).
- Stage 5: If the obligation is still not met within thirty (30) days following the court's decision to reduce bandwidth, the bandwidth may be further reduced by up to ninety percent (90%).

Additionally, under the relevant paragraph, if a social network provider complies with the obligation to appoint and notify a representative, only one-quarter of the imposed administrative fines shall be collected, the advertisement ban shall be lifted, and the court orders shall automatically become null and void.



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Advantages of Appointing a Representative for Compliance with These Regulations

Ensuring Legal Compliance

The appointment of a representative enables gaming platforms to comply with legal regulations. Through a representative, platforms can operate in accordance with Turkish digital broadcasting laws, ensuring that they remain under legal supervision and avoid potential legal disputes.

Preventing Access Restrictions and Enabling Swift Intervention

Access restrictions can significantly impact the operations of gaming platforms. By appointing a representative, platforms can respond swiftly and effectively to such restrictions. A representative can initiate legal objections and submit requests for the removal of restrictions, allowing the platform to continue operations without disruptions to user experience.

Enhancing User Safety

A representative can provide more efficient solutions to any issues arising on the platform. Users can receive faster responses to their concerns through the representative, thereby improving user safety and fostering public trust. Additionally, making platforms safer for young users allows families to feel more confident about using these services. By complying with these regulations, gaming platforms can benefit significantly from the appointment of a representative, ensuring legal security, operational continuity, and enhanced user trust.



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Lootboxes: Legal Regulations in Digital Games

Lootboxes are in-game mechanisms where players typically purchase digital boxes with real money to receive random rewards. Initially presented as an entertainment element that diversified the gaming experience, this system has quickly become a controversial topic for both developers and players. For game developers, lootboxes offer an important revenue model, but they have also sparked ethical and legal debates due to their potential to manipulate players' spending habits. Critics argue that lootboxes, while financially beneficial for developers, can exploit vulnerable players, especially younger audiences, by encouraging gambling-like behavior within games. This has led to calls for stricter regulations and more transparency regarding lootbox mechanics.

Economic Importance of Lootboxes in the Gaming Industry

Lootboxes represent a significant economic force in the gaming industry. Particularly in free-to-play (F2P) games, developers use lootboxes to create a steady revenue stream. However, while this system can increase player loyalty, it has also led to negative user experiences and trust issues. It has been observed that young players and children can suffer financial losses due to these non-transparent systems, which has drawn attention from both parents and regulatory authorities.

Lootboxes incorporate mechanisms that resemble gambling behaviors, which is why they have been subjected to legal regulations in various countries. For example, Belgium and Netherlands have classified lootboxes as gambling and have banned them outright, while the UK is working on regulatory measures. These legal differences create additional compliance challenges for international game companies and require the development of diverse policies across different regions.



ARDA ÇELİK
CO-CAPTAIN
GAMFED TÜRKİYE



KEVSER BİLGİÇ
CO-CAPTAIN
GAMFED TÜRKİYE

Lootboxes: Legal Regulations in Digital Games

Legal Regulations and Future Recommendations

Various legal frameworks have been developed in different countries regarding lootboxes. Some regions have introduced regulations to ensure that lootboxes comply with transparency and fairness standards, while others have opted to ban the system entirely. For example, some regulations require that the contents of lootboxes be visible before purchase, while others propose setting limits on user spending. Additionally, it is often emphasized that game developers should adopt ethical standards that prioritize player protection.

In the future, in order for lootboxes to maintain their role in the industry, they must be re-evaluated within the framework of transparency, user-friendly design, and ethical responsibility. Achieving a balance that protects players' rights while providing sustainable revenue models for developers could help this mechanism gain broader acceptance.

Lootboxes continue to be a central point of discussion in the digital gaming industry. While they contribute to the economic sustainability of games, they also attract attention for their potential negative impact on user experience. Therefore, both game developers and regulators need to approach the ethical and economic aspects of this system more carefully.

For more detailed information and discussions, you can access the [**full article here**](#).



ARDA ÇELİK
CO-CAPTAIN
GAMFED TÜRKİYE



KEVSER BİLGİÇ
CO-CAPTAIN
GAMFED TÜRKİYE

The State of Serious Games in Türkiye

Serious games are reported to offer significant advantages in education, training, problem recognition, advanced problem-solving skills, social skills, teamwork, and decision-making across various end-user sectors. The Serious Games Global Market Report 2024, covering the period from 2024 to 2031, provides a comprehensive analysis of the current and future landscape of the serious games industry.

According to the Global Serious Games Market Report, the industry demonstrated remarkable growth, increasing from \$9.71 billion in 2023 to \$11.67 billion in 2024. Experts predict that this upward trend will continue, with the market projected to reach \$25.74 billion by 2028.

Examining the growth dynamics of the sector, corporate training programs, healthcare simulations, and defense industry applications stand out as key areas of expansion. The integration of serious games into digital transformation processes in educational institutions and corporate talent development strategies plays a critical role in the market's expansion.

Advancements in technological infrastructure are significantly enhancing the industry's innovation capacity. AI integration, virtual and augmented reality implementations, and metaverse applications are leading a paradigm shift in education and simulation processes. Meanwhile, the widespread adoption of cloud technologies offers significant advantages in scalability and accessibility.



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The State of Serious Games in Türkiye

Metric-based analyses demonstrate that serious games outperform traditional methodologies, offering optimized knowledge retention in learning processes and data-driven performance evaluation capabilities. These advantages significantly accelerate corporate adoption of serious gaming technologies. From the perspectives of cost optimization and operational efficiency, the added value of serious games becomes distinctly evident. Organizations increasingly recognize the ability of serious games to enhance engagement, improve learning outcomes, and reduce training costs compared to conventional approaches.

Growth Dynamics and Emerging Trends In 2024, the Asia-Pacific region has emerged as the largest regional market for serious games. Moreover, this region is expected to remain the fastest-growing market in the coming years. Two key factors drive this expansion:

- **The Proliferation of Virtual Reality Technologies** The increasing use of virtual reality (VR) technologies in training and development activities plays a crucial role in the sector's growth. According to National Institutes of Health (NIH) data, total expenditures on AR and VR products exceeded \$215 billion in 2021, and the global healthcare AR and VR market is projected to reach \$5.1 billion by 2025. This surge highlights the growing demand for immersive learning solutions, particularly in medical training, rehabilitation, and surgical simulations.
- **The Aviation Industry's Influence** The growth of the aviation sector is another major factor contributing to the expansion of the serious games market. In 2022, aviation industry revenues reached \$741 billion, marking a 3% growth compared to the previous year. This upward trend has increased the demand for training and simulation solutions within the industry. Realistic and immersive training environments, safety training modules, and customized scenario-based applications play a pivotal role in enhancing aviation training programs, further driving the market's expansion.



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Segment Analysis Analyzing the global serious games market across three key dimensions reveals a distribution similar to the previous year.

- **Platform-Based Distribution** Smartphones hold the largest market share, followed by consoles and PC platforms. This distribution is directly linked to the widespread adoption of mobile technologies and increased accessibility. The growth of mobile gaming ecosystems has enabled serious games to reach a broader audience, particularly in education and corporate training.
- **Application Areas** Primarily used in simulation and training applications.
 - The top usage areas include:
 - Research and planning
 - Advertising and marketing
 - Human resources applications
- **Sectoral Distribution** The education sector remains the undisputed leader in the adoption of serious games. Other key industries utilizing serious gaming technologies include:
 - Healthcare
 - Aviation and defense
 - Public sector (government applications)
 - Retail
 - Media and entertainment

The diversification of serious games across multiple sectors underscores their growing impact on learning, training, and business processes.



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The State of Serious Games in Türkiye

Global Serious Games Awards and Türkiye's Perspective

In 2024, the international awards granted by the Serious Games Society (SGS) reflected the advancement of serious games across academia, business, and student categories. Notable winners from Italy demonstrated the diverse applications of serious games, including: IncrASTible! – A game focused on historical monastery exploration, Nutri-Islands – Designed for children's nutrition education, Pizzicato – Developed for motor behavior research. These projects highlight the broad scope of serious games across various disciplines and real-world applications.



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Looking at Türkiye's landscape, academic interest in serious games has been steadily increasing. In 2024, numerous graduate thesis projects focused on business, maritime studies, urban planning, and communication design, indicating the emergence of an interdisciplinary approach. Moreover, events like EğitiJAM, which attracted over 500 participants, demonstrate the growing engagement of young talents in this field.

However, the removal of the serious games category from Kristal Piksel, Türkiye's prominent gaming awards, is seen as a missed opportunity for industry promotion. Global examples illustrate that awards and incentive mechanisms play a crucial role in driving sectoral growth. Establishing recognition and support frameworks within Türkiye's gaming ecosystem could foster innovation and accelerate the adoption of serious games across multiple industries.

The State of Serious Games in Türkiye

Companies Developing Serious Games in Türkiye

Türkiye's serious game ecosystem has shown significant growth in 2024, driven by new startups and innovative projects from existing companies. During this period, new ventures focused entirely on serious games have emerged, alongside experienced companies developing projects for various sectors.



For More Details:
<https://www.wefigames.com>



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One of the key developments of the year is **WEFI Games**, which was founded during my doctoral studies and officially started operations in 2024 at Göller Bölgesi Technopark with an innovative approach to healthcare education. As a result of my academic research conducted since 2018, our company, which I founded, integrates AI-powered, VR, AR, and Web 3.0 technologies to offer comprehensive healthcare education solutions. The recognition of my academic work with an achievement award from the Games For Health journal in 2022 supports both the scientific foundation and vision of our company. As WEFI Games, we aim to develop solutions for a broad spectrum of users, from healthcare students and professionals to patients and their relatives, contributing to the advancement of the industry.

The State of Serious Games in Türkiye

Companies Developing Serious Games in Türkiye

Maritime Trainer has stood out in 2024 with its VR-based training solutions for the maritime industry. The company has developed VR training modules covering CNC Workplace Safety, Hand Tool Safety, and Surface Treatment, addressing the practical training needs of the sector. Additionally, its corporate academy management platform enables a comprehensive and integrated approach to training processes.



For More Details:
<https://maritimetrainer.com>



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Founded with the support of TÜBİTAK TEYDEB 1512, **GEFEASOFT** contributed to the healthcare industry in 2024 with the release of its Cosimo Surgery Basics V1 project on App Store and itch.io. The company focuses on 2D and 3D surgical operation training and continues to advance its R&D projects in the field.



For More Details:
<https://gefeasoft.com>

The State of Serious Games in Türkiye

Companies Developing Serious Games in Türkiye

Operating under the motto "Simulane Gamifies and Teaches" since 2012, Simulane serves as an experiential learning platform. The company's HANDS-ON game series, including Delivery (Incoterms) Game, Interactive Supply Chain Game, and Earn As Much As You Can, provides gamified training for supply chain processes. Developed in 2013, Northstar (Strategic Decision-Making and Risk Management in Global Logistics) and Big Space (Warehouse Management, Financial Decisions, and Risk Assessment) are also used in academic education.

These games have been utilized in the "Laboratory and Simulation Applications in Logistics" course at Beykoz University since 2013, serving as a successful example of academic and industry collaboration. As of 2024, Simulane has adopted a new strategy under Serious Educative Games, focusing on developing new games and producing scenario-based solutions through industry partnerships.



For More Details:
<http://simulane.com>



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GAMES

The State of Serious Games in Türkiye

Companies Developing Serious Games in Türkiye

An analysis of these companies' activities reveals that the serious games sector in Türkiye particularly specializes in healthcare, safety, and vocational training. The focus on industry-specific solutions indicates that the domestic serious games industry is entering a phase of maturity. The diversity of projects and technological infrastructure companies develop showcases the sector's sustainable growth potential.

Serious Games Events in Türkiye

One of the key events supporting the growth of the serious games ecosystem in Türkiye is EğitiJAM. In 2024, the event was held with the theme "Contrast" and gained significant attention as an educational game development marathon. In the event, 542 students from 146 teams participated, developing 63 games, with 14 teams advancing to the finals.

The final event was hosted at ETKİM (Educational Technologies Incubation and Innovation Center) at ODTÜ Teknokent, an initiative by MEB Yeğitek, exemplifying public-university-industry collaboration. The final program included presentations by industry leaders on critical topics such as serious games, artificial intelligence, and the future of the Turkish gaming industry, providing valuable insights for young developers. [Details: EğitiJAM](#)

Despite the growing interest and participation in serious games, a concerning development was the removal of the "Serious Game" category from the 2024 Kristal Pıksel Türkiye Game Awards, which has a rich 11-year history. Events like EğitiJAM and the success of companies such as Simofun and Wefi Games demonstrate that there is significant potential and interest in this field. Considering the rapid global growth of the serious games market, particularly in education, healthcare, and aviation, it is evident that Türkiye needs more investment and incentives in this sector to remain competitive.



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GAMES**



2023 - 2024 TÜRKİYE GAME MARKET COMPARISON





POPULATION

TÜRKİYE GAME MARKET REPORT 2024

2023



TÜRKİYE POPULATION

85.372.377+

AGE 0-14

21.4%

AGE 15-64

68.3%

AGE 64 AND OVER

10.2%

2024



TÜRKİYE POPULATION

85.664.944+

AGE 0-14

20.9%

AGE 15-64

68.4%

AGE 64 AND OVER

10.6%

INTERNET USERS

TÜRKİYE GAME MARKET REPORT 2024



2023



INTERNET USERS

74.360.000+

The figure of 74 million+ is based on the data published by TÜİK for the year 2023, reflecting the estimated number of individual internet users in the 16-74 age group, which has an internet usage rate of 87.1%. This number represents individual-based users rather than device or subscription-based measurements.

POPULATION RATIO

87.1%

(Individuals aged 16-74 with internet access)

INTERNET ACCESS AT HOME

95.5%

INTERNET USAGE BY GENDER

MALE

90.9%

FEMALE

83.3%



2024



INTERNET USERS

92.592.291+

The 92 million internet users in Türkiye are based on device or subscription-based measurements rather than individual counts. According to the definitions of BTK, a single individual can be counted multiple times if they use multiple devices or have subscriptions with different operators. Therefore, the number exceeding the population is due to the methodology used.

POPULATION RATIO

88.8%

(Individuals aged 16-74 with internet access)

INTERNET ACCESS AT HOME

96.4%

INTERNET USAGE BY GENDER

MALE

92.2%

FEMALE

85.4%

INTERNET USERS



TÜRKİYE GAME MARKET REPORT 2024



2023

2024

Internet Subscription Count	2023-Q2	2024-Q2
xDSL	10.873.970	10.457.209
Mobile Internet via Computer	699.805	683.691
Mobile Internet via Mobile Phone	73.153.793	72.002.854
Cable Internet	1.445.530	1.442.177
Fiber to the Home (FTTH)	4.947.072	6.113.649
Fiber to the Building (FTTB)	1.352.956	1.221.478
Wireless Internet (Fixed)	372.018	488.397
Other	221.289	182.836
TOTAL	93.066.433	92.592.291

The 92 million internet users in Türkiye have been derived based on device or subscription-based measurements, rather than individual counts. According to the definitions of BTK, a single individual can be counted separately for multiple devices or subscriptions with different operators. Therefore, the number exceeding the population is due to the methodology used.

SOCIAL MEDIA USERS

TÜRKİYE GAME MARKET REPORT 2024



2023



ACTIVE SOCIAL MEDIA USERS

70.000.000+

The average daily time spent on social media by internet users aged 16-64.

2 Hours 44 Minutes

Facebook: 65 million users (+/-)

YouTube: 58 million users (+/-)

Instagram: 60 million users (+/-)

TikTok: 35 million users (+/-)

Twitter (X): 20 million users (+/-)

Snapchat: 20 million users (+/-)

Twitch TV: 6 million unique monthly viewers (+/-)

LinkedIn: 15 million users (+/-)

The figures are based on the averages of data obtained from different sources. They will be updated if more recent and accurate data becomes available.

2024



ACTIVE SOCIAL MEDIA USERS

70.000.000(+/-)

The average daily time spent on social media by internet users aged 16-64.

2 Hours 40 Minutes

Facebook: 35 million users (+/-)

YouTube: 58 million users (+/-)

Instagram: 55 million users (+/-)

TikTok: 40 million users (+/-)

X (Twitter): 20 million users (+/-)

Snapchat: 10-12 million users (+/-)

Twitch TV: 6 million unique monthly viewers (+/-)

LinkedIn: 16-17 million users (+/-)

The figures are based on the averages of data obtained from different sources. They will be updated if more recent and accurate data becomes available.



MOBILE USERS



TÜRKİYE GAME MARKET REPORT 2024

2023



MOBILE USERS

91.363.260+

MOBILE / PPL.

113.5%

SMARTPHONES / MOBILE

75-80%

NUMBER OF CUSTOMERS WITH
A 4.5G COMPATIBLE DEVICE AND SIM CARD

67.745.067 (+/-)

4.5G CUSTOMERS

84 Million

3G CUSTOMERS

5.2 Million+

2024



MOBILE USERS

93.300.000+

MOBILE / PPL.

108.8%

SMARTPHONES / MOBILE

84%

NUMBER OF CUSTOMERS WITH
A 4.5G COMPATIBLE DEVICE AND SIM CARD

69.562.475 (+/-)

4.5G CUSTOMERS

85.5 Million

3G CUSTOMERS

5 Million+



GAMERS AND REVENUE

TÜRKİYE GAME MARKET REPORT 2024

2023

GAMERS

47.000.000+

TOTAL GAMER REVENUE

580.000.000 USD (+/-)

MOBILE

315.000.000 USD (+/-)

PC

145.000.000 USD (+/-)

CONSOLE

120.000.000 USD (+/-)

1 Dollar = 24 TL

2024

GAMERS

48.000.000+

TOTAL GAMER REVENUE

810.000.000 USD (+/-)

MOBILE

490.000.000 USD (+/-)

PC

175.000.000 USD (+/-)

CONSOLE

145.000.000 USD (+/-)

1 Dollar = 32,51 TL



These figures represent the total revenue generated from the spending of players within Türkiye on both local and global games operating in the country. The revenue includes mobile games, PC games, and console games, reflecting the total expenditures of players in the Turkish market on gaming.

The mobile game revenues used in this report have been calculated by combining data from various open-source tools, data provided by mobile games that share their revenue figures, and estimated revenue averages for other games based on their market share. This methodology aims to provide the most accurate possible estimate of the total mobile game revenue in the market.

For PC and console games, there is no direct and fully reliable data source available. Therefore, platform distribution ratios from countries with similar game and player trends have been analyzed to create estimated ratios suitable for the Turkish market. Despite the limitations in available data, this approach aims to offer a general industry overview.

GAMERS BY PLATFORMS

TÜRKİYE GAME MARKET REPORT 2024



2023

2024

BREAKDOWN OF GAMERS BY PLATFORM (ESTIMATED)

MOBILE

44 Million Gamers (+ / -)



PC

20 Million Gamers (+ / -)



CONSOLE

11 Million Gamers (+ / -)



MOBILE

45 Million Gamers (+ / -)

PC

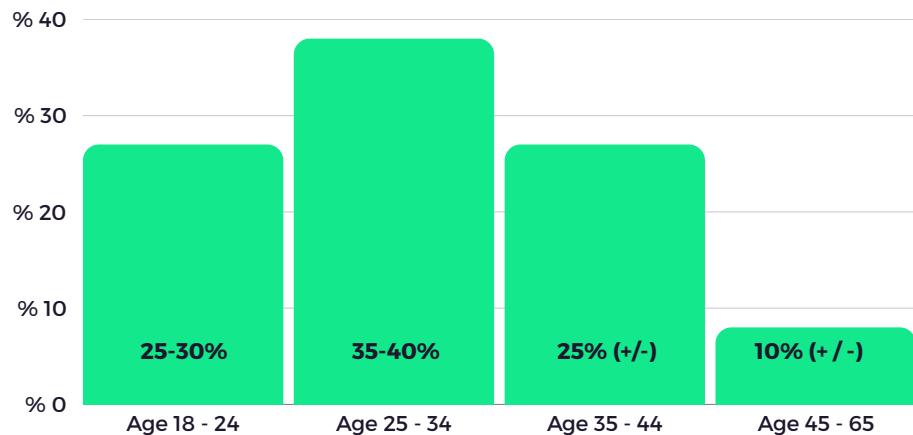
21 Million Gamers (+ / -)

CONSOLE

11 Million Gamers(+ / -)

GAMERS BY AGE

TÜRKİYE GAME MARKET REPORT 2024



GAMERS BY AGE

18-24

25-30%

25-34

35-40%

35-44

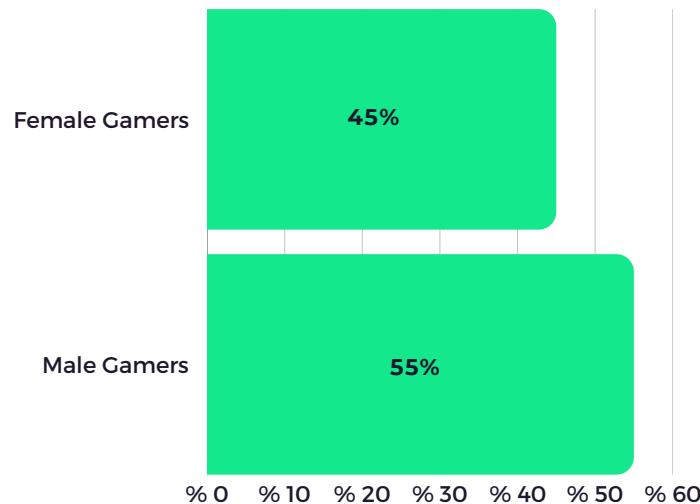
25% (+/-)

45-65

10% (+/-)

GAMERS BY GENDER

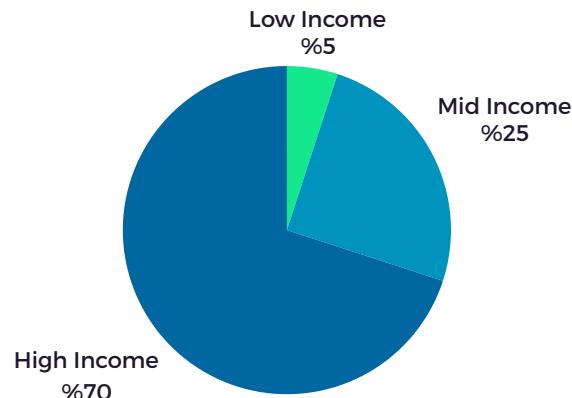
TÜRKİYE GAME MARKET REPORT 2024



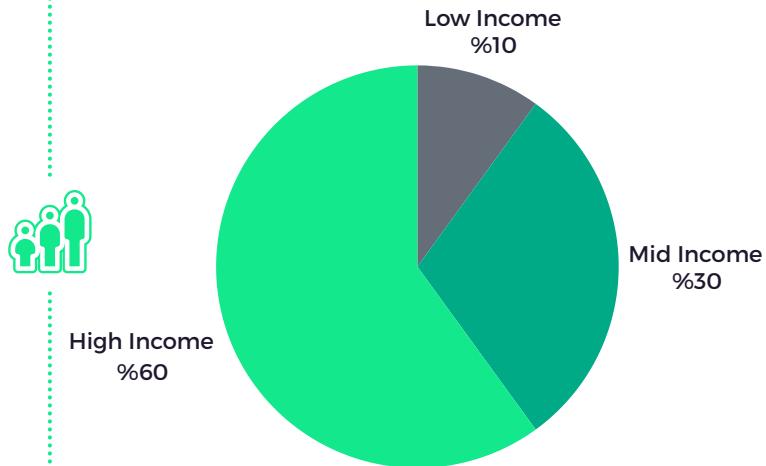
GAMERS BY INCOME



TÜRKİYE GAME MARKET REPORT 2024

2023**2024**

Although low-income individuals generally have limited gaming expenditures, increased accessibility and the rising popularity of mobile games have led to higher spending through microtransactions within this group.



It has been calculated by considering factors such as economic growth, inflation rates, and per capita income. This adjustment reflects the changing consumer behaviors in game spending, driven by increased accessibility and the growing popularity of mobile games.



TOP 15 MOBILE GAMES - FREE CATEGORY DOWNLOADS

TÜRKİYE GAME MARKET REPORT 2024

1	Brawl Stars	Supercell	9.500.000 (+/-)
2	PUBG Mobile	Tencent	7.000.000 (+/-)
3	Subway Surfers	Miniclip.com	7.000.000 (+/-)
4	WePlay	WeJoy	7.000.000 (+/-)
5	Pizza Ready!	Supercell	5.000.000 (+/-)
6	Roblox	Roblox Corporation	5.000.000 (+/-)
7	2 3 4 Player Mini Games	Better World Games	5.000.000 (+/-)
8	TopTop: Games&Chat	Social Game Lab	5.000.000 (+/-)
9	EA SPORTS FC™ Mobile Soccer	Electronic Arts	4.500.000 (+/-)
10	Words of Wonders: Crossword	Fugo	4.500.000 (+/-)
11	My Supermarket Simulator 3D	Game District	4.500.000 (+/-)
12	My Talking Tom 2	Outfit7	4.500.000 (+/-)
13	Stickman Party 234 MiniGames	PlayMax Game Studio	4.500.000 (+/-)
14	101 Yüzbir Okey Plus	Take-Two Interactive	4.000.000 (+/-)
15	Traffic Rider	skgames	4.000.000 (+/-)



TOP 15 MOBILE GAMES - FREE CATEGORY REVENUE

TÜRKİYE GAME MARKET REPORT 2024



1	PUBG Mobile	Tencent	14.000.000 USD (+/-)
2	101 Yüzbir Okey Plus	Take-Two Interactive	14.000.000 USD (+/-)
3	Whiteout Survival	Century Games	10.000.000 USD (+/-)
4	Brawl Stars	Supercell	10.000.000 USD (+/-)
5	Royal Match	Dream Games	9.000.000 USD (+/-)
6	eFootball™	Konami	9.000.000 USD (+/-)
7	Candy Crush Saga	Activision Blizzard	8.000.000 USD (+/-)
8	Last War:Survival	FirstFun	7.000.000 USD (+/-)
9	Mobile Legends: Bang Bang	Moonton	6.500.000 USD (+/-)
10	EA SPORTS FC™ Mobile Soccer	Electronic Arts	6.500.000 USD (+/-)
11	Clash of Clans	Supercell	5.000.000 USD (+/-)
12	Gardenscapes	Playrix	5.000.000 USD (+/-)
13	101 Okey Yalla	Yalla Technology	5.000.000 USD (+/-)
14	Rise of Kingdoms	Lilith Games	5.000.000 USD (+/-)
15	Travel Town - Merge Adventure	Magmatic Games	5.000.000 USD (+/-)



TOP 15 MOBILE GAMES - PAID CATEGORY DOWNLOADS



TÜRKİYE GAME MARKET REPORT 2024

1	Earn to Die 2	Not Doppler	55.000 (+/-)
2	My Child Lebensborn	Sarepta Studio AS	50.000 (+/-)
3	Football Chairman Pro	Underground Creative	28.000 (+/-)
4	Minecraft: Play with Friends	Mojang	25.500 (+/-)
5	Mesih	Fatih Beceren	25.000 (+/-)
6	Plague Inc.	Ndemic Creations	22.500 (+/-)
7	Overwinter Survival	Fatih Beceren	18.500 (+/-)
8	Aylık Distopya	Fatih Beceren	16.500 (+/-)
9	Grand Theft Auto: San Andreas	Rockstar Games	15.000 (+/-)
10	RFS - Real Flight Simulator	RORTOS	12.000 (+/-)
11	Başkanlar	Fatih Beceren	10.000 (+/-)
12	Stardew Valley	ConcernedApe	7.500 (+/-)
13	Hitman Sniper	Deca Games	6.250 (+/-)
14	Goat Simulator	Coffee Stain Publishing	5.000 (+/-)
15	Five Nights at Freddy's	Clickteam	4.100 (+/-)



TOP 15 MOBILE GAMES - PAID CATEGORY REVENUE

TÜRKİYE GAME MARKET REPORT 2024



1	Minecraft: Play with Friends	Mojang	1.259.000 USD (+/-)
2	Farming Simulator 23 Mobile	GIANTS Software	140.000 USD (+/-)
3	Grand Theft Auto: San Andreas	Rockstar Games	94.000 USD (+/-)
4	Evertale	ZigZaGame	80.000 USD (+/-)
5	RFS - Real Flight Simulator	RORTOS	65.000 USD (+/-)
6	Stardew Valley	ConcernedApe	62.000 USD (+/-)
7	Goat Simulator	Coffee Stain Publishing	32.000 USD (+/-)
8	Farming Simulator 20	GIANTS Software	30.000 USD (+/-)
9	My Child Lebensborn	Sarepta Studio AS	27.000 USD (+/-)
10	Plague Inc.	Ndemic Creations	25.000 USD (+/-)
11	Bloons TD 6	Ninja Kiwi	20.500 USD (+/-)
12	Dead Cells	Playdigious	20.400 USD (+/-)
13	Red Ball 4	FDG Entertainment	18.500 USD +
14	Shadow Fight 2 Special Edition	NEKKI	18.300 USD +
15	Human Fall Flat	505 Games	18.100 USD +



TURKISH MOBILE GAMES BY DOWNLOAD NUMBERS

TÜRKİYE GAME MARKET REPORT 2024



TURKISH GAMES BEFORE INVESTMENT AND/OR PURCHASE ARE ALSO INCLUDED.

* Listed in Alphabetical Order.

101 Yüzbir Okey Plus	Take-Two Interactive
Bus Simulator : Ultimate	Zuuks Games
Car Parking 3D: Online Drift	Furkan Gul
Cargo Simulator 2021: Turkiye	smSoft
Dogan Simulator 2	LAZ GAMES
Etiket Tofask - Doğan Şahin	PtronPlay Digital
Fashion Battle - Dress up game	Apps Mobile Games
Kafa Topu 2	Masomo / Miniclip
Royal Match	Dream Games
Traffic Racer	SKGames
Traffic Rider	SKGames
Truck Simulator : Ultimate	Zuuks Games
Words of Wonders: Crossword	Fugo



MOST DOWNLOADED MOBILE APPS IN TÜRKİYE



TÜRKİYE GAME MARKET REPORT 2024

1	Temu	Temu	20.000.000 (+/-)
2	Instagram	Meta	15.000.000 (+/-)
3	TikTok	Bytedance	15.000.000 (+/-)
4	WhatsApp	Meta	15.000.000 (+/-)
5	e-Devlet Kapısı	T.C. Ulaştırma ve Altyapı Bak.	15.000.000 (+/-)
6	Trendyol - Online Alışveriş	Trendyol	10.000.000 (+/-)
7	CapCut - Video Editor	Bytedance	10.000.000 (+/-)
8	Telegram	Telegram	10.000.000 (+/-)
9	Trendyol Go	Trendyol	10.000.000 (+/-)
10	Snapchat	Snap	10.000.000 (+/-)
11	ChatGPT	OpenAI	10.000.000 (+/-)
12	Facebook	Meta	8.000.000 (+/-)
13	Turkcell	Turkcell	8.000.000 (+/-)
14	Ziraat Mobil	Fintek	8.000.000 (+/-)
15	MHRS	T.C. Sağlık Bakanlığı	8.000.000 (+/-)



MOST DOWNLOADED MOBILE APP CATEGORIES IN TÜRKİYE

TÜRKİYE GAME MARKET REPORT 2024



Most Downloaded App Categories
Social Media
General Shopping
Personal Banking
Personalization & Utility Software
Social Messaging
Antivirus & VPN
Clothing Shopping
Photo Editing Software
Movie & TV Streaming Platforms
Social Media Entertainment Platforms
Telecommunications
Dating & Relationship Apps
Other Utility Software
Legal & Public Services
File Management Software
Music & Audio Entertainment Platforms
Video Editing Software
Digital Wallet & P2P Payments
Sports & Fitness Apps
Religion & Spiritual Apps

In 2024, the most downloaded app subcategories in Türkiye provide valuable insights into user behavior and digitalization trends.

According to data, social media, shopping, and financial services stand out as the leading categories, while notable trends are also observed in other subcategories.

Social Media: Social media apps (e.g., Instagram and TikTok) continue to dominate as the most downloaded app category in Türkiye. This highlights the deep integration of social media into daily life and how users rely on technology to fulfill their social interaction needs.

Shopping: Shopping apps (e.g., Temu and Amazon) rank second, reflecting the rapid growth of e-commerce in Türkiye. The adoption of online shopping by users indicates strong growth potential for brands and digital retail platforms.

Financial Services (Personal Banking): Personal banking apps rank third, demonstrating the rising interest in fintech solutions. This trend indicates that users increasingly prefer to conduct their banking transactions via digital platforms, highlighting the shift towards mobile banking and digital finance.



MOST DOWNLOADED MOBILE APP CATEGORIES IN TÜRKİYE

TÜRKİYE GAME MARKET REPORT 2024



Most Downloaded App Categories
Social Media
General Shopping
Personal Banking
Personalization & Utility Software
Social Messaging
Antivirus & VPN
Clothing Shopping
Photo Editing Software
Movie & TV Streaming Platforms
Social Media Entertainment Platforms
Telecommunications
Dating & Relationship Apps
Other Utility Software
Legal & Public Services
File Management Software
Music & Audio Entertainment Platforms
Video Editing Software
Digital Wallet & P2P Payments
Sports & Fitness Apps
Religion & Spiritual Apps

Personalization & Utility Software: Users are increasingly turning to software solutions to make their devices more functional and customizable. This subcategory bridges technology with individual needs, enabling users to tailor their digital experiences.

Social Messaging: Messaging apps (e.g., WhatsApp) continue to maintain their popularity as a crucial part of communication needs. Instant messaging remains an essential tool for both personal and professional interactions.

Media & Entertainment (Film & TV Streaming Platforms): Streaming platforms offering movies and TV series reflect the growing digital entertainment consumption in Türkiye. The rising interest in digital content keeps this category in a strong market position.

Antivirus & VPN Applications: This category has experienced a decline in user interest, suggesting that security needs are being met through alternative solutions. However, recent restrictions and censorship have slightly increased VPN usage, demonstrating its continued relevance for internet accessibility.



MOST SPENT-ON MOBILE APPS IN TÜRKİYE

TÜRKİYE GAME MARKET REPORT 2024



1	TikTok	Bytedance	15.000.000 USD +
2	Azar: 1 on 1 Video Chat Online	Hyperconnect	10.000.000 USD +
3	YouTube	Google	10.000.000 USD +
4	Tinder	Match Group	8.000.000 USD +
5	Instagram	Meta	8.000.000 USD +
6	Tango	TangoMe	7.000.000 USD +
7	LivU	Clash Arts HK	5.000.000 USD +
8	Sugo Voice Chat Party	IndiaMasterApp	5.000.000 USD +
9	ChatGPT	OpenAI	5.000.000 USD +
10	FaceApp	FaceApp Technology	5.000.000 USD +
11	Bumble Dating App	Bumble Holding	5.000.000 USD +
12	Disney+	Disney	5.000.000 USD +
13	MatchPub - Live Video Chat	Mono Yazılım	5.000.000 USD +
14	Google One	Google	5.000.000 USD +
15	Connected2.me - Chat & Meet	C2M	4.000.000 USD +



MOST SPENT-ON MOBILE APP CATEGORIES IN TÜRKİYE

TÜRKİYE GAME MARKET REPORT 2024



Revenue-Generating App Categories
Social Media
Media & Entertainment Social Discovery
Media & Entertainment Dating & Relation
Media & Entertainment Film & TV Stream
Social Messaging
Artificial Intelligence AI Chatbots
Software Photo Editing
Business & Education Language Learning
Software Selfie & Beauty Editors
Media & Entertainment Books
Software Location Tracking Apps
Software Cloud Storage
Software Antivirus & VPN
Software Call & SMS Services
Software Video Editing
Media & Entertainment Music & Podcasts
Lifestyle Astrology Apps
Business & Education Buss & Education
Software Other Utility Tools
Financial Services Personal Finance

Throughout 2024, data on in-app purchase (IAP) revenues for non-gaming app categories and subcategories in Türkiye indicates that social media, media, and entertainment platforms lead the market. Additionally, the rise of AI-powered chatbots stands out as a key trend.

Social Media: TikTok and YouTube account for over 70% of consumer spending in this subcategory. TikTok's monetization model, which allows users to tip content creators or promote their content, has revolutionized non-gaming revenue models. This strong revenue performance continues to drive social media app earnings in Türkiye.

Media & Entertainment – Social Discovery: Social discovery apps like Azar have witnessed a 48% year-over-year growth. These apps, which enable users to meet new people, have become increasingly popular among young users in Türkiye.

Media & Entertainment – Dating & Relationships: Dating apps like Tinder have recorded exceptional growth, reflecting the rising interest in digital dating platforms. The increasing popularity of these apps demonstrates a cultural shift toward online matchmaking and relationship-building.



MOST SPENT-ON MOBILE APP CATEGORIES IN TÜRKİYE

TÜRKİYE GAME MARKET REPORT 2024



Revenue-Generating App Categories
Social Media
Media & Entertainment Social Discovery
Media & Entertainment Dating & Relation
Media & Entertainment Film & TV Stream
Social Messaging
Artificial Intelligence AI Chatbots
Software Photo Editing
Business & Education Language Learning
Software Selfie & Beauty Editors
Media & Entertainment Books
Software Location Tracking Apps
Software Cloud Storage
Software Antivirus & VPN
Software Call & SMS Services
Software Video Editing
Media & Entertainment Music & Podcasts
Lifestyle Astrology Apps
Business & Education Buss & Education
Software Other Utility Tools
Financial Services Personal Finance

Media & Entertainment – Film & TV Streaming: Netflix, Disney+, and similar platforms are experiencing significant growth, reflecting the increasing demand for subscription-based content services. This trend highlights the rise of digital entertainment consumption among Turkish users.

Social Messaging: Apps like Connected2.me showcase the strong interest in social interaction-focused applications in Türkiye.

AI Chatbots: ChatGPT and similar AI applications have seen massive growth over the past two years. AI-powered chatbots are being rapidly adopted, positioning themselves as one of the most promising revenue-generating subcategories in Türkiye.

Photo Editing & Beauty Enhancers: Remini and FaceApp demonstrate the growing user interest in aesthetic modifications and AI-powered image enhancement tools.

Language: Duolingo and similar apps highlight the strong adoption of educational applications by Turkish users, emphasizing the demand for accessible and interactive learning tools.

Other Notable Revenue-Generating Categories: Cloud Storage, Music & Podcast Applications, Astrology Apps. These categories continue to attract users and generate substantial in-app purchase revenues, reinforcing their long-term growth potential in Türkiye's digital market.



POPULAR PC GAMES

TÜRKİYE GAME MARKET REPORT 2024



Game Name		
Counter-Strike 2	GTA V Premium Edition	Genshin Impact
Valorant	Alan Wake 2	Palworld
League Of Legends	Mayhem Brawler	Elden Ring
Rust	Hitman World Of Assassination	Warhammer 40,000: Space Marine 2
Battlefield Series	Outlast 2	Destiny 2
PUBG: Battlegrounds	Black Myth: Wukong	Baldur's Gate 3
Helldivers 2	Farming Simulator 25	Zula
EA Sports FC 24 and 25	Cyberpunk 2077	Black Desert
NBA 2K25	Kingdom Come: Deliverance	Diablo IV
Marvel Rivals	PC Building Simulator 2	World Of Warcraft
World Of Warships	God of War Ragnarök	Hades II
The Sims 4	Tom Clancy's Rainbow Six® Siege	Stumble Guys
WWE 2K24	Darkest Dungeon II	Mortal Kombat II
Path Of Exile 2	Red Dead Redemption 2	Roblox
Dying Light 2 Stay Human: Reloaded	Football Manager 2024	Metin 2
Mount & Blade	ARK: Survival Evolved	Rise Online
Euro Truck Simulator	Supermarket Simulator	Knight Online
Mafia Trilogy	Liars Bar	Call of Duty Series
Hogwarts Legacy	Minecraft	S.T.A.L.K.E.R. 2: Heart Of Chornobly
Dota 2	Fortnite	Overcooked! 2
Anomaly Agent	Dead By Deadlight	

Source: Steam, Epic Store.



POPULAR CONSOLE GAMES

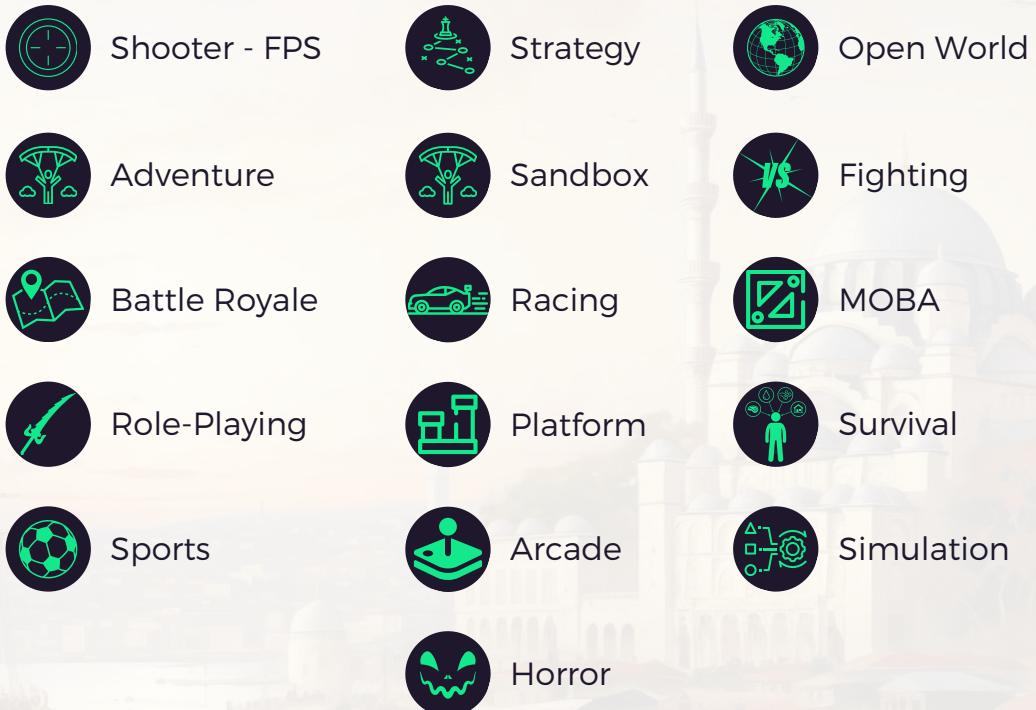
TÜRKİYE GAME MARKET REPORT 2024

Game Name		
Suicide Squad: Kill the Justice League	Tony Hawk's™ Pro Skater™ 1 + 2	Call of Duty®: Black Ops 6 - Cross-Gen
Red Dead Redemption 2: Ultimate	Watch Dogs®: Legion	Dragon Age™: The Veilguard
WWE 2K24 Cross-Gen Digital Edition	FINAL FANTASY VII REMAKE	SONIC X SHADOW GENERATIONS
Grand Theft Auto V	STAR WARS™: Squadrons	Starship Troopers: Extermination
Ghost of Tsushima	ARK: Survival Evolved	Starbound
ARK: Survival Ascended	Astro Bot	Metaphor: ReFantazio
Cyberpunk 2077	ELDEN RING Shadow of the Erdtree	Heavy Cargo - The Truck Simulator
God of War Ragnarök	EA SPORTS FC 24 - 25	KILL KNIGHT
Hogwarts Legacy	V Rising	Prince of Persia™: The Lost Crown
STAR WARS Jedi: Survivor™ Deluxe	Gran Turismo 7	Test Drive Unlimited Solar Crown
Hell Let Loose	UFC 5	eFootball™ 2025
Marvel's Spider-Man: Miles Morales	Sea of Thieves	Warhammer 40,000: Space Marine 2
Brothers: A Tale of Two Sons Remake	Raft	Star Wars Outlaws
UFC™ 5 Deluxe Edition	Path Of Exile 2	Kena: Bridge of Spirits
Street Fighter™ 6	S.T.A.L.K.E.R. 2: Heart Of Chornobyl	F1® 24
The Last of Us™ Part I Dijital Deluxe	NBA 2K25 x WWE 2K24	Senua's Saga: Hellblade II
NBA 2K24 Baller Edition	Farming Simulator 25	Braid, Anniversary Edition
Batman: Arkham Collection	Elderborn	Dragon's Dogma 2
Sekiro™: Shadows Die Twice	Death Stranding Director's Cut	Alone in the Dark
Need for Speed™ Heat	The Crew Motorfest Ultimate Edition	FOR HONOR

Source: Playstation Store, Xbox Store

MOST PREFERRED PC AND CONSOLE GAME GENRES IN TÜRKİYE

TÜRKİYE GAME MARKET REPORT 2024



POPULAR GAMING COMPANIES IN TÜRKİYE



TÜRKİYE GAME MARKET REPORT 2024

Company Name		
2K Sports	CD Projekt Red	Fingersoft
ABI Games Studio	CDT Basic Games	First Touch Games
Activision	Century Games	FirstFun
Activision Blizzard	Chess.com	FromSoftware
Amanotes	Chucklefish	Fugo
Apps Mobile Games	Codemasters	FunPlus
Arrowhead Game Studios	CyberAgent	Game Science
Atlus	DICE	Garena Games Online
Avalanche Software	Discord Inc.	Giants Software
AXLEBOLT	DOSA Apps	Goat Games
Azur Interactive Games	Dream Games	Grinding Gear Games
Bacon studio	DWANGO	GSC Game World
Bandai Namco Entertainment	Electronic Arts (EA)	Hangar 13
Beach Bum	Ember Lab	Hazelight Studios
Beresnev Games	Epic Games	Hello Games
Better World Games	Evil Raptor	Hero Concept
Bioware	Facepunch Studios	HoYoverse
Bravestars	FALCON GAMES	Hungry Studio
Brightika	Fast Game	Hyperstrange
Capcom	FDG Mobile Games GbR	IGG

POPULAR GAMING COMPANIES IN TÜRKİYE



TÜRKİYE GAME MARKET REPORT 2024

Company Name		
Imangi Studios	Maxis	olzhass
Insomniac Games	Mechanist Games	Orange Studios Games
IO Interactive	Microsoft Corporation	Outfit7
iKame Games	miHoYo	Paradox Interactive
Jagex	Miniclip	Paul Salameh
JoyGame	Mobigame SAS	Pazu Games
Kojima Productions	Mojang Studios	Pearl Abyss
Konami	Moon Active	Phew Phew Games
Kooapps	MOONEE	Pieces Interactive
Krafton	Moonton	Playgendary
KT Racing	Nacon	PlayMax Game Studio
Kwalee	Naughty Dog	Playrix
Larian Studios	Naxeex	Pocketpair
Lilith Games	Neron's Brother	Red Barrels
Mad Head Games	NetherRealm Studios	Respawn Entertainment
Madbyte Games	Niantic	Riot Games
Magmatic Games	Ninja Theory	Roblox Corporation
Marmalade Game Studio	Noah System	Rockstar Games
Masomo	Nowhere Studios	Rocksteady Studios
Massive Entertainment	Offworld Industries	Rokosoft

POPULAR GAMING COMPANIES IN TÜRKİYE



TÜRKİYE GAME MARKET REPORT 2024

Company Name		
Saber Interactive	TAGO Studio	Warner Bros. Games
Santa Monica Studio	Take-Two Interactive	Webzen
SayGames	TaleWorlds Entertainment	Wildlife Studios
Scopely	TAPBLAZE	XGAME STUDIO
Scorewarrior	Tapnation	Yalla Technology FZ-LLC
SCS Software	Team17	Z & K
SEGA	Techland	Zego Studio
SKGames	Tencent	Ziipin Holdings HK
Social Game Lab	Thekla, Inc.	Zoetrope
Spiral House	Toca Boca AB	Zuuks Games
Square Enix	Ubisoft	
StarGame12	Ubisoft Ivory Tower	
Stella Joy Studio	Ubisoft Montpellier	
Studio Wildcard	Ubisoft Toronto	
Sucker Punch Productions	Unico Studio	
SUD	Valve	
Supercell	Vicarious Visions	
Supercent	voodoo	
Supergiant Games	Wargaming	
SUPERSONIC STUDIOS	Warhorse Studios	

LOCAL GAME COMPANIES AND DEVELOPERS

TÜRKİYE GAME MARKET REPORT 2024



Türkiye is becoming a fast-growing and globally recognized hub in game development. According to recent research, over 1,400 game studios in Türkiye are actively developing games for mobile, PC, and console platforms. The sector encompasses a wide range of companies, from independent studios to large firms achieving international success.

The Turkish game ecosystem initially rose to prominence through mobile games and continues to expand into PC and console projects. Developers are creating globally acclaimed games by focusing on innovative game mechanics, strong storytelling, and player-centric design. In addition to producing content, Turkish game companies are strengthening their market position by forming partnerships with global publishers, further enhancing their competitive edge in the industry.

Since it is impossible to fit the full list into a single report, this year we have chosen to present Turkish game studios in a more comprehensive and accessible format. You can find the latest game studio listings and detailed information on the [dedicated page of our report's website](#). This dynamic format allows you to explore all industry players and stay updated on the latest developments in Türkiye's gaming sector.

The list featured on our website includes a wide range of game companies from Türkiye's dynamic gaming industry, representing different sizes and levels of success. It covers everything from companies with substantial capital and resources to solo ventures, offering a broad spectrum. Each company is an important part of the country's gaming ecosystem, supporting the diversity and innovation within the industry. Regardless of size or revenue, every company contributes to the gaming world with creativity, passion, and a spirit of collaboration.



POPULAR STREAMERS IN TÜRKİYE / TWITCH TV



TÜRKİYE GAME MARKET REPORT 2024

Twitch TV		Followers	View Time (Hour)	Max. Views	Avg. Views	Watch Time (Hours)
1	Elraenn	4.626.748	140,5	51.495	26.551	3.730.476
2	wtcN	2.922.438	295,5	43.879	5.971	1.764.422
3	KendineMuzisyen	2.589.925	52	16.030	4.556	236.912
4	pqueen	2.319.835	71	14.610	3.108	220.680
5	UNLOSTV	2.172.082	165,5	7.831	2.392	395.942
6	Jahrein	1.903.757	114,75	21.130	9.469	1.086.638
7	Mithrain	1.712.694	524	7.296	2.748	1.440.040
8	RRaenee	1.244.160	121	19.739	11.562	1.399.089
9	Eray	1.071.112	82,75	16.232	8.853	732.676
10	Adal	1.051.660	74,25	20.458	2.350	174.521

POPULAR STREAMERS IN TÜRKİYE / TWITCH TV



TÜRKİYE GAME MARKET REPORT 2024

	Twitch TV	Followers	View Time (Hour)	Max. Views	Avg. Views	Watch Time (Hours)
11	ZEON	1.014.304	1252,25	2.650	573	717.858
12	berkriptepe	1.002.438	322,75	1.777	633	204.492
13	Elwind	1.001.864	12	8.784	3.965	47.582
14	TolunayOren	937.556	89,25	11.236	3.524	314.581
15	RiotGamesTurkish	859.560	629,75	10.416	1.669	1.051.248
16	Levo	849.885	392	14.787	3.680	1.442.708
17	annadeniz	841.946	48	1.027	558	26.799
18	PintiPanda	839.775	3,75	1.259	666	2500
19	Hype	792.468	62,75	19.686	11.615	728.856
20	AlpTV	778.877	507,75	4.079	419	212.965

POPULAR GAMING YOUTUBE CHANNELS IN TÜRKİYE



TÜRKİYE GAME MARKET REPORT 2024

YouTube		Subscribers	Number of Videos	Total Views
1	Zuuks Games	8.7M	69	102.923.927
2	Minecraft Parodileri	6.8M	2.356	5.960.226.663
3	Ferited	5.8M	3.201	3.907.363.800
4	Bariş G	4.7M	2.279	1.618.221.238
5	SeseGel	4.7M	3.209	3.051.125.479
6	xEnesR	4.2M	373	780.151.898
7	TÜRKPRO	4M	2.908	2.316.642.637
8	Samet Parlak 2	3.9M	1.259	1.142.059.920
9	LAZ	3.6M	2.408	1.794.874.932
10	Burak Oyunda	3.5M	3.556	1.248.711.353

POPULAR GAMING YOUTUBE CHANNELS IN TÜRKİYE



TÜRKİYE GAME MARKET REPORT 2024

	YouTube	Subscribers	Number of Videos	Total Views
11	BoraLo	3.4M	1.340	1.042.135.562
12	Elraenn	3.2M	1.482	1.035.141.172
13	Ümidi	3.2M	7.415	1.923.014.841
14	Baturay Anar	3.1M	1.017	864.711.437
15	MEZARCI	3M	1.399	550.616.262
16	Kozmik Karınca	2.8M	1.094	932.518.366
17	DeadPies	2.7M	2.889	1.853.492.894
18	Minecraft Evi	2.6M	3.765	1.249.597.381
19	Bariş Can	2.6M	3.128	1.161.642.120
20	BARIŞ BRA	2.6M	1.824	932.450.785

POPULAR INSTAGRAM INFLUENCERS IN TÜRKİYE



TÜRKİYE GAME MARKET REPORT 2024

Instagram		Followers	Instagram		Followers
1	Tuğkan "Elraenn" Gönültaş	2.945.718	11	Kemal Can Parlak	724.555
2	Pelin "Pqueen" Baynazoğlu	1.340.520	12	Cihan "Mezarci" Cavlak	720.894
3	Mert "Rraenee" Yılmaz	1.292.884	13	Begüm Gül "Roseheus" Karakoyun	709.333
4	Furkan Yaman	1.208.922	14	Hasan "Sesegel" Mustan	693.478
5	Barişcan Mercan	1.175.888	15	Mervan Tepelioğlu	686.645
6	elanur	897.236	16	Oğuzhan "Doch" Özyetiş	651.853
7	Tolunay Ören	836.772	17	duygu köseoğlu	642.275
8	Tugay Gök	754.505	18	Emrecan önal	618.504
9	Ataberk Doğan	729.045	19	Mustafa "Hz Yasuo" YAVUZ	600.427
10	Ferit Karakaya	727.698	20	Cantuğ Özsoy	525.651

ACTIVE PAYMENT INSTITUTIONS

TÜRKİYE GAME MARKET REPORT 2024



Aypara Ödeme Kuruluşu A.Ş.	Paragram Ödeme Kuruluşu A.Ş.
BRQ Link Ödeme Hizmetleri A.Ş.	Paratika Ödeme Hizmetleri A.Ş.
Efix Ödeme Hizmetleri A.Ş.	Pay Fix Elektronik Para ve Ödeme Hizmetleri A.Ş.
Elekse Elektronik Para ve Ödeme Kuruluşu A.Ş.	Paynet Ödeme Hizmetleri A.Ş.
Faturakom Ödeme Hizmetleri A.Ş.	Paytrek Ödeme Kuruluşu Hizmetleri A.Ş.
Global Ödeme Hizmetleri A.Ş.	Qnbpay Ödeme Hizmetleri A.Ş.
GönderAI Ödeme Hizmetleri A.Ş.	Sender Ödeme Hizmetleri A.Ş.
Klon Ödeme Kuruluşu A.Ş.	Trend Ödeme Kuruluşu A.Ş.
Lidio Ödeme Hizmetleri A.Ş.	Tronapay Ödeme Hizmetleri A.Ş.
MoneyGram Türkiye Ödeme Hizmetleri A.Ş.	TRPOS Ödeme Kuruluşu A.Ş.
Mypayz Ödeme Kuruluşu A.Ş.	Valenspara Ödeme Kuruluşu A.Ş.
Octet Express Ödeme Kuruluşu A.Ş.	Vezne24 Tahsilat Sistemleri ve Ödeme Hizmetleri A.Ş.
Ödeal Ödeme Kuruluşu A.Ş.	Western Union Türkiye Ödeme Hizmetleri A.Ş.

ACTIVE ELECTRONIC MONEY INSTITUTIONS

TÜRKİYE GAME MARKET REPORT 2024



A Ödeme ve Elektronik Para Hizmetleri A.Ş.	Faturamatik Elektronik Para ve Ödeme Kuruluşu A.Ş.
Ahlatcı Ödeme ve Elektronik Para Hizmetleri A.Ş.	Fintlix Elektronik Para ve Ödeme Hizmetleri A.Ş.
As Ödeme Hizmetleri ve Elektronik Para A.Ş.	Fzypay Elektronik Para ve Ödeme Hizmetleri A.Ş.
Aköde Elektronik Para ve Ödeme Hizmetleri A.Ş.	Garanti Ödeme ve Elektronik Para Hizmetleri A.Ş.
Belbim Elektronik Para ve Ödeme Hizmetleri A.Ş.	Halk Elektronik Para ve Ödeme Hizmetleri A.Ş.
Birleşik Ödeme Hizmetleri ve Elektronik Para A.Ş.	IQ Money Ödeme Hizmetleri ve Elektronik Para A.Ş.
BPN Ödeme ve Elektronik Para Hizmetleri A.Ş.	İninal Ödeme ve Elektronik Para Hizmetleri A.Ş.
Cemete Elektronik Para ve Ödeme Hizmetleri A.Ş.	İstanbul Ödeme ve Elektronik Para A.Ş.
D Ödeme Elektronik Para ve Ödeme Hizmetleri A.Ş.	İyzi Ödeme ve Elektronik Para Hizmetleri A.Ş.
Dinamik Elektronik Para ve Ödeme Hizmetleri A.Ş.	Lydians Elektronik Para ve Ödeme Hizmetleri A.Ş.
Dgpara Ödeme ve Elektronik Para Kuruluşu A.Ş.	Moka Ödeme ve Elektronik Para Kuruluşu A.Ş.
DSM Ödeme ve Elektronik Para Hizmetleri A.Ş.	Moneymate Elektronik Para ve Ödeme Hizmetleri A.Ş.
Denizöde Elektronik Para ve Ödeme Hizmetleri A.Ş.	Moneyout Elektronik Para ve Ödeme Hizmetleri A.Ş.



ACTIVE ELECTRONIC MONEY INSTITUTIONS

TÜRKİYE GAME MARKET REPORT 2024



Moneypay Ödeme ve Elektronik Para Hizmetleri A.Ş.	Paypole Ödeme Hizmetleri ve Elektronik Para A.Ş.
N Kolay Ödeme ve Elektronik Para Kuruluşu A.Ş.	Payporter Ödeme Hizmetleri ve Elektronik Para A.Ş.
Nomu Pay Ödeme ve Elektronik Para Hizmetleri A.Ş.	Paytr Ödeme ve Elektronik Para Kuruluşu A.Ş.
Ozan Elektronik Para A.Ş.	Pratik İşlem Ödeme ve Elektronik Para A.Ş.
Paladyum Elektronik Para ve Ödeme Hizmetleri A.Ş.	Qpay Elektronik Para ve Ödeme Hizmetleri A.Ş.
Papara Elektronik Para A.Ş.	Rubik Elektronik Para ve Ödeme Hizmetleri A.Ş.
Papel Elektronik Para ve Ödeme Hizmetleri A.Ş.	SBM Elektronik Para ve Ödeme Kuruluşu A.Ş.
Parakolay Elektronik Para A.Ş.	Sipay Elektronik Para ve Ödeme Hizmetleri A.Ş.
Paratim Ödeme ve Elektronik Para Kuruluşu A.Ş.	Sundus Elektronik Para ve Ödeme Kuruluşu A.Ş.
ParaQR Elektronik Para ve Ödeme Hizmetleri A.Ş.	Token Ödeme Hizmetleri ve Elektronik Para A.Ş.
Parolapara Elektronik Para ve Ödeme Hizmetleri A.Ş.	Tom Pay Elektronik Para ve Ödeme Hizmetleri A.Ş.
Paybull Ödeme Hizmetleri ve Elektronik Para A.Ş.	TT Ödeme ve Elektronik Para Hizmetleri A.Ş.
Payco Elektronik Para ve Ödeme Hizmetleri A.Ş.	TTM Elektronik Para ve Ödeme Hizmetleri A.Ş.



ACTIVE ELECTRONIC MONEY INSTITUTIONS



TÜRKİYE GAME MARKET REPORT 2024

Turk Elektronik Para A.Ş.
Turkcell Ödeme ve Elektronik Para Hizmetleri A.Ş.
Turkonay Elektronik Para ve Ödeme Hizmetleri A.Ş.
UPT Ödeme Hizmetleri ve Elektronik Para A.Ş.
Vakıf Elektronik Para ve Ödeme Hizmetleri A.Ş.
Vepara Elektronik Para ve Ödeme Hizmetleri A.Ş.
Vizyon Elektronik Para ve Ödeme Hizmetleri A.Ş.
Vodafone Elektronik Para ve Ödeme Hizmetleri A.Ş.
Yemekpay Elektronik Para ve Ödeme Hizmetleri A.Ş.
Ziraat Finansal Teknolojiler Elektronik Para ve Ödeme Hizmetleri A.Ş.



ASSOCIATIONS

TÜRKİYE GAME MARKET REPORT 2024



2023

TOGED

GAME DEVELOPERS ASSOCIATION OF TURKEY

Turkish Association of
Game Developers

GYUNDER

Association of Game Designers,
Developers, Publishers and
Producers

2024

TOGED

GAME DEVELOPERS ASSOCIATION OF TURKEY

Turkish Association of
Game Developers

GYUNDER

Association of Game Designers,
Developers, Publishers and
Producers

DOYEB
DİJİTAL OYUN YAPIMCILARI MESLEK BİRLİĞİ

Digital Game Developers
Professional Association

GGOG

Genç Girişimci ve Oyun Geliştiricileri Derneği

Young Entrepreneurs and
Game Developers Association

GAME EXHIBITIONS (B2C)



TÜRKİYE GAME MARKET REPORT 2024

2023



2024

In 2024, only the GIST - Gaming İstanbul Game Expo took place.



ON/OFF EVENTS ORGANIZED IN TÜRKİYE (GAMING, ESPORTS, EXPO, B2B, B2C)

TÜRKİYE GAME MARKET REPORT 2024



Event Name	Date
Bursa Metropolitan Municipality High School Valorant Tournament	January 24
Esenler Municipality Esports Tournament	January 24
GAMEON eTürkiye Cup – Teams on the Field!	January 24
Hendek Municipality Esports Tournament	January 24
Nevşehir Municipality Esports Tournament	January 24
PUBG Awards 2023 - eSports360 (Global Broadcast with Turkish Commentary)	January 24
Göbeklitepe Gaming Festival	January 24
Global Game Jam 2024 (İstanbul, Izmir, Konya, Teknopark İstanbul, YTÜ, ÜNOG, etc.)	January 24
Dijipin Masters Tournament	February 24
FUT vs Team Heretics Watch Party	February 24
PUBG Mobile Stars League Spring 2024	February 24
Üsküdar Municipality Esports Tournament	February 24
Sakarya University Game Jam 2024 VI	February 24
MAUJAM'24 Maltepe University	February 24
PROTALITY Season 8 - EMEA Tour eSports360	February 24



ON/OFF EVENTS ORGANIZED IN TÜRKİYE (GAMING, ESPORTS, EXPO, B2B, B2C)

TÜRKİYE GAME MARKET REPORT 2024



Event Name	Date
Meram Municipality Esports Tournament	March 24
PGL Major Copenhagen 2024 Elimination Stage Eternal Fire Watch Party	March 24
PGL Major Copenhagen 2024 Playoff Eternal Fire Watch Party	March 24
PUBG EMEA Championship Spring 2024 - eSports360 (Global Broadcast with Turkish Commentary)	March 24
PUBG Mobile Stars League Summer 2024	March 24
Red Bull Gaming Ground Istanbul	March 24
HUPROG 2024: Hacettepe University	March 24
PROTALITY Season 9 - EMEA Tour 2 eSports360	March 24
Challengers League Türkiye Birlik Split 1 Final - ESA	April 24
FUT vs FNATIC Watch Party - Adana, Konya, Kütahya, Malatya	April 24
FUT vs FNATIC Watch Party - İstanbul, Ankara, Antalya, Sivas, Adana, Denizli	April 24
FUT vs Team Liquid Watch Party	April 24
Hit Games Conference İstanbul	April 24
Red Bull Gaming Ground Ankara	April 24
HKÜ Hasan Kalyoncu University Game Jam and Web Hackathon	April 24



ON/OFF EVENTS ORGANIZED IN TÜRKİYE (GAMING, ESPORTS, EXPO, B2B, B2C)

TÜRKİYE GAME MARKET REPORT 2024



Event Name	Date
Pura Game Jam '24 - Hacettepe University	April 24
ÜNOG Ankara Game Jam 2024	April 24
Başakşehir Municipality - Base Esports EAFC 24 Tournament	May 24
FUT vs BBL Watch Party	May 24
FUT vs Karmine Korp Watch Party	May 24
GAMEON PUBG Tournament	May 24
Paycell May 19th PUBG Cup	May 24
PUBG Global Series 3 - eSports360 (Global Broadcast with Turkish Commentary)	May 24
Red Bull Gaming Ground MSI Final WatchParty	May 24
ANKÜ Ankara University Game Jam	May 24
Boğaziçi University Game Jam	May 24
TeknoJam - Erciyes Teknopark Sera Incubation Center	May 24
Ministry of Interior, Directorate General of Civil Society Relations - EğitiJAM 2024	May 24
Istanbul 2124 Game Jam	May 24
Mersin Tarsus Sesim Sarıkaya Science High School Game Jam	May 24



ON/OFF EVENTS ORGANIZED IN TÜRKİYE (GAMING, ESPORTS, EXPO, B2B, B2C)

TÜRKİYE GAME MARKET REPORT 2024



Event Name	Date
Akdeniz University Game Jam	May 24
FUT vs Team Heretics Watch Party	June 24
GameZone Game On - İstanbul Marmara Park	June 24
GameZone Game On - İstanbul Metropol İstanbul Mall	June 24
PUBG Global Series 4 - eSports360 (Global Broadcast with Turkish Commentary)	June 24
PUBG Mobile Rising Stars Season 4 - ESA	June 24
WN Conference İstanbul 2024	June 24
Başakşehir Municipality - Base Esports EAFC 24 Tournament	July 24
Challengers League Türkiye Birlik Split 2 Final - ESA	July 24
FUT vs FNATIC Watch Party	July 24
GameZone Game On - Ankara Kent Park Mall	July 24
Istanbul Metropolitan Municipality Esports Tournament	July 24
Olips Refreshing PUBG Mobile Tournament	July 24
Elazığ Municipality Valorant Tournament	August 24
GameZone Game On - Izmir İstinye Park Mall	August 24



ON/OFF EVENTS ORGANIZED IN TÜRKİYE (GAMING, ESPORTS, EXPO, B2B, B2C)

TÜRKİYE GAME MARKET REPORT 2024



Event Name	Date
Intel Extreme Masters Cologne 2024 Eternal Fire Watch Party	August 24
Olips Refreshing CS2 Tournament 1	August 24
PUBG Mobile Rising Stars Season 4 Grand Final	August 24
Valorant Champions Final Watch Party	August 24
YUCON: SCP	August 24
Esenler Municipality Esports Tournament	September 24
ESL Pro League Season 20 Final - Eternal Fire vs NAVI Watch Party	September 24
GAMEON VALORANT Tournament	September 24
GameZone Game On - Bursa Carrefoursa Mall	September 24
Olips Refreshing Brawl Stars Tournament	September 24
Türk Telekom GAMEON Valorant Tournament Final	September 24
Gaming İstanbul 2024 (GIST)	September 24
Eternal Fire Watch Party - Ankara	September 24
Eternal Fire Watch Party - İstanbul	September 24
PUBG EMEA Championship Fall 2024 - eSports360 (Global Broadcast with Turkish Commentary)	September 24



ON/OFF EVENTS ORGANIZED IN TÜRKİYE (GAMING, ESPORTS, EXPO, B2B, B2C)

TÜRKİYE GAME MARKET REPORT 2024



Event Name	Date
PUBG Nations Cup 2024 - eSports360 (Global Broadcast with Turkish Commentary)	September 24
Balıkesir Metropolitan Municipality MTC Season 4	October 24
Dalmon Winter Valorant Tournament - ESA	October 24
GameZone Game On - Antalya TerraCity Mall	October 24
GCCorp Intercompany Esports Tournament	October 24
Logi Play Days - ESA	October 24
Mobidictum Conference 2024 Istanbul	October 24
Paycell October 29th PUBG Cup 2024	October 24
PUBG Global Series 5 - eSports360 (Global Broadcast with Turkish Commentary)	October 24
Red Bull Home Ground Türkiye Qualifiers	October 24
VALORANT Game Changers Stage 3: İstanbul - ESA	October 24
DPÜ Kütahya Dumlupınar University Game Jam	October 24
İGÜ İstanbul Gelişim University Game Jam	October 24
Arcane: Community Day - Riot Games	November 24
Beylikdüzü Municipality Esports Tournament	November 24



ON/OFF EVENTS ORGANIZED IN TÜRKİYE (GAMING, ESPORTS, EXPO, B2B, B2C)

TÜRKİYE GAME MARKET REPORT 2024



Event Name	Date
Gaming Parkour Final	November 24
Intel Monsters Reloaded 2024 Counter-Strike 2 Grand Final	November 24
Intel Monsters Reloaded 2024 Valorant Grand Final	November 24
Olips Refreshing VALORANT Tournament	November 24
Pastavilla Mac&Cheese PUBG Tournament	November 24
Pendik Municipality High School Valorant Tournament	November 24
PUBG Global Series 6 - eSports360 (Global Broadcast with Turkish Commentary)	November 24
Flank Esports Awards: Best of the Year	December 24
GameZone Game On - İstanbul Galata Port	December 24
Olips Refreshing CS2 Tournament 2	December 24
PUBG Global Championship 2024 - eSports360 (Global Broadcast with Turkish Commentary)	December 24
ROGRTX Aim Clash 1v1 Tournament	December 24
TESFED Türkiye Cup 2024 Grand Final	December 24
Startgate Game Jam 24 - StartGate Incubation Center	December 24
Medieval Festival	December 24



ON/OFF EVENTS ORGANIZED IN TÜRKİYE (GAMING, ESPORTS, EXPO, B2B, B2C)

TÜRKİYE GAME MARKET REPORT 2024



Event Name	Date
Bambu Game Jam - Bambu Acceleration and Incubation Center	December 24
Eskişehir Osmangazi University Game Jam	December 24
Istanbul Aydin University Sandwich Game Jam	December 24
Beykoz University Game Jam	December 24
Türk Telekom eSüper League	Seasonal



This list includes various online and offline events held throughout 2024 in Türkiye's gaming industry. It covers a wide range of sectoral organizations, including B2B and B2C events, game expos, game jams, esports tournaments, and leagues. The events we have tracked throughout the year have been regularly added to the list. If you believe any event is missing, please share it with us, and we will include it in the list.



GAME DESIGN BACHELOR'S MASTER'S DEGREE PROGRAMS

TÜRKİYE GAME MARKET REPORT 2024



GAME DESIGN BACHELOR'S MASTER'S DEGREE PROGRAMS

TÜRKİYE GAME MARKET REPORT 2024



University	Type	Bachelor' / Master's Degree	Faculty / Institute	Department
Arkin University of Creative Arts and Design	TRNC	Bachelor	Faculty of Communication	Digital Game Design (English) (Paid)
Arkin University of Creative Arts and Design	TRNC	Bachelor	Faculty of Communication	Digital Game Design (English) (Scholarship)
Arkin University of Creative Arts and Design	TRNC	Bachelor	Faculty of Communication	Digital Game Design (English) (50% Discount)
Bahcesehir University	Fou.	Bachelor	Faculty of Communication	Digital Game Design (English) (Paid)
Bahcesehir University	Fou.	Bachelor	Faculty of Communication	Digital Game Design (English) (Scholarship)
Bahcesehir University	Fou.	Bachelor	Faculty of Communication	Digital Game Design (English) (50% Discount)
Beykoz University	Fou.	Bachelor	Faculty of Art and Design	Digital Game Design (Scholarship)
Beykoz University	Fou.	Bachelor	Faculty of Art and Design	Digital Game Design (50% Discount)
Eastern Mediterranean University	TRNC	Bachelor	Faculty of Communication	Digital Game Design (English) (Paid)
Eastern Mediterranean University	TRNC	Bachelor	Faculty of Communication	Digital Game Design (English) (Scholarship)
Eastern Mediterranean University	TRNC	Bachelor	Faculty of Communication	Digital Game Design (English) (50% Discount)
Dogus University	Fou.	Bachelor	Faculty of Art and Design	Digital Game Design (Scholarship)
Dogus University	Fou.	Bachelor	Faculty of Art and Design	Digital Game Design (50% Discount)
Golden Horn University	Fou.	Bachelor	Faculty of Fine Arts	Digital Game Design (Scholarship)
Golden Horn University	Fou.	Bachelor	Faculty of Fine Arts	Digital Game Design (Paid)
Golden Horn University	Fou.	Bachelor	Faculty of Fine Arts	Digital Game Design (25% Discount)
Hasan Kalyoncu University	Fou.	Bachelor	Faculty of Communication	Digital Game Design (Scholarship)
Hasan Kalyoncu University	Fou.	Bachelor	Faculty of Communication	Digital Game Design (Paid)
Hasan Kalyoncu University	Fou.	Bachelor	Faculty of Communication	Digital Game Design (50% Discount)

Source: Council of Higher Education

GAME DESIGN BACHELOR'S MASTER'S DEGREE PROGRAMS

TÜRKİYE GAME MARKET REPORT 2024



University	Type	Bachelor' / Master's Degree	Faculty / Institute	Department
İstanbul Atlas University	Fou.	Bachelor	Faculty of Art, Design and Architecture	Digital Game Design (Scholarship)
İstanbul Atlas University	Fou.	Bachelor	Faculty of Art, Design and Architecture	Digital Game Design (50% Discount)
İstanbul Aydin University	Fou.	Bachelor	Faculty of Fine Arts	Digital Game Design (Scholarship)
İstanbul Aydin University	Fou.	Bachelor	Faculty of Fine Arts	Digital Game Design (50% Discount)
İstanbul Beykent University	Fou.	Bachelor	Faculty of Communication	Digital Game Design (Scholarship)
İstanbul Beykent University	Fou.	Bachelor	Faculty of Communication	Digital Game Design (50% Discount)
İstanbul Bilgi University	Fou.	Bachelor	Faculty of Communication	Digital Game Design (English) (Scholarship)
İstanbul Bilgi University	Fou.	Bachelor	Faculty of Communication	Digital Game Design (English) (50% Discount)
İstanbul Bilgi University	Fou.	Bachelor	Faculty of Communication	Digital Game Design (English) (Paid)
İstanbul Esenyurt University	Fou.	Bachelor	Faculty of Arts and Social Sciences	Digital Game Design (Scholarship)
İstanbul Esenyurt University	Fou.	Bachelor	Faculty of Arts and Social Sciences	Digital Game Design (50% Discount)
İstanbul Esenyurt University	Fou.	Bachelor	Faculty of Arts and Social Sciences	Digital Game Design (Paid)
İstanbul Gedik University	Fou.	Bachelor	Faculty of Architecture and Design	Digital Game Design (Scholarship)
İstanbul Gedik University	Fou.	Bachelor	Faculty of Architecture and Design	Digital Game Design (50% Discount)
İstanbul Gedik University	Fou.	Bachelor	Faculty of Architecture and Design	Digital Game Design (Paid)
İstanbul Kent University	Fou.	Bachelor	Faculty of Art and Design	Digital Game Design (English) (50% Discount)
İstanbul Kent University	Fou.	Bachelor	Faculty of Art and Design	Digital Game Design (English) (Scholarship)
İstanbul Kültür University	Fou.	Bachelor	Faculty of Art and Design	Digital Game Design (English) (50% Discount)
İstanbul Kültür University	Fou.	Bachelor	Faculty of Art and Design	Digital Game Design (English) (Scholarship)

Source: Council of Higher Education

GAME DESIGN BACHELOR'S MASTER'S DEGREE PROGRAMS

TÜRKİYE GAME MARKET REPORT 2024



University	Type	Bachelor' / Master's Degree	Faculty / Institute	Department
Istanbul Kultur University	Fou.	Bachelor	Faculty of Art and Design	Digital Game Design (Paid)
Istanbul Nisantasi University	Fou.	Bachelor	Faculty of Art and Design	Digital Game Design (Paid)
Istanbul Nisantasi University	Fou.	Bachelor	Faculty of Art and Design	Digital Game Design (Scholarship)
Istanbul Nisantasi University	Fou.	Bachelor	Faculty of Art and Design	Digital Game Design (50% Discount)
Istanbul Okan University	Fou.	Bachelor	Faculty of Art, Design and Architecture	Digital Game Design (Scholarship)
Istanbul Okan University	Fou.	Bachelor	Faculty of Art, Design and Architecture	Digital Game Design (50% Discount)
Istanbul Topkapi University	Fou.	Bachelor	Faculty of Art, Design and Architecture	Digital Game Design (Scholarship)
Istanbul Topkapi University	Fou.	Bachelor	Faculty of Art, Design and Architecture	Digital Game Design (50% Discount)
Istinye University	Fou.	Bachelor	Faculty of Art, Design and Architecture	Digital Game Design (English) (Scholarship)
Istinye University	Fou.	Bachelor	Faculty of Art, Design and Architecture	Digital Game Design (English) (50% Discount)
Kahramanmaraş İstiklal University	State	Bachelor	Faculty of Communication	Digital Game Design
European University of Lefke	TRNC	Bachelor	Faculty of Communication Sciences	Digital Game Design (English) (Scholarship)
European University of Lefke	TRNC	Bachelor	Faculty of Communication Sciences	Digital Game Design (English) (50% Discount)
Muğla Sıtkı Koçman University	State	Bachelor	Bodrum Faculty of Fine Arts	Digital Game Design
Muğla Sıtkı Koçman University	State	Bachelor	Institute of Science and Technology	Digital Game Design (TRNC National)
Cyprus International University	TRNC	Bachelor	Faculty of Communication	Digital Game Design (English) (Scholarship)
Cyprus International University	TRNC	Bachelor	Faculty of Communication	Digital Game Design (English) (50% Discount)

GAMING ENTREPRENEURSHIP CENTERS



TÜRKİYE GAME MARKET REPORT 2024

Name	Type	Location	Game Focus
Animation Technologies and Game Development Center	Pre-Incubation Center	Ankara	Game Focus
BAMBU Digital Game Studio D.O.S 4.0	Acceleration Center	İzmir	Game Focus
Knowledge Commercialization Center (BTM)	Pre-Incubation, Incubation and Post Incubation Center	İstanbul	
BUG Lab TEKMER	Pre-Incubation and Incubation Center	İstanbul	Game Focus
Crazy Hubs İstanbul	Acceleration Center	İstanbul	Game Focus
Cube Beyoğlu	Incubation Center	İstanbul	
Digital Animation and Gaming Cluster Center (DIGIAGE)	Pre-Incubation and Incubation Center	Kocaeli	Game Focus
Game Circle	Acceleration and Incubation Center	Ankara ve İstanbul	Game Focus
Game Factory Hub	Incubation Center	Online	Game Focus
GameDev	Acceleration Program	İstanbul	Game Focus
Gamenter	Pre-Incubation Center	İstanbul	Game Focus
GamesUnited	Acceleration and Incubation Center	İstanbul	Game Focus
Gaming Academy	Acceleration Center	İstanbul	Game Focus



GAMING ENTREPRENEURSHIP CENTERS

TÜRKİYE GAME MARKET REPORT 2024

Name	Type	Location	Game Focus
Istanbul Game Entrepreneurship Academy: 9999in1Space	Acceleration Center	İstanbul	Game Focus
Izmir Games Game Entrepreneurship Acceleration Program	Acceleration Center	İzmir	Game Focus
Küçükçekmece Entrepreneurship and Innovation Center	Incubation Center	İstanbul	
LIDEA Initiative	Pre-Incubation and Incubation Center	Muğla	
Lonca Entrepreneurship Center	Incubation Center	İstanbul	
Monster Gaming Lab	Acceleration Program	İstanbul	Game Focus
OYCEM Game Development Center	Incubation Center	İzmir	Game Focus
Game Development Center (OGEM)	Incubation Center	İstanbul	Game Focus
STARTGATE	Acceleration, Pre-Incubation and Incubation Center	İstanbul	Game Focus
Tech Istanbul Growth Program		İstanbul	
WePlay HUB	Acceleration Center	İstanbul	Game Focus
Workup Gaming	Acceleration Center	İstanbul	Game Focus
YTU Startup House GamesUP	Incubation Center	İstanbul	Game Focus

PROFESSIONS IN GAMING INDUSTRY

TÜRKİYE GAME MARKET REPORT 2024



Game Development

- Artificial Intelligence (AI) Programmer
- Build & Release Engineer
- Game Engine Developer
- Gameplay Programmer
- Graphics Programmer
- Network Programmer
- Physics Programmer
- Rendering Programmer
- Tools Developer

Software Engineering

- Artificial Intelligence (AI) Engineer
- Backend Developer
- Build & Release Engineer
- Cloud Engineer
- Data Analytics Specialist
- DevOps Engineer
- Frontend Developer
- Full Stack Developer
- Mobile Developer
- Network Engineer
- Product Design
- Project Management
- Technical Writing

PROFESSIONS IN GAMING INDUSTRY

TÜRKİYE GAME MARKET REPORT 2024



Animation
2D Animation
3D Animation
Cinematic Animation
In-Game Animation (Gameplay)
Motion Capture
Particle
Animation Programming
Rigging
Technical Animation
VFX

Information Technologies (IT)
Cyber Security
Network Engineering
System Admin
Technical Support

Game Design
Artificial Intelligence (AI) Design
Combat Design
Content Design
Economy Design
Encounter Design
Interaction Design
Level Design
Monetization
Multiplayer Design
Narrative Design
Prototyping
Quest Design
Scripting
Systems Design
Technical Design
User Interface (UI) Design

PROFESSIONS IN GAMING INDUSTRY

TÜRKİYE GAME MARKET REPORT 2024



User Experience (UX)
Accessibility
Interaction Designer
Information Architecture
User Experience Researcher (UX Researcher)
Usability
Design
Engineering

Sound and Music Design
Composition
Sound Engineering
Sound Programming
(Sound Design
Technical Sound Design
Vocal Direction

Art
2D Artist
3D Artist
Character Designer
Concept Artist
Art Director
Environmental Designer
Lighting Designer
Modeling Specialist / Designer
Shader Developer
Storyboard Artist
Technical Artist
Texture Artist
Tools and Workflow Enhancer
User Interface (UI) Designer
Görsel Efekt (VFX) Sanatçısı

PROFESSIONS IN GAMING INDUSTRY

TÜRKİYE GAME MARKET REPORT 2024



Commercial Affairs
Product Management
Business Development
Customer Support
Merchandising
Partnerships
Retail
Sales
Sponsorships
Human Resources
Training & Development

Research
Academic Research
Consumer Research
Market Research

Marketing
Brand Management
Campaign Management
Community Management
Copywriting
Digital Marketing
Production
Influencer Marketing
Public Relations
Social Media Management
User Acquisition
Visual Marketing
Content Creation
Graphic Design
Video Design
Event Management

PROFESSIONS IN GAMING INDUSTRY



TÜRKİYE GAME MARKET REPORT 2024

Quality Assurance (QA)
Analyse
Automation Test
Certification
Compatibility
Compliance
Engineering
Interruption Management
Performance Test
Platform Test
SDET (Software Development Engineer in Test)

Localization
Translation
Editing
Local Concept Creation
Local Music
Local Voice Over
Local Drawing and Illustration

Finance & Law
Accounting
Auditing
Counseling
Licensing
Mergers & Acquisitions
Payroll Management

PROFESSIONS IN GAMING INDUSTRY

TÜRKİYE GAME MARKET REPORT 2024



Esports
Professional Esports Player
Coaching
Team Management
Organization Management
Refereeing
Scouting
Representation
Fitness
Analyze
Nutritionist
Physiotherapy
Psychology

Live Streaming
Video / Camera Editing
Content Manager
Floor Management
Game Observation
Production
Audio Engineering
Stream Engineering
Studio Management

Administrative Affairs
Executive Assistance
Office Management
Reception

This list is based on Hitmarker.net's 2024 update on careers in the gaming industry. It has been detailed to reflect the broad spectrum of roles within the sector. However, since each company's structure and size vary, not every position listed may exist as a separate role in every organization. For example, in small or mid-sized companies, multiple responsibilities may be handled by a single individual. Additionally, due to the dynamic nature of the industry, job titles and responsibilities may differ across companies. This list serves as a general compilation to provide an overview of career opportunities in the gaming industry.

INTERNET CAFES



TÜRKİYE GAME MARKET REPORT 2024

2023

- **6.250 Internet Cafe**

In previous years, many of our internet cafes were forced to close their businesses due to the ongoing effects of the pandemic, costs and taxes. In 2023, the number of active cafes continued to decline due to similar economic conditions and business changes.



2024

- **5.000 Internet Cafe**

According to İlhan Taşkiran, President of the Istanbul Internet Cafes Chamber of Tradesmen, our internet cafe sector in Türkiye is unfortunately losing blood. It is estimated that there are around 5,000 internet cafes left across the country. After the pandemic, 80% of internet cafes in TTürkiye have closed!



INTERNET CAFE PC SYSTEM PROPERTIES

TÜRKİYE GAME MARKET REPORT 2024

2023

Processor	i3	i5	i7	i9	
Percentage	%10	%50	%30	%10	
Ram	4 GB	8 GB	16 GB	32 GB	64 GB
Percentage	%2	%40	%40	%10	%8
Internet Speed	64 MB	100 MB	200 MB	300 MB	1000 MB
Percentage	%15	%25	%25	%30	%5



Peak Hours	15:00 - 22:00
Peak Days (Weekends)	FRIDAY-SUNDAY
Average Fee / Hour	30 TL - 75 TL
Daily Average Pin Sales (Qty.)	7.500 - 12.500 TL
Avg. Food Payment / Person	100 - 150 TL



2024

Processor	i3	i5	i7	i9	Diğer
Percentage	%5	%40	%30	%20	%5
Ram	4 GB	8 GB	16 GB	32 GB	64 GB
Percentage	%1	%20	%35	%25	%14
Internet Speed	64 MB	100 MB	200 MB	300 MB	1000 MB
Percentage	%15	%25	%25	%30	%5

Peak Hours	15:00 - 22:00
Peak Days (Weekends)	FRIDAY-SUNDAY
Average Fee / Hour	65 TL - 95 TL
Daily Average Pin Sales (Qty.)	7.500 - 12.500 TL
Avg. Food Payment / Person	150 - 250 TL

** Average daily earnings are calculated according to the average monthly income of an internet café with 100 computers.



MOST PLAYED GAMES IN INTERNET CAFES

TÜRKİYE GAME MARKET REPORT 2024

2023

- PUBG: BATTLEGROUNDS
- Fortnite
- League of Legends
- VALORANT
- FC 24
- CS:GO / CS2
- GTA
- Call Of Duty

2024

- PES
- FIFA
- CS:GO / CS2
- League of Legends
- PUBG: BATTLEGROUNDS
- Battlefield
- GTA
- Call of Duty
- Minecraft
- Fortnite



BREAKDOWN OF INTERNET CAFES IN TÜRKİYE



TÜRKİYE GAME MARKET REPORT 2024



Source: Istanbul Chamber of Internet Cafes Tradesmen

GAMING AND ESPORTS MEDIA CHANNELS IN TÜRKİYE

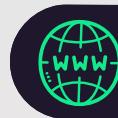


TÜRKİYE GAME MARKET REPORT 2024

Media Channels
Donanim Haber
Technopat
Shift Delete
Webteknoloji
Donanim Arşivi
Tam İndir
Log
Chip
Techolay
Merlinin Kazanı
Türkmmo
Hardware Plus
Bölüm Sonu Canavarı
Atarita
PC Hocası
IGN Türkiye
OyunGezer
FRPnet
Mobidictum

Media Channels
İndir
Oyun Günlüğü
Turuncu Levye
Teknodiöt
LeaderGamer
Player Bros
SaveButonu
5mid.com
Gamer Papers
Technologic
Oyun Dijital
Oyunda.Org
Gamizm
Oyuncu Konseyi
Level
Espor Times
Espor Gazetesi
Dijikolog
nfstr

Media Channels
Hayatımız Oyun
Flank Esports
Tekyedi
Fragtist
Misternoob
Başlat Tuşu
Hubogi
Kari Koca Gaming
Wallbang Gaming Network
A'dan Zye Espor
Fabrikatik
Espor360mag
Espor Next
Get4Games
BPT Oyun
Disket Kutusu
Gamer Benchmark
Techno Story
Upcorn.co



This list includes websites that produce content related to gaming and esports in Türkiye. It features both sites that focus solely on gaming or esports content, as well as platforms that produce content across various categories but also include gaming and esports-related content. If there are any missing sites in the list, feel free to contact us.

ONLINE E-PIN SALES WEBSITES

TÜRKİYE GAME MARKET REPORT 2024



E-Pin Sales Websites	E-Pin Sales Websites
itemsatis.com	midasbuy.com
bynogame.com	enucuzgb
hesap.com.tr	gamermarkt.com/tr
klasgame.com	epinsultan.com
gamesatis.com	perdigital.com
kopazar.com	itempazar.com
kabasakalonline.com	dijipin.com
vatangame.com	foxngame.com
s2gepin.com	foxepin.com
oyuneks.com	playsultan.com
oyunfor.com	oyunalisveris.com
	gold.razer.com/tr/tr
	durmaplay.com
	epin.com.tr
	bursagb.com
	eternalepin.com
	joyalisveris.com
	ucuzpin.com
	epintower.com
	gpazar.com
	xgame.com.tr/

This list includes active e-pin sales sites in Turkey. The data has been compiled based on traffic data from SimilarWeb. Only sites with more than 5,000 monthly visitors are included in the list. The ranking is based solely on visitor count, and factors such as the variety and quality of services provided by the sites have not been taken into account. It is important to consider this list as an overview of e-pin sales platforms in Turkey. This list may be incomplete; if any sites are missing, updates will be made upon identification and communication.

TOP ONLINE GAMING PLATFORMS

TÜRKİYE GAME MARKET REPORT 2024



Platforms	Subscription Model
Battle.net	Amazon Games
BlueStacks by now.gg	EA Play
Epic Games	GeForce Now
GOG Galaxy	Netflix Games
Humble Bundle	Playstation Plus
Kinguin	Xbox Game Pass
Origin	
Playstation Store	
Playstore	
Rockstar Games - Social Club	
Steam	
Ubisoft Store	

* Listed Alphabetically.



GAMING MAGAZINES IN TÜRKİYE

TÜRKİYE GAME MARKET REPORT 2024

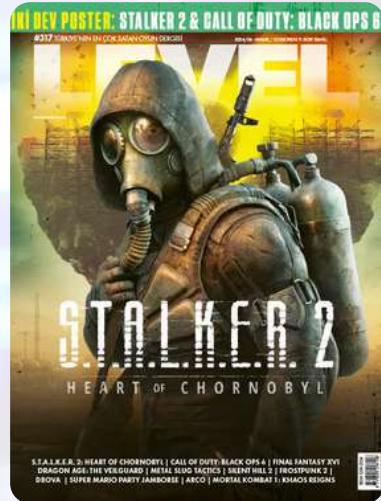
Oyungezer



[Oyungezer Dijital Arşivi](#)



[Oyungezer Patreon](#)



Level



ESPORTS

The word "ESPORTS" is written in a large, bold, cyan sans-serif font. Above the letter "E", there is a stylized circular graphic consisting of several concentric curved lines that meet at a single point. A small red circle is positioned at the top of this graphic, containing a white stylized letter "G".

**GAMING IN
TÜRKİYE | MENA | EU**

The logo consists of a stylized lowercase "g" and "i" in a bold, yellow font. Below the letters, the words "GAMING IN" are in a smaller, white, sans-serif font. Underneath that, "TÜRKİYE | MENA | EU" is written in a slightly larger, white, sans-serif font.

TURKISH ESPORTS TEAMS THAT HAVE ACHIEVED SUCCESS IN GLOBAL TOURNAMENTS

TÜRKİYE GAME MARKET REPORT 2024



Esports Team Name	Games with Teams	Achievements Won
BBL Esports	League of Legends PUBG: Battlegrounds Valorant	Red Bull Home Ground #5 International Play-in -> 4th Place PUBG EMEA Championship: Spring -> 10th Place

BBL Esports has acquired Dark Passage. The League of Legends team will compete as BBL Dark Passage.

*Turkish esports teams that have achieved success by ranking in the top 10 in global tournaments are listed alphabetically.

TURKISH ESPORTS TEAMS THAT HAVE ACHIEVED SUCCESS IN GLOBAL TOURNAMENTS

TÜRKİYE GAME MARKET REPORT 2024



Esports Team Name	Games with Teams	Achievements Won
Beşiktaş Esports	FIFA Pro Clubs FIFA Ultimate NBA2K24 League of Legends PUBG: Mobile Rainbow Six Siege Valorant	PUBG Mobile Super League - EMEA Spring 2024 -> 3rd Place Rainbow Six Siege Royal Esports Masters -> 1st Place R6 South Breach 2024: November - Last Chance Qualifier -> 6th Place Europe League 2024 - Stage 2 Qualifier Playoffs -> 7th - 8th Place Euro League & Cup - Summer Cup: July 2024 -> 1st Place

*Turkish esports teams that have achieved success by ranking in the top 10 in global tournaments are listed alphabetically.

TURKISH ESPORTS TEAMS THAT HAVE ACHIEVED SUCCESS IN GLOBAL TOURNAMENTS

TÜRKİYE GAME MARKET REPORT 2024



Digital Athletics

Esports Team Name	Games with Teams	Achievements Won
Digital Athletics	PUBG: Mobile Valorant	VALORANT Climbing Series #1 -> 1st Place

*Turkish esports teams that have achieved success by ranking in the top 10 in global tournaments are listed alphabetically.

TURKISH ESPORTS TEAMS THAT HAVE ACHIEVED SUCCESS IN GLOBAL TOURNAMENTS

TÜRKİYE GAME MARKET REPORT 2024



Esports Team Name	Games with Teams	Achievements Won
Eternal Fire	Brawl Stars Counter Strike 2 PUBG: Battlegrounds Valorant	ESL Pro League Season 20 -> 2nd Place BetBoom Dacha Belgrade Season 2 -> 2nd Place IEM Rio 2024 Europe Closed Qualifier -> 1st Place CCT Global Finals 2024 -> 1st Place PUBG Global Series 5 2024 -> 6th Place PUBG EMEA Championship: Fall -> 3rd Place Intel Monsters Reloaded 2024 Qualifier -> 3rd Place BSEN Champions Invitational -> 9th - 10th Place

*Turkish esports teams that have achieved success by ranking in the top 10 in global tournaments are listed alphabetically.

TURKISH ESPORTS TEAMS THAT HAVE ACHIEVED SUCCESS IN GLOBAL TOURNAMENTS

TÜRKİYE GAME MARKET REPORT 2024



Esports Team Name	Games with Teams	Achievements Won
Fire Flux Esports	Counter Strike 2 Mobile Legends: Bang Bang Valorant	ESL Challenger League Season 48 Europe Relegation -> 5th - 6th Place ESEA Advanced Season 51 Europe -> 4th Place Galaxy Battle 4 -> 5th - 8th Place Winline Insight Season 6 -> 5th - 8th Place ESL Challenger Katowice 2024 Europe Open Qualifier -> 5th - 8th Place Intel Monsters Reloaded 2024 -> 2nd Place

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TURKISH ESPORTS TEAMS THAT HAVE ACHIEVED SUCCESS IN GLOBAL TOURNAMENTS

TÜRKİYE GAME MARKET REPORT 2024



Esports Team Name	Games with Teams	Achievements Won
FUT Esports	Brawl Stars League of Legends PUBG: Battlegrounds PUBG: Mobile Valorant	Red Bull Home Ground #5 -> 3rd - 4th Place Red Bull Home Ground #5 International Play-in -> 1st Place Valorant Champions Tour 2024: EMEA Stage 2 -> 4th Place Valorant Champions Tour 2024: Masters Shanghai -> 5th - 6th Place Valorant Champions Tour 2024: EMEA Stage 1 -> 3rd Place Valorant Champions Tour 2024: EMEA Kickoff -> 7th - 9th Place Brawl Stars World Finals 2024 -> 5th - 8th Place PUBG Mobile Super League - EMEA Spring 2024 -> 9th Place PUBG EMEA Championship: Fall -> 4th Place PUBG EMEA Championship: Spring -> 6th Place

*Turkish esports teams that have achieved success by ranking in the top 10 in global tournaments are listed alphabetically.

TURKISH ESPORTS TEAMS THAT HAVE ACHIEVED SUCCESS IN GLOBAL TOURNAMENTS

TÜRKİYE GAME MARKET REPORT 2024



Esports Team Name	Games with Teams	Achievements Won
Galatasaray Espor	EA FC 24 PUBG: Mobile Valorant	PUBG Mobile European Wonder League -> 1st Place PUBG Mobile Female Event -> 1st Place Haunted Showdown -> 1st Place Summer Sunset League -> 1st Place OGC Cup Valkyries Victory -> 1st Place

*Turkish esports teams that have achieved success by ranking in the top 10 in global tournaments are listed alphabetically.

TURKISH ESPORTS TEAMS THAT HAVE ACHIEVED SUCCESS IN GLOBAL TOURNAMENTS

TÜRKİYE GAME MARKET REPORT 2024



Esports Team Name	Games with Teams	Achievements Won
Howl Esports	PUBG: Battlegrounds	PUBG Global Series 4 2024 -> 6th Place PUBG Global Series 3 2024 -> 13th Place PUBG EMEA Championship: Spring -> 4th Place

*Turkish esports teams that have achieved success by ranking in the top 10 in global tournaments are listed alphabetically.

TURKISH ESPORTS TEAMS THAT HAVE ACHIEVED SUCCESS IN GLOBAL TOURNAMENTS

TÜRKİYE GAME MARKET REPORT 2024



Esports Team Name	Games with Teams	Achievements Won
Istanbul Wildcats	EA FC EA FC Pro Clubs Formula 1 Free Fire League of Legends NBA 2K PUBG Mobile PUBG: Battlegrounds Rocket League Street Fighter Tekken 7 Valorant	PUBG Mobile Global Open 2024 -> 6th Place PUBG Mobile Super League - EMEA Fall 2024 -> 10th Place PUBG Mobile Super League - EMEA Spring 2024 -> 2nd Place

*Turkish esports teams that have achieved success by ranking in the top 10 in global tournaments are listed alphabetically.

TURKISH ESPORTS TEAMS THAT HAVE ACHIEVED SUCCESS IN GLOBAL TOURNAMENTS

TÜRKİYE GAME MARKET REPORT 2024



Esports Team Name	Games with Teams	Achievements Won
Papara Supermassive	League of Legends NBA 2K Mobile Legends: Bang Bang PUBG Mobile Valorant	Intel Monsters Reloaded 2024 -> 3rd - 4th Place

*Turkish esports teams that have achieved success by ranking in the top 10 in global tournaments are listed alphabetically.

TURKISH ESPORTS TEAMS THAT HAVE ACHIEVED SUCCESS IN GLOBAL TOURNAMENTS

TÜRKİYE GAME MARKET REPORT 2024



E-SPORTS TEAM

Esports Team Name	Games with Teams	Achievements Won
PCIFIC Esports	Counter Strike 2 EA FC 24 PUBG: Battlegrounds Valorant	VCT Ascension EMEA 2024 -> 2nd Place Intel Monsters Reloaded 2024 -> 3rd Place

*Turkish esports teams that have achieved success by ranking in the top 10 in global tournaments are listed alphabetically.

TURKISH ESPORTS TEAMS THAT HAVE ACHIEVED SUCCESS IN GLOBAL TOURNAMENTS

TÜRKİYE GAME MARKET REPORT 2024



Esports Team Name	Games with Teams	Achievements Won
Regnum Carya Esports	EA FC 25 Honor of Kings NBA 2K25 PUBG: Mobile	PUBG Mobile Global Championship 2024 -> 2nd Place PUBG Mobile Global Open 2024 -> 9th Place PUBG Mobile Super League - EMEA Fall 2024 -> 6th Place PUBG Mobile Super League - EMEA Spring 2024 -> 8th Place

*Turkish esports teams that have achieved success by ranking in the top 10 in global tournaments are listed alphabetically.

TURKISH ESPORTS TEAMS THAT HAVE ACHIEVED SUCCESS IN GLOBAL TOURNAMENTS

TÜRKİYE GAME MARKET REPORT 2024



Esports Team Name	Games with Teams	Achievements Won
S2G Esports	Honor of Kings Mobile Legends: Bang Bang PUBG: Mobile Valorant	PUBG Mobile Super League - EMEA Spring 2024 -> 6th Place PUBG Mobile Global Open 2024 -> 5th Place Superdome 2023: Egypt -> 1st Place (Turnuva Finali 2024) PUBG Mobile Global Open 2024 -> 5th Place PUBG Mobile Super League - EMEA Spring 2024 -> 6th Place

*Turkish esports teams that have achieved success by ranking in the top 10 in global tournaments are listed alphabetically.

TURKISH ESPORTS TEAMS THAT HAVE ACHIEVED SUCCESS IN GLOBAL TOURNAMENTS

TÜRKİYE GAME MARKET REPORT 2024



Esports Team Name	Games with Teams	Achievements Won
Sangal Esports	Counter Strike 2	ESL Challenger League Season 48: Europe -> 1st Place RES Regional Champions -> 3rd - 4th Place

*Turkish esports teams that have achieved success by ranking in the top 10 in global tournaments are listed alphabetically.

TURKISH ESPORTS TEAMS THAT HAVE ACHIEVED SUCCESS IN GLOBAL TOURNAMENTS

TÜRKİYE GAME MARKET REPORT 2024



Esports Team Name	Games with Teams	Achievements Won
Zeus Esports	PUBG Mobile	PUBG Mobile Super League - EMEA Fall 2024 -> 4th Place

*Turkish esports teams that have achieved success by ranking in the top 10 in global tournaments are listed alphabetically.

NUMBER OF LICENSED PLAYERS AND TEAMS



TÜRKİYE GAME MARKET REPORT 2024



There are
1.131+
licensed
esports teams
in Türkiye.

There are
97.358+
licensed
esports players
in Türkiye.

* There are 1,131 esports teams licensed to TESFED and 97,358 licensed athletes in total, 44,389 women and 52,969 men.

SUB BRANCHES



ESPORTS TEAMS WITH THE MOST FOLLOWERS ON SOCIAL MEDIA

TÜRKİYE GAME MARKET REPORT 2024



Esports Team	Number of Followers
S2G Esports	434.137
FUT Esports	329.331
Galatasaray Espor	326.112
Beşiktaş Esports	281.457
Eternal Fire	171.974
BBL Esports	116.618
Fenerbahçe Espor	82.011
Istanbul Wildcats	67.470
Fire Flux Esports	58.331
PCIFIC Esports	12.100

ESPORTS TEAMS WITH THE MOST FOLLOWERS ON SOCIAL MEDIA

TÜRKİYE GAME MARKET REPORT 2024



Esports Team	Number of Followers
BBL Esports	156.100
FUT Esports	124.100
Eternal Fire	119.800
Fenerbahçe Espor	115.100
Galatasaray Espor	104.800
Beşiktaş Esports	91.500
S2G Esports	47.800
Istanbul Wildcats	37.500
Fire Flux Esports	33.900
PCIFIC Esports	12.800

ESPORTS TEAMS WITH THE MOST FOLLOWERS ON SOCIAL MEDIA

TÜRKİYE GAME MARKET REPORT 2024



Esports Team	Number of Subscribers
S2G Esports	222.000
FUT Esports	96.900
Eternal Fire	95.200
BBL Esports	52.800
Fire Flux Esports	50.300
Fenerbahçe Espor	16.300
Istanbul Wildcats	11.400
Beşiktaş Esports	7.280
Digital Athletics	3.910
Regnum Carya Esports	1.500

ESPORTS TEAMS WITH THE MOST FOLLOWERS ON SOCIAL MEDIA

TÜRKİYE GAME MARKET REPORT 2024



Esports Team	Number of Followers
FUT Esports	249.700
S2G Esports	193.700
Galatasaray Esports	69.700
Beşiktaş Esports	49.700
Fire Flux Esports	35.000
BBL Esports	32.000
Istanbul Wildcats	12.500
Regnum Carya Esports	8.200
Fenerbahçe Espor	5.307
Eternal Fire	3.348

BRANDS INVESTING IN ESPORTS AND GAMING

TÜRKİYE GAME MARKET REPORT 2024



Brand / Organization Name	Brand / Organization Name	Brand / Organization Name
80 LEVEL	Corsair	Hepsiburada
ACER	CUPRA	HIT Games Conference (HGC)
Adidas	Denizbank	HyperX
Altınyıldız Classic	Dürümle	Hyundai
Amazon	Ellesse	Intel
AOC	ESA	İnceHesap
Arko Men	ETI Maximus	İninal
ASUS	Exvega	İş Bankası Maximum Kart
Ay Yapım	FRPNet	İtopya
Bitcicom	Game Circle	KFC
BRN Medya	GANK	KurtSystems
Burger King	Gillette	Lenovo
ByNoGame	Green Net	Little Ceasers Pizza
CarrefourSA	HAWK	Logitech
Coca-Cola	HDI Sigorta	Marketing Türkiye



* This list is compiled from the activities we followed throughout the year. There may be missing brands.

BRANDS INVESTING IN ESPORTS AND GAMING



TÜRKİYE GAME MARKET REPORT 2024

Brand / Organization Name
Media Markt
Micron Crucial
Migros
Monster Notebook
Mr. No Dardanel Ton
MSI
Nescafe
NitaToys
Nordic Game
Olips
Omen by HP
PAPARA
Pastavilla
Pizza Bulls
Pocket Gamer Connects

Brand / Organization Name
Rampage
Razer Gold
Red Bull
Regnum Carya
Ruck Maul
Samsung Galaxy
TCL
Teknosa
The European Games Dev. Fed.
Tıkla Gelsin
Türk Telekom GAMEON
Türkpin
Unity x Codeo
Upgrade Entertainment
Rampage

Brand / Organization Name
Üsküdar Belediyesi
Vestel
Vodafone Freezone
WD Black
WN Conference
Wrangler
XBOX Game Pass
XPrime
Yemeksepeti
Yüzdeyüz Gaming
Zio Gaming



* This list is compiled from the activities we followed throughout the year. There may be missing brands.

ESPORTS GAMES PLAYED IN TÜRKİYE

TÜRKİYE GAME MARKET REPORT 2024



Esports Games
Apex Legends
Brawl Stars
Call of Duty Mobile
Call of Duty: Warzone Mobile
Clash Royale
Counter Strike 2
Dota 2
EA Sports FC 24
EA Sports FC 25
Garena Free Fire
eFootball 25
Football Manager 25

Esports Games
Fortnite
Hearthstone
Honor of Kings
Kafa Topu 2
League of Legends
LoL: Team Fight Tactics
LoL: Wild Rift
Mobile Legends: Bang Bang
Mortal Kombat 11
NBA 2K25
Overwatch 2
PUBG: Battlegrounds

Esports Games
PUBG Mobile
Rocket League
Street Fighter 6
Honor of Kings
Tekken 8
Tom Clancy's Rainbow Six S.
Valorant
World of Warcraft
Wolfteam
World of Tanks
World of Warships
Zula

* This list is organized by on/off tournaments, leagues and games on tournament platforms throughout the year.



GLOBAL FIGURES



Global Figures

2019

GLOBAL GAMING MARKET

- 152+/- Billion Dollars Total Revenue
 - 70+/- Billion Dollars Mobile
 - 47+/- Billion Dollars Console
 - 35+/- Billion Dollars PC
- 2.5+/- Billion Gamers

GLOBAL ESPORTS MARKET

- 1095+/- Million Dollars Revenue
- 398+/- Million Followers

2020

GLOBAL GAMING MARKET

- 177+/- Billion Dollars Total Revenue
 - 85+/- Billion Dollars Mobile
 - 50+/- Billion Dollars Console
 - 41+/- Billion Dollars PC
- 2.8+/- Billion Gamers

GLOBAL ESPORTS MARKET

- 947+/- Million Dollars Revenue
- 440+/- Million Followers

2021

GLOBAL GAMING MARKET

- 176+/- Billion Dollars Total Revenue
 - 91+/- Billion Dollars Mobile
 - 49+/- Billion Dollars Console
 - 36+/- Billion Dollars PC
- 2.95+/- Billion Gamers

GLOBAL ESPORTS MARKET

- 1081+/- Million Dollars Revenue
- 440+/- Million Followers

2022

GLOBAL GAMING MARKET

- 182+/- Billion Dollars Total Revenue
 - 92+/- Billion Dollars Mobile
 - 50+/- Billion Dollars Console
 - 40+/- Billion Dollars PC
- 3.1+/- Billion Gamers

GLOBAL ESPORTS MARKET

- 1.38+/- Million Dollars Revenue
- 440+/- Million Followers

2023

GLOBAL GAMING MARKET

- 185+/- Billion Dollars Total Revenue
 - 91+/- Billion Dollars Mobile
 - 53+/- Billion Dollars Console
 - 40+/- Billion Dollars PC
- 3.38 Billion Gamers

GLOBAL ESPORTS MARKET

- 1.5+/- Million Dollars Revenue
- 445+/- Million Followers

2024

GLOBAL GAMING MARKET

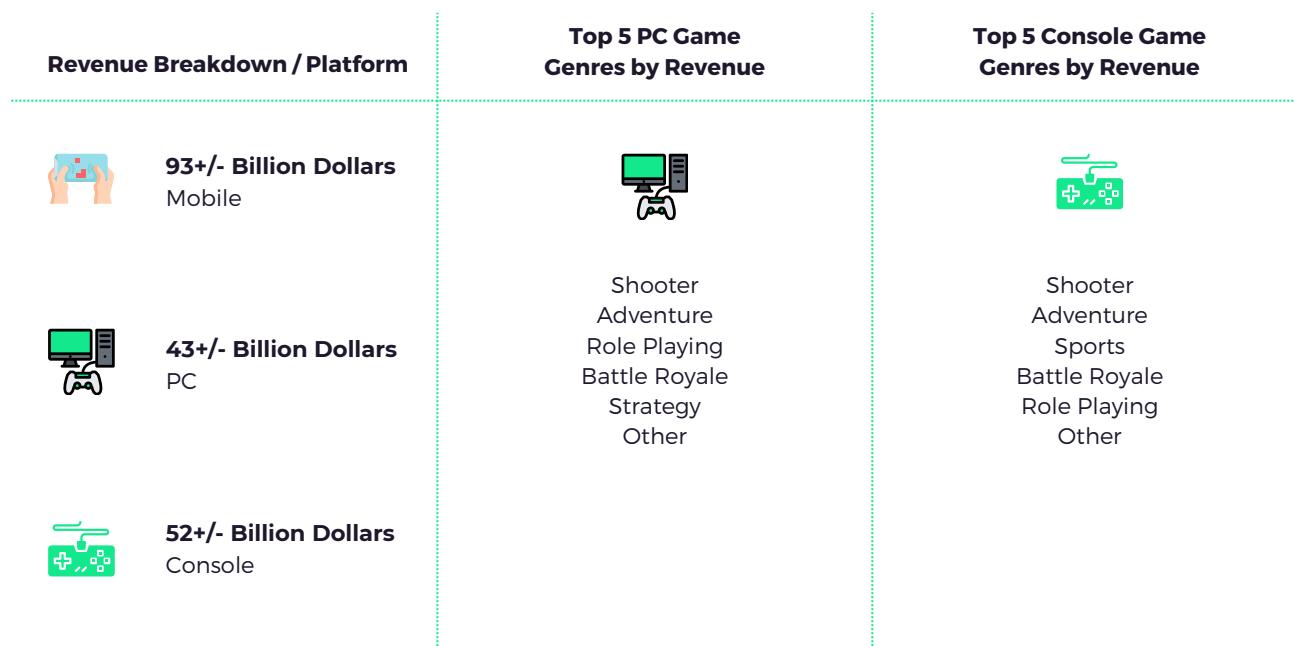
- 188+/- Billion Dollars Total Revenue
 - 93+/- Billion Dollars Mobile
 - 52+/- Billion Dollars Console
 - 43+/- Billion Dollars PC
- 3.422 Billion Gamers

GLOBAL ESPORTS MARKET

- 2+/- Million Dollars Revenue
- 500+/- Million Followers

Global Figures

TOTAL WORLDWIDE REVENUES OF **188 BILLION DOLLARS - 2024**



Global Figures

TOTAL OF **3.422 (+/-) BILLION** PLAYERS WORLDWIDE - **2024**

Number of Gamers by Platform



2.848+/- Billion
Mobile Gamers

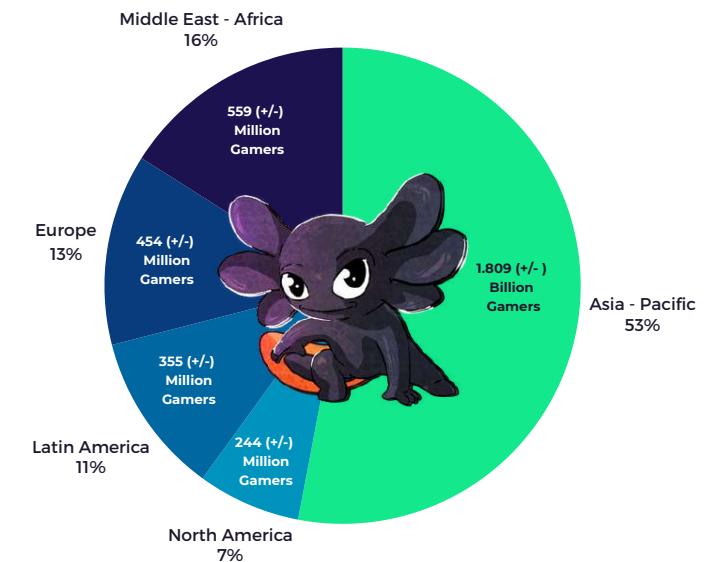


908+/- Million
PC Gamers



630+/- Million
Console Gamers

Number of Gamers by Region



Global Figures

POPULAR ESPORTS GAMES OF 2024 BY VIEWERSHIP

	Game Name	Platform	Prize Pool	PCCU
1	 League of Legends	PC/Konsol	\$9.183.908	6.856.769
2	 Mobile Legends: Bang Bang	Mobile	\$7.899.342	4.129.026
3	 Counter-Strike	PC/Konsol	\$21.629.040	1.853.954
4	 Valorant	PC/Konsol	\$8.778.813	1.687.848
5	 Dota 2	PC/Konsol	\$22.768.727	1.513.877
6	 Brawl Stars	Mobile	\$1.546.200	1.103.153
7	 PUBG Mobile	Mobile	\$16.321.689	985.418
8	 Fortnite	PC/Konsol	\$12.854.898	809.854
9	 Arena of Valor	Mobile	\$2.390.077	762.583
10	 Free Fire	Mobile	\$4.103.943	751.237

Source: Esports Charts Popular esports games in 2024 by viewership



TÜRKİYE GAME MARKET EXPERT OPINIONS

TÜRKİYE GAME MARKET REPORT 2024



**ALPER AFŞIN
ÖZDEMİR**
TÜRKİYE ESPORTS
FEDERATION
PRESIDENT

2024 was a very productive year for the Turkish Esports Federation (TESFED) and the Turkish esports community. We took important steps to accelerate the development of esports in our country and increase our competitiveness in the international arena. This year, we have shown the potential of Turkish esports to the whole world with the successes we achieved both nationally and internationally.

At the IESF World Esports Championship held in Riyadh that we participated in, we managed to become the world champion in the PUBG Mobile branch. We also reinforced this great success with the bronze medal we won in the Dota 2 branch. We completed the tournament in 2nd place in the general classification and achieved a great success as a country. In the eFIBA NBA 2K Championship held in the Philippines, the Turkish National Team once again proved its strong position in the international arena by winning the silver medal.

In the national arena, the fifth year of the TESFED Turkiye Cup has been an important platform for our young talents. With the finals organized in different branches, we distributed a total prize pool of 1 million TL. This organization both strengthened the competitive environment and allowed our athletes to prepare for international tournaments.

Throughout 2024, the TESFED Esports Festival, hosted by TESFED, brought the esports community together, organized exhibition matches, and famous athletes met with their fans. The cooperation protocol signed between TESFED and the Azerbaijan Esports Federation at the event laid the foundation for projects to popularize esports between the two countries. In the workshops organized within the scope of the festival, TESFED strategies and activities were evaluated and ideas were exchanged on the future of the esports ecosystem.

TÜRKİYE GAME MARKET EXPERT OPINIONS

TÜRKİYE GAME MARKET REPORT 2024



**ALPER AFŞİN
ÖZDEMİR**
TÜRKİYE ESPORTS
FEDERATION
PRESIDENT

We shaped the future goals of our federation with the workshops we held. Following our general assembly where we renewed our vote of confidence, we started to take concrete steps in the fields of education, establishment and dissemination of esports for the next 4 years, while we started to develop various projects to provide support to our young esports players at international standards within the scope of TESFED education studies.

The year 2025 will be an important turning point for TESFED. The first Esports Olympics in history to be held in Saudi Arabia offers an opportunity to strengthen the position of Turkish esports on the global stage. We aim to participate strongly in this prestigious organization and represent Turkish esports successfully.

In addition, in line with the collaborations and negotiations we have made with international federations, different foreign esports federations, and producer game companies, we aim to host international events in the coming period and realize our vision of making Turkiye a global esports center. In this direction, we will be informing the public with our good news in the near future.

As TESFED, we will continue our efforts to move Turkish esports forward nationally and internationally in 2025. We are committed to supporting young talents and representing Turkish esports players successfully on the world stage.

Kind regards,
Alper Afşin Özdemir
President of Turkish Esports Federation

TÜRKİYE GAME MARKET EXPERT OPINIONS

TÜRKİYE GAME MARKET REPORT 2024



CAN GÜRSU
LEVEL INFINITE
TÜRKİYE PUBLISHING
LEAD

As Level Infinite, throughout 2024, we continued to stand by our players not only in the competitive arena but also through community events and charity campaigns. Through the tournaments we organized, events we held with content creators, and large-scale gatherings, we truly felt the energy of our community. By listening to our players, we introduced innovations that centered around their desires, expectations, and passions.

In this process, we launched social responsibility projects that demonstrated how our community can come together not only in-game but also in real life. As part of the October 29th Republic Day celebrations, we established a computer lab in Adiyaman to enhance young people's access to technology and support their development. During Ramadan and Eid al-Adha, we organized charity campaigns to provide aid to families in need.

As we step into 2025, we aim to expand our community-focused initiatives even further. We are planning events where our players can come together to fully experience both competition and entertainment while making the PUBG Mobile world even more dynamic with new content, surprises, and tournaments. Moreover, through our ongoing social responsibility projects and the support of our players, we aspire to reach more people and accomplish even greater things together.

TÜRKİYE GAME MARKET EXPERT OPINIONS

TÜRKİYE GAME MARKET REPORT 2024



EFE GÜROLER
LEVEL INFINITE
MARKETING
MANAGER

The gaming ecosystem has had a major transformation. Since the pandemic, how and when people play has shifted, making games an everyday part of life rather than a separate activity. Brands that fail to adapt risk losing relevance, while those that evolve seamlessly into players' routines thrive. Today, gaming isn't something you schedule time for—it's something you do naturally, like scrolling through social media or streaming your favorite show.

At Level Infinite, we don't just publish games; we create experiences that fit effortlessly into players' lives. You don't think twice about pulling out your phone to play PUBG Mobile or Honor of Kings—it just makes sense. The era of complicated, clunky gaming is over. Now, games are fluid, accessible, and always within reach.

That's why our vision is simple: to create original gaming experiences and give players the freedom to play whenever, wherever, and however they choose. Whether it's a quick match on a break, an intense session at home, or a casual game with friends, we design for every moment.

To stay connected, we take bold steps—experimenting, innovating, and making sure we're where our players are. You'll see us on billboards, in digital spaces, in the content your favorite influencers create. We're not just a brand you recognize; we're a part of the everyday experience.

Success isn't just about being seen—it's about being there, naturally, when players are ready to jump in. That's how we build some of the most engaging and enduring games in the region.

TÜRKİYE GAME MARKET EXPERT OPINIONS

TÜRKİYE GAME MARKET REPORT 2024



ERAY UYGUN
LEVEL INFINITE
SENIOR PRODUCT
MANAGER

As of 2024, the gaming landscape in Türkiye has undergone a noticeable transformation. The shift in Steam's currency pricing, PlayStation Store's move away from local pricing, and—often overlooked—the significant increase in in-game purchases for mobile games due to exchange rate fluctuations have all contributed to a shift in player behavior. Gamers are increasingly gravitating toward free-to-play titles, waiting for discount periods, and demanding regional pricing more than ever.

As the regional office of a global company, we are pleased to see that despite these challenges, player engagement and activity in Türkiye have remained stable. However, we recognize the financial difficulties players face. For this reason, we are committed to ensuring that all Premium and Freemium games we release in 2025 remain accessible to Turkish players. Achieving the full potential of Türkiye's gaming ecosystem hinges on balanced in-game pricing, the availability of local language support, and improved overall accessibility.

We wish for 2025 to be a successful year for all game developers and publishers. However, our primary focus remains on delivering high-quality games that players can enjoy, recommend to their friends, and afford. At Level Infinite, we will continue to support the gaming community in Türkiye, prioritizing their needs and delivering the best possible gaming experience.

TÜRKİYE GAME MARKET EXPERT OPINIONS

TÜRKİYE GAME MARKET REPORT 2024



ERDİNÇ İYİKUL
RIOT GAMES
TÜRKİYE COUNTRY
MANAGER

2024 was a year of innovation and growth for the gaming and esports industry, both globally and locally. As Riot Games, we had a year where we built deeper ties with our player communities, organized major events in esports, and made our mark in the entertainment industry with projects beyond the gaming world.

The global gaming industry reached a volume of 185 billion dollars in 2024 with a growth of approximately 0.2%. Mobile games and esports were the main drivers of this growth. Many game companies tried to bring their game IPs together with their fan bases in different fields. By putting the game at the center, we are able to provide the service they need in all moments of our community's lives; from esports to music, animation to literature.

Looking ahead to 2025, we expect the gaming industry to grow even further and be enriched by technological innovations. At Riot Games, we aim to contribute to this growth with our community-oriented approach. As we continue our plans to expand our portfolio with new games and content, we will continue supporting esports' global rise. In strategic markets such as Türkiye, we aim to strengthen our local ties by offering special projects to our players and to ensure that Turkish esports players become more recognized on the international stage. We are further motivated by the growing number of Turkish players present in the VCT EMEA and LEC scene.

In 2025, as we did in 2024, we will continue to be one of the leading brands shaping the gaming world, delivering experiences that exceed the expectations of our players and pioneering esports to become a universal culture.

TÜRKİYE GAME MARKET EXPERT OPINIONS

TÜRKİYE GAME MARKET REPORT 2024



ALPER BAYRAKTAR
BILLONGA
GENERAL MANAGER

The role of gaming and gamification in our lives is growing day by day, making its presence felt across various sectors. The year 2024 marked a period where this growth became more distinctly noticeable in our industry. Smartphones and other smart devices have become indispensable parts of our daily lives, illustrating that the concept of "gamer" has evolved and taken on a new dimension.

I define this new generation of players as "GameReal." This term signifies that every smart device user is a potential gamer, regardless of factors such as age, gender, or income level. Our GameReal analyses reveal that we are engaging with a vast audience, encompassing a significant portion of digital consumption. Gaming is no longer merely a means of entertainment; it has transformed into a new form of social interaction, educational processes, and marketing.

At Billonga, we made significant investments in 2024 to encompass the entire digital consumption of GameReals, alongside traditional gamers. Our goal is to bring the global reflections of the digital product perception to a broader audience in Türkiye. In the coming years, we will continue to increase our investments to achieve this objective. We are committed to being a part of this digital transformation and ensuring no area is left untouched by gamification, pressing ahead with our efforts at full speed.

TÜRKİYE GAME MARKET EXPERT OPINIONS

TÜRKİYE GAME MARKET REPORT 2024



VOLKAN ÖZ
GPAY
CO-FOUNDER

For us, 2024 has been the year in which our momentum has multiplied the most since our establishment. The year 2020 was marked by unprecedented changes in people's habits in many ways, and one of the most significant shifts was the rapid rise in the popularity of gaming. However, as time passed and existing players in the industry reached adulthood, the gaming sector's activity accelerated further in 2023 and 2024. This massive interest and active player volume accelerated the already astonishing growth trajectory of gaming and contributed to a 39% increase in market value in USD terms between 2020 and 2024.

At Gpay, since our founding in 2015, we have focused on the digital world, specializing in the sale of games and in-game equipment. Consequently, the rise of the gaming industry directly impacts the growth of our company as well. Having been in the gaming sector for a long time, we thoroughly analyze both the player and merchant sides of the industry, identify their needs, detect weak points, and develop alternative solutions. This has made us one of the most preferred companies in the digital gaming sector. In particular, our customized fraud tools designed for both users and merchants, along with the exclusive guides we offer to our business partners, our extensive software capabilities, and our dedicated customer support team, have positioned Gpay as the leading choice for companies seeking alternative payment solutions in the gaming industry.

TÜRKİYE GAME MARKET EXPERT OPINIONS

TÜRKİYE GAME MARKET REPORT 2024



VOLKAN ÖZ
GPAY
CO-FOUNDER

Great games begin as ideas and come to life through the curiosity and determination of people from all over the world. However, many of these ideas never materialize because the minds that create them lack the support or tools to bring them to life. We believe there is always room for improvement in gaming. Therefore, while we do our best to expand the vision and audience of existing companies, we also help creators establish the connections they need to turn their dreams into reality. In the coming period, we anticipate the increasing influence of metaverse integration, artificial intelligence applications, cloud gaming, and independent developers in the industry. The digital gaming sector is no longer just a form of entertainment—it continues to solidify its status as a cultural phenomenon.

As part of this cultural phenomenon, Gpay is working on a debit card tailored to meet the needs of gamers, as well as a corporate debit card project designed for gaming companies. As we have mentioned before, being a company at the heart of the gaming community for many years, we excel in analyzing the needs of both individual players and businesses, and we continue to support them with innovative solutions every day.

TÜRKİYE GAME MARKET EXPERT OPINIONS

TÜRKİYE GAME MARKET REPORT 2024



OZAN EMRAH ÜNAL
PORTUMA
FOUNDER / CEO

In the first half of 2024, total media and advertising investments in Türkiye increased by 148.6% compared to the same period of the previous year, reaching 111.78 billion TL. Of these investments, 71.2% were allocated to digital media. In the field of in-game advertising, the mobile gaming market grew by 20% in the first quarter of 2024, with \$80 billion spent on advertising in this segment.

Based on this data, it is evident that brands are directing a significant portion of their advertising budgets toward digital platforms, and in-game advertising is gaining even more importance both in Türkiye and globally.

Undoubtedly, the most striking development for me has been the increasing interest of brands in the gaming ecosystem. Advertising has now evolved into an integral, immersive, and experiential part of the gaming world. Playing a key role in this transformation, Portuma is the first and only company to integrate both banner and audio ad models within the same SDK without disrupting the user experience. Its technology has been recognized as a "Verified Solution" by Unity.

All these developments indicate that in-game advertising will become even more strategically important for brands in the future.

TÜRKİYE GAME MARKET EXPERT OPINIONS

TÜRKİYE GAME MARKET REPORT 2024



CİHAN ÖNAL
LOGITECH TÜRKİYE
CATEGORY & MARKETING
LEAD

Türkiye stands out as a thriving market in the global arena, with its young, tech-savvy population, talented game developers, successful esports teams, and a rapidly growing player base. This sector, transformed by emerging technologies, continues to redefine the future of gaming with innovations like artificial intelligence, augmented reality, and cloud technologies.

As Logitech G, we collaborate with over 20 professional teams and organizations worldwide, enabling players to push their limits with the high-performance equipment we design. Our diverse range of products, including wired, wireless, and PRO-level gear, is tailored to meet the needs of gamers at every level.

At Logitech Türkiye, we take pride in supporting the esports ecosystem through our team sponsorships and advanced equipment. We are honored to sponsor two of Türkiye's most successful esports teams. These partnerships allow us to better understand players' needs and incorporate their valuable feedback into our product design processes. The result is cutting-edge equipment that caters to competitive players seeking both superior technology and exceptional design.

We are committed to increasing the visibility of Turkish esports teams and players on the global stage. In 2024, for the first time in Logitech G's history, the logo of a Turkish esports team was featured on the packaging of our PRO Series products—a monumental achievement and a source of pride for both us and our country.

By continuing to contribute to Türkiye's gaming ecosystem, we aim to strengthen our emotional connection with players and solidify our position as one of Türkiye's iconic gaming brands. We don't just provide gear; we share the passions, goals, and victories of players. At the core of Logitech G lies not just a focus on gaming but a commitment to celebrating success alongside our community. For us, success means being part of this vibrant community and celebrating achievements together.

TÜRKİYE GAME MARKET EXPERT OPINIONS

TÜRKİYE GAME MARKET REPORT 2024



BURAK YURTBAK
CMO - MASOMO.

Comments on Gaming in Türkiye: Opportunities and Trends

Türkiye's gaming industry continues to evolve, driven by innovation and an enthusiastic player base. Emerging areas like AI integration and in-game brand collaborations are redefining the market.

AI in Gaming: AI is transforming gameplay through dynamic difficulty, personalized experiences, and smarter interactions. In Türkiye, these advancements fulfill the need for more captivating and competitive gaming environments. At Masomo, we are exploring AI solutions in areas such as UA creative ideation, creative production, and enhancing player engagement and retention.

In-Game Brand Collaborations: In-game brand collaborations offer unique opportunities. At Masomo, we've partnered with many brands through events and tournaments featuring branded rewards. Integrating brand logos and messages into gameplay has enhanced the player experience and provided brands with measurable positive results.

Türkiye's Position as a Rising Force in the Gaming Industry: **Türkiye's** talented and tech-savvy population positions it as a growing power in game development. Continued investment in education, mentorship, and academia-industry partnerships is vital to sustaining this momentum.

Community Engagement and Esports: The rapid growth of esports in Türkiye highlights the importance of vibrant gaming communities. With **Head Ball 2**, our tournaments have proven effective in fostering loyalty while offering brands meaningful engagement opportunities.

Türkiye's gaming sector is full of potential. Companies focusing on AI, innovative partnerships, and community-driven strategies are poised for success locally and globally.

TÜRKİYE GAME MARKET EXPERT OPINIONS

TÜRKİYE GAME MARKET REPORT 2024



MURAT KÖMÜRCÜ
BYNOGAME
CEO

When it's New Year, I can feel it... And when an Expert Opinion request email arrives from Gaming Türkiye...

Another year has passed, huh?! As Charles Dickens said:

"It was the best of times, it was the worst of times."

On one hand, bombs were exploding, wounded children were being rushed to makeshift hospitals, and then those hospitals were being bombed as well... Meanwhile, we were mockingly saying, "AI, schm-AI."

"It was the age of wisdom, it was the age of foolishness."

In 2024, we were producing more knowledge each day than all of humanity had ever produced before. Yet that same year, Oxford chose "**Brain Rot**" as the word of the year.

"It was the epoch of belief, it was the epoch of incredulity."

Blockchain was said to be much more than just cryptocurrencies; it was supposed to change our lives with countless applications. People trusted cryptocurrencies—**believing they would make them rich.**

Suddenly, everyone became an "expert" in technology and the stock market!

"It was the age of light, it was the age of darkness."

TÜRKİYE GAME MARKET EXPERT OPINIONS

TÜRKİYE GAME MARKET REPORT 2024



MURAT KÖMÜRCÜ
BYNOGAME
CEO

Worlds were built in metaverses, lands were purchased. Seeing this, prominent figures and so-called experts made grand statements: "My dear sir, the metaverse is this, the metaverse is that." People invested, lost their savings.

And all of this happened in a world where 748 million people lacked access to clean water every single day.

"It was the spring of hope, it was the winter of despair."

Some came forward and said, "Sir, we have amazing ideas!"
"These ideas will change the world!"

"The most important invention in the world is N-F-Tss!"
They called a few kilobytes of random trashy visuals "art."

They claimed in-game items "must be N-F-Ts," they said 'white paper, might paper,' they just wrote a PDF. Then they told people, 'You will make money without producing any value!' People invested and lost everything.

"We had everything before us, we had nothing before us." — Charles Dickens

If you're saying, "You've said a lot, but what did you do?"
Well... None of the above.
We just did our job.

ByNoGame has completed its **17th year**.

And **Pashanet**, the internet café that transformed into ByNoGame, has reached its **20th anniversary**.

Our to-do list is still full—and it never ends. :)

Sincerely

TÜRKİYE GAME MARKET EXPERT OPINIONS

TÜRKİYE GAME MARKET REPORT 2024



NİLAY ALTAN
TÜRK TELEKOM
FIXED SERVICES
MARKETING
DIRECTOR

As a rapidly evolving ecosystem at the intersection of technological innovation, digital transformation, and community-driven experiences, the gaming industry remains to be a multidimensional space that not only shapes cultural trends but also influences economic models through subscription-based services, micropayments, and in-game purchases. As the boundaries between the virtual and real worlds continue to blur, the gaming ecosystem offers constant innovation through advancements in artificial intelligence, cloud gaming services, and mobile platforms. In recent years, virtual reality (VR) and augmented reality (AR) have redefined the gaming experience, pushing the industry's limits and introducing players to entirely new dimensions of interaction. Meanwhile, online platforms, social media, and streaming services have created dynamic spaces for gamers to engage and connect, fostering rich social interactions. One of the most striking examples of this evolving community-driven landscape is the rise of e-sports, where competition and solidarity intertwine to form a cultural phenomenon that extends beyond professional sports.

2024 was a year of rapid technological advancements, increasing content diversity, and significant transformations in the gaming ecosystem. As Türk Telekom GAMEON, we introduced numerous innovations in the gaming world, staying at the heart of this evolution while continuing our mission to enhance both internet and gaming experiences. By offering exclusive opportunities for gamers, we strengthened their connection to the digital world. With our robust infrastructure and fast fiber internet packages of up to 1000 Mbps, we provided high download speeds, high upload speeds, and low ping—the most critical needs for gaming enthusiasts. Through targeted internet campaigns designed specifically for gamers, we maximized their online experience with high-speed connectivity and gaming-focused benefits. Additionally, we collaborated with leading brands such as Twitch, Playstore, Game Pass, Asus and many others to offer exclusive deals for gamers. Thousands of players became part in this dynamic ecosystem by leveraging GAMEON's internet and in-game campaigns, while also enjoying special discounts on their favorite games, further enhancing their gaming experience.

TÜRKİYE GAME MARKET EXPERT OPINIONS

TÜRKİYE GAME MARKET REPORT 2024



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FIXED SERVICES
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DIRECTOR

We also organized highly competitive events, bringing together over 1,500 players in Valorant and PUBG tournaments hosted by GAMEON. Additionally, we continue to support the esports ecosystem by sponsoring major leagues.

Through GAMEON social media accounts, we provided gamers 24/7 online support to gamers, while also engaging with them across various platforms through competitions, events, and special campaigns—offering opportunities to compete, connect, and enjoy the thrill of gaming together. We established a community-driven experience space with exclusive activations and exciting surprises as part of GAMEON campaigns. As a result of these efforts, our brand scores showed a significant increase in the surveys we conducted throughout the year. Approaching GAMEON's third year, we have observed a rapid rise in brand awareness and customer affinity. This outcome serves as concrete proof that our actions align with the needs and expectations of our customers, further motivating us to pursue new projects with even greater enthusiasm.

As Türk Telekom GAMEON, we will continue to offer immersive gaming experiences that enrich both individual experience and community interaction. At the same time, we will integrate the latest technologies into our products and services, focusing on evolving player expectations and industry innovations.

TÜRKİYE GAME MARKET EXPERT OPINIONS

TÜRKİYE GAME MARKET REPORT 2024



ROI NAM
AIRBRIDGE
CEO

Game studios in Türkiye are growing, but racing against tighter budgets, shorter timelines, and increasing competition. To win, every marketing dollar must work smarter.

The solution? A data-driven approach that enables faster iteration in every aspect of game development and user acquisition.

Faster Research: Utilize tools like SensorTower, SocialPeta, AppGrowing, and MobileAction to identify industry peers, set performance benchmarks (e.g., ideal CPI, D7 retention), and pinpoint successful creatives in your app category.

Faster Prototype Launches: Deploy 5-10 game titles with a maximum of 1-2 weeks of gameplay. Run campaigns on platforms like Meta, Google, and TikTok in testbed markets such as the US and the Philippines for 3-7 days. Testing CPI will help you identify promising concepts quickly.

Soft Launch Optimization: After selecting 1-2 titles from the prototype phase, optimize retention and playtime by refining gameplay and progression systems. Enhance monetization with IAA and IAP.

Faster UA Diversification & Creative Testing: Expand UA efforts across 10-15 platforms, while mass A/B testing ad creatives. Measure pLTV and cohort-based ROAS to ensure positive ROAS across channels and campaigns.

Choosing the right Mobile Measurement Partner (MMP) is crucial. Airbridge offers every advanced feature, at no hidden costs, and the insights game studios need for data-driven decisions that drive ROAS from day one of your game launch.

TÜRKİYE GAME MARKET EXPERT OPINIONS

TÜRKİYE GAME MARKET REPORT 2024



AV. DOÇ. DR.
METE TEVETOĞLU
TEVETOĞLU LEGAL

We anticipate that 2025 will witness significant developments in the gaming world, both in terms of technological innovations and new legal regulations. Among these, metaverse games may stand out depending on software and hardware optimization.

Developments in artificial intelligence and virtual reality technologies and its legal architecture will be decisive for the ecosystem. Games that are expected to be released in 2025 may lead regulations on player safety to attract more attention. As is known, the European Union's Digital Services Act requires gaming companies to provide transparency reports on online harms and their prevention. This is seen as an important step towards increasing player safety, and we expect this regulation to materialize in 2025 with various implementation examples.

The last aspect we would like to point out is the segmentation of content rating for user content as well as developer-publisher content. Rating user-interactive content is among our notes as an issue that needs to be rapidly adopted by platforms.

TÜRKİYE GAME MARKET EXPERT OPINIONS

TÜRKİYE GAME MARKET REPORT 2024



ALİ BARUTÇUOĞLU
LOCPICK GAME
LOCALIZATION & AUDIO
CO-FOUNDER & CEO

2024 was a year of recalibration for the gaming industry, pushing everyone to reconsider their priorities. Some chose to adapt and embrace change, while others doubled down on their strengths, trusting resilience to see them through.

The debates around AI in game development and localization perfectly illustrated this divide. On one side, some viewed AI as a silver bullet, attempting to replace the human touch in creative processes. On the other, there were those who outright rejected AI and ML, vowing never to incorporate these tools.

I believe the future lies somewhere between these extremes. AI tools will undoubtedly become more refined and practical, especially during cost-conscious times like these. But processes like game localization, art, design, and audio remain inherently human – shaped by creativity, nuance, and cultural insight.

I have yet to see a game achieve success by removing the human element from its core processes, and I doubt this will change. Players gravitate toward experiences crafted with genuine care and expertise, and developers who understand when to rely on human creativity will continue to lead the industry.

Efficiency will undoubtedly continue to be essential for companies to survive. But standing out will require more than efficiency – it will demand authenticity, artistry, and a deep connection with players. And that's something no algorithm will ever replicate.

TÜRKİYE GAME MARKET EXPERT OPINIONS

TÜRKİYE GAME MARKET REPORT 2024



CİHAN AĞACIŞ
MOONTON
MARKETING
DIRECTOR

In recent years, the Turkish mobile gaming industry has continued to make significant strides both in the domestic market and on the international stage, making us proud. While we were wondering whether these developments would encourage local developers and publishers to expand into other platforms such as PC and console, 2024 proved to be the year when our questions began to be answered, as we witnessed serious steps being taken in these areas as well. It is truly exciting to see the Turkish gaming industry rapidly growing across all platforms. Additionally, compared to other markets, the Turkish gaming market continues to stand out by maintaining its vibrancy and dynamism. With a diverse player base spanning across various genres and platforms, the market remains highly versatile, active in every segment, and increasingly competitive.

Moonton is also fully aware of the potential in the Turkish market and continues to expand its investments. In 2024, we officially included Türkiye among our major markets, carrying out large-scale marketing initiatives for MLBB while also organizing one of the country's biggest esports events. Compared to previous years, we achieved a significant surge in active player numbers. Looking ahead to 2025, we anticipate even greater market growth and will be further increasing our investments accordingly.

TÜRKİYE GAME MARKET EXPERT OPINIONS

TÜRKİYE GAME MARKET REPORT 2024



SENEM AKSAKAL
OSE PLATFORMU
KURUCUSU
QA TAKIM LİDERİ



The Gaming Industry's Stagnation Period is Over – Time to Rise Again!

I believe the period we can call the **“stagnation phase of the gaming industry,”** which was strongly felt in **2023** and **2024**, is finally coming to an end. During this time:

- Many game studios or departments shut down,
- Countless people lost their jobs and struggled to find new opportunities,
- The number and size of investments decreased,
- Game entrepreneurs found it harder to access capital,
- CPI rates increased,
- It became increasingly difficult to create a hit game..

However, despite all these challenges, some companies survived, grew their businesses, secured investments, or were established from scratch. We witnessed the rise of game studios like Dream Games, Spyke Games, and Grand Games.

Last year, while three entrepreneurship centers ceased operations, three new accelerator programs were launched. Additionally, three more private universities opened undergraduate programs in Digital Game Design, and another university is set to join this list in the Fall 2025 semester. This means that a total of 23 universities will soon offer Digital Game Design degree programs.

In short, while we've seen positive developments, the past two years have also been filled with challenges, especially for those trying to enter or stay in the industry. Almost every day, we saw LinkedIn posts about workplace harassment in game studios. A professional union was necessary to address these issues, and now, the Digital Game Developers' Professional Union (DOYEB) is in the process of being established. Hopefully, it will serve as a remedy for some of the industry's deep-rooted problems.

TÜRKİYE GAME MARKET EXPERT OPINIONS

TÜRKİYE GAME MARKET REPORT 2024



SENEM AKSAKAL
OSE PLATFORMU
KURUCUSU
QA TAKIM LİDERİ



According to the CDC 2025 State of the Game Industry report, 16% of developers who were laid off last year are now working independently (indie). In Türkiye, indie game development has gained significant momentum over the past two years. Pile Up!, which started as a game jam project, won multiple awards and represented Türkiye at Gamescom 2023. This year, Liar's Bar won the "Most Innovative Gameplay" award at the Steam Awards. Meanwhile, titles like Good Kill!, Nazar, and Black State have emerged as world-class games from Türkiye. It would not be wrong to say that game entrepreneurship and indie development will continue to grow in 2025. I believe it will be a year of regained momentum, both in the number of investments and their scale. The PlayGate Venture Capital Investment Fund (VCIF), established last year, along with other game-focused funds, will play a significant role in this revival.

The "Five Years of The Rising Gaming Empire Türkiye" report, published by InvestGame, highlights Türkiye's success in mobile games. So why shouldn't we achieve similar success in indie games as well?

I'd like to quote the final paragraph of the report:

"Türkiye's gaming ecosystem has everything it needs to compete on the global stage: world-class talent, a culture of innovation, and increasing recognition from investors and acquirers. The question is not whether Türkiye will produce the next big hit, but when—and how many."

The stagnation period in the gaming industry is over—it's time to rise again!

TÜRKİYE GAME MARKET EXPERT OPINIONS

TÜRKİYE GAME MARKET REPORT 2024



AREN ÜNAL
CMO - SANGAL GAMING
GROUP B.V.

The year 2024 was both a year full of opportunities and a financially challenging one for the Esports ecosystem. While the numbers in the reports published by different sources show the efforts of different companies to make this field more comfortable with serious moves and investments on a regional basis, these efforts have found significant responses in some regions, but the stability has been largely maintained in areas that cover a large part of the pie. In 2025, it is very clear that teams and companies will need more sustainable financial resources to unlock this potential with both innovative steps and regulations. As these resources increase, I believe we will see different results on a global scale.

As Sangal, we are coming off the most successful year in our team and company history. In addition to the five championships we won, we established partnerships with both endemic and non-endemic brands such as Kaspersky, Arko Men, and SteelSeries. We expanded these partnerships by adding the Blade brand in 2025. Beyond the championships, we did not focus on sponsorships within the framework of success; we approached the goals such as ensuring that brands establish a closer relationship with esports, providing them with up-to-date information at all times and the ability to quickly adapt their campaigns. In this way, we enabled both brands and their representatives to see more clearly the opportunities in esports.

While developing successful sample studies, we wanted to separate the projects we planned to produce for 2025 on a brand basis and present these projects with a more comprehensive and concrete data-based structure. We have strengthened our communication with the brands in the sector, calling them with the slogan "We have completed 2025". The vision behind this slogan is to help all brands, whether we work together or not, to create a foundation that will transform the esports ecosystem. This accumulation of knowledge should cover a year that will include valuable lessons both in Türkiye and globally with a simpler but groundbreaking approach.

I wish that 2025 brings health, happiness, luck and success to all of us.

TÜRKİYE GAME MARKET EXPERT OPINIONS

TÜRKİYE GAME MARKET REPORT 2024



VOLKAN TURAN
FIBER GAMES
CO-FOUNDER

2024 was a year of slightly stiffer competition in the mobile ecosystem. User costs increased across almost all genres, while manufacturers and publishers pursued deeper 'retention' constructs. While in previous years studios were building prototype portfolios of more diverse mechanics, we now see studios moving into more niche areas and building more sophisticated core loops.

As Fiber Games, we focused on two main areas in 2024: Puzzle games and Lifestyle SIMs. Although puzzle games challenge designers especially in the "ideation" processes, it has been an area where we get feedback from the player very quickly and we can make retention improvements quickly. For this reason, towards the end of the year, two of our games were put on "release potential" and the projects we are still working on were realized. On the other hand, our hybrid casual project "Beauty Center", which we are in the process of developing in 2024, will be launched this year. Again in 2024, we started to actively use artificial intelligence in our production processes. We have learned to actively use artificial intelligence, especially to track and analyze player movements.

Today, as Fiber Games, we have an artificial intelligence tool that makes personalized offers to our users. In the coming year, we plan to maximize the efficiency of these vehicles and shorten our production and update cycles even further.

TÜRKİYE GAME MARKET EXPERT OPINIONS

TÜRKİYE GAME MARKET REPORT 2024

**SİNAN AKKOL**GAMEDEV.İST
CO-FOUNDER

As GameDev.ist, we published our first three games in 2024. As the first PC and console-oriented publishing platform of our country, we have sold over 200,000 worldwide with our games Anomaly Agent, Once Alive and Inn Tycoon. Again, we have signed publishers and partnerships on a global scale and brought games from the local ecosystem to players around the world. In addition, we introduced ourselves not only on Steam, but also to all possible partners such as Xbox and PlayStation that will carry our players to multi-platform globally. Anomaly Agent was released on both Xbox and PlayStation platforms towards the end of the year.

While the quality of production in our country is gradually increasing, the mobile-based Nokta Games Supermarket Simulator was a huge success, selling more than 2.5 million copies on Steam alone. We met many talented teams shifting from mobile to PC and console market and came together with more than 300 studios. We also realized different sales setups in different geographies and added channel management to our marketing power. Thus, as of last year, GameDev.ist has been able to completely handle the financial, marketing, production and sales pillars of the studios.

TÜRKİYE GAME MARKET EXPERT OPINIONS

TÜRKİYE GAME MARKET REPORT 2024



BURAK GÜVEN
AKMENEK
SINGIN GIANT
FRACTIST
CO-FOUNDER

Last year was a milestone for us at Singin Giant as we stepped into the gaming industry by releasing our first game, Contain. In the first month of 2025, we launched our second game, Revenge of the Mage. Throughout 2025, we will continue making a name for ourselves not only with these games but also with other projects.

Additionally, this past year marked the beginning of my teaching Game Business at Bahçeşehir University, allowing me to contribute to the next generation of game developers by sharing insights on business management. I am still enjoying teaching this course.

The year 2024 was globally significant for the gaming industry, particularly due to widespread layoffs. Post-COVID, companies reorganized their financials and restructured their bloated teams, leading to the emergence of many new indie game studios. The increasing financial and time costs associated with large-scale game development made it difficult for big companies to sustain production, creating a gap in the market that indie studios have stepped in to fill. Today, the overwhelming majority of new games released on Steam come from indie developers.

A similar trend can be observed in our country. While we lack massive gaming corporations, there has been a significant rise in indie game studios. The best part is that this increase is reflected in the number of released games. Unlike in the past, studios aren't just being founded and then disappearing into obscurity without launching a product; almost all of them manage to release at least one game. This indicates an above-average performance for our local gaming industry.

From my perspective, the most exciting development for the industry in our country has been the establishment phase of the Digital Game Developers Association (DOYEB). As a professional association, DOYEB will hold a unique position, and I am confident it will contribute significantly to the industry. I believe that 2025 and beyond will see even greater growth in game development in our country. I am also aware of new academic initiatives in the field. The key is for our economy to stabilize and for restrictions to decrease rather than increase in the future.

TÜRKİYE GAME MARKET EXPERT OPINIONS

TÜRKİYE GAME MARKET REPORT 2024



BATUHAN ÖZMEN
GAMING IN TÜRKİYE
VP OF OPERATIONS &
COMMUNITY

In 2024, the Turkish gaming industry showcased remarkable resilience and adaptability, driven by technological advancements and shifts in community dynamics. Artificial intelligence has played a transformative role, enhancing game development and enabling personalized player experiences. AI-powered tools have also revolutionized community management by facilitating efficient and meaningful interactions between brands and players.

The ban of Discord in Türkiye significantly impacted gaming communities, prompting a search for alternative platforms. During this period, Kick emerged as a strong contender, offering a creator-friendly revenue-sharing model that addressed long-standing criticisms of Twitch. Twitch's high revenue cuts from creators led to a decline in its appeal, while Kick gained traction by prioritizing content creators' financial well-being.

Kick's rapid growth redefined community engagement, with brands and creators leveraging live streams and interactive events to foster deeper connections with audiences. This shift highlighted the importance of flexible, creator-first platforms in maintaining vibrant gaming ecosystems.

In 2024, the Turkish gaming industry exemplified its ability to adapt to evolving trends, from AI integration to platform transitions. By embracing innovation and staying attuned to community needs, Türkiye has further strengthened its position as a key player in the global gaming landscape. Looking forward, this adaptability will remain a critical factor in sustaining growth and fostering international success.

TÜRKİYE GAME MARKET EXPERT OPINIONS

TÜRKİYE GAME MARKET REPORT 2024



BURAK ÇEVİK
CEO OF GAMENTESS

2024 was a pivotal year for Web3, artificial intelligence (AI), and the gaming industry. Groundbreaking innovations pushed the boundaries of technology, fundamentally transforming user experiences. As one of the pioneers of this transformation, we solidified our position in the industry.

Web3 technology became mainstream in 2024, with adoption rates skyrocketing. Blockchain-based applications, especially in gaming and finance, became indispensable for users. We reached 5 million users in this space, establishing ourselves as a key player shaping the future of Web3. Additionally, with \$24 million in investment commitments, we continue to expand our ecosystem and launch new projects.

In Türkiye, newly released games started to be played worldwide. Turkish game studios proved to the world that extraordinary games could be created without massive investments. We believe that the amount of investment in the gaming sector will significantly increase in 2025.

Artificial intelligence has made its mark not only in gaming but across all digital experiences. AI-powered NPCs (non-player characters), personalized gaming experiences, and automation in game development have become new industry standards. By leveraging AI technologies, we successfully provided our users with a smarter and more interactive platform.

In 2024, we witnessed many brands collaborating with top-quality agencies to create outstanding projects. However, sustainability in esports remains a major question mark for teams and agencies. We need to utilize the hype and financial potential of esports correctly. Fortunately, we see pioneering companies in Türkiye leading the way. Hopefully, the number of brands investing in the sector will continue to grow.

TÜRKİYE GAME MARKET EXPERT OPINIONS

TÜRKİYE GAME MARKET REPORT 2024



BURAK ÇEVİK
CEO OF GAMENESS

In the Web3 world, Türkiye has become one of the most important countries globally. The gap between Web3 players and traditional players is still significant. In 2025, we expect to see truly playable Web3 games. Instead of trying to turn investors into players, the priority should be adapting players to the industry.

At the end of the day, players do not necessarily care about owning IP rights or decentralization. I share a similar perspective. The key question should be: Is the game fun or not? The Web3 industry's future will be determined by games developed with this mindset.

2025 will be an exciting year for blockchain, artificial intelligence, and video games. 2024 was just a preview of emerging technologies. We believe the real impact on these three industries will unfold in 2025!



DORA ÖZSOY
FOUNDER OF ROGUE
DUCK INTERACTIVE

Starting a new chapter with a new brand, I can say that 2024 exceeded our expectations. We managed to develop more games than we initially anticipated and nearly reached \$2 million in sales in our first year. We have collaborated with numerous teams worldwide, and unlike Stratera Games, this time, it feels like we are truly becoming a global brand.

With the increasing number of games released worldwide and the rise of hardcore games, there seems to be a significant audience among players looking for "lighter" experiences. As a team that enjoys pursuing small and unique projects, we are hitting this niche perfectly.

Now that we've gained momentum, we have invested in many new projects and will adopt an even more aggressive strategy in 2025. We will continue building a game catalog focused on "accessible strategy games."

TÜRKİYE GAME MARKET EXPERT OPINIONS

TÜRKİYE GAME MARKET REPORT 2024



MELİS AKINCI
GAMING IN TÜRKİYE
MARKETING & BUSINESS
MANAGER

BREAKTHROUGH IN THE GAMING INDUSTRY WITH AI AND NEXT-GEN MARKETING

The year 2024 marked a significant turning point for business development and marketing in Türkiye's gaming industry. Major advancements in artificial intelligence enabled the sector to experience extraordinary growth. AI-powered tools allowed brands to effectively reach different gaming communities through unique player behavior analysis, audience insights, and personalized marketing strategies.

Innovative advertising campaigns blended creativity with data, delivering engaging and captivating content that resonated with players. These strategies, implemented across a wide range of platforms from in-game experiences to social media campaigns, clearly demonstrated how AI strengthened the connection between brands and gamers.

As games reached wider audiences, brands outside the gaming industry also collaborated with the gaming world, and these unique partnerships solidified the gaming sector's place within mainstream culture. The rising popularity of mobile gaming and esports positioned Türkiye as a key player in the global gaming landscape. 2024 was a year where marketing and innovation in the gaming industry reached their peak.

TÜRKİYE GAME MARKET EXPERT OPINIONS

TÜRKİYE GAME MARKET REPORT 2024



SİMAY DİNÇ
RECONTACT GAMES
CO-FOUNDER

WOMEN IN GAMES TR
FOUNDER

The gaming industry in Türkiye is driving the development of the digital economy and creating internationally acclaimed success stories with the power of creative and cultural industries.

In 2015, since we stepped into the sector with initiatives such as Recontact Games, Women in Games TR, KiraARTHane, which we believe will shape the future of the gaming industry, over the last 10 years Türkiye has written a growth story that has attracted global attention.

Türkiye has a strong infrastructure for entrepreneurs and investors with 12 incubation centers, 21 accelerator programs and 2 gaming clusters.

Our gaming ecosystem's young and dynamic population of 10,000 people, 44 million gamers, and high mobile device penetration has grown rapidly in the global gaming ecosystem creating 187 billion in value and has enabled us to become the second largest hub in Europe. While game design departments opened in more than 20 universities to expand the talent pool, the lack of academics limits the quality of education. In addition, the lack of inclusion of female entrepreneurs and talents from different disciplines is among the factors that negatively affect the sustainability of the industry.

We started Women in Games Türkiye in 2015 as an organization aiming to strengthen the presence of women in the game industry, we reached 8000 young people with free training, hackathons, and boot camps, and we offered our successful young people the opportunity to study abroad and now we continue our way with all our enthusiasm in a more inclusive way with the motto "We are in games". WING's general activities include Art Hackathon, Hacking the Future, Let's WoW, Beyond Games, and other impact projects for the sustainability of the game industry and young game developers. To celebrate our 10th anniversary, WING is preparing for a big festival in December.

TÜRKİYE GAME MARKET EXPERT OPINIONS

TÜRKİYE GAME MARKET REPORT 2024



SİMAY DİNÇ
RECONTACT GAMES
CO-FOUNDER

WOMEN IN GAMES TR
FOUNDER

The gaming industry should not only be seen as a means of entertainment, it can bring a new dynamism to the industry if it becomes a cultural movement, a tool that creates awareness for solutions to global problems. At Recontact Games, my co-founder, academic, and director brother Dr. Eray Dinç, with his 10 years of experience in film and games, created Nazar, an original work of art that the film world had never seen before.

After 2 years of development, shot in the fairytale-like ancient city of Cappadocia, with music by Emmy award-winning legend Itron Zur, and blending our ancient rituals with game dynamics, we strongly believe that NAZAR will inspire the gaming world and creative industries in terms of originality and uniqueness and serve as a multidisciplinary art form. However, the industry is going through a transformation process full of challenges as well as opportunities.

The last 2.5 years have been challenging for the gaming industry both in Türkiye and around the world. While 34.000 people were laid off globally, only 844 out of 1055 game startups in Türkiye remained active. While 59 new game startups were established in 2023, this number decreased to 38 in 2024. Increased competition and rising costs have led many startups to shut down before they can raise a second round of funding, and the decline in the number of startups and the drop in investment levels show that the ecosystem needs to become more resilient.

Although our gaming industry first proved itself in the mobile gaming space, we observe that the desired rise is now shifting to different platforms and genres. I believe that the game developers of the future should specialize in cross-disciplines, and when they use the new tools produced by artificial intelligence to build the cultural heritage of the future, they will create inspiring original projects for our country.

TÜRKİYE GAME MARKET EXPERT OPINIONS

TÜRKİYE GAME MARKET REPORT 2024



TÜRKER KARAHAN
UDO GAMES CEO
FOUNDER

LIVE BY THE GAME, DIE BY THE GAME!

Few people would say that 2024 was a more positive year for the industry compared to the previous one. So, what awaits us in 2025? Optimism? A year full of innovation? Or perhaps a magic touch? Relying on miracles or unexpected opportunities should never be part of a business plan. Looking at all the success stories we have told in this industry—exits, major investments, global scaling—how many of them were purely driven by luck? Good planning, sleepless nights, bringing the right people together, and focusing on the right projects at the right time—does that sound too utopian? I recommend listening to these stories not just from news articles but from the people who lived them, their teams, and their close circles. This is exactly where the industry's maturation process begins.

There's a famous saying: "Start like a Turk, finish like a German!" This perfectly summarizes the past years of the Turkish gaming industry. Enthusiastic teams, grand ambitions, profit-sharing discussions in exit scenarios before a company even exists, gritting teeth until an investment is secured, and dream game projects. There's nothing wrong with this, it's what sets us apart from other countries and allows us to excel in short-term projects, rapid solutions, and lightweight operations. However, the mobile world has not functioned this way for at least the past two years! Speed is still valuable, quick reactions and early moves still provide an advantage, but unfortunately, this is no longer a sprint—it's a marathon. While we may surge ahead in the early meters, by the middle of the race, we fall behind our competitors, and before long, we can't even see them anymore.

TÜRKİYE GAME MARKET EXPERT OPINIONS

TÜRKİYE GAME MARKET REPORT 2024



TÜKER KARAHAN
UDO GAMES CEO
FOUNDER

No Technology, No Game!

Prediction, segmentation, UA automation, live marketplaces, and many more... How many of our studios know these terms, are curious about them, or have integrated them into their vision and production plans? I won't even go into the concept of a fully optimized operation delivering a "Personalized Experience" (which remains a dream for most companies). We have cultivated highly experienced game developers, some have been lost to international markets, while others continue chasing their dreams with their own teams or within large studios. This is why games with strong potential continue to emerge. However, when it comes to turning this potential into tangible success, running profitable long-term operations, and delivering experiences that keep players engaged for extended periods, we must acknowledge that we still have a long way to go.

Game technologies must be an integral part of the production process, a supporter of planned steps, and a booster for all operations. Whether you develop your own solutions, form strategic partnerships, or—like us—make technology the centerpiece of your vision, it is crucial to recognize that quality is becoming increasingly important, processes are growing more complex, and competition (especially against industry giants) is escalating. Differentiation is no longer an option; it's a necessity.

Since 2019, the industry has gone through a chaotic, exciting, and exhausting roller coaster ride. The survivors of this period have emerged stronger, accumulated valuable know-how, and learned invaluable lessons from their own experiences and failures around them. At Udo, having experienced every twist and turn of this journey for many years, we see technology as the ultimate solution and have built our entire strategy around it. Developing the best game at the right time and with maximum quality should be a given, but once you see the opportunity, you must act swiftly and ensure a seamless process.

TÜRKİYE GAME MARKET EXPERT OPINIONS

TÜRKİYE GAME MARKET REPORT 2024



TÜKER KARAHAN
UDO GAMES CEO
FOUNDER

Since 2021, we have been developing our own SDK (all-in-one, easy to plug in-out) and proprietary dashboard (deep analytics, UA automation, live-ops features, and more), and our sole focus is to match this infrastructure with the right games and the right teams. Whether you're a major casual game studio or a leading publisher, if your goal is to develop a mega-scale game, the path is clear: a strong infrastructure. What sets mobile gaming apart from PC gaming is its extreme reliance on data. Mobile game operations involve massive user bases, high-risk strategies, and deep reliance on platform algorithms.

One of our core beliefs is: "Once you hit the gas for a game, there's no turning back." From the learning curves of ad campaigns to the standardization of eCPM data over time, everything is governed by platform algorithms. All these algorithms share one fundamental principle: reward high-performing games, and reduce visibility for underperformers. Once you take that leap, every piece of your operation must work flawlessly. Any weak link will either cause major financial losses or force you to stop entirely. If you believe you can "fix things along the way," you might wake up one day to find that the investments you struggled to secure, the teams you built with dreams of sustaining your operations, and the savings you relied on have all evaporated. It's harsh, but it's reality.

TÜRKİYE GAME MARKET EXPERT OPINIONS

TÜRKİYE GAME MARKET REPORT 2024



TÜKER KARAHAN
UDO GAMES CEO
FOUNDER

History Repeats Itself

As we analyze 2024 and look ahead to 2025, there are some recurring themes that industry stakeholders discuss behind closed doors but rarely acknowledge publicly:

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- The hyper-casual boom, which began in 2019/2020 and quickly turned into a "gold rush," attracted significant investments and newcomers to the industry. However, the major motivation behind it (making big profits in a short time) did not translate into sustainable outcomes and ultimately caused significant damage to the industry.
- Many talented individuals who entered the industry through hastily founded companies either became disillusioned and left for other sectors or turned to alternative income sources while trying to sustain their game development efforts on the side.
- Many passionate and successful mobile game studios, despite their deep understanding of the industry, have struggled under exploitative contracts, harsh operational conditions, and unsustainable business strategies. Some have shut down, some are trapped in survival mode, and others are constantly searching for a way out.
- If we don't learn from our mistakes, the long-term damage caused by the hyper-casual era may repeat itself in the indie PC space. Hopefully, by the end of 2025, we won't just be discussing success stories but also acknowledging the overlooked failures and irreversible losses.

Since 2013, we have been part of this industry, openly sharing our experiences and striving to make a difference with a visionary approach. Through our partnership with TaleWorlds, we are actively engaged in both the PC and mobile sectors, and we are always open to collaboration and knowledge-sharing.



WHAT DOES THE
GAMING MEDIA SAY?



TÜRKİYE GAME MARKET MEDIA OPINIONS

TÜRKİYE GAME MARKET REPORT 2024



KİVANÇ YURDAKUL
5MID
CHEF EDITOR

5mid celebrated its ninth anniversary in mid-2023. Through our website and social media accounts, we presented the latest developments in various esports events impartially to our readers throughout the year. On our site, we embraced an approach that sees the unseen, reaches thousands, and writes the unwritten, covering a wide range from VALORANT to Age of Empires II, and even Minecraft.

In our "5mid Exclusive Interview" series with players and managers in the esports industry, we asked rarely posed questions. Additionally, through our "Player of the Month" contests, where thousands voted, we selected the best esports player and team each month.

For our readers looking for music to listen to while gaming, we released "5potify" playlists on our Spotify account at the end of each month. 2023 marked a year of profound changes for us. Established in 2014, our site expanded beyond esports-focused content this year, also covering topics such as anime, artificial intelligence, and blockchain. At the end of 2023, 5mid also introduced a second language option for its users, alongside English.



TÜRKİYE GAME MARKET MEDIA OPINIONS

TÜRKİYE GAME MARKET REPORT 2024



**ORÇUN KAMIL
KABADAYI**
A'DAN Z'YE ESPOR
BRAND FOUNDER

Technological Transformation with Türkiye's Digital Generation Breakthrough: Opening Global Doors to Young Talents' !

The integration of innovative technologies such as esports, artificial intelligence (AI) and blockchain, which are the headlines of 2024, is leading to revolutionary changes in the industry.

The gaming industry is not only an entertainment industry, but also a laboratory where innovative technologies are tested. Beyond this, the gaming and esports industry has become an indispensable channel for brands that want to communicate with Generation Z. In addition, the positive impact of esports on young generations and career opportunities are also increasing.



The self-confidence and career opportunities that young generations gain through esports create a success story both locally and internationally.

With projects such as Vision 2030, Saudi Arabia draws attention with its investments in the digital world, while huge 3D architectural design areas, esports tourism brings together game lovers on a global scale, strengthening the cultural and economic dimension of the sector.

We are very happy to contribute to the sector with AdanZyeEspor.com and Esports Academy.com. It is a great honour and a current motivation for me to take part in this dynamism and contribute to the sector.

TÜRKİYE GAME MARKET MEDIA OPINIONS

TÜRKİYE GAME MARKET REPORT 2024



EREN EROĞLU
ATARITA & PIONI MEDIA
GENERAL MANAGER

2024 was a year in which we saw a gradual increase in interest in gaming media in Türkiye. Considering the highly skilled video game journalists in the country, enabling this segment of the gaming industry to reach its full potential and increasing the number of outlets representing the country internationally will be immensely beneficial.

Despite occasional periods of stagnation and even downsizing due to challenging conditions, the stability of Turkish gaming media in this field is commendable. At this point, we view 2024 as a transitional year, and we believe that the growing interest will reach its peak with innovations and developments in the coming years, positioning our country's gaming media much stronger.

This rise will pave the way for the creation of more comprehensive content, not only for gamers but also for industry professionals, through collaborative efforts.

Atarita

TÜRKİYE GAME MARKET MEDIA OPINIONS

TÜRKİYE GAME MARKET REPORT 2024



EMRE OZAN ŞİRİN
BAŞLATTUŞU
EDITOR IN CHIEF

As the Baslat Tuşu team, in the 10 years we have been in the press, we have focused on covering analyses, guides and reviews on our website. The gaming industry, which is constantly on the rise in the global market, has a great potential for the future of our country. In this respect, we have supported local game projects, which we attach great importance to, with interviews with the developers, as well as the promotions and reviews we published.

Based on our observations throughout the period we have been in the industry, we foresee that game developers will have a greater impact on global competition in the coming years as their skills and experience in software and design have gradually increased over the past years, and they are able to reach a wider audience through social media and the press.



We hope that the development in the gaming industry will open new doors for other business areas such as design, software, voice-over, animation, advertising and marketing. We are sure that it will increase employment in our country, which has a high youth population compared to most European countries, and thus we hope that the importance of the gaming industry as a major factor that will prevent the brain drain will be understood more in 2025, and we keep working to follow the developments in the industry closely.

TÜRKİYE GAME MARKET MEDIA OPINIONS

TÜRKİYE GAME MARKET REPORT 2024



ABDULLAH KESKİN
BPT OYUN X VGNW
FOUNDER

2024 marked a year of significant transformation in the gaming industry. AI technologies have influenced every aspect of the sector, particularly content creation and hardware advancements. The performance boost in next-generation graphics cards is a clear testament to this progress.

One of the most talked-about companies this year was Valve. The excitement surrounding Deadlock, a project still in development, and ongoing rumors about the Half-Life universe kept players eagerly engaged. Meanwhile, the uncertainty surrounding GTA 6's release date and pricing has sparked widespread curiosity in the gaming community. If the game launches as planned, 2025 can be a historic year for the industry.



At BPT Oyun, we surpassed 300,000 followers in 2024. Additionally, we are preparing to support independent developers through our new initiative, Indie Oyun. With the launch of VGNW, we aim to expand into global content creation and become a go-to platform for gamers. There's no doubt that 2025 will be a dynamic year for the gaming industry.

TÜRKİYE GAME MARKET MEDIA OPINIONS

TÜRKİYE GAME MARKET REPORT 2024



MUSA SAĞLAM
ESPOR GAZETESİ
FOUNDER / CEO

As we step into our 8th year in esports journalism, we can confidently say that we've experienced an emotional high, especially with the incredible success we've achieved in Counter-Strike and the millions of people we've reached with our headlines. The esports industry continues to grow each year, and in 2024, thanks to the support of journalists, teams, players, sponsors, and fans, this rise has gained significant momentum.

While freelance journalists are quite common globally, their presence in our country has been relatively limited—until now. In 2024, we have seen a noticeable increase, with young reporters making a name for themselves through esports headlines on X, bringing fresh excitement to the industry. Meanwhile, the impressive achievements of our teams have helped us craft some of the most striking headlines.



In 2023, esports journalism largely followed a straightforward reporting style, but in 2024, we witnessed the fusion of sports and entertainment through video edits and memes, ensuring that the industry kept up with current trends. While it's hard to predict what the trends of 2025 will be, it's clear that esports and journalism have gained an inspiring momentum.

Wishing everyone an esports-filled year full of competition, new talented teams, and passionate journalists!

TÜRKİYE GAME MARKET MEDIA OPINIONS

TÜRKİYE GAME MARKET REPORT 2024



İLKER KARAŞ
ESPORTS360MAG
CO-FOUNDER & BRAND
COMMUNICATIONS
MANAGER

eSports360

2024 has been a fast-paced year filled with excitement and progress. As we moved further away from the lingering effects of the pandemic, the gaming industry embraced new goals and celebrated both small and significant achievements. Instead of chasing lofty expectations, we focused on planting the seeds for realistic, impactful ideas—setting the stage for what's to come in 2025.

In the year ahead, we will begin to reap the rewards of these efforts. Game developers, esports professionals, content creators, and industry stakeholders will be more immersed in emerging technologies than ever before. One key area of transformation will be the integration of artificial intelligence (AI) into gaming and esports. Given that esports is a data-driven spectacle where strategic analysis often outperforms raw skill, AI-driven advancements will play a crucial role in shaping the competitive landscape.

At eSports360, we are fully embracing AI in our future projects. The first step was taken in 2024 with the launch of Gamer Benchmark, a hardware comparison and media platform. As this project evolves, our goal is to refine our criteria and create a platform where gamers and tech enthusiasts can find precisely the information they need with greater efficiency.

2025 will be a year of bold expansion and innovation for us. As you read this, we will have successfully hosted the Brawl Kickoff, a high-energy event in collaboration with KICK and KRAFTON, featuring a ₺1,000,000 prize pool. This competition, headlined by Jahrein and wtcN, brings together top-tier creators such as 10000DAYS, Burhi, CaglarArts, Cavs, CombatRY, Killayda, Mithrain, Naru, PurpleBixi, Sinco, Swaggybark, and Yasirabi, delivering non-stop action for viewers. Expect to see more of these unique and engaging events throughout 2025.

May 2025 be a year of breaking away from outdated perspectives and embracing rapid adaptation!

TÜRKİYE GAME MARKET MEDIA OPINIONS

TÜRKİYE GAME MARKET REPORT 2024



HASAN EGE
KARKSIZ
FLANK ESPORTS
EDITOR IN CHIEF

FLANK

Compared to 2023, the year 2024 marked a period of recovery for the gaming industry, signaling the beginning of a renewed upward trajectory. In esports, while not reflected as is, we witnessed the impact of developments in both the software and gaming industries.

As the esports industry moves beyond the financial downturns and sponsorship withdrawals of the so-called "esports winter," stakeholders are now able to plan more effectively and foresee a certain level of economic stability. Investments from the Arabian Peninsula, both in terms of teams and organizations, though they are yet to surpass major names like SUPERCELL committing to esports, have injected fresh excitement into the industry.

Although Türkiye has yet to produce a homegrown esports title, the rise of both indie and well-funded studios in the gaming sector, coupled with the increasing prominence of Turkish players in leading games like CS, League of Legends, VALORANT, and PUBG Mobile, is no coincidence. Given the country's passion for gaming and esports, it's clear that any company entering the market with a solid strategy is likely to find success.

Looking ahead to 2025, we can expect major international game studios to show greater interest in Türkiye, with its strategic geopolitical position in MENA being a major contributor. This will likely lead to more events and investments, indirectly benefiting the gaming industry as a whole. Whether in game development, professional play, or content creation, it's safe to say that Türkiye is establishing itself as a key player in the gaming ecosystem.

TÜRKİYE GAME MARKET MEDIA OPINIONS

TÜRKİYE GAME MARKET REPORT 2024



KAYRA KERİ KÜPCÜ

FRPNET

EDITOR IN CHIEF /
FOUNDER



FRPNET

2024 was a remarkable year in the gaming industry in many ways. In particular, the increasing influence of artificial intelligence has shaped game production processes and discussions both in Türkiye and on a global scale. The innovations offered by artificial intelligence in visual, contextual and intellectual terms have become frequently discussed in the game industry. AI's ability to speed up design processes, create more dynamic game experiences and optimize development processes offers great opportunities for the industry. It seems that this trend will continue to increase its impact in 2025 and beyond.

The Post-Pandemic Era: Mobile to Console Migration Trend

The pandemic period brought mobile game production in Türkiye to a boom point. However, by 2024, we saw that the mobile game market had reached a saturation point with the post-pandemic effects. This caused many studios in Türkiye to turn their attention to PC and console games. Focusing on the production of games with bigger budgets and in-depth design, these studios started to achieve success in the global market. For example, Supermarket Simulator and Liar's Bar, released in 2024, were projects that demonstrated Türkiye's rising potential in the gaming industry. We expect this trend to strengthen further in 2025 and Turkish games to gain more visibility worldwide.

Layoffs and the Rise of Indie Studios

The layoffs that started at the end of 2023 and continued throughout 2024 led to a major transformation in the gaming world. While many major studios cut staff due to global economic difficulties, experienced developers who were laid off came together to form new studios. This process served as a catalyst for the rise of small and indie studios.

TÜRKİYE GAME MARKET MEDIA OPINIONS

TÜRKİYE GAME MARKET REPORT 2024



KAYRA KERİ KÜPCÜ
FRPNET
EDITOR IN CHIEF /
FOUNDER



FRPNET

In recent years, the creative and innovative work of indie studios in the gaming world has changed the course of the industry. It's clear that these new indie studios and experienced teams that emerged in 2024 will take on more influential roles in the gaming world in the coming years.

2025 and Beyond: Economic Recovery and New Opportunities

2025, which is seen as the beginning of a period in which global economic conditions will gradually improve, will also be a year of new opportunities in the gaming industry. With recessions ending and investments increasing again, the sector's growth momentum will accelerate. PC gaming, in particular, continues to grow stronger every year. Approximately 19,000 new games were released on Steam in 2024, and this number is expected to increase even more in 2025. However, it is possible to say that gaming experiences will be carried to much higher levels with the effect of new technologies.

The fact that the gaming industry is a field that is constantly growing with technological developments will also direct investors to this field. In the case of Türkiye, it would not be wrong to say that a period in which both large and small-scale studios will have more say in the global market awaits us.

2024 seems to have been a year of transformation and preparation for the gaming industry. Factors such as the rise of artificial intelligence, changing production dynamics after the pandemic and the rise of indie developers have deeply affected the industry. In 2025 and beyond, we are looking forward to a period of stronger global integration, more Turkish-made games, and projects that push the boundaries of technology. It is promising for all of us that Türkiye shows more of its potential in the gaming industry during this growth process.

TÜRKİYE GAME MARKET MEDIA OPINIONS

TÜRKİYE GAME MARKET REPORT 2024



İLKAY KAYA
GAMERPAPERS
PARTNER

The year 2024 was a year of great transformations in the gaming industry. As part of the creative team behind Gamer Papers, I closely follow the developments in this industry and aim to anticipate the trends that shape the future. We are witnessing artificial intelligence and cloud technologies diversify gaming experiences and open up new possibilities for developers.

At Gamer Papers, our mission is to provide a platform that strategically assesses the growth of in-game advertising, e-sports organizations and the gaming industry. We focus on helping gamers and brands to analyze the dynamics of the industry, as well as to communicate technological developments and innovations from the perspective of physical and digital media.

Looking ahead to 2025 and beyond, I believe that the development of virtual and augmented reality technologies and artificial intelligence will usher in an era where gamers are not only consumers, but also producers, creators and inspirers. At Gamer Papers, our vision is to be a part of this evolution and guide those who want to join the transformation.



TÜRKİYE GAME MARKET MEDIA OPINIONS

TÜRKİYE GAME MARKET REPORT 2024



REŞAT DİKER
GAMIZM
FOUNDER

2024 Türkiye Gaming Industry: Potential and Challenges

The year 2024 marked both opportunities and challenges for Türkiye's gaming industry. While local game studios continued their efforts to gain more visibility in international markets with limited resources, the industry faced persistent issues, including infrastructure and funding shortages.

Global gaming trends offered new opportunities for developers in Türkiye, yet the high costs associated with accessing technologies like artificial intelligence and augmented reality remained significant barriers for innovative projects. Nevertheless, individual successes, particularly in mobile games and independent projects, highlighted the creativity within the sector.



The limited number of game development programs in educational institutions and the workforce gap aligned with industry needs emerged as additional obstacles to sustainable growth. However, signals of a more promising future were observed, with potential increases in state incentives for the gaming sector and expanded international collaborations.

The year 2024 showcased the potential of Türkiye's gaming industry while underscoring the steps needed for further development.

TÜRKİYE GAME MARKET MEDIA OPINIONS

TÜRKİYE GAME MARKET REPORT 2024



ERSİN KILIÇ
IGN TÜRKİYE
SENIOR EDITOR

2024 has been a critical one for the gaming industry. The increasing accessibility of cloud gaming services and the integration of artificial intelligence by indie developers provide significant insights into the future of the industry. On the console side, the PS5 Pro needs to prove itself, but all eyes are on the Switch 2, Nintendo's next-generation portable console.

In 2024, indie games garnered as much attention as AAA games. Players are gravitating toward original stories, unique gameplay dynamics, and artistic experiences. This trend opens an important door for markets like ours, where indie games are more prominent. Indeed, in 2024, we witnessed Turkish studios engage in a much more creative process with a greater number of projects. For the first time, a Turkish game being featured in the Steam Awards will undoubtedly encourage many local studios.

In the coming years, the industry is expected to focus more on social interaction, offer cross-platform accessibility, and see major companies bring their games to more platforms. Without a doubt, the gaming industry will continue to push the boundaries of interactive entertainment.



TÜRKİYE GAME MARKET MEDIA OPINIONS

TÜRKİYE GAME MARKET REPORT 2024



HASAN YAŞAR

IMZA.COM
SEO AGENCY- MANAGING
PARTNER



2024 has been a year that accelerated the rise of independent games in the industry. Thanks to AI-powered software development tools, even small teams can now produce high-quality games. These technologies not only speed up the game development process but also reduce costs, providing a significant advantage to indie developers.

The widespread availability of cloud gaming services and cross-platform support has made it easier for indie games to reach broader audiences. Additionally, the growth of the mobile gaming market is creating new opportunities for independent productions.

As AI continues to evolve, I believe indie games will gain a larger presence in the industry in terms of both diversity and quality. I think this dynamic will continue to shape the industry by offering players more unique and creative experiences.



MURATCAN ÖS
MISTERNOOB
EDITOR IN CHIEF



2024 has become a springboard for the Turkish gaming industry. On a global scale; we hear the names of many games from our country frequently. Local and international PR agencies have started to follow Turkish games closely. This is a gratifying development for us. Indeed, while we wish to play in big leagues, I believe this will happen over time.

When we turn our gaze abroad, we encounter a completely different atmosphere. The video game industry has gone through a major crisis. In a year where layoffs have become widespread, publishers prefer to focus on trusted IPs rather than taking risks.

As MisterNoob, we have continued to fulfill our role in Turkish gaming journalism field with our hardworking team. We established connections with many publishers and PR agencies and introduced ourselves to the global press. Attending Gamescom for the first time was a highlight of 2024, offering us invaluable experiences.

TÜRKİYE GAME MARKET MEDIA OPINIONS

TÜRKİYE GAME MARKET REPORT 2024



BATUHAN AVUCAN
MOBiDICTUM
FOUNDER & CEO

MOBiDICTUM

Turkish game studios have been transitioning from the hyper-casual era to hybrid-casual and PC games. Many are still navigating this shift; some have laid off entire teams and are waiting for the next opportunity. Making a successful mobile game now demands both strong game design and a substantial marketing budget. The era of 0% interest rates is over, and easy investments are a thing of the past. Without a team of experienced professionals and solid funding, starting from scratch has become significantly harder.

Meanwhile, alternative platforms like web games and Telegram games are emerging. While PC games may seem more approachable to many developers, the competition is fierce, and success still requires strong marketing channels. Signs suggest that 2025 will bring better opportunities for the games industry, but the dynamics have permanently shifted.

TÜRKİYE GAME MARKET MEDIA OPINIONS

TÜRKİYE GAME MARKET REPORT 2024



YAĞMUR SEVİNÇ
OYUN DİJİTAL
EDITOR

2024 was a year in which we, as the Oyun Dijital team, prioritised supporting local developers and successfully continued this mission. While moving in this direction, our aim was to provide a platform where Turkish game developers can announce their games to a wide audience. As a matter of fact, this year, we were proud that a local production we featured on our platform won a Steam Award.

We believe that this success is not an isolated event and that Türkiye is on the rise as an important actor in the gaming industry. In 2025, we predict that more local developers will focus on the PC platform and achieve international success. We are sure that our achievements in 2024 are a harbinger of greater pride in the future.

In addition, we expanded our team in 2024 and continued to convey game news to our readers. We did not compromise on the accurate and transparent journalism approach we have adopted for years. While reaching our goals we set at the beginning of the year, we felt that we were in a unique position in the gaming media.



In 2025, we are determined to take stronger, more innovative and higher quality steps. We will continue to provide our readers with enjoyable and informative content by maintaining our understanding of accurate and transparent journalism.

TÜRKİYE GAME MARKET MEDIA OPINIONS

TÜRKİYE GAME MARKET REPORT 2024



NUR BETÜL AKTAŞ
OYUN GÜNLÜĞÜ
CO-FOUNDER

The Turkish gaming industry reached a noteworthy point by the end of 2024 with a size approaching 2 billion dollars. So much so that Türkiye, with 740 active game studios, has become the second country with the most new game studio establishments in Europe, following the United Kingdom. This dynamic growth paints a promising picture for the future of our sector. The success in mobile games has also started to show itself more and more on PC.

As Oyun Günlüğü, Türkiye's digital game news site, we are making a significant leap. In the last period of 2024, when we accelerated our infrastructure efforts, we are keeping a finger on the pulse of the industry with both our website and digital magazine.

As Oyun Günlüğü, we will continue to contribute to the development of the Turkish gaming industry and share in its joys.

**OYUN
GÜNLÜĞÜ**

TÜRKİYE GAME MARKET MEDIA OPINIONS

TÜRKİYE GAME MARKET REPORT 2024



TANER AYDOS
PC HOCASI TV
EDITOR IN CHIEF



The gaming industry in Türkiye, which has continued to rise with a rapid acceleration in the last two years, has witnessed both good and bad developments related to the hardware industry, which is one of the intersection points.

First of all, we see that there is no growth in Desktop PC sales from 2023 to 2024 due to inflationary regulations, and that it remains constant. Especially on the mobile laptop side, it is possible to say that there are shrinkages close to 10%. We confirm this situation from various distributors and companies we work with.

Many sector employees agree that the biggest factor in this stabilization and shrinkage is the reduction in installment rates and the high interest rates. Especially when you want to buy a desktop computer, while in the past years, up to 12 installments were sold without any credit difference, now even 3 installments without credit difference have become very limited. Indirectly, since the end user in our country also prefers shopping in installments, an important share has been lost here.

Although the stable progress in the dollar exchange rate paved the way for this situation, the increases in game prices, the decrease in installment rates and the high interest rates disrupted the balance in the balance. Especially after Steam stopped pricing in TL, things did not go well for game lovers in our country.

All these figures point to a 2% shrinkage on the hardware side. In other words, it would be correct to indirectly say that consumption decreased for PC sales in our country in 2024.

Forecasts are that it will gain momentum again in 2025, especially after August - September. For now, it seems possible to say that the same stagnant traces will continue for the next 2 quarters.

TÜRKİYE GAME MARKET MEDIA OPINIONS

TÜRKİYE GAME MARKET REPORT 2024



TUNÇ AFŞAR
PLAYERBROS
CO-FOUNDER



Türkiye continued the momentum it gained in the gaming and esports industries after the pandemic into 2024.

In 2024, we witnessed the rise of indie game studios and individual developers in the Türkiye's gaming sector. Titles like Liar's Bar and Supermarket Simulator demonstrated how quickly games that win players' hearts with their sales figures can rise.

In the esports industry, which we closely follow as the Playerbros team, we saw Turkish esports teams achieving numerous championships and top rankings in games ranging from Counter-Strike 2 to VALORANT, and from Mobile Legends: Bang Bang to PUBG Mobile.

The standout factors in Türkiye's esports scene in 2024 were collaborations and the rise of local leagues.

With increasing competition in local leagues, BBL Esports and Dark Passage joined forces in League of Legends, while DenizBank İstanbul Wildcats formed Bushido Wildcats through a partnership with streamer Ahmet "Jahrein" Sonuç and former esports player Anıl "HolyPhoenix" Işık. In VALORANT, FUT Esports partnered with Fenerbahçe Espor, while BBL Esports collaborated with PCIFIC Espor.

In local leagues, particularly in the League of Legends Şampiyonluk Ligi, management changes and the participation of new teams reignited viewer interest in this space. If the momentum continues in 2025, it could open a new chapter in TTürkiyel's esports scene. The numbers and sponsorships we've seen at the start of the year already hint at this potential. With the rise of local leagues drawing investor attention, Turkish esports players will also have more opportunities to showcase their skills on the global stage in 2025.

On the esports media side, last year's predictions remain valid. News and content-focused publications, particularly those centered on social media, stand out, and what will differentiate them from each other will be institutionalization and consistency.

As the Playerbros team, we will continue to closely follow the esports world in 2025.

TÜRKİYE GAME MARKET MEDIA OPINIONS

TÜRKİYE GAME MARKET REPORT 2024



BERİL ÖZGE
DANACI KÜÇÜK
SAVEBUTONU
CO-FOUNDER



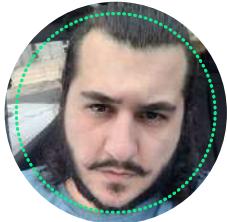
Our gaming industry has managed to maintain the momentum it has gained in recent years throughout 2024. Moreover, this time, we have seen much bolder and more successful steps being taken, building upon past achievements. With rapid growth and successes on the mobile front, the gaming industry has drawn attention even from people outside the sector. Meanwhile, this year, we also witnessed numerous ambitious games making waves on the console and PC side. Independent developers impressed us with outstanding projects, and we saw locally developed games that not only made an impact domestically but also gained significant recognition on a global scale. As a result, 2024 has been a year that has provided valuable insights for the future.

The strong trajectory of our gaming industry, the rise of independent developers, and the many highly anticipated projects—both released and in development—that have garnered global attention suggest that we have managed to leave certain challenges behind. However, unfortunately, not all news is positive. The ban on Roblox, a platform with a large user base and numerous content creators in our country, as well as the access restriction imposed on Discord, a primary communication tool for gamers and many game studios, have been frustrating developments. Additionally, mainstream media's coverage of gaming, often riddled with misinformation, remains concerning. Nevertheless, none of these issues have managed to diminish interest in games or the gaming industry.

That being said, there is no reason to be pessimistic. After all, it is impossible to stand in the way of change and innovation. Our gaming industry, which grows stronger each year, will continue to produce projects that make us proud in the years to come. This is not just a wish—it is a fact. The ambitious projects that have already been announced and are in development serve as clear proof of this. As Savebutonu.com, we will continue to support and showcase the games created by our country's talented developers while keeping our followers informed about global developments in the gaming world throughout the new year.

TÜRKİYE GAME MARKET MEDIA OPINIONS

TÜRKİYE GAME MARKET REPORT 2024



MERT CAN AKA
SHIFTDELETE.NET
EDITOR IN CHIEF

The future of gaming is unquestionably being shaped by artificial intelligence. Technologies such as real-time ray tracing and DLSS are not only a visual feast, but are also redefining performance boundaries by delivering incredible FPS increases. As these technologies proliferate, gamers will enjoy smoother and more realistic experiences. But the real revolution will be in the integration of in-game AI.

Thanks to procedural content generation, game worlds will no longer be static and limited. Dynamically evolving environments with endless possibilities await players. Even more exciting are AI characters that can interact with the player, learning and evolving. Predetermined repetitive dialog trees will be a thing of the past. Every interaction will be unique. Players' choices and behaviors will affect the personalities and stories of the characters they encounter. This will add replayability and depth to games. Hardware manufacturers must develop powerful AI processors to support this transformation. Otherwise, they will be left out of this exciting future.



TÜRKİYE GAME MARKET MEDIA OPINIONS

TÜRKİYE GAME MARKET REPORT 2024



CANER BAYRAKTAR
TAMİNDİR &
TURUNCU LEVYE
FOUNDER

As Tamindir.com and TuruncuLevye.com, we have been in the gaming industry for many years. Our goal is to provide our users with the most up-to-date and accurate information in the gaming world. In this regard, we closely follow the developments in the sector and analyze the changes on a moment-to-moment basis. 2024 was a year of significant transformations in the gaming world. While the volume of the sector grew, AR/VR technologies reached wider audiences with devices such as Meta Quest 3.

Meta's affordable VR glasses created a new movement in the market by making virtual reality accessible. Digital games dominated the industry in 2024 as well. Artificial intelligence (AI) played a critical role in game production and the development of NPC behaviors. Generative AI, in particular, radically changed the production processes by accelerating the production of in-game elements.

Metaverse integrations found more space in the gaming world and offered players unique virtual experiences. E-sports continued to grow both in Türkiye and around the world in 2024. Universities continued to support the sector with scholarships and programs for the e-sports field. However, the closure of Discord in Türkiye directly affected players' communication habits and community dynamics.

Among the prominent games of 2024, productions such as Black Myth: Wukong, Helldivers 2 and S.T.A.L.K.E.R. 2 made a big splash. Looking ahead to 2025, Nvidia's mini PC technology can offer new experiences for players. New launches and an increase in sales performance on the console side is expected to be remarkable. With the further development of AR, VR and artificial intelligence integrations, game quality and player experiences are expected to reach a higher level. Generative AI, in particular, has the potential to create major changes in major productions such as GTA. 2025 seems to be a year in which the boundaries in terms of technology and content in the gaming world will be pushed even further. We will continue to follow developments closely and provide players with the most accurate information.



TÜRKİYE GAME MARKET MEDIA OPINIONS

TÜRKİYE GAME MARKET REPORT 2024



ASU BOZYAYLA
TECHNO STORY
FOUNDER

The Turkish gaming industry and Turkish games, especially in recent years, have started to deliver excellent results globally thanks to the investments they have received and the successful guidance from incubation centers in our country. For example, high-level games are being developed such as the locally produced Black State, which tests the technological success of the RTX 5000 series, and Rogue Loops, which is expected to make a significant impact in the Rogue-like economy on behalf of our country.

Moreover, the establishment of studios in Türkiye by globally recognized game developers such as IO Interactive, the creators of Hitman, is one of the biggest indicators that Türkiye could become one of the central hubs for game development. The sections showcasing local and independent productions at events such as Gaming İstanbul, Indiaway, and similar ones provide us with a firsthand experience of how far our country has advanced in game development standards in recent years, as mentioned at the beginning of this article.



TÜRKİYE GAME MARKET MEDIA OPINIONS

TÜRKİYE GAME MARKET REPORT 2024



**MELİH BAYRAM
DEDE**
TECHNOLeGIC
FOUNDER & EDITOR IN
CHIEF

The year 2024 was a continuation of growth for Türkiye's gaming industry. We witnessed game companies instill hope for the sector with new investments they received. Investments in game development studios and e-sports teams have shown positive signs for the industry's growth.

Despite all these investments and the expansion of the gaming market, there is still a long way to go. My hope is for Türkiye's share in the global gaming market to increase further. The continuation of major e-sports organizations with the support they receive helps all stakeholders in the sector gain momentum.

Tournaments are significant events that brands see as key opportunities to promote their new products through sponsorships.

The establishment of new e-sports teams and the increasing number of players entering e-sports professionally is promising. It is evident that there are serious career opportunities in this field.

As artificial intelligence rapidly becomes central to our lives, the gaming industry could not remain indifferent to it.

We see that opportunities brought by AI in game development are being utilized, and technologies like virtual reality are being integrated into games, taking the gaming experience to a new level.

I hope the coming days herald even greater momentum for the gaming industry.

TÜRKİYE GAME MARKET MEDIA OPINIONS

TÜRKİYE GAME MARKET REPORT 2024



TUNAHAN ŞAHİN
TECHOLAY
EDITOR

In 2024, the gaming world witnessed a blend of different approaches. One notable trend was the resurgence of classic masterpieces as "remakes," games we once enjoyed immensely but no longer find as appealing due to the technical limitations of their time. For developers, this trend often represents an easy way out. Creating a brand-new series and exceeding expectations requires significant effort, whereas reviving outdated series is both low-risk and financially practical. Among the most unexpectedly successful examples of this approach was the remake of Silent Hill 2, which garnered widespread praise. Meanwhile, another cult classic series, Metal Gear Solid, reintroduced itself with the Snake Eater Delta remake. However, the game, which made its debut in 2024, didn't release within the same year, leaving us anticipating its arrival.

From an awards perspective, 2024 also turned out to be a surprising year. Astro Bot was crowned Game of the Year, marking the first time a game of its kind earned such recognition—an evident display of passion in the industry.

techolay

As we close the chapter on 2024 and look ahead to the gaming world of the coming year, the expectations are high. Notably, Rockstar's GTA 6 promises to deliver a unique experience. Additionally, we're anticipating the continuation of series like Mafia. All signs point to a fantastic year filled with remarkable releases.

TÜRKİYE GAME MARKET MEDIA OPINIONS

TÜRKİYE GAME MARKET REPORT 2024



BUĞRA NOYAN
TEKNODIOT
FOUNDER

TEKNODIOT

As of 2024, the Turkish gaming industry has entered a significant transformation process, paralleling the rapid global developments. Particularly with the rise of independent game studios, the variety of games has increased. As TeknoDiot, we continued to provide media support to many different independent game studios operating in Türkiye in 2024. Türkiye has become an important market both in terms of game development and gaming habits. With the widespread use of mobile games, Türkiye is now one of the largest mobile gaming markets in the world. With the introduction of 5G technology, mobile gaming experiences will become faster and uninterrupted, creating new opportunities in the sector.

One of the technological developments is undoubtedly the growing presence of portable handheld consoles in the market and the increasing demand from gamers, a trend expected to continue in 2025. The impact of cloud gaming in Türkiye is also steadily increasing. Turkish players are able to play games via cloud services, avoiding high hardware costs. This situation is making games accessible to a broader audience.

TÜRKİYE GAME MARKET MEDIA OPINIONS

TÜRKİYE GAME MARKET REPORT 2024



EMRAH GÜNDÜZ
TURKMMO.COM
FOUNDER



We observe that the stagnant period in the Turkish gaming industry, which began in 2023 and lasted until the fourth quarter of 2024, has started to recover with the end of 2024. At the same time, many mobile game development studios have begun publishing games on Steam, leading to a rapid increase in the number of high-quality Turkish-made PC games. I believe this transition from mobile to PC will continue throughout 2025.

Additionally, the daily emergence of new artificial intelligence applications is increasingly influencing games as well. I expect the integration of AI in games to grow exponentially in 2025.

As Turkmmo.com, we continued to multiply our visitor numbers in 2024. During this period, as we have done since 2009, we strived to provide unconditional support to Turkish independent game developers, and we will continue to do so in 2025. As Forum.turkmmo.com, we have reached approximately 2.4 million members and closed 2024 with an increase in visitor numbers. Our goal for 2025 is to continue growing statistically and contribute to the growth of the industry. We understand that our growth, as well as the growth of the Turkish gaming industry, depends on the success of its stakeholders.

TÜRKİYE GAME MARKET MEDIA OPINIONS

TÜRKİYE GAME MARKET REPORT 2024



MERT CAN ORHAN
UPCORN
FOUNDER

Türkiye's gaming industry continued to be a favorite for both local and foreign investors in 2024. Projects developed by young and creative entrepreneurs have made Türkiye a globally recognized hub in the gaming sector. Notably, Ludus Ventures' profitable exits from successful ventures like Paxie Games and Gleam Games have once again highlighted the sector's potential.

The gaming industry became one of the most attractive fields for foreign investors in Türkiye in 2024. This interest is directly linked to Turkish game developers generating innovative ideas and delivering projects that make a significant impact on the international stage. Investors are increasingly confident in the sector as they witness the growth potential of early-stage ventures they support.



To sustain this success in the future, the gaming industry must keep up with new technologies. Greater use of technologies like artificial intelligence, augmented reality, and blockchain could enhance the competitiveness of Turkish games in the global market. Additionally, government support and industry collaborations are crucial for paving the way for game entrepreneurs, further solidifying Türkiye's position in the global gaming industry.



A dark blue background featuring a series of thin, light blue concentric circles. In the upper right quadrant, there is a larger, solid red circle containing a white stylized letter 'G'. The text "OUR SPONSORS" is centered in large, bold, white capital letters.

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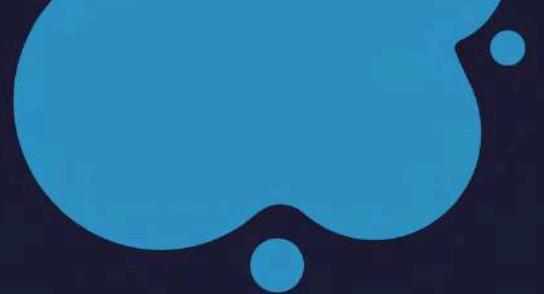
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The Billonga ecosystem offers a wide range of services, including membership transactions, in-app purchases, promotional campaign designs, stock tracking, and reporting software.

Additionally, Billonga works alongside its partners to facilitate the effective sale of digital products and services across physical and online platforms, helping brands expand their customer base. With highly integrable solutions, it serves as a trusted partner for many brands in their digital transformation processes.

Within the Billonga ecosystem, digital product sales are carried out through over 30 online and offline channel integrations for more than 60 global and local brands. With its strategic investments in the gaming industry, Billonga has become an indispensable partner in the gaming world and continues to strengthen its presence in both the Turkish and global markets through consistent annual growth.



Billonga.com



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now.gg is the largest mobile game distribution platform after the Apple App Store and Google Play. It has two products for game developers: nowSDK and nowUA.

With a single integration, nowSDK allows publishing games to PC/Mac via BlueStacks Store; to the Cloud via now.gg Store or developer website; to 3rd party stores such as Amazon Appstore, Samsung Galaxy Store and Huawei App Gallery; and to new distributors via Line, Discord and Telegram.

For gamers, now.gg offers a fast and optimized gaming experience on the largest catalog of games on their platform of choice, with the best deals and promotions for in-game items.

now.gg is pioneering cross-platform gaming for mobile games with BlueStacks App Player, which recently surpassed 1.5 billion lifetime downloads. now.gg cloud launched in 2021.





Show Your Power with Türkiye's fiber power Türk Telekom's
gaming and gamers exclusive brand **GAMEON!**

SHOW YOUR POWER!



GAMEON, Türk Telekom's brand that merges the power of technology with the gaming ecosystem, provides gamers with high-speed, low-latency internet access while delivering unique gaming experiences. Combining Türk Telekom's strong infrastructure and pioneering role in digital transformation with GAMEON's gamer-centric approach, it offers a world filled with exclusive and countless advantages for gamers.

In addition to its high-speed fiber internet plans for gamers, GAMEON has launched special campaigns featuring gaming partnerships and exclusive content. GAMEON provides customers with a free monthly subscription to their favorite Twitch broadcaster, in-game benefits in PUBG: BATTLEGROUNDS, and launches brand partnership campaigns to meet gamers' needs during gameplay. GAMEON provides instant, 24/7 internet support for gamers through its social media accounts, offering assistance to thousands of customers while also delivering various benefits not only to gamers but also to the esports ecosystem and its stakeholders. In 2024, GAMEON is actively engaged in the esports ecosystem through various projects and sponsorships. It became the communication sponsor of Valorant Challengers TR: Birlik Ligi and became the main sponsor of Spike Nations, where six countries compete fiercely, and our country has claimed the championship for consecutive years. GAMEON created a platform for gamers to showcase their skills with the GAMEON Valorant Tournament, open to all Valorant players who enjoy playing and watching the game. Additionally, GAMEON partnered with the Turkish Football Federation as the title sponsor of the eTurkey Cup and continued to support the most popular games in the esports ecosystem throughout 2024. Committed to meeting the needs and desires of gamers, GAMEON continues to fuel their passion for gaming with its strong infrastructure and exclusive benefits.



[Gameon.com.tr](https://www.gameon.com.tr)



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As the leader of Türkiye's digital transformation, Türk Telekom directs its know-how in technology to R&D activities, support for startups, digitalization and many other technology-oriented developments. Türk Telekom serves a total of 53.2 million customers* with its multifaceted investments. Türk Telekom has accelerated its new efforts to address the demands and needs arising in various sectors and fields, expanded its youth-focused services, and developed new solutions based on user demands. As a pioneer in Türkiye's technological development, Türk Telekom has continued to demonstrate its versatility through innovations to meet the gaming industry's needs, launching the GAMEON brand in 2022 in line with this vision.

GAMEON, Türk Telekom's brand that strengthens the internet and gaming experience of gamers with its experience in technology and provides permanent support to the gaming ecosystem, continues to work as the pioneer of the sector. GAMEON offers gaming-optimized, fiber-fast internet plans, exclusive brand discounts, in-game benefits, 24/7 internet support, and many other perks tailored to the needs and preferences of gamers. Increasing its support for the esports ecosystem day by day, GAMEON has been organizing tournaments and sponsorships for different audiences in different game genres since its establishment.

In addition to all its marketing and communication activities in 2024, GAMEON collaborated with leading gaming companies and major brands in the industry, further solidifying its strong position in the sector. Throughout the year, GAMEON gained recognition with its campaigns and events.

*Türk Telekom Group 2024 Third Quarter Financial and Operational Results Report



Gameon.com.tr



[/turktelekomgameon](https://www.instagram.com/turktelekomgameon/)



[/turktelekomgameon](https://www.facebook.com/turktelekomgameon)

The logo for GPay, featuring the letters 'G' and 'PAY' in a bold, sans-serif font. The 'G' is a large, light blue shape, while 'PAY' is in a lighter shade of blue. The letters are slightly slanted and overlap each other.

SHAPE
THE FUTURE WITH
PAYMENT
SOLUTIONS



Since its establishment in 2015, GPay has been a financial technology company providing digital payment solutions, offering a secure and user-friendly payment alternative to leading websites that sell games and in-game materials. Enabling payment transactions for digital products and services through a prepaid virtual wallet, GPay has reached approximately 20 million online gamers with its secure and fast service approach, earning users' appreciation through its high-quality service.

GPay has built a strong collaboration network with over 80 clients in Türkiye and abroad. With a monthly transaction volume reaching 190 million, GPay continuously invests in infrastructure to ensure that payments for game and in-game equipment purchases are transferred smoothly and securely to the intended companies. As a result, it has become one of the most preferred alternative payment channels in the gaming industry.

Continuing to strengthen every day with secure, fast, and efficient payment solutions, GPay maintains its position as one of the leading companies in the industry today, where digital transformation is gaining importance, through innovative infrastructure investments and reliable business partnerships.



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HEAD BALL 2



Masomo, founded in 2015 and acquired by Miniclip, is a leading mobile game development company based in Izmir, with an additional office in London. Specializing in casual multiplayer games, Masomo is renowned for its innovative and engaging experiences, particularly in the sports genre. Known for creating high-quality, competitive, and fun gameplay, Masomo has captivated millions of players worldwide. Its flagship titles, Head Ball 2 and Basketball Arena, have been downloaded over 200 million times, solidifying the company's reputation for delivering immersive sports games that bring people together.

Masomo combines cutting-edge technology, user-friendly design, and a deep understanding of player preferences to create exciting experiences for its global audience. With a passionate team at the helm, Masomo continues to redefine mobile gaming, establishing itself as a trusted name in the industry while always striving for innovation and growth.



Masomo.com



[/Masomogaming](https://www.instagram.com/Masomogaming)



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Portuma is Türkiye's first and only in-game advertising company. As of today, Portuma's ecosystem has reached 5 million daily ad impressions in 177 countries.

Portuma has successfully combined the banner and audio ad models within the same SDK, becoming the first in the world to do so, and published its technology on the Unity Asset Store. Additionally, its SDK has been evaluated by Unity engineers against 56 different criteria and has earned the Unity Verified Solutions badge. Portuma is also a member of IAB Europe and IAB Türkiye, which set international standards in advertising. Listed on the IAB Vendor List, Portuma is recognized as a registered supplier, exporting its technology internationally and meeting global standards. By delivering both visual and auditory messages to users, Portuma helps brands engage with players more effectively.

At the 2024 Smarties Awards organized by MMA Türkiye, Portuma won a Bronze Award in the New Retail / Innovative Technologies and Sales Channels subcategory with its in-game advertising project with Tami.

Portuma's technologies are gaining increasing attention from brands and game studios as the global player count reaches 3.7 billion, positioning the company as a key player in the growing strategic importance of in-game advertising.



Portuma.com



[@Portumacom](https://www.instagram.com/Portumacom)



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AiBell
Game Localization

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In Türkiye*



A dark blue background featuring a series of thin, light blue concentric circles. In the upper right quadrant, there is a larger, solid red circle with a smaller white circle inside it, resembling a play button icon. The text "MEDIA SPONSORS" is positioned in the lower right area of the graphic.
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A dark, atmospheric photograph of a person from behind, wearing a VR headset and looking at a large screen displaying a video game. The scene is dimly lit, with colorful lights reflecting off the person's hair and shoulders.

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EXPLORE THE GAMING WORLD

A screenshot of the Gamer Papers website. The header features the red GP logo, followed by menu items: BE HABERLER, GÜNCEL, OYUN KODLARI, and İZLE. Below the header, there's a banner for "SÜPER PİYASA" with the text "Data En İyi Crossplay Desteğinde ve Hesapçılık Aşyaları 2025". The main content area shows several news cards: "LoL'de Siyah Ekran Sorunu Nasıl Çözülür?", "PUBG Mobile Keynak İndirme Hatası Çözümü 2025", "LoL Üzgünlük, Oturum Açıkların Bir Sorunu Karşılaştı Hatası 2025", "TFT'de Son 30 Dakika 0.01 TL Ücreti!", and "Falgout 4 2025: Merak Ettığınız Roleri Açıkladık!".

GAMER PAPERS

BE HABERLER GÜNCEL OYUN KODLARI İZLE

SÜPER PİYASA Data En İyi Crossplay Desteğinde ve Hesapçılık Aşyaları 2025

LoL'de Siyah Ekran Sorunu Nasıl Çözülür?

PUBG Mobile Keynak İndirme Hatası Çözümü 2025

LoL Üzgünlük, Oturum Açıkların Bir Sorunu Karşılaştı Hatası 2025

TFT'de Son 30 Dakika 0.01 TL Ücreti!

Falgout 4 2025: Merak Ettığınız Roleri Açıkladık!

A screenshot of the Gamer Papers mobile application interface. At the top, it shows the user's profile with the name "gamerpaper000", a bio, and statistics: 1279 postları, 1.194 takipçi, and 129 takip. Below the profile are five circular icons labeled "Sosyal", "Oyun", "Haber", "Gaming", and "Teknoloji". The main feed displays several news cards: "GP TECH Oyun Dizayn, Dijital Market ve Antalya", "Sony, Yeni Bir Teknoloji Tanıtı!", and "Lenovo Legion Go 5 Tanıtıldı!".

gamerpaper000

1279 postları 1.194 takipçi 129 takip

gamerpaper000
Oyun dizeyn, dijital market, teknoloji haberleri ve en iyi oyunlarda tanıtım
1279 postları 1.194 takipçi 129 takip

Sosyal Oyun Haber Gaming Teknoloji

GP TECH Oyun Dizayn, Dijital Market ve Antalya

Sony, Yeni Bir Teknoloji Tanıtı!

Lenovo Legion Go 5 Tanıtıldı!





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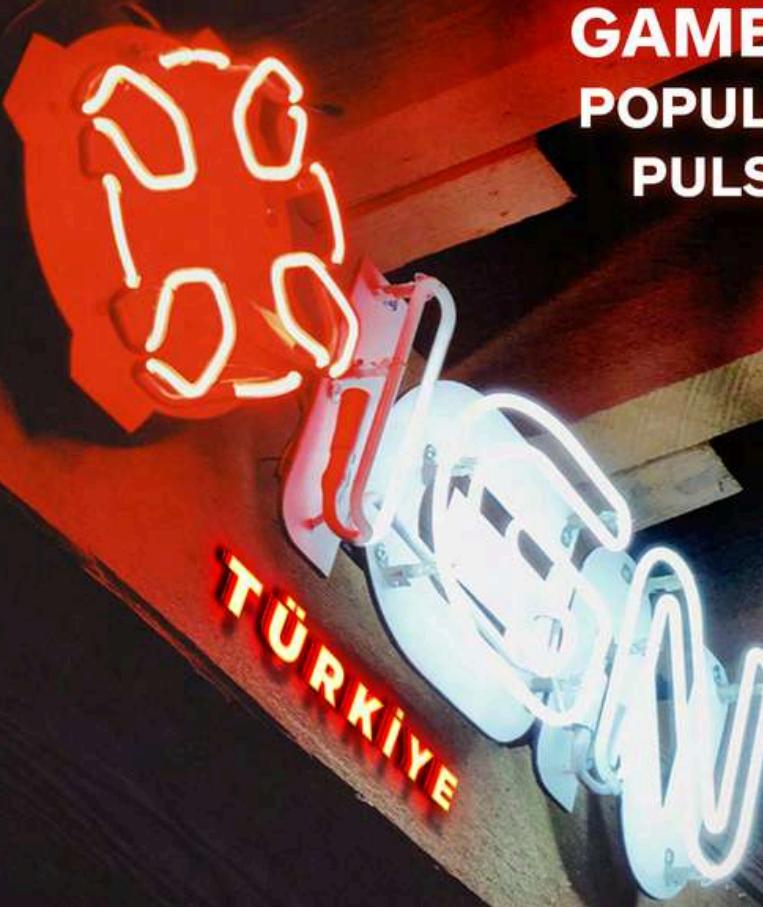
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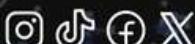
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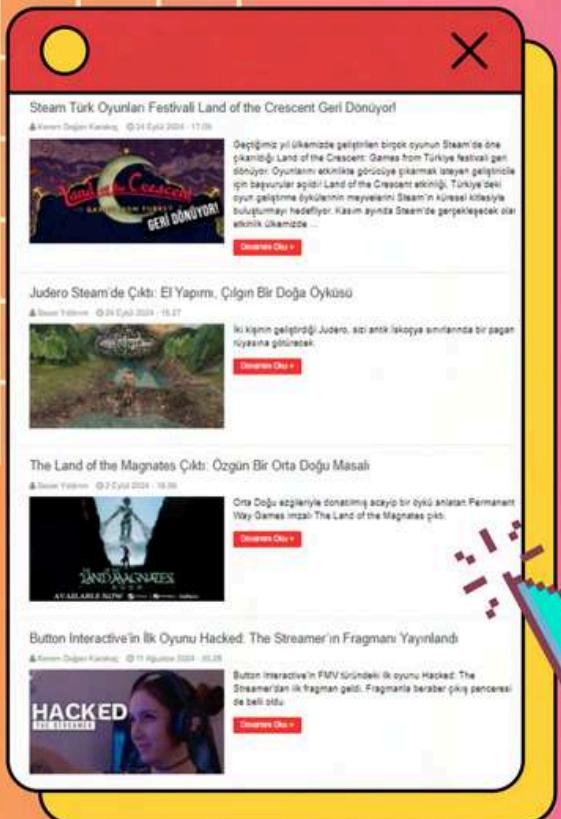


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of the
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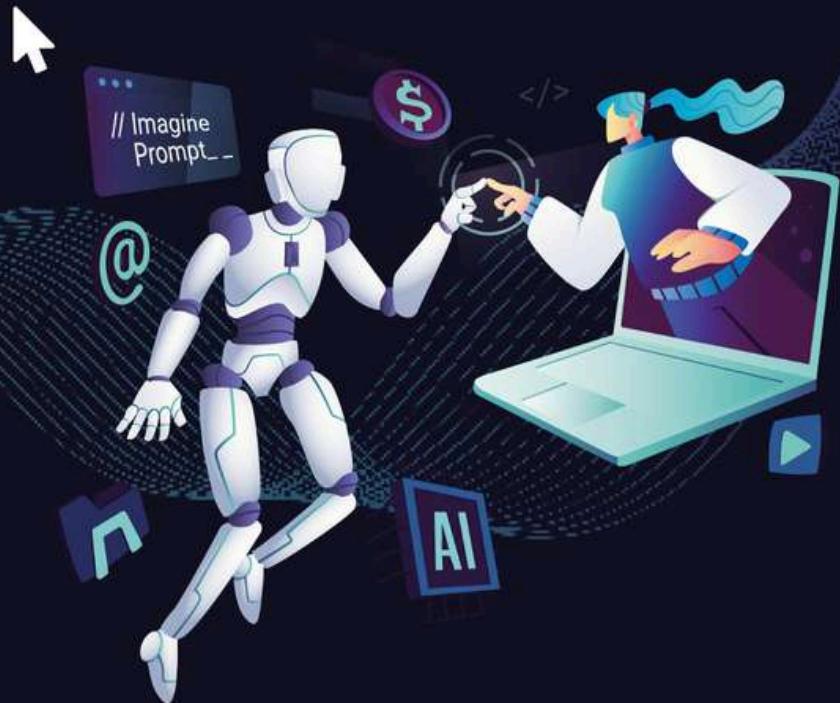
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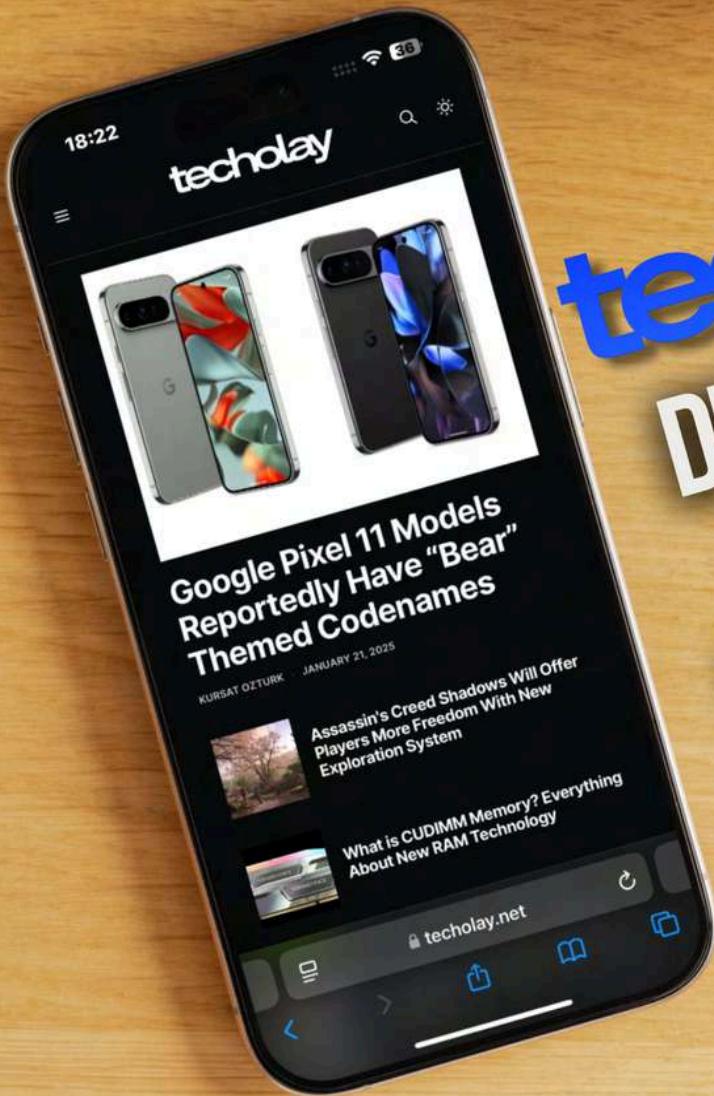


A blurred background image of two people. One person in the foreground is holding a white and black video game controller. Another person in the background is wearing a red and white striped shirt.

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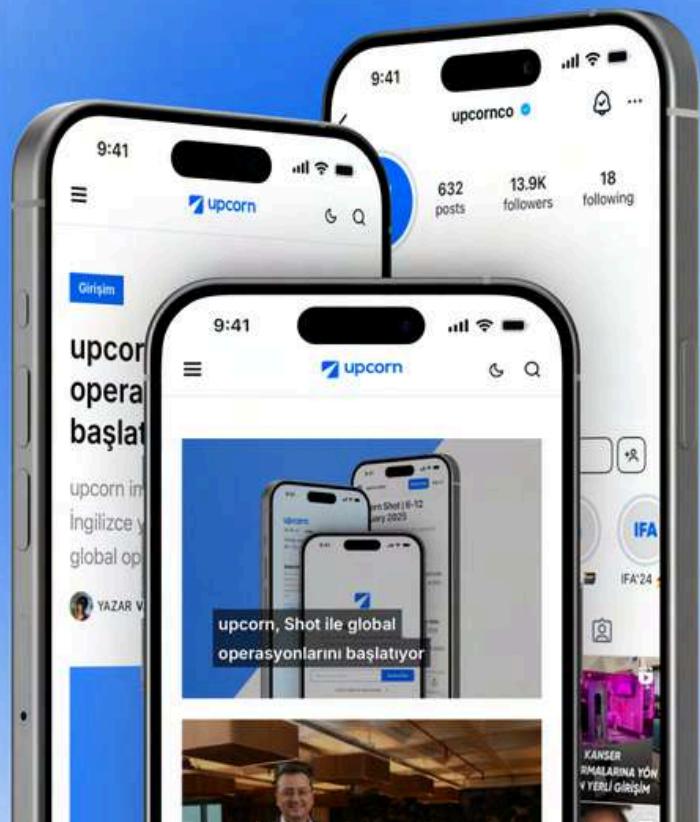
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WALLBANGNETWORK.COM

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