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JAN 2024

POPULATION ESSENTIALS
DEMOGRAPHICS AND OTHER KEY INDICATORS

(Turkey Flag)

TOTAL POPULATION
86.04 MILLION

FEMALE POPULATION
49.9%

MALE POPULATION
50.1%

YEAR-ON-YEAR CHANGE IN TOTAL POPULATION
+0.5% +451 THOUSAND

MEDIAN AGE OF THE POPULATION
32.0

URBAN POPULATION
77.6%

POPULATION DENSITY (PEOPLE PER KM²)
111.8

OVERALL LITERACY (ADULTS AGED 15+)
96.7%

FEMALE LITERACY (ADULTS AGED 15+)
94.4%

MALE LITERACY (ADULTS AGED 15+)
99.1%

Sources: KEPIOS ANALYSIS. UNITED NATIONS. LOCAL GOVERNMENT
AUTHORITIES. WORLD BANK. UNESCO. CIA WORLD FACTBOOK. OUR WORLD IN
DATA. INDEMNINDE. KNOMMA.

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POPULATION OVER TIME

POPULATION BY YEAR, WITH YEAR-ON-YEAR CHANGE

77.3 M	(+2.2%)	JAN 2014
79.0 M	(+1.7%)	JAN 2015
80.3 M	(+1.7%)	JAN 2016
81.7 M	(+0.9%)	JAN 2017
82.5 M	(+0.8%)	JAN 2018
83.2 M	(+0.8%)	JAN 2019
83.8 M	(+0.8%)	JAN 2020
84.5 M	(+0.7%)	JAN 2021
85.1 M	(+0.6%)	JAN 2022
85.6 M	(+0.5%)	JAN 2023
86.0 M		JAN 2024

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TURKEY

SOURCES: UNITED NATIONS; LOCAL GOVERNMENT AUTHORITIES; KEPIOS ANALYSIS.

NOTE: WHERE LETTERS ARE SHOWN NEXT TO FIGURES ABOVE BARS, 'K' DENOTES THOUSANDS (e.g. '123.1 K' = 123,100), 'M' DENOTES MILLIONS (e.g. '1.23 M' = 1,230,000), AND 'B' DENOTES BILLIONS (e.g. '1.23 B' = 1,230,000,000). WHERE NO LETTER IS PRESENT, VALUES ARE SHOWN AS IS. COMPARABILITY: SOURCE CHANGES AND BASE REVISIONS. FIGURES MAY NOT CORRELATE WITH VALUES PUBLISHED IN OUR PREVIOUS REPORTS.

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FINANCIAL AND DEVELOPMENTAL INDICATORS

WORLD BANK INDICATORS FOR FINANCIAL DEVELOPMENT, ACCESS TO

ESSENTIAL SERVICES, AND DEVICE OWNERSHIP
TURKEY

GROSS DOMESTIC PRODUCT (CURRENT U.S. DOLLARS)
\$1.15 TRILLION

GROSS DOMESTIC PRODUCT (PPP. CURRENT INTERNATIONAL DOLLARS)
\$3.61 TRILLION

GROSS DOMESTIC PRODUCT PER CAPITA (CURRENT U.S. DOLLARS)
\$13.4 THOUSAND

GROSS DOMESTIC PRODUCT PER CAPITA (PPP. CURRENT INTERNATIONAL
DOLLARS)
\$41.9 THOUSAND

NET NATIONAL INCOME PER CAPITA (CURRENT U.S. DOLLARS)
\$7,198

PERCENTAGE OF THE POPULATION EARNING LESS THAN \$3.65 (2017 PPP) PER
DAY
2.2%

PERCENTAGE OF THE POPULATION WITH ACCESS TO BASIC DRINKING WATER
97.0%

PERCENTAGE OF THE POPULATION WITH ACCESS TO BASIC SANITATION
99.2%

PERCENTAGE OF THE POPULATION WITH ACCESS TO ELECTRICITY
100%

PERCENTAGE OF THE POPULATION THAT OWNS A MOBILE PHONE (ANY TYPE)
96.9%

SOURCE: IBRD WORLD BANK (MOST LATEST PUBLISHED DATA UP TO 2021)
DEFINITIONS: *\$3.65 (2017 PPP): REFERS TO LOCAL PURCHASING POWER
PARITY, BASED ON THE WORLD BANK'S 2017 EXCHANGE RATES. ** BASIC
DRINKING WATER: PERCENTAGE OF THE TOTAL POPULATION USING DRINKING
WATER FROM AN IMPROVED SOURCE.

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DISTRIBUTION D'ÂGE DE LA POPULATION

LE NOMBRE DE PERSONNES DANS CHAQUE GROUPE D'ÂGE ET LA PART ASSOCIÉE DE LA POPULATION

[Avec un graphique en barres représentant les âges et les populations associées]

6,18 M (7,2 %) - AGE 0-4
6,92 M (8,0 %) - AGE 5-9
6,54 M (7,6 %) - AGE 10-14
6,31 M (7,3 %) - AGE 15-19
6,37 M (7,4 %) - AGE 20-24
6,73 M (7,8 %) - AGE 25-29
6,65 M (7,7 %) - AGE 30-34
6,51 M (7,4 %) - AGE 35-39
6,35 M (7,3 %) - AGE 40-44
5,83 M (6,8 %) - AGE 45-49
5,23 M (6,1 %) - AGE 50-54
4,76 M (5,5 %) - AGE 55-59
3,71 M (4,3 %) - AGE 60-64
2,90 M (3,4 %) - AGE 65-69
2,13 M (2,5 %) - AGE 70-74
1,03 M (1,7 %) - AGE 75-79
836 K (1,0 %) - AGE 80-84
375 K (0,4 %) - AGE 85-89
115 K (0,1 %) - AGE 90-94
22,4 K (<0,1 %) - AGE 95-99
2,399 (<0,1 %) - AGE 100+

SOURCES : EXTRAPOLATIONS DE DONNÉES PUBLIÉES PAR LES NATIONS UNIES ET LES AUTORITÉS GOUVERNEMENTALES LOCALES. REMARQUES : LES VALEURS POURCENTAGES EN DESSOUS DE CHAQUE BARRE REPRÉSENTENT LA PART DE CHAQUE GROUPE D'ÂGE DANS LA POPULATION TOTALE. OÙ IL N'Y A PAS DE BARRE, LE SIGNE '<>' DÉNOTE DES PROPORTIONS NÉGLIGENTES. 'NEW' INDIQUE DES VALEURS COMPARABLES; 'SAME' INDIQUE DES CHANGEMENTS DANS LES SOURCES ET LES RÉVISIONS DES BASES DE DONNÉES. LES CHIFFRES PEUVENT NE PAS ÊTRE COMPARABLES AVEC LES VALEURS PUBLIÉES DANS LES NUMÉROS PRÉCÉDENTS.

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MEDIA USE

The percentage of internet users aged 16 to 64 who consume each media type

Using the Internet via a mobile phone

- 98.8%
- Year-on-year change: +0.2% (+19 BPS)

****Using the Internet via a laptop, desktop, or tablet****

- 90.6%
- Year-on-year change: -1.4% (-130 BPS)

****Using social media****

- 95.9%
- Year-on-year change: -0.1% (-11 BPS)

****Watching linear and broadcast TV****

- 92.2%
- Year-on-year change: -2.4% (-224 BPS)

****Watching streaming and on-demand TV****

- 76.2%
- Year-on-year change: -4.5% (-362 BPS)

****Reading online press content****

- 70.3%
- Year-on-year change: -6.2% (-461 BPS)

****Reading physical press content****

- 70.5%
- Year-on-year change: -7.6% (-576 BPS)

****Listening to broadcast radio****

- 69.2%
- Year-on-year change: -6.3% (-467 BPS)

****Listening to music streaming services****

- 68.1%
- Year-on-year change: -1.2% (-79 BPS)

****Listening to podcasts****

- 62.2%
- Year-on-year change: -3.1% (-201 BPS)

Source: GWI Q3 2023

Notes: Percentage change values represent relative change in the number of internet users aged 16 to 64 (e.g., 10.0% to 12.0% = +20.0%). Year-on-year change values are based on the baseline of reported figures in the relevant charts for the previous year. Please note that broadcast radio does not include internet radio.

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Digital 2024 Turkey (covered 24 sur 130 pages)Voici la retranscription textuelle de l'image :

JAN 2024

DEVICE OWNERSHIP

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO OWN EACH KIND OF DEVICE

(TURKEY FLAG)

ANY KIND OF MOBILE PHONE

- 98.9%
- Year-on-year change: +1.3% (+130 BPS)

SMART PHONE

- 98.8%
- Year-on-year change: +1.2% (+120 BPS)

FEATURE PHONE

- 4.5%
- Year-on-year change: -6.3% (-30 BPS)

LAPTOP OR DESKTOP COMPUTER

- 62.0%
- Year-on-year change: +5.1% (+300 BPS)

TABLET DEVICE

- 42.5%
- Year-on-year change: -0.5% (-20 BPS)

GAMES CONSOLE

- 19.0%
- Year-on-year change: -8.7% (-180 BPS)

SMART WATCH OR SMART WRISTBAND

- 34.2%
- Year-on-year change: +1.8% (+60 BPS)

TV STREAMING DEVICE

- 14.2%

- Year-on-year change: +2.9% (+40 BPS)

SMART HOME DEVICE

- 18.6%

- Year-on-year change: -2.6% (-50 BPS)

VIRTUAL REALITY DEVICE

- 4.9%

- Year-on-year change: -16.9% (-100 BPS)

SOURCE: GWI Q4 2023. FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64 (SEE GWI.COM). NOTE: PERCENTAGE CHANGE VALUES REPRESENT RELATIVE CHANGE (I.E. AN INCREASE OF 100% FROM A STARTING VALUE OF 50% WOULD EQUAL 100%, NOT 50%). YEAR VALUES REPRESENT BASIS POINTS, AND INDICATE ABSOLUTE CHANGE. COMPARABILITY: METHODOLOGY CHANGES. SEE NOTES ON DATA.

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(Note: "GWI" is presumably a logo, not part of the transcribed text.)Jan 2024

Daily Time Spent with Media

The average amount of time each day that internet users aged 16 to 64 spend with different kinds of media and devices

(Turkey flag) Turkey

Time Spent Using the Internet

6h 57m

Year-on-year change

-6.0% (-26 mins)

Time Spent Watching Television (Broadcast and Streaming)

3h 28m

Year-on-year change

-8.4% (-18 mins)

Time Spent Using Social Media

2h 44m

Year-on-year change

-6.0% (-10 mins)

Time Spent Reading Press Media (Online and Physical Print)

1h 31m

Year-on-year change

-16.3% (-17 mins)

Time Spent Listening to Music Streaming Services

1h 34m

Year-on-year change

-3.0% (-2 mins)

Time Spent Listening to Broadcast Radio

0h 42m

Year-on-year change

-10.9% (-5 mins)

Time Spent Listening to Podcasts

0h 43m

Year-on-year change

-11.6% (-5 mins)

Time Spent Using a Games Console

0h 59m

Year-on-year change

-9.3% (-6 mins)

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Source: GWI Q3 2023

GWI. ##### figures represent the findings of a broad survey of internet users aged 16 to 64 (see GWI.COM). Note: People may consume different media concurrently. Television includes online broadcast and cable television consumption but excludes video on-demand services. Press includes both online and physical print media. Broadcast Radio does not include internet radio. Comparability Methodology changes (see note on data.)

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OVERVIEW OF INTERNET USE

ESSENTIAL INDICATORS OF INTERNET ADOPTION AND USE

TOTAL NUMBER OF INTERNET USERS
74.41 MILLION

INDEXED INTERNET ADOPTION vs. GLOBAL AVERAGE
130.7

INTERNET USERS vs. TOTAL POPULATION
86.5%

PERCENTAGE OF INTERNET USERS ACCESSING VIA MOBILE PHONES
98.2%

YEAR-ON-YEAR CHANGE IN TOTAL INTERNET USERS
+0.5% +390 THOUSAND

AVERAGE DAILY TIME SPENT USING THE INTERNET
6H 57M

YEAR-ON-YEAR CHANGE IN INTERNET USERS vs. POPULATION
0% [UNCHANGED]

YEAR-ON-YEAR CHANGE IN DAILY TIME SPENT USING THE INTERNET
-6.0% -26 MINS

Sources: KEPOS Analytics, ITU, GSMA Intelligence, Eurostat, CIA World Factbook, GWI, Kantar, & Imaia Local Government Authorities, United Nations, Time Spent and Mobile Share Data From GWI Q4 2023 Based On A Broad Survey Of Internet Users Aged 16 To 64. See GWI.COM. Advisory: Figures For Internet User Growth May Under-Represent Actual Trends. See Notes On Data, Comparability, Source And Base Changes.

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INTERNET USE OVER TIME (YOY)
NUMBER OF INDIVIDUALS USING THE INTERNET, AND YEAR-ON-YEAR CHANGE

Graph details:

- 1." AN 2014: 39.4 M, +7.6%
- 2." AN 2015: 42.4 M, +12.5%
- 3." AN 2016: 47.8 M, +12.5%

- 4." AN 2017: 53.7 M, +10.4%
- 5." AN 2018: 59.3 M, +4.5%
- 6." AN 2019: 62.0 M, +5.8%
- 7." AN 2020: 65.6 M, +5.5%
- 8." AN 2021: 69.2 M, +3.5%
- 9." AN 2022: 71.6 M, +3.3%
- 10." AN 2023: 74.0 M, +0.5%
- 11." AN 2024: 74.4 M,

Sources:

- KPSS ANALYSIS
- TURKSTAT
- TURKSTAT G-K
- INFORMATION TECHNOLOGIES AND COMMUNICATION AUTHORITY
- COMMS MINISTRY
- SIMA
- GFK
- TURK TELEKOM
- TÜRK İRİSTAT SAĞLIK KURUMU

Organizations:

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INTERNET ADOPTION RATE OVER TIME (YOY)

NUMBER OF INDIVIDUALS USING THE INTERNET AS A PERCENTAGE OF TOTAL POPULATION, AND YEAR-ON-YEAR RELATIVE CHANGE

- 51.0% - JAN 2014 (+5.3%)
- 53.8% - JAN 2015 (+10.6%)
- 59.5% - JAN 2016 (+10.6%)
- 65.7% - JAN 2017 (+9.4%)
- 71.9% - JAN 2018 (+3.6%)
- 74.6% - JAN 2019 (+5.0%)
- 78.3% - JAN 2020 (+4.7%)
- 82.0% - JAN 2021 (+2.7%)
- 84.2% - JAN 2022 (+2.7%)
- 86.5% - JAN 2023 (0%)
- 86.5% - JAN 2024 (0%)

SOURCES:

- KFS ANALYSIS, ITU
- USAID, MEPSANAE, EUROSTAT, GOOGLER, ADVERTISING RESEARCH, GWI
- KANTAR, IF IMIMR, GOVERNMENT RESOURCES, UNITED NATIONS

NOTES:

- DATA IS NOT REPORTED FOR A SPECIFIC PERIOD, WE DO ONE FROM

ANOTHER OR WE PROVIDE DRAWKEN FOR PREVIOUS ESTIMATES
- OFFICIAL FIGURES SHOW THE YEARLY CHANGE IN INTERNET ADOPTION
- IN THE COMAPRABILITE SITES AND SAME IN TERMS OF THE PREVIOUS YEAR
- DETAILED AND MOST ACCURATE SOURCE USED
- DATA FROM JAN 2020

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JAN 2024

DAILY TIME SPENT USING THE INTERNET

AMOUNT OF TIME THAT INTERNET USERS AGED 16 TO 64 SPEND USING THE INTERNET EACH DAY

(Turkey Flag) TURKEY

DAILY TIME SPENT USING THE INTERNET ACROSS ALL DEVICES
6H 57M

TIME SPENT USING THE INTERNET ON MOBILE PHONES
4H 07M

TIME SPENT USING THE INTERNET ON COMPUTERS AND TABLETS
2H 50M

MOBILE'S SHARE OF TOTAL DAILY INTERNET TIME
59.2%

(Source: GWI Q3 2023) (Avatars: GWI, D, KIPLOS)

SOURCE: GWI Q3 2023. FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM.
COMPARABILITY: METHODOLOGY CHANGES. SEE NOTES ON DATA.

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(Brands: we are social, Meltwater)Bien sûr, voici la retranscription textuelle de l'image :

****JAN 2024****

****MAIN REASONS FOR USING THE INTERNET****

****PRIMARY REASONS WHY INTERNET USERS AGED 16 TO 64 USE THE INTERNET****

- Finding information: 73.5%
- Keeping up to date with news and events: 70.8%
- Researching how to do things: 65.5%
- Finding new ideas or inspiration: 61.4%
- Researching products and brands: 61.2%
- Staying in touch with friends and family: 59.0%
- Watching videos, TV shows or movies: 54.6%
- Accessing and listening to music: 51.0%
- Filling up spare time and general browsing: 50.0%
- Education and study-related purposes: 48.3%
- Managing finances and savings: 43.7%
- Researching places, vacations and travel: 40.2%
- Business-related research: 37.9%
- Researching health issues and healthcare products: 37.5%
- Sharing your opinion: 31.9%

****SOURCE: GWI (Q3 2023)**

FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM COMPARABILITY METHODOLOGY CHANGES. SEE NOTES ON DATA**

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INTERNET USER PERSPECTIVES

INTERNET USER NUMBERS PUBLISHED BY DIFFERENT SOURCES

INTERNET USERS: ITU

73.96 MILLION

vs. POPULATION

86.0%

INTERNET USERS: CIA WORLD FACTBOOK

68.85 MILLION

vs. POPULATION

80.0%

INTERNET USERS: INTERNETWORLDSTATS

72.50 MILLION

vs. POPULATION

84.3%

SOURCES: AS STATED ABOVE EACH ICON. NOTES: WHERE SOURCES PUBLISH INTERNET ADOPTION AS A PERCENTAGE (%) PENETRATION, WE COMPARE THE LATEST PUBLISHED ADOPTION RATES WITH THE LATEST FIGURES FOR POPULATION TO DERIVE ABSOLUTE USER NUMBERS; WHERE SOURCES PUBLISH ABSOLUTE USER NUMBERS, WE COMPARE THESE ABSOLUTE USER FIGURES WITH THE LATEST FIGURES FOR POPULATION TO DERIVE VALUES FOR “% OF POPULATION”. COMPARABILITY: POTENTIAL MISMATCHES. INTERNET USER FIGURES QUOTED ELSEWHERE IN THIS REPORT MAY DEAL WITH DATA FROM MULTIPLE SOURCES, INCLUDING SOURCES NOT LISTED ON THIS SLIDE.

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INTERNET CONNECTION SPEEDS

MEDIAN SPEEDS AND LATENCY FOR MOBILE AND FIXED INTERNET CONNECTIONS

MEDIAN SPEED OF MOBILE INTERNET CONNECTIONS

Download (MBPS) 33.96

Upload (MBPS) 13.48

Latency (MS) 24

YEAR-ON-YEAR CHANGE IN MEDIAN SPEED OF MOBILE INTERNET CONNECTIONS

Download +6.4%

Upload +3.0%

Latency 0%

MEDIAN SPEED OF FIXED INTERNET CONNECTIONS

Download (MBPS) 41.49

Upload (MBPS) 11.10

Latency (MS) 8

YEAR-ON-YEAR CHANGE IN MEDIAN SPEED OF FIXED INTERNET CONNECTIONS

Download +30.1%

Upload +77.3%

Latency -11.1%

Source: OOKLA. Note: Figures represent median download and upload speeds in megabits per second (MBPS), and median connection latency in milliseconds (MS) in November 2023. Tip: A negative value for year-on-year change in latency represents an improvement, because lower latency should result in faster content delivery.

Logos: We Are Social, Meltwater

Flag: TurkeyJan 2024

SHARE OF WEB TRAFFIC BY DEVICE
PERCENTAGE OF TOTAL WEB PAGES SERVED TO WEB BROWSERS RUNNING
ON EACH KIND OF DEVICE

TURKEY

MOBILE PHONES

73.05%

YEAR-ON-YEAR CHANGE

-1.3% (-94 BPS)

LAPTOP AND DESKTOP COMPUTERS

25.54%

YEAR-ON-YEAR CHANGE

+3.7% (+92 BPS)

TABLET DEVICES

1.39%

YEAR-ON-YEAR CHANGE

+0.7% (+1 BP)

OTHER DEVICES

0.02%

YEAR-ON-YEAR CHANGE

+100% (+1 BP)

SOURCE: STATCOUNTER. NOTES: FIGURES REPRESENT THE NUMBER OF WEB PAGES SERVED TO BROWSERS RUNNING ON EACH TYPE OF DEVICE COMPARED WITH THE TOTAL NUMBER OF WEB PAGES SERVED TO BROWSERS RUNNING ON ANY DEVICE IN DECEMBER 2023. PERCENTAGE CHANGE FIGURES REPRESENT THE CHANGE IN P.P. IN AVERAGE OF BPS FROM A STARTING VALUE OF 50 BPS WOULD EQUAL 0.5%. "BPS" VALUES REPRESENT BASIS POINTS AND INDICATE THE ABSOLUTE CHANGE. FIGURES MAY NOT SUM TO 100% DUE TO ROUNDING.

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MOBILE'S SHARE OF WEB TRAFFIC (YOY)
PERCENTAGE OF TOTAL WEB PAGES SERVED TO WEB BROWSERS RUNNING
ON MOBILE PHONES

[Flag of Turkey]
TURKEY

DEC 2013: 16.10% (+82.8%)
DEC 2014: 29.43% (+54.8%)
DEC 2015: 45.55% (+33.4%)
DEC 2016: 60.77% (+1.5%)
DEC 2017: 61.68% (-7.3%)
DEC 2018: 57.16% (+30.9%)
DEC 2019: 74.80% (-5.7%)
DEC 2020: 70.52% (-2.9%)
DEC 2021: 68.51% (+8.0%)
DEC 2022: 73.99% (-1.3%)
DEC 2023: 73.05%

SOURCE: STATCOUNTER. NOTES: FIGURES REPRESENT THE NUMBER OF WEB PAGES SERVED TO WEB BROWSERS RUNNING ON MOBILE PHONES COMPARED WITH THE TOTAL NUMBER OF WEB PAGES SERVED TO WEB BROWSERS RUNNING ON ANY DEVICE. PERCENTAGE CHANGE VALUES IN THE WHITE CIRCLES REPRESENT RELATIVE CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 30% WOULD EQUAL 36%, NOT 50%).

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we are social (logo)
(Meltwater logo)

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SHARE OF WEB TRAFFIC BY BROWSER
PERCENTAGE OF TOTAL WEB PAGES SERVED TO EACH BRAND OF WEB
BROWSER RUNNING ON ANY DEVICE

CHROME - 75.4%
SAFARI - 12.8%
SAMSUNG INTERNET - 3.8%
OPERA - 2.6%
EDGE - 2.1%
YANDEX BROWSER - 2.0%
FIREFOX - 0.9%
OTHERS - 0.5%

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SOURCE: STATCOUNTER. NOTES: FIGURES REPRESENT THE NUMBER OF PAGE VIEWS SERVED TO EACH BROWSER AS A PERCENTAGE OF TOTAL PAGE VIEWS SERVED TO WEB BROWSERS RUNNING ON ANY KIND OF DEVICE IN DECEMBER 2023. Bien sûr, voici la retranscription textuelle de l'image:

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JAN 2024
DEVICES USED TO ACCESS THE INTERNET
PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO USE EACH KIND OF DEVICE TO ACCESS THE INTERNET

TURKEY

MOBILE PHONE (ANY)
GWI.
98.2%
YEAR-ON-YEAR CHANGE
+4.1% (+390 BPS)

LAPTOP OR DESKTOP (ANY)
GWI.
63.9%
YEAR-ON-YEAR CHANGE
+2.6% (+160 BPS)

SMART PHONE
GWI.
97.3%
YEAR-ON-YEAR CHANGE
+3.8% (+360 BPS)

FEATURE PHONE
KANTAR
2.6%
YEAR-ON-YEAR CHANGE
-38.1% (-160 BPS)

TABLET DEVICE
GWI.
34.7%

YEAR-ON-YEAR CHANGE
-4.1% (-150 BPS)

PERSONAL LAPTOP OR DESKTOP
KANTAR
58.2%
YEAR-ON-YEAR CHANGE
+0.9% (+50 BPS)

WORK LAPTOP OR DESKTOP
KANTAR
22.3%
YEAR-ON-YEAR CHANGE
-2.2% (-50 BPS)

CONNECTED TELEVISION
GWI.
41.5%
YEAR-ON-YEAR CHANGE
-2.1% (-90 BPS)

SMART HOME DEVICE
GWI.
11.0%
YEAR-ON-YEAR CHANGE
-2.7% (-30 BPS)

GAMES CONSOLE
GWI.
10.3%
YEAR-ON-YEAR CHANGE
-8.8% (-100 BPS)

Source: GWI Q4 2023. FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM/FAQS. NOTES: "MOBILE PHONE (ANY)" INCLUDES USERS WHO ACCESS VIA A SMARTPHONE OR FEATURE PHONE. "LAPTOP OR DESKTOP (ANY)" INCLUDES USERS WHO ACCESS VIA either WORK COMPUTER, A PERSONAL COMPUTER, OR BOTH OF THESE OPTIONS. PERCENTAGE CHANGE VALUES REFLECT RELATIVE CHANGE. "BPS" VALUES SHOW THE CHANGE IN BASIS POINTS, AND REFLECT ABSOLUTE CHANGE.

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Note: Les icônes et logos ne peuvent pas être retranscrits en texte, leur simple description a été omise. JAN 2024

TOP TYPES OF WEBSITES VISITED AND APPS USED PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO HAVE VISITED OR USED EACH KIND OF DIGITAL PROPERTY IN THE PAST MONTH

1. SOCIAL NETWORKS - 98.3%
2. CHAT AND MESSAGING - 97.1%
3. SEARCH ENGINES OR WEB PORTALS - 92.4%
4. SHOPPING, AUCTIONS, OR CLASSIFIEDS - 59.4%
5. EMAIL - 58.4%
6. MUSIC - 56.7%
7. MAPS, PARKING, OR LOCATION-BASED SERVICES - 56.5%
8. NEWS - 48.1%
9. WEATHER - 46.9%
10. ENTERTAINMENT - 42.0%
11. BANKING, INVESTING, OR INSURANCE - 38.2%
12. GAMES - 37.8%
13. SPORTS - 33.6%
14. EDUCATION - 31.1%
15. FOOD TAKEAWAY AND DELIVERY - 30.4%

(Source: GWI Q3 2023. Figures represent the findings of a broad survey of internet users aged 16 to 64. See GWI.COM. Comparability: Methodology changes; see notes on data.) Jan 2024

Top Google Searches

Queries with the greatest volume of Google search activity between 01 January 2023 and 31 December 2023

Search Query | Index vs. Top Query

1. Hava Durumu | 100
2. Alt â Â 3@
3. Çeviri | 30
4. E Devlet | 28
5. Youtube | 28
6. Dolar | 26
7. Son Dakika | 23
8. Deprem | 19
9. Sahibinden | 16
10. Tw GFW" Â P

Search Query | Index vs. Top Query

11. Haber | 15
12. Google | 14
13. Instagram | 14
14. Whatsapp | 14
15. Galatasaray | 14
16. Namaz Vakitleri | 14
17. Fenerbahçe | 13
18. Euro | 13
19. Dolar TL | 12
20. Mynet | 12

Source: Google Trends, based on searches conducted between 01 January 2023 and 31 December 2023. Notes: Any spelling errors or language inconsistencies in search queries are as published by Google Trends, and are shown "as is" to enable trends to reflect potential changes in how people are searching in digital environments. Google does not publish absolute search volumes, but the "Index vs. Top Query" column shows the search volumes for each query compared with the search volume of the top query. Advisory: Google Trends uses dynamic sampling, so search order and index values may vary depending on when the tool is accessed, both for the same search query and query time period. JAN 2024

ACCESSING ONLINE INFORMATION

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO ENGAGE IN EACH KIND OF ONLINE ACTIVITY

- USE A SEARCH ENGINE (E.G., GOOGLE, BING, DUCKDUCKGO) EACH MONTH
92.4%

- USE VOICE ASSISTANTS (E.G., SIRI, GOOGLE ASSISTANT) TO FIND INFORMATION EACH WEEK
19.8%

- VISIT SOCIAL NETWORKS TO LOOK FOR INFORMATION ABOUT BRANDS AND PRODUCTS
48.6%

- USE IMAGE SEARCH TOOLS (E.G., GOOGLE LENS, PINTEREST LENS) ON MOBILE EACH MONTH
27.2%

- SCAN A QR CODE ON A MOBILE PHONE EACH MONTH
37.5%

- USE ONLINE TOOLS TO TRANSLATE TEXT INTO DIFFERENT LANGUAGES EACH WEEK

34.0%

SOURCE: GWI (Q3 2023). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM. COMPARABILITY: METHODOLOGY CHANGES. SEE NOTES ON DATA

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SHARE OF SEARCH ENGINE REFERRALS
PERCENTAGE OF TOTAL WEB TRAFFIC REFERRED BY SEARCH ENGINES THAT
ORIGINATED FROM EACH SEARCH SERVICE

[Turkey flag] TURKEY

GOOGLE 71.4%

YANDEX 24.0%

BING 1.9%

YAHOO! 1.9%

DUCKDUCKGO 0.6%

BAIDU 0.1%

ECOSIA 0.01%

OTHERS 0.04%

SOURCE: GWI, STATCOUNTER. NOTES: FIGURES REPRESENT THE NUMBER OF PAGE VIEW REFERRALS ORIGINATING FROM EACH SERVICE AS A PERCENTAGE OF TOTAL PAGE VIEW REFERRALS ORIGINATING FROM SEARCH ENGINES IN DECEMBER 2023. PERCENTAGE CHANGE VALUES REPRESENT RELATIVE YEAR-ON-YEAR CHANGE, I.E., AN INCREASE OF 50% FROM A STARTING VALUE OF 50% WOULD EQUAL 100%, NOT 75%. VALUES REPRESENT BASIS POINTS, AND INDICATE THE ABSOLUTE CHANGE. FIGURES MAY NOT SUM TO 100% DUE TO ROUNDING.

[Graph references]

[we are social logo] [Meltwater logo]JAN 2024

TV CONSUMPTION AND STREAMING

EXPLORING THE TV VIEWING BEHAVIOURS OF INTERNET USERS AGED 16 TO 64

(Turkey flag)

Percentage of internet users who watch any kind of TV each month

- 99.9%

Year-on-year change in internet users who watch any kind of TV

- +0.4% (+40 BPS)

Daily time that internet users spend watching any kind of TV

- 3h 28m

Year-on-year change in daily TV viewing time (all forms of content delivery)

- -8.4% (-18 mins)

Internet users who stream TV content vs. internet users who watch any kind of TV

- 96.9%

Daily time spent watching TV content streamed over the internet

- 1h 23m

Year-on-year change in daily time spent watching streaming TV content

- -7.6% (-6 mins)

Time spent watching streaming TV content as a percentage of total TV time

- 40.1%

Source: GWI (Q3 2023). Figures represent the findings of a broad survey of internet users aged 16 to 64. See [GWI.com](https://www.gwi.com).

Comparability: Methodology changes. See notes on data.

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(français)** Jan 2024 - Top Websites: SimilarWeb Ranking**

*SimilarWeb's ranking of the most visited websites, based on website traffic between

December 2022 and November 2023*

Turkey

| # | Website | Total Visits (Monthly Avg.) | Unique Visitors (Monthly Avg.) |
Average Time per Visit | Average Pages per Visit |

-----		-----		-----	
-----		-----		-----	
01	GOOGLE.COM	1.93B		49.3M	9M
47S	9.4				
02	YOUTUBE.COM	769M		30.5M	20M
55S	12.3				
03	TWITTER.COM	296M		32.7M	11M
40S	10.3				
04	INSTAGRAM.COM	270M		26.5M	11M
04S	11.1				
05	FACEBOOK.COM	244M		25.5M	8M
15S	7.1				
06	TRENDYOL.COM	153M		30.6M	8M
17S	6.7				
07	SAHIBINDEN.COM	125M		16.9M	10M
54S	16.5				
08	HURRIYET.COM.TR	122M		22.8M	3M
40S	4.2				
09	GOOGLE.COM.TR	120M		7.77M	7M
46S	10.3				
10	TURKIYE.GOV.TR	111M		22.6M	5M
19S	7.2				
11	MILLIYET.COM.TR	95.9M		23.5M	3M
33S	4.7				
12	YANDEX.COM.TR	93.9M		10.3M	10M
24S	9.9				
13	SABAH.COM.TR	90.9M		23.5M	2M
28S	5.8				
14	MYNET.COM	90.8M		15.3M	4M
06S	5.7				
15	HEPSIBURADA.COM	88.7M		18.4M	5M
58S	5.7				
16	HABERTURK.COM	88.0M		20.4M	4M
38S	5.8				
17	SOZCU.COM.TR	86.2M		11.3M	4M
27S	5.4				
18	WHATSAPP.COM	73.6M		11.0M	1M
59S	1.8				
19	EKSIOZLUK1923.COM	72.1M		6.28M	4M
54S	12.3				

20 SONDAKIKA.COM	60.7M	10.1M	4M
01S	4.3		

Source: SimilarWeb, ranking and values based on traffic between December 2022 and November 2023. Notes: Values in the "unique visitors" column represent the number of distinct internet-accessing devices. Bullet and not representing named individuals. As some private mobile multiple devices constants, values for "total visits" and "unique visitors" segments may exclude figures hiding behind the bell. Equivalents hidden rankings' notes are from the morning on many URLs per-minute within six ten-seconds. Advisory: some sites featured in this ranking may contain adult content. Readers should avoid visiting unknown domains.

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JAN 2024

****WATCHING ONLINE VIDEO CONTENT****

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO WATCH EACH KIND OF VIDEO CONTENT VIA THE INTERNET EACH WEEK

****Any Kind of Video****

96.2%

YOY: -0.1% (-10 BPS)

****Music Video****

61.6%

YOY: -1.0% (-60 BPS)

****Comedy, Meme, or Viral Video****

45.0%

YOY: +3.2% (+140 BPS)

****Video Livestream****

30.6%

YOY: +3.0% (+90 BPS)

****Tutorial or How-To Video****

42.2%

YOY: -0.5% (-20 BPS)

****Educational Video****

34.2%

YOY: -9.0% (-340 BPS)

****Product Review Video****

30.1%

YOY: [UNCHANGED]

****Sports Clip or Highlights Video****

29.8%

YOY: +0.7% (+20 BPS)

****Influencer Videos and Vlogs****

17.1%

YOY: -17.4% (-360 BPS)

****Gaming Video****

24.4%

YOY: -18.1% (-540 BPS)

Source: GWI Jan 2021 figures represent the findings of a broad survey of internet users aged 16 to 64. See GWI.com. Notes: "YOY" figures represent year-on-year change. Percentage change values compare percentage values from a starting value of 0%. For example, an increase of 50% would equal 50% (not 50% of). "BPS" values represent basis points, and indicate the absolute change. Comparability: Methodology changes. See notes on data.

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---Bien sûr, voici la retranscription textuelle de l'image :

JAN 2024

TOP WEBSITES: SEMRUSH RANKING

SEMRUSH'S RANKING OF THE MOST VISITED WEBSITES, BASED ON WEBSITE TRAFFIC BETWEEN 01 SEPTEMBER AND 30 NOVEMBER 2023

#	WEBSITE	TOTAL VISITS (MONTHLY AVG.)	UNIQUE VISITORS (MONTHLY AVG.)	AVERAGE TIME PER VISIT	AVERAGE PAGES PER VISIT
--	-----	-----	-----	-----	-----
01	YOUTUBE.COM	3.80 B	162 M	29 M 44 S	5.4
02	GOOGLE.COM	3.64 B	201 M	21 M 01 S	3.3
03	ESKISOZLUK1923.COM	283 M	21.6 M	18 M 43 S	7.5
04	INSTAGRAM.COM	220 M	49.6 M	21 M 01 S	2.1
05	TWITTER.COM	210 M	38.2 M	23 M 32 S	1.9
06	FACEBOOK.COM	195 M	57.1 M	17 M 56 S	2.3
07	TRENDYOL.COM	167 M	43.0 M	12 M 33 S	3.5
08	HURRIYET.COM.TR	166 M	25.2 M	13 M 29 S	2.6
09	TURKIYE.GOV.TR	151 M	36.5 M	06 M 40 S	4.2
10	SAHIBINDEN.COM	138 M	30.6 M	12 M 54 S	7.1

#	WEBSITE	TOTAL VISITS (MONTHLY AVG.)	UNIQUE VISITORS (MONTHLY AVG.)	AVERAGE TIME PER VISIT	AVERAGE PAGES PER VISIT
--	-----	-----	-----	-----	-----
11	HABERLER.COM	131 M	12.7 M	12 M 10 S	4.4
12	HABER7.COM	123 M	7.24 M	11 M 43 S	3.5
13	MYNET.COM	122 M	11.5 M	12 M 40 S	4.4
14	HEPSIBURADA.COM	121 M	36.1 M	11 M 05 S	2.6
15	ENSONHABER.COM	109 M	6.55 M	14 M 21 S	4.9
16	GOOGLE.COM.TR	107 M	15.1 M	15 M 38 S	3.7
17	WIKIPEDIA.ORG	104 M	30.6 M	14 M 28 S	1.9
18	MEMURLAR.NET	102 M	8.55 M	13 M 07 S	3.8
19	MILLIYET.COM.TR	98.8 M	20.8 M	11 M 34 S	3.9
20	SONDAKIKI.COM	92.4 M	7.62 M	12 M 02 S	3.7

SOURCE: SEMRUSH FIGURES REPRESENT TRAFFIC VALUES BETWEEN 01 SEPTEMBER AND 30 NOVEMBER 2023. NOTE: VALUES IN THE "UNIQUE VISITORS" COLUMN REPRESENT THE NUMBER OF DISTINCT INTERNET ACCESSING USERS, BUT MAY NOT REFLECT UNIQUE INDIVIDUALS, AND SOME FIGURES MAY BE AWARDEN. WEBSITES FOLLOWED BY AN (*) ARE LINKING PAGES. EXCLUDES BROWSING VIA IN-APP MOBILE BROWSERS OF PLATFORMS SUCH AS MESSENGER AND WECHAT. ADVISORY: SOME WEBSITES FEATURED IN THIS RANKING MAY CONTAIN ADULT CONTENT, PROFANITY, VIRUSES, MALWARE, OR OFFENSIVE CONTENT. LEADERS SHOULD AVOID VISITING UNKNOWN DOMAINS. COMPARABILITY: SOURCE METHODOLOGY CHANGES.

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ON NETFLIX

MOST STREAMED CONTENT

FLIXPATROL'S RANKING OF THE MOST STREAMED CONTENT ON NETFLIX FOR FULL-YEAR 2023

MOST STREAMED MOVIES ON NETFLIX

MOST

STREAMED TV SHOWS ON NETFLIX

#	MOVIE NAME	INDEX	#	TV
SHOW NAME	INDEX			
01	CEM YILMAZ: DIAMOND ELITE PLATINUM PLUS TERZI	100	100	01
02	10 DAYS OF A GOOD MAN WEDNESDAY	97	02	
03	NOWHERE WITCHER	96	03	THE
04	BUDDIES FROM THE NEIGHBORHOOD AGENT	96	04	THE NIGHT
05	ILLEGAL LIVES MANIFEST	95	05	
06	KUTSAL DAMACANA 4 CLUB	93	06	THE
07	THE FUTURE GROOM SHAHMARAN	90	07	
08	LAST CALL FOR ISTANBUL CREATURE	88	08	
09	F9 YOU	88	09	
10	ÇAKALLARLA DANS 6 PIECE	82	10	ONE

SOURCE: FLIXPATROL (See Flixpatrol.com). NOTES: The same content may have different titles in different countries. Ranking based on Flixpatrol's analysis of viewing activity for full-year 2023. "Index" values combine the streaming "Points" value for each title into the Flixpatrol "Points" value of the top-ranked title in each platform's ranking.

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français### JAN 2024

MOST STREAMED CONTENT ON DISNEY+

FlixPatrol's ranking of the most streamed content on Disney+ for FULL-YEAR 2023

MOST STREAMED MOVIES ON DISNEY+:

#	MOVIE NAME	INDEX
01	RECEP IVEDIK 7	100
02	AVATAR: THE WAY OF WATER	88
03	THE NIGHTINGALE OF BURSA	66
04	AVENGERS: ENDGAME	59
05	AVATAR	41
06	MY APOLOGIES	41
07	BLACK PANTHER: WAKANDA FOREVER	32
08	NEW YEAR'S EVE	31
09	ALICE THE MUSICAL	31
10	GUARDIANS OF THE GALAXY VOLUME 3	22

MOST STREAMED TV SHOWS ON DISNEY+:

#	TV SHOW NAME	INDEX
01	HOW I MET YOUR MOTHER	100
02	MODERN FAMILY	89
03	FAMILY GUY	71
04	GREY'S ANATOMY	58
05	THE WALKING DEAD	44
06	LOST	27
07	PRISON BREAK	24
08	THE SIMPSONS	24
09	THE MANDALORIAN	21
10	LOKI	16

> SOURCE: FLIXPATROL. See flixpatrol.com for more information. NOTES: The same content may have different titles in different countries. Rankings based on FlixPatrol's analysis of viewing activity for full-year 2023. "Index" values combine the FlixPatrol "Points" value for each title to the FlixPatrol "Points" value of the top-ranked title in each platform's ranking.

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JAN 2024

ONLINE AUDIO

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO CONSUME EACH KIND OF AUDIO CONTENT VIA THE INTERNET EACH WEEK

Watch or Listen to Online Music Videos

61.6%

YEAR-ON-YEAR CHANGE

-1.0% (-60 BPS)

Listen to Music Streaming Services

50.2%

YEAR-ON-YEAR CHANGE

+5.7% (+270 BPS)

Listen to Online Radio Shows or Stations

16.7%

YEAR-ON-YEAR CHANGE

-13.0% (-250 BPS)

Listen to Podcasts

17.0%

YEAR-ON-YEAR CHANGE

+4.3% (+70 BPS)

Listen to Audio Books

10.7%

YEAR-ON-YEAR CHANGE

-21.3% (-290 BPS)

SOURCE: GWI Jan 2023. FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM. NOTES: YEAR-ON-YEAR CHANGE VALUES REPRESENT THE RELATIVE CHANGE; E.G. AN INCREASE OF 20% FROM A STARTING VALUE OF 30% WOULD EQUAL 6 PERCENTAGE POINTS. BPS VALUES REPRESENT THE ABSOLUTE CHANGE IN BASIS POINTS. COMPARABILITY: METHODOLOGY CHANGES. SEE NOTES ON DATA.

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Image has additional controls in footer including slide navigation, download, and full screen settings.

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Turkey flag icon.**JAN 2024 MOST STREAMED CONTENT ON AMAZON PRIME**
FlixPatrol's ranking of the most streamed content on Amazon Prime Video for full-year 2023.

****MOST STREAMED MOVIES ON AMAZON PRIME VIDEO****

#	MOVIE NAME	INDEX
01	OPERATION FORTUNE: RUSE DE GUERRE	100
02	BERGEN	82
03	IN YOUR DREAMS	79
04	JOHN WICK: CHAPTER 4	62
05	UNCHARTED	61
06	CULPA MÍA	51
07	DAYI: BİR ADAMIN HİKÂYESİ	49
08	NO TIME TO DIE	48
09	PRESTIJ MESELESİ	41
10	CMYLMAZ	40

****MOST STREAMED TV SHOWS ON AMAZON PRIME VIDEO****

#	TV SHOW NAME	INDEX
01	THE LORD OF THE RINGS: THE RINGS OF POWER	100
02	THE BOYS	70
03	TOM CLANCY'S JACK RYAN	51
04	REACHER	51
05	THE WHEEL OF TIME	43
06	CARNIVAL ROW	31
07	CITADEL	30
08	THE SUMMER I TURNED PRETTY	28
09	THE PERIPHERAL	26
10	GEN V	26

****SOURCE.****

FlixPatrol. See FlixPatrol.com. Notes: The same content may have different titles in different countries. Rankings based on FlixPatrol's analysis of viewing activity for full-year 2023. "Index" values compare the FlixPatrol "points" value of the top-ranked title to the FlixPatrol "points" value of the 10th-ranked title in each platform's ranking.

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DEVICES USED TO PLAY VIDEO GAMES

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO PLAY VIDEO GAMES
ON EACH KIND OF DEVICE

[Turkey flag]

Any Device

94.8%

YOY: +2.7% (+250 BPS)

Smartphone

GWl.

86.1%

YOY: +5.8% (+470 BPS)

Laptop or Desktop

49.4%

YOY: +5.1% (+240 BPS)

Games Console

GWl.

28.3%

YOY: -2.1% (-60 BPS)

Tablet

30.9%

YOY: -5.2% (-170 BPS)

Hand-held Gaming Device

7.9%

YOY: -21.8% (-220 BPS)

Media Streaming Device

GWl.

10.1%

YOY: +20.2% (+170 BPS)

Virtual Reality Headset

7.1%

YOY: -9.0% (-70 BPS)

SOURCE: GWI Q4 2021 FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64 SEE GWI.COM/QUOTATIONS. NOTES: "YOY" FIGURES REPRESENT YEAR-ON-YEAR CHANGE PERCENTAGE CHANGE VALUES REPRESENT RATE OF CHANGE IF AN INCREASE OF 20% FROM A STARTING VALUE OF 100% WOULD EQUAL 20% NOT 120%. "BPS" VALUES REPRESENT BASIS POINTS. AND INDICATE THE ABSOLUTE CHANGE. COMPARABILITY: METHODOLOGY CHANGES SEE: NOTES ON DATA.

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icons: mouse pointer, arrows, etc.

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AVERAGE ANNUAL REVENUE PER SMART HOME
AVERAGE ANNUAL SPEND ON SMART HOME DEVICES PER SMART HOME (U.S. DOLLARS)

PENETRATION OF SMART HOME DEVICES
13.0%
YEAR-ON-YEAR CHANGE
+17.9% (198 BPS)

ARPU: SPEND ON ALL SMART HOME DEVICES
\$196
YEAR-ON-YEAR CHANGE
-0.2% (-\$0.30)

ARPU: SMART HOME APPLIANCES
\$217
YEAR-ON-YEAR CHANGE
-10.1% (-\$24.40)

ARPU: SMART HOME CONTROL & CONNECTIVITY DEVICES
\$92.23
YEAR-ON-YEAR CHANGE
-3.5% (-\$3.31)

ARPU: SMART HOME SECURITY DEVICES
\$55.13

YEAR-ON-YEAR CHANGE

-10.1% (-\$6.21)

ARPU: SMART HOME ENTERTAINMENT DEVICES

\$41.86

YEAR-ON-YEAR CHANGE

-13.4% (-\$6.48)

ARPU: SMART HOME COMFORT & LIGHTING

\$17.59

YEAR-ON-YEAR CHANGE

-7.0% (-\$1.32)

ARPU: SMART HOME ENERGY MANAGEMENT

\$22.11

YEAR-ON-YEAR CHANGE

-15.0% (-\$3.89)

SOURCE: STATISTA DIGITAL MARKET OUTLOOK; SEE STATISTA.COM. NOTES: "SMART HOME DEVICES" INCLUDE DIGITALLY CONNECTED AND CONTROLLED HOME DEVICES THAT CAN BE REMOTELY CONTROLLED. SERVICES, AUTOMOTIVE AND CLOUD SERVICES THAT ENABLE HOME AUTOMATION NORMS THAT CONNECT THESE AREAS AND ALLOW THEM TO REMOTE CONTROL AND TO REACT ON THE ENVIRONMENT ARE INCLUDED. STATISTA DEFINES "AVERAGE REVENUE PER SMART HOME" AS THE AVERAGE SPEND PER SMART HOME USERS ON SMART HOME DEVICES AND SERVICES IN TURKEY.

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Source: we are social, MeltwaterJAN 2024

SMART HOME MARKET OVERVIEW

(VALUE OF THE MARKET FOR SMART HOME DEVICES (U.S. DOLLARS))

NUMBER OF HOMES WITH SMART HOME DEVICES

3.46 MILLION

YEAR-ON-YEAR CHANGE

+20.1% (+580 THOUSAND)

TOTAL ANNUAL VALUE OF THE SMART HOME DEVICES MARKET

\$676.9 MILLION

YEAR-ON-YEAR CHANGE
+19.8% (+112 MILLION)

VALUE OF SMART HOME APPLIANCES MARKET
\$350.2 MILLION
YEAR-ON-YEAR CHANGE
+19.2% (+\$56 MILLION)

VALUE OF SMART HOME CONTROL & CONNECTIVITY MARKET
\$98.43 MILLION
YEAR-ON-YEAR CHANGE
+28.3% (+\$22 MILLION)

VALUE OF SMART HOME SECURITY DEVICE MARKET
\$102.7 MILLION
YEAR-ON-YEAR CHANGE
+19.1% (+\$16 MILLION)

VALUE OF SMART HOME ENTERTAINMENT DEVICE MARKET
\$64.38 MILLION
YEAR-ON-YEAR CHANGE
+13.7% (+\$7.7 MILLION)

VALUE OF SMART HOME COMFORT & LIGHTING MARKET
\$30.42 MILLION
YEAR-ON-YEAR CHANGE
+23.9% (+\$5.9 MILLION)

VALUE OF SMART HOME ENERGY MANAGEMENT MARKET
\$30.80 MILLION
YEAR-ON-YEAR CHANGE
+15.0% (+\$4.0 MILLION)

SOURCE: statista, DIGITAL MARKET OUTLOOK: SEE [statista.COM](https://www.statista.com). NOTE: "SMART HOME" DEVICE INCLUDES DIGITALLY CONNECTED AND CONTROLLED HOME DEVICES THAT CAN BE REMOTELY CONTROLLED, MONITORED AND MAINTAINED (INCLUDING BY VOICE COMMAND). NUMBERS ON CONNECTED HOMES: BASED ON CONNECTED SERIES USERS; BASE MARKET ON BOTTOM UP MODEL EXTRAPOLATIONS. EXCLUDES SMART HOME DEVICES PURCHASED INDIVIDUALLY FROM DEVICE RETAILERS SUCH AS APPLE, GOOGLE OR BEYOND SMART HOME SOLUTIONS; NUMBERS FOR 2023 AND 2024 ARE "DIGITAL OUTLOOK" FORECASTS. FOR MORE INFORMATION ON STATISTA'S METHODOLOGY SEE: [statista.com/outlook](https://www.statista.com/outlook). EXCLUDES COMMUNITIES WHERE AGE AND EMPLOYMENT STATUS OF RESIDENTS MAY IMPACT COMPARABILITY. DATA RANGES MAY RENDER FORECAST UNSTABLE FOR SOLE CALENDAR YEAR INTERVALS; DEFINITIVE FORECASTS FOR FULL YEARS ONLY.

@2023.1 DATA AS SHOWN IN THE DIGITAL OUTLOOK.
INCLUDES VAT & REBATES FOR THE GOVERNMENTS INCL.
SOURCE: statista.

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JAN 2024

USE OF ONLINE FINANCIAL SERVICES
PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO OWN OR USE EACH
KIND OF DIGITAL FINANCIAL SERVICE

TURKEY

USE A BANKING, INVESTMENT, OR INSURANCE WEBSITE OR MOBILE APP
EACH MONTH

38.2%

YOY: +12.4% (+420 BPS)

USE A MOBILE PAYMENT SERVICE (E.G. APPLE PAY, SAMSUNG PAY) EACH
MONTH

11.0%

YOY: -19.7% (-270 BPS)

OWN ANY FORM OF CRYPTOCURRENCY (E.G. BITCOIN, ETHER)

21.7%

YOY: -19.9% (-540 BPS)

SOURCE: GWI (Q3 2021 FIGURES REPRESENT THE FINDINGS OF A BROAD
SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM). NOTES: "YOY"
FIGURES REPRESENT YEAR-ON-YEAR CHANGE. PERCENTAGE CHANGE
VALUES REPRESENT THE CHANGE IN PERCENTAGE POINTS, OR, FROM A
STARTING VALUE OF 10%, WOULD BE EQUAL TO A 10% CHANGE. "BPS" VALUES
REPRESENT BASIS POINTS, AND INDICATE THE ABSOLUTE CHANGE.
COMPARABILITY: METHODOLOGY CHANGES. SEE NOTES ON DATA.

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ONLINE PRIVACY AND SECURITY

PERSPECTIVES AND ACTIVITIES OF ONLINE ADULTS RELATING TO THEIR
ONLINE DATA PRIVACY AND SECURITY

Express concern about what is real vs. what is fake on the internet

58.1%

Worry about how companies might use their online data

32.2%

Decline cookies on websites at least some of the time

48.4%

Use a tool to block advertisements on the internet at least some of the time

32.8%

Use a virtual private network (VPN) to access the internet at least some of the time

33.1%

SOURCES: Data for "Concerns about what is real vs. what is fake on the internet" via Reuters Institute 2023 Digital News Report. Figures represent the findings of a study of online news consumers aged 18+. See: [DIGITALNEWSREPORT.ORG](https://www.digitalnewsreport.org). Data for all other data points via GWI Q3 2023. Figures represent the findings of a broad survey of internet users aged 16 to 64. See: [GWI.COM](https://www.gwi.com).

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OVERVIEW OF SOCIAL MEDIA USE

HEADLINES FOR SOCIAL MEDIA ADOPTION AND USE [NOTE: USER IDENTITIES
MAY NOT REPRESENT UNIQUE INDIVIDUALS]

NUMBER OF SOCIAL MEDIA USER IDENTITIES

57.50 MILLION

QUARTER-ON-QUARTER CHANGE IN SOCIAL MEDIA USER IDENTITIES

0%

[UNCHANGED]

YEAR-ON-YEAR CHANGE IN SOCIAL MEDIA USER IDENTITIES

-0.7%

-400 THOUSAND

AVERAGE DAILY TIME SPENT USING SOCIAL MEDIA

2H 44M

YOY: -10 MINS

AVERAGE NUMBER OF SOCIAL MEDIA PLATFORMS USED EACH MONTH

7.4

SOCIAL MEDIA USER IDENTITIES vs. TOTAL POPULATION

66.8%

SOCIAL MEDIA USER IDENTITIES AGED 18+ vs. POPULATION AGED 18+

86.8%

SOCIAL MEDIA USER IDENTITIES vs. INDIVIDUALS USING THE INTERNET

77.3%

FEMALE SOCIAL MEDIA USER IDENTITIES vs. TOTAL SOCIAL MEDIA USER IDENTITIES

47.1%

MALE SOCIAL MEDIA USER IDENTITIES vs. TOTAL SOCIAL MEDIA USER IDENTITIES

52.9%

SOURCES:

© KEPOS ANALYSIS, COMPANY ADVERTISING RESOURCES, GENERAL BUREAU RESEARCH CENTER, OCCON UN - GWI Q4 2023. NOTE: AVERAGE NUMBER OF PLATFORMS INCLUDES DATA FOR YOUTUBE ADVISORY SOCIAL MEDIA USER IDENTITIES MAY NOT REPRESENT UNIQUE INDIVIDUALS AS ADVERTISING AUDIENCES MANY COMPRISE DUPLICATED ACCOUNTS. COMPARABILITY TO SOURCED UNDER THE NOTES ON DATA Clinton. DIGITAL 2024 TURKEY 56 sur 130 we are social Meltwater

Digital 2024 Turkey

Image shows flag of Turkey** JAN 2024**

DEMOGRAPHIC PROFILE OF META'S AD AUDIENCE

SHARE OF COMBINED, DEDUPLICATED POTENTIAL ADVERTISING REACH ACROSS FACEBOOK, INSTAGRAM, AND MESSENGER, BY AGE AND GENDER

Turkey

18 - 24 YEARS OLD

- FEMALE: 11.3%
- MALE: 13.3%

****25 - 34 YEARS OLD****

- FEMALE: 12.1%
- MALE: 16.6%

****35 - 44 YEARS OLD****

- FEMALE: 9.1%
- MALE: 11.6%

****45 - 54 YEARS OLD****

- FEMALE: 6.0%
- MALE: 7.7%

****55 - 64 YEARS OLD****

- FEMALE: 3.4%
- MALE: 4.5%

****65+ YEARS OLD****

- FEMALE: 1.9%
- MALE: 2.5%

SOURCES: KEPOS ANALYSIS META'S ADVERTISING RESOURCES. NOTE: META ONLY PERMITS PEOPLE AGED 13 AND ABOVE TO USE ITS PLATFORMS, SO WHILE THERE MAY BE USERS BELOW THE AGE OF 13, THEY DO NOT FEATURE IN THE AVAILABLE DATA. META'S ADVERTISING RESOURCES ONLY PUBLISH GENDER DATA FOR "FEMALE" AND "MALE". COMPARABILITY: IMPORTANT BASE DATA REVISIONS AND SOURCE REPORTING CHANGES. VALUES ARE NOT COMPARABLE WITH VALUES PUBLISHED IN OUR PREVIOUS REPORTS.

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****MAIN REASONS FOR USING SOCIAL MEDIA****

PRIMARY REASONS WHY SOCIAL MEDIA USERS AGED 16 TO 64 USE SOCIAL MEDIA PLATFORMS

- KEEPING IN TOUCH WITH FRIENDS AND FAMILY: 53.0%
- READING NEWS STORIES: 52.7%
- FILLING SPARE TIME: 47.3%

- FINDING CONTENT (E.G., ARTICLES, VIDEOS): 34.0%
- FINDING PRODUCTS TO PURCHASE: 33.9%
- FINDING INSPIRATION FOR THINGS TO DO AND BUY: 33.1%
- SHARING AND DISCUSSING OPINIONS WITH OTHERS: 28.4%
- WATCHING OR FOLLOWING SPORTS: 26.0%
- SEEING CONTENT FROM YOUR FAVOURITE BRANDS: 25.8%
- WATCHING LIVE STREAMS: 25.3%
- SEEING WHAT'S BEING TALKED ABOUT: 24.7%
- WORK-RELATED NETWORKING OR RESEARCH: 24.1%
- POSTING ABOUT YOUR LIFE: 22.2%
- FINDING LIKE-MINDED COMMUNITIES AND INTEREST GROUPS: 19.5%
- FOLLOWING CELEBRITIES OR INFLUENCERS: 19.5%

SOURCE: GWI Q4 2023 FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE [GWI.COM/NOTE](https://www.gwi.com/note). FIGURES REPRESENT THE SHARE OF INTERNET USERS AGED 16 TO 64 WHO REPORT USING AT LEAST ONE SOCIAL MEDIA OR MESSENGER PLATFORM IN THE PAST MONTH. COMPARABILITY: METHODOLOGY CHANGES. SEE NOTES ON DATA.

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MOST USED SOCIAL MEDIA PLATFORMS

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO USE EACH PLATFORM EACH MONTH

NOTE: YOUTUBE IS NOT OFFERED AS AN ANSWER OPTION FOR THIS QUESTION IN GWI'S SURVEY, SO IT WILL NOT APPEAR IN THIS RANKING

Turkey

Instagram - 91.8%
 Whatsapp - 91.2%
 Facebook - 71.0%
 X (Twitter) - 69.1%
 Telegram - 51.9%
 TikTok - 47.6%
 Facebook Messenger - 47.0%
 Pinterest - 38.8%
 Snapchat - 31.6%
 LinkedIn - 26.1%

SOURCE: GWI Q3 2023 FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE [GWI.COM](https://www.gwi.com). NOTE: YOUTUBE IS NOT OFFERED AS AN ANSWER OPTION FOR THIS QUESTION IN GWI'S SURVEY. COMPARABILITY: A VERSION OF THIS CHART THAT APPEARED IN OUR

PREVIOUS REPORTS WAS BASED ON A PREVIOUS QUESTION IN GWI'S SURVEY THAT INCLUDED YOUTUBE AS AN ANSWER OPTION; YOUTUBE'S OMISSION MAY THEREFORE LEAD TO DIFFERENCES IN THE VALUES SHOWN FOR OTHER PLATFORMS THIS YEAR. THE EXCLUSION OF YOUTUBE DOES NOT INDICATE YOUTUBE'S USAGE HAS CHANGED. SOME CHANGES TO THE QUESTION'S WORDING MAY MEAN THAT THE VALUES AND RANK ORDER SHOWN HERE ARE NOT DIRECTLY COMPARABLE WITH THOSE SHOWN IN A SIMILAR CHART IN PREVIOUS REPORTS.

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FAVOURITE SOCIAL MEDIA PLATFORMS
PERCENTAGE OF ACTIVE SOCIAL MEDIA USERS AGED 16 TO 64 WHO SAY THAT EACH OPTION IS THEIR "FAVOURITE" SOCIAL MEDIA PLATFORM

TURKEY

1. INSTAGRAM - 45.9%
2. WHATSAPP - 21.3%
3. X (TWITTER) - 10.0%
4. FACEBOOK - 6.7%
5. TIKTOK - 6.5%
6. PINTEREST - 2.4%
7. TELEGRAM - 1.5%
8. DISCORD - 1.2%
9. REDDIT - 0.7%
10. SNAPCHAT - 0.7%

SOURCE: GWI Q4 2023. SEE GWI.COM NOTES: DATA ONLY INCLUDES INTERNET USERS AGED 16 TO 64 WHO HAVE USED AT LEAST ONE SOCIAL MEDIA PLATFORM IN THE PAST MONTH. SURVEY RESPONDENTS COULD CHOOSE FROM OTHER OPTIONS NOT SHOWN ON THIS CHART, SO VALUES MIGHT NOT SUM TO 100%. YOUTUBE IS NOT AVAILABLE AS AN ANSWER TO THIS QUESTION IN GWI'S SURVEY. WE EXCLUDE QIWI'S VALUES FOR TIKTOK IN CHINA SEPARATELY AS "DOUYIN", AS PER BYTEDANCE'S SEPARATE REPORTING OF USER NUMBERS FOR EACH PLATFORM. COMPARABILITY: METHODOLOGY CHANGES: SEE NOTES ON DATA.

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MONTHLY SOCIAL MEDIA APP SESSIONS

AVERAGE NUMBER OF TIMES THAT ACTIVE USERS OF EACH PLATFORM'S
ANDROID APP OPEN THE RESPECTIVE APP EACH MONTH

TURKEY

WHATSAPP	648.9
INSTAGRAM	586.8
TIKTOK	306.8
YOUTUBE	213.5
FACEBOOK	168.1
SNAPCHAT	143.2
LINE	129.2
TELEGRAM	126.9
X (TWITTER)	118.8
FACEBOOK MESSENGER	82.2
PINTEREST	56.6
LINKEDIN	41.7

SOURCE: DATA.AI INTELLIGENCE. SEE DATA.AI NOTES: "ACTIVE USERS"
DENOTE USERS WHO OPEN THE RESPECTIVE PLATFORM'S APP ON AN
ANDROID PHONE AT LEAST ONCE IN A GIVEN CALENDAR MONTH. FIGURES
REPRESENT THE AVERAGE NUMBER OF TIMES THAT ACTIVE USERS OF THE
RESPECTIVE PLATFORM'S ANDROID APP OPENED THAT APP EACH MONTH
BETWEEN 01 JULY AND 30 SEPTEMBER 2023.

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TIME SPENT USING SOCIAL MEDIA APPS
AVERAGE TIME PER MONTH THAT ACTIVE USERS SPENT USING EACH
PLATFORM'S ANDROID APP BETWEEN 01 JULY AND 30 SEPTEMBER 2023

TURKEY

INSTAGRAM
32H 41M

TIKTOK
29H 25M

YOUTUBE

24H 40M

FACEBOOK
11H 02M

WHATSAPP
9H 48M

X (TWITTER)
4H 30M

SNAPCHAT
3H 11M

TELEGRAM
2H 27M

PINTEREST
2H 04M

LINE
2H 02M

FACEBOOK MESSENGER
1H 21M

LINKEDIN
0H 43M

SOURCE: DATA.AI INTELLIGENCE. SEE DATA.AI. NOTE: FIGURES REPRESENT AVERAGE NUMBER OF HOURS SPENT PER USER, PER MONTH USING EACH PLATFORM'S MOBILE APP ON ANDROID PHONES BETWEEN 01 JULY AND 30 SEPTEMBER 2023.

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WE ARE SOCIAL LOGO

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JAN 2024

USE OF SOCIAL MEDIA FOR BRAND RESEARCH
PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO USE EACH SOCIAL

MEDIA CHANNEL TO FIND INFORMATION ABOUT BRANDS AND PRODUCTS

****ANY KIND OF SOCIAL MEDIA PLATFORM****

74.4%

YOY: -3.3% (-250 BPS)

****SOCIAL NETWORKS****

48.6%

YOY: +3.2% (+150 BPS)

****QUESTION & ANSWER SITES (E.G. QUORA)****

22.8%

YOY: -6.6% (-160 BPS)

****MESSAGING AND LIVE CHAT SERVICES****

12.4%

YOY: -1.6% (-20 BPS)

****FORUMS AND MESSAGE BOARDS****

15.8%

YOY: -14.1% (-260 BPS)

****MICRO-BLOGS (E.G. X / TWITTER)****

10.1%

YOY: -15.8% (-190 BPS)

****VLOGS (BLOGS IN A VIDEO FORMAT)****

10.9%

YOY: -5.2% (-60 BPS)

****ONLINE PINBOARDS (E.G. PINTEREST)****

9.4%

YOY: -19.7% (-230 BPS)

SOURCE: GWI Q3 2023. FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM. NOTE: VALUES FOR 'ANY KIND OF SOCIAL MEDIA PLATFORM' INCLUDE AT LEAST ONE OF SOCIAL NETWORKS, QUESTION & ANSWER SITES (E.G. QUORA), FORUMS AND MESSAGE BOARDS, MESSAGING AND LIVE CHAT SERVICES, MICRO-BLOGS (E.G. TWITTER), BLOGS (TECHNOLOGY, AUTOMOBILE, ETC.), VIDEO BLOGS (AN INDIVIDUAL WHO USES A CAMERA), VLOGS (I.E VIDEO RECORDED IN A VIDEO FORMAT), AND ONLINE PINBOARDS (E.G. PINTEREST). COMPARABILITY: METHODOLOGY CHANGES: SEE NOTES ON DATA.

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(Note: YOY stands for Year Over Year) JAN 2024 SOCIAL MEDIA ACCOUNT TYPES FOLLOWED

PERCENTAGE OF SOCIAL MEDIA USERS AGED 16 TO 64 WHO FOLLOW EACH TYPE OF ACCOUNT ON SOCIAL MEDIA

1. FRIENDS, FAMILY, OR OTHER PEOPLE YOU KNOW: 48.4%
2. COMPANIES AND BRANDS YOU PURCHASE FROM: 36.1%
3. COMPANIES AND BRANDS YOU'RE CONSIDERING PURCHASING FROM: 33.2%
4. TV SHOWS OR CHANNELS: 26.1%
5. ENTERTAINMENT, MEMES, OR PARODY ACCOUNTS: 24.4%
6. SPORTS PEOPLE AND TEAMS: 24.2%
7. ACTORS, COMEDIANS, OR OTHER PERFORMERS: 23.9%
8. JOURNALISTS OR NEWS COMPANIES: 22.9%
9. RESTAURANTS, CHEFS, OR FOOD PERSONALITIES: 22.0%
10. BANDS, SINGERS, OR OTHER MUSICIANS: 21.8%
11. CONTACTS RELEVANT TO YOUR WORK: 19.3%
12. POLITICIANS, ROYALTY, OR OTHER PEOPLE OF STANDING: 18.1%
13. COMPANIES RELEVANT TO YOUR WORK: 17.1%
14. TRAVEL WRITERS AND COMPANIES: 16.9%
15. BEAUTY EXPERTS: 16.8%

SOURCE: GWI Q3 2023. FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM. COMPARABILITY: METHODOLOGY CHANGES. SEE NOTES ON DATA.

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**** JAN 2024 - FACEBOOK'S SHARE OF SOCIAL MEDIA REFERRALS ****

WEB TRAFFIC REFERRED BY FACEBOOK AS A PERCENTAGE OF WEB TRAFFIC REFERRED BY SOCIAL MEDIA PLATFORMS (ANY DEVICE)

****Graphique : ****

- ****DEC 2013**** : 72.86% - (+5.1%)
- ****DEC 2014**** : 76.57% - (-36.6%)
- ****DEC 2015**** : 48.51% - (+44.3%)
- ****DEC 2016**** : 69.99% - (-26.0%)

- **DEC 2017** : 51.82% - (+0.5%)
- **DEC 2018** : 52.06% - (-31.2%)
- **DEC 2019** : 35.80% - (+16.3%)
- **DEC 2020** : 41.64% - (+46.7%)
- **DEC 2021** : 61.10% - (-34.6%)
- **DEC 2022** : 39.96% - (+12.6%)
- **DEC 2023** : 45.01%

Source : STATCOUNTER

Notes : DATA ARE ONLY AVAILABLE FOR A SELECTION OF PLATFORMS, AND PERCENTAGES REFLECT FACEBOOK'S SHARE OF AVAILABLE PLATFORMS ONLY. FIGURES REPRESENT THE SHARE OF WEB TRAFFIC FROM 10 PERCENT NAMED SOCIAL MEDIA PLAYERS RELYING ON FACEBOOK AS A PERCENTAGE OF TOTAL WEB TRAFFIC ARRIVING FROM SOCIAL MEDIA AVAILABLE, NOT SELECTION OF SOCIAL MEDIA PLATFORMS BASED ON RESPONSES. 'DIFFERENCE VALUES' INDICATE RELATIVE YEAR-ON-YEAR CHANGE (E.G. AN INCREASE OF 26 PTS FROM A STARTING VALUE OF 50% WOULD EQUAL 66%, NOT 76%). 'PTS' VALUES REPRESENT BASIS POINTS, AND INDICATE THE ABSOLUTE CHANGE.

Logos en bas de page :

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 - [Icônes de navigation de pages, options de partage et langue] Jan 2024
- Facebook Engagement Rates: Locowise

Facebook page post engagements as a percentage of total page fans, as reported by Locowise.

Average Facebook Page Post Engagements vs. Page Fans: All Post Types
Icon: Blue with a page and a pencil
0.02%

Average Facebook Page Post Engagements vs. Page Fans: Photo Posts
Icon: Green with an image of a landscape and a moon
0.03%

Average Facebook Page Post Engagements vs. Page Fans: Video Posts
Icon: Orange with a play button
0.02%

Average Facebook Page Post Engagements vs. Page Fans: Link Posts

Icon: Red with a chain link symbol

0.007%

Average Facebook Page Post Engagements vs. Page Fans: Status Posts

Icon: Green with a translation symbol

0.04%

Source: Locowise figures represent averages for the period between 1 September and 30 November 2023. Notes: Percentages compare the combined total of reactions, comments, and shares with the total number of page fans. Figures are averages based on a wide variety of different kinds of page, with different audience sizes, in various countries around the world.

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[Icons for: previous, next, full screen, search, download, print, language selection (French flag)]Bien sûr ! Voici la retranscription textuelle de l'image :

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JAN 2024

FACEBOOK: ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON FACEBOOK

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS

[Icône de drapeau turc]

TURKEY

TOTAL POTENTIAL REACH OF ADS ON FACEBOOK

34.35 MILLION

FACEBOOK AD REACH VS. TOTAL POPULATION

39.9%

FACEBOOK AD REACH VS. TOTAL INTERNET USERS

46.2%

QUARTER-ON-QUARTER CHANGE IN REPORTED FACEBOOK AD REACH

-1.3%

-450 THOUSAND

YEAR-ON-YEAR CHANGE IN REPORTED FACEBOOK AD REACH

+4.7%

+1.6 MILLION

SHARE: FEMALE FACEBOOK AD REACH vs. OVERALL FACEBOOK AD REACH

34.6%

SHARE: MALE FACEBOOK AD REACH vs. OVERALL FACEBOOK AD REACH

65.4%

ADOPTION: OVERALL FACEBOOK AD REACH AGED 18+ vs. OVERALL
POPULATION AGED 18+

54.8%

ADOPTION: FEMALE FACEBOOK AD REACH AGED 18+ vs. FEMALE POPULATION
AGED 18+

37.5%

ADOPTION: MALE FACEBOOK AD REACH AGED 18+ vs. MALE POPULATION
AGED 18+

72.0%

SOURCES: META ADVERTISING RESOURCES; KEPOS ANALYSIS; NOTES: BASED
ON COMPANY'S SELF-SERVICE ADVERTISING TOOLS; PUBLISHED RANGE;
GENDER DATA ONLY AVAILABLE FOR "FEMALE" AND "MALE"; SOURCE DATA FOR
REACH BY GENDER INCLUDES USERS AGED 13 TO 17; AUDIENCE FIGURES
FOR USERS AGED 18+ ARE BASED ON REACH AND POPULATION DATA FOR
USERS AGED 18 TO 34; WHERE PUBLISHED REACH FIGURES ARE LOWER,
BECAUSE THESE ARE THE AGES SHOWN IN META'S TOOLS; METRIC
DEFINITIONS RECENTLY UPDATED; FIGURES MAY BE SUBJECT TO SIGNIFICANT
INCREASES OR DECREASES COMPARED WITH PREVIOUS PERIODS; NOTES ON
DATA; AGGREGATE REACH FIGURES FOR USERS AGED 13+; UPDATES TO
TERMINATIONS, MOBILE INFECTIOUS.

TERMINOLOGIES,

GOVERNMENT DOCUMENTATION, ETC.; SOURCES: META ADVERTISING
RESOURCES; KEPOS ANALYSIS; NOTE: HEADWOKY EXCLUDED;

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N'hésitez pas si vous avez besoin d'informations supplémentaires! Bien sûr! Voici la
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**** JAN 2024 ****

**** YOUTUBE: ADVERTISING AUDIENCE OVERVIEW ****

*** THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON YOUTUBE ***

*** NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS ***

- **** TOTAL POTENTIAL REACH OF ADS ON YOUTUBE ****

! [YouTube Icon]

57.50 MILLION

- **** YOUTUBE AD REACH vs. TOTAL POPULATION ****

! [Group Icon]

66.8%

- **** YOUTUBE AD REACH vs. TOTAL INTERNET USERS ****

! [Internet Users Icon]

77.3%

- **** QUARTER-ON-QUARTER CHANGE IN REPORTED YOUTUBE AD REACH ****

! [Calendar Icon with 90]

0% [UNCHANGED]

- **** YEAR-ON-YEAR CHANGE IN REPORTED YOUTUBE AD REACH ****

! [Calendar Icon with 365]

-0.7%

-400 THOUSAND

- **** SHARE: FEMALE YOUTUBE AD REACH AGED 18+ vs. OVERALL YOUTUBE AD REACH AGED 18+ ****

! [Female Icon]

49.6%

- **** SHARE: MALE YOUTUBE AD REACH AGED 18+ vs. OVERALL YOUTUBE AD REACH AGED 18+ ****

! [Male Icon]

50.4%

- **** ADOPTION: OVERALL YOUTUBE AD REACH AGED 18+ vs. OVERALL POPULATION AGED 18+ ****

! [Group Icon with Mixed Genders]

76.1%

- **** ADOPTION: FEMALE YOUTUBE AD REACH AGED 18+ vs. FEMALE**

POPULATION AGED 18+**

! [Female Icon]

74.9%

- **ADOPTION: MALE YOUTUBE AD REACH AGED 18+ vs. MALE POPULATION AGED 18+**

! [Male Icon]

77.3%

Sources: Google's advertising resources; Kepios analysis. Notes: Data are not available for all countries. Values based on available data only, age and gender data are only available for internet users aged 18 and above. Values rounded. Internet user data from Google's advertising resources is based on addressable audiences only, and may not represent unique individuals, and may be based on users aged 18+ only. Adoption values based on internet users, not total population. Adoption calculations are based on the relevant values. See notes for data sources, base metrics & definitions, revisions, rounding errors, historical data, and changes in reporting standards. Important Note: Please read important notes on comparing data at the start of this report before comparing data on this chart. Comparability: It is not possible to directly compare data on this chart with data published in previous years.

Sources: Google's advertising resources, Kepios analysis

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WEB TRAFFIC REFERRALS FROM SOCIAL MEDIA

SHARE OF WEB TRAFFIC ARRIVING ON THIRD-PARTY WEBSITES VIA CLICKS OR TAPS ON LINKS PUBLISHED IN SOCIAL MEDIA PLATFORMS (ANY DEVICE)

1. FACEBOOK - 45.0%
2. INSTAGRAM - 23.5%
3. YOUTUBE - 10.9%
4. X (TWITTER) - 10.1%
5. PINTEREST - 7.8%
6. LINKEDIN - 0.9%
7. TUMBLR - 0.9%
8. OTHERS - 0.8%

SOURCE: STATCOUNTER. NOTES: SHARE DOES NOT INCLUDE TRAFFIC FROM MESSENGER PLATFORMS. DATA ARE ONLY AVAILABLE FOR A SELECTION OF PLATFORMS, AND PERCENTAGES REFLECT SHARE OF AVAILABLE PLATFORMS ONLY. FIGURES REPRESENT THE SHARE OF WEB TRAFFIC ARRIVING ON THIRD-PARTY WEBSITES VIA CLICKS OR TAPS ON LINKS PUBLISHED ON EACH

PLATFORM AS A PERCENTAGE OF TOTAL WEB TRAFFIC ARRIVING FROM THE AVAILABLE SELECTION OF SOCIAL PLATFORMS IN DECEMBER 2023.

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TOP YOUTUBE SEARCHES

QUERIES WITH THE GREATEST VOLUME OF YOUTUBE SEARCH ACTIVITY BETWEEN 01 JANUARY 2023 AND 31 DECEMBER 2023

#	SEARCH QUERY	INDEX
01	KISMETS OLUUR	100
02	YALI ÇAPKINI	80
03	ä \$ " Å " Å sb Å	
04	REMIX	75
05	FRAGMAN	55
06	MINECRAFT	43
07	KARDE äÄU!0M	43
08	ARABA	37
09	GALATASARAY	36
10	ä \$ " Å 3B Å	
11	TIKTOK	31
12	KIZILCIK äU\$UA0	31
13	ASMR	29
14	MÜZİK	28
15	ROBLOX	28
16	FENERBAHÇE	28
17	KURTLAR VADISI	27
18	GÜLDÜR GÜLDÜR	19
19	ÇIZGI FILM	26
20	LINA	25

SOURCE: GOOGLE TRENDS BASED ON SEARCHES CONDUCTED ON YOUTUBE BETWEEN 01 JANUARY 2023 AND 31 DECEMBER 2023. NOTE: ANY SPELLING ERRORS OR LANGUAGE INCONSISTENCES IN SEARCH QUERIES ARE AS PUBLISHED BY GOOGLE TRENDS, AND ARE DISPLAYED AS IS. TO REVEAL BEHIND TO REVEAL POTENTIAL CHANGES IN HOW PEOPLE ENTERTER WRITTEN LANGUAGE IN DIGITAL ENVIRONMENTS.

CONSIDERING THE PAGE SOURCE VALIDITY.

The "TOP" Google Trends API Search Queries From Google Search Queries Page Equally Cohered With The Exact Google Search Volume Due To Risk Advisory Google Trends Shows Absolute Figures, So Index Value May Vary Depending On When The

Tool Is Accessed, Even For The Same Time Period.

ADVISORY: GOOGLE TRENDS USES ABSOLUTE SAVINGS SO INDEX VALUE MAY VARY DEPENDING ON WHEN THE TOOL IS ACCESSED EVEN FOR THE SAME TIME PERIOD.

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Jan 2024

****TikTok: Advertising Audience Overview****

****The potential audience aged 18+ that marketers can reach with ads on TikTok****

Note: Please read the important notes on comparing data at the start of this report before comparing data on this chart with previous reports

Turkey

1. ****Total potential reach of ads on TikTok****
- 37.73 Million
2. ****TikTok ad reach vs. total population****
- 43.9%
3. ****TikTok ad reach vs. total internet users****
- 50.7%
4. ****Quarter-on-quarter change in reported TikTok ad reach****
- +5.6%
- +2.0 Million
5. ****Year-on-year change in reported TikTok ad reach****
- +26.4%
- +7.9 Million
6. ****Share: Female TikTok ad reach aged 18+ vs. overall TikTok ad reach aged 18+****
- 37.7%
7. ****Share: Male TikTok ad reach aged 18+ vs. overall TikTok ad reach aged 18+****
- 62.3%
8. ****Adoption: Overall TikTok ad reach aged 18+ vs. overall population aged 18+****

- 60.3%

9. **Adoption: Female TikTok ad reach aged 18+ vs. female population aged 18+**
- 45.2%

10. **Adoption: Male TikTok ad reach aged 18+ vs. male population aged 18+**
- 75.7%

Sources: TikTok's advertising resources; Kepios analysis.

Note: Does not include iOS users using aged 17 or under aged Android users.

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Instagram: Advertising Audience Overview

The potential audience that marketers can reach with ads on Instagram

Note: Please read the important notes concerning data at the start of this report before comparing data on this chart with previous reports

[Flag of Turkey]

Turkey

TOTAL POTENTIAL REACH OF ADS ON INSTAGRAM

57.10 Million

INSTAGRAM AD REACH VS. TOTAL POPULATION

66.4%

INSTAGRAM AD REACH VS. TOTAL INTERNET USERS

76.7%

QUARTER-ON-QUARTER CHANGE IN REPORTED INSTAGRAM AD REACH

+0.7%

+400 Thousand

YEAR-ON-YEAR CHANGE IN REPORTED INSTAGRAM AD REACH

+17.4%

+8.5 Million

SHARE FEMALE INSTAGRAM AD REACH AGED 18+ VS. OVERALL INSTAGRAM AD REACH AGED 18+

47.1%

SHARE MALE INSTAGRAM AD REACH AGED 18+ VS. OVERALL INSTAGRAM AD

REACH AGED 18+
52.9%

ADOPTION: OVERALL INSTAGRAM AD REACH AGED 18+ VS. OVERALL
POPULATION AGED 18+
86.8%

ADOPTION: FEMALE INSTAGRAM AD REACH AGED 18+ VS. FEMALE
POPULATION AGED 18+
79.0%

ADOPTION: MALE INSTAGRAM AD REACH AGED 18+ VS. MALE POPULATION
AGED 18+
90.0%

Sources: Meta advertising resources, Kepios analysis. Notes: Based on ad planning data published in Meta's advertising resources in January 2024. Gender data only available for "female" and "male." Source data for reach is reported in various ways for the different online service and ad planning tools, so values and terminology used in this report may differ from the original source. Reasonable comparability: Data published in different advertising tools may not be comparable, and might not align with other demographic and audience data points. Values based on user perceptions and behavioral data may differ from values reported in the ad planning tools. In many cases, data comes from surveys with small sample sizes. Comparability: Due to numerous factors, values presented here may not be directly comparable to data published in other articles and reports.

Advisory: Reported 'reach' figures are not unique monthly active accounts, and changes in reported statistics can result from a variety of factors.

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françaisJAN 2024 LINKEDIN: ADVERTISING AUDIENCE OVERVIEW
THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON
LINKEDIN

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE
START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH
PREVIOUS REPORTS

TOTAL POTENTIAL REACH OF ADS ON LINKEDIN
16.00 MILLION

LINKEDIN AD REACH VS. TOTAL POPULATION
18.6%

LINKEDIN AD REACH VS. TOTAL INTERNET USERS
21.5%

QUARTER-ON-QUARTER CHANGE IN REPORTED LINKEDIN AD REACH

+6.7%

+1.0 MILLION

YEAR-ON-YEAR CHANGE IN REPORTED LINKEDIN AD REACH

+23.1%

+3.0 MILLION

SHARE: FEMALE LINKEDIN AD REACH AGED 18+ vs. OVERALL LINKEDIN AD REACH AGED 18+

33.9%

SHARE: MALE LINKEDIN AD REACH AGED 18+ vs. OVERALL LINKEDIN AD REACH AGED 18+

66.1%

ADOPTION: OVERALL LINKEDIN AD REACH AGED 18+ vs. OVERALL POPULATION AGED 18+

25.6%

ADOPTION: FEMALE LINKEDIN AD REACH AGED 18+ vs. FEMALE POPULATION AGED 18+

13.7%

ADOPTION: MALE LINKEDIN AD REACH AGED 18+ vs. MALE POPULATION AGED 18+

27.0%

SOURCES: LINKEDIN'S ADVERTISING RESOURCES; KEPEX ANALYSIS. NOTES: VALUES REFER TO 'REGISTERED MEMBERS' SO ARE NOT COMPARABLE WITH OTHER PLATFORMS IN THIS REPORT. GENDER DATA UNAVAILABLE FOR GENDERS OTHER THAN 'FEMALE' & 'MALE'.

ADVISOR: SIMON KEMP. Instagram: @ESK. [CLICK THE SOURCE NAME FOR FULL DETAILS ON EACH DATA POINT.](#) POPULATION DATA BASED ON UN PROJECTIONS. INTERNET USER DATA BASED ON ITU DATA.

ADOPTION METRICS BASED ON REPORTED ACTIVE USER ACCOUNTS, OR INTERNET USER NUMBERS, WHERE REPORTED VALUES CONVERGE, ESP. FACEBOOK & SNAPCHAT. CHANGES IN WOMEN REPORTING ACCOUNT CHANGES, DATA SET DISCREPANCIES, AND CHANGES IN RESIDENT POPULATIONS, LISTED FURTHER WITH COMPARABILITY, INCLUDING COMMENTARY.

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MOBILE CONNECTIVITY USE OF MOBILE PHONES AND DEVICES THAT CONNECT TO CELLULAR NETWORKS

TURKEY

NUMBER OF CELLULAR MOBILE CONNECTIONS (EXCLUDING IOT)
80.69 MILLION

NUMBER OF CELLULAR MOBILE CONNECTIONS COMPARED WITH TOTAL
POPULATION
93.8%

YEAR-ON-YEAR CHANGE IN THE NUMBER OF CELLULAR MOBILE
CONNECTIONS
+0.05% +37 THOUSAND

SHARE OF CELLULAR MOBILE CONNECTIONS THAT ARE BROADBAND (3G, 4G,
5G)
96.5%

SOURCE: GSMA INTELLIGENCE

NOTES: TOTAL CELLULAR CONNECTIONS INCLUDE DEVICES OTHER THAN
MOBILE PHONES BUT EXCLUDE CELLULAR IOT CONNECTIONS. FIGURES MAY
SIGNIFICANTLY EXCEED FIGURES FOR POPULATION DUE TO MULTIPLE
CONNECTIONS AND CONNECTED DEVICES PER PERSON. COMPARABILITY:
EACH DATA SERIES MAINTAINS CONSISTENCY WITH REVISIONS TO
HISTORICAL DATA PUBLISHED IN SOME OF OUR PREVIOUS REPORTS
FEATURED CELLULAR CONNECTION FIGURES THAT INCLUDED CELLULAR IOT
CONNECTIONS. FIGURES SHOWN HERE DO NOT INCLUDE CELLULAR IOT
CONNECTIONS.

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X: ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON X (TWITTER)

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS

TOTAL POTENTIAL REACH OF ADS ON X (TWITTER)
20.67 MILLION

X AD REACH VS. TOTAL POPULATION
24.0%

X AD REACH VS. TOTAL INTERNET USERS
27.8%

QUARTER-ON-QUARTER CHANGE IN REPORTED X AD REACH
-9.1%
-2.1 MILLION

YEAR-ON-YEAR CHANGE IN REPORTED X AD REACH
+11.4%
+2.1 MILLION

SHARE: FEMALE X AD REACH AGED 18+ VS. OVERALL X AD REACH AGED 18+
37.3%

SHARE: MALE X AD REACH AGED 18+ VS. OVERALL X AD REACH AGED 18+
62.7%

ADOPTION: OVERALL X AD REACH AGED 18+ VS. OVERALL POPULATION AGED 18+
31.7%

ADOPTION: FEMALE X AD REACH AGED 18+ VS. FEMALE POPULATION AGED 18+
23.3%

ADOPTION: MALE X AD REACH AGED 18+ VS. MALE POPULATION AGED 18+
40.1%

SOURCES: ITU; ADVERTISING RESOURCES; KEPOS ANALYSIS

NOTES: VALUES USE MIDPOINTS OF PUBLISHED BANDS; GENDER DATA ARE ONLY AVAILABLE FOR "FEMALE" AND "MALE" BY NATIVE PLATFORMS; SIGNIFICANT ANNOUNCEMENTS DURING 2022 HAVE IMPACTED USE METRICS AND MAY CONTINUE TO DO INTO 2023; INTERNET USER NUMBERS INCLUDES ALL INTERNET USERS AGED 16-64; *OUTER RING: QUARTER-ON-QUARTER DIFFERENCE; SOCIAL MEDIA FIGURES MAY NOT REPRESENT UNIQUE

INDIVIDUALS; PENETRATION FIGURES ARE FOR THE TOTAL POPULATION OF A COUNTRY, REGARDLESS OF AGE, AND MAY EVEN EXCEED 100% FOR SOME PLATFORMS INSIGHTS, COMPARABLE AUDANCES: KEPOS

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MESSENGER: ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON FACEBOOK MESSENGER

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS.

TOTAL POTENTIAL REACH OF ADS ON MESSENGER

15.45 MILLION

MESSENGER AD REACH VS. TOTAL POPULATION

18.0%

MESSENGER AD REACH VS. TOTAL INTERNET USERS

20.8%

QUARTER-ON-QUARTER CHANGE IN REPORTED MESSENGER AD REACH

-2.5% -400 THOUSAND

YEAR-ON-YEAR CHANGE IN REPORTED MESSENGER AD REACH

-1.9% -300 THOUSAND

SHARE: FEMALE MESSENGER AD REACH AGED 18+ VS. OVERALL MESSENGER AD REACH AGED 18+

30.6%

SHARE: MALE MESSENGER AD REACH AGED 18+ VS. OVERALL MESSENGER AD REACH AGED 18+

69.4%

ADOPTION: OVERALL MESSENGER AD REACH AGED 18+ VS. OVERALL POPULATION AGED 18+

24.5%

ADOPTION: FEMALE MESSENGER AD REACH AGED 18+ VS. FEMALE POPULATION AGED 18+

14.8%

ADOPTION: MALE MESSENGER AD REACH AGED 18+ VS. MALE POPULATION AGED 18+

34.0%

SOURCES: META ADVERTISING RESOURCES, KEPLOS ANALYSIS. NOTES: BASED ON ANALYSIS OF PUBLISHED RANGES. GENDER DATA ONLY AVAILABLE FOR "FEMALE" AND "MALE"; SOURCE DATA FOR EACH INDICATOR MAY NOT SUM TO PUBLISHED TOTAL. ADOPTION METRICS REPRESENT APP USERS, NOT EXCLUSIVE TO REGISTERED USERS. IMPORTANT NOTES ON CALCULATIONS AND MORE DETAILED REGIONAL DEMOGRAPHIC DATA CAN BE FOUND IN THE DATA EXPLORER.

ADVISORY: INTERNET USER FIGURES MAY INCLUDE DUPLICATION OF INDIVIDUALS ACROSS MULTIPLE DEVICES, CORRECTED FIGURES, AND ESTIMATES.

FULL METHODOLOGY AND SOURCING CAN BE FOUND AT WWW.DATAREPORTAL.COM/METHODOLOGY

NOTES: REFER TO IMPORTANT NOTES ON COMPARABILITY AT THE FOOT OF THESE SLIDES FOR MORE INFO.

SOURCE/NOTES: COMPARABILITY: 2014 UN DATA, UPDATED IN JUNE 2020.

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Bas de la page (de gauche à droite):

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SNAPCHAT: ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON SNAPCHAT

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS.

TOTAL POTENTIAL REACH OF ADS ON SNAPCHAT
15.40 MILLION

SNAPCHAT AD REACH vs. TOTAL POPULATION
17.9%

SNAPCHAT AD REACH vs. TOTAL INTERNET USERS
20.7%

QUARTER-ON-QUARTER CHANGE IN REPORTED SNAPCHAT AD REACH
-6.4%

-1.0 MILLION

YEAR-ON-YEAR CHANGE IN REPORTED SNAPCHAT AD REACH

+4.1%

+600 THOUSAND

SHARE: FEMALE SNAPCHAT AD REACH AGED 18+ vs. OVERALL SNAPCHAT AD REACH AGED 18+

59.6%

SHARE: MALE SNAPCHAT AD REACH AGED 18+ vs. OVERALL SNAPCHAT AD REACH AGED 18+

38.8%

ADOPTION: OVERALL SNAPCHAT AD REACH AGED 18+ vs. OVERALL POPULATION AGED 18+

17.6%

ADOPTION: FEMALE SNAPCHAT AD REACH AGED 18+ vs. FEMALE POPULATION AGED 18+

20.8%

ADOPTION: MALE SNAPCHAT AD REACH AGED 18+ vs. MALE POPULATION AGED 18+

13.7%

SOURCES: SNAP'S ADVERTISING RESOURCES; KEPIOS ANALYSIS

NOTES: DATA ARE NOT AVAILABLE FOR ALL COUNTRIES. VALUES BASED ON TOPLINES OF AVAILABLE DATA ONLY. GENDER DATA ARE ONLY AVAILABLE FOR "FEMALE" AND "MALE" BUT UNBINARY PEOPLE MAY ALSO USE SNAP'S TOOLS. ADVISORY: PLEASE TRY TO GO BEYOND MEASURING AUDIENCES, OR THINK TWICE BEFORE USING THESE METRICS.

INSIGHTS ON: COMPARABILITY; AGE BIASES; ELIGIBILITY; GENDERS; NEW PERSPECTIVES; REGIONS; REPORTED USERS; USERS OF MULTIPLE PLATFORMS; UPDATES; UPDATED PERSPECTIVES; USERS OF OTHER SOCIAL MEDIA.

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SHARE OF MOBILE TIME BY APP CATEGORY

Time spent using apps in each app category as a percentage of total time spent using Android phones overall

TOTAL TIME SPENT USING SMARTPHONES EACH DAY

4H 26M

SHARE OF SMARTPHONE TIME: SOCIAL MEDIA APPS

38.1%

SHARE OF SMARTPHONE TIME: ENTERTAINMENT APPS

29.3%

SHARE OF SMARTPHONE TIME: UTILITY & PRODUCTIVITY

12.3%

SHARE OF SMARTPHONE TIME: MOBILE GAMES (ALL GENRES)

13.4%

SHARE OF SMARTPHONE TIME: SHOPPING APPS

1.4%

SHARE OF SMARTPHONE TIME: ALL OTHER APPS

5.5%

SHARE OF SMARTPHONE TIME: WEB BROWSERS & SEARCH ENGINES*

6.4%

NOTE: Source: Data.ai intelligence, see data.ai. Figures represent share of time spent using Android phones between 1 January and 31 December 2023. Category definitions represent Data.ai's classifications and may not match individual app store definitions. Web browsers and search engines is a subcategory of the "Utility & Productivity" primary classification. Comparability: Significant changes in the definitions used for each app category: figures are not comparable with previous reports.

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CELLULAR MOBILE CONNECTIONS OVER TIME

NUMBER OF MOBILE CELLULAR CONNECTIONS OVER TIME

(Flag of Turkey) Turkey

Q4 2021 - 78.7 M - +0.7%

Q1 2022 - 79.2 M - +0.9%

Q2 2022 - 79.9 M - +2.2%

Q3 2022 - 81.7 M - -1.3%

Q4 2022 - 80.7 M - -0.3%

Q1 2023 - 80.4 M - +0.08%
Q2 2023 - 80.5 M - +1.2%
Q3 2023 - 81.5 M - -0.9%
Q4 2023 - 80.7 M

SOURCE: GSMA Intelligence NOTE: EXCLUDES CELLULAR IOT CONNECTIONS.
WHERE LETTERS ARE SHOWN NEXT TO FIGURES ABOVE BARS, "K" DENOTES
THOUSANDS E.G. "123.1K" = 123,100. "M" DENOTES MILLIONS E.G. "1.23M" =
1,230,000, AND "B" DENOTES BILLIONS E.G. "1.23B" = 1,230,000,000. WHERE NO
LETTER IS PRESENT, VALUES ARE SHOWN AS IS. COMPARABILITY: BASE
CHANGES. SEE NOTES ON DATA.

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***JAN 2024**

SHARE OF MOBILE WEB TRAFFIC BY MOBILE OS

**PERCENTAGE OF WEB PAGE REQUESTS ORIGINATING FROM MOBILE
HANDSETS RUNNING EACH MOBILE OPERATING SYSTEM IN DECEMBER 2023
(TURKEY)**

SHARE OF MOBILE WEB TRAFFIC ORIGINATING FROM ANDROID DEVICES

79,19%

YEAR-ON-YEAR CHANGE

-9.4% (-818 BPS)

SHARE OF MOBILE WEB TRAFFIC ORIGINATING FROM APPLE iOS DEVICES

20,28%

YEAR-ON-YEAR CHANGE

+67.3% (+816 BPS)

**SHARE OF MOBILE WEB TRAFFIC ORIGINATING FROM SAMSUNG OS
DEVICES**

0,50%

YEAR-ON-YEAR CHANGE

+8.7% (+4 BPS)

SHARE OF MOBILE WEB TRAFFIC ORIGINATING FROM KAI OS DEVICES

0%

YEAR-ON-YEAR CHANGE

[UNCHANGED]

SHARE OF MOBILE WEB TRAFFIC ORIGINATING FROM OTHER OS DEVICES

0,03%

YEAR-ON-YEAR CHANGE
-40.0% (-2 BPS)

****SOURCE: STATCOUNTER****

****NOTES:**** FIGURES REPRESENT THE NUMBER OF WEB PAGES SERVED TO BROWSERS ON MOBILE PHONES RUNNING EACH OPERATING SYSTEM, COMPARED WITH THE TOTAL NUMBER OF WEB PAGES SERVED TO BROWSERS ON MOBILE PHONES IN DECEMBER 2023. FIGURES CHANGE WHERE DETECTED DEVICES RUNNING AN OPERATING SYSTEM DEVELOPED BY SAMSUNG USING THE BADA NAME.

****BPS:**** THE VALUE IN BASIS POINTS (1 BPS = 0.01 PERCENTAGE POINTS) OF THE DIFFERENT SHARE FIGURES BETWEEN THE PAST 12 MONTHS AND THE SAME 12 MONTHS IN THE PREVIOUS 12-MONTH PERIOD.

NOTE: WHERE THE SUM OF VALUES IS LESS THAN 100%, DATA FROM OTHER OS TYPES HAVE NOT BEEN DISCLOSED.

NOTE: THE ABSOLUTE CHANGE IN SHARE UNIT TO 1 DP (WHERE ONE CAN FIND AN EXCEPTION OVER 0.5%) WOULD CALL SAMSUNG OS; BADA AND THE SUM WOULD FALL AS 2.58% IF SUMMARIZED.

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APP RANKING: DOWNLOADS

RANKING OF MOBILE APPS AND MOBILE GAMES BY TOTAL NUMBER OF DOWNLOADS BETWEEN 01 JANUARY AND 31 DECEMBER 2023

# MOBILE APP	COMPANY
01 TIKTOK	BYTEDANCE
02 INSTAGRAM	META
03 WHATSAPP MESSENGER	META
04 TRENDYOL	ALIBABA GROUP
05 CAPCUT	BYTEDANCE
06 E-DEVLET COMMUNICATION	MINISTRY OF TRANSPORT, MARITIME AND
07 ZIRAAT MOBIL	ZIRAAT BANK
08 TELEGRAM	TELEGRAM
09 SAHIBINDEN	SAHIBINDEN
10 SNAPCHAT	SNAP

# MOBILE GAME	COMPANY
01 ROBLOX	ROBLOX
02 PUBG MOBILE	TENCENT
03 SUBWAY SURFERS	TENCENT
04 WORDS OF WONDERS	FUGO
05 TRAFFIC RIDER	SKGAMES

06 CANDY CRUSH SAGA ACTIVISION BLIZZARD
07 BLOCK CRAZY ROBO WORLD CRAFT TRENDING STUDIO
08 2 3 4 PLAYER MINI GAMES BETTER WORLD GAMES
09 ATTACK HOLE HOMA
10 EA SPORTS FC™ MOBILE 24 SOCCER ELECTRONIC ARTS

SOURCE: DATA.AI INTELLIGENCE. SEE DATA.AI. NOTES: RANKINGS BASED ON
COMBINED CONSUMER ACTIVITY ACROSS THE GOOGLE PLAY STORE AND
APPLE iOS APP STORE BETWEEN 01 JANUARY AND 31 DECEMBER 2023.

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[Footer]

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[Icons: Zoom, Download, Search, Print, QR Code, Translation]

[Logos: We Are Social, Meltwater]

[Page Indicator]

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APP RANKING: MONTHLY ACTIVE USERS

MOBILE APPS AND GAMES RANKED BY AVERAGE MONTHLY ACTIVE USERS
BETWEEN 01 JANUARY AND 31 DECEMBER 2023

| MOBILE APP | COMPANY

01 | WHATSAPP MESSENGER | META
02 | YOUTUBE | GOOGLE
03 | INSTAGRAM | META
04 | GOOGLE | GOOGLE
05 | CHROME BROWSER | GOOGLE
06 | FACEBOOK | META
07 | GOOGLE MAPS | GOOGLE
08 | GMAIL | GOOGLE
09 | TRENDYOL | ALIBABA GROUP
10 | SAMSUNG TOUCHWIZ HOME | SAMSUNG GROUP

| MOBILE GAME | COMPANY

01 | ROBLOX | ROBLOX
02 | PUBG MOBILE | TENCENT
03 | BRAWL STARS | TENCENT
04 | SUBWAY SURFERS | TENCENT
05 | CANDY CRUSH SAGA | ACTIVISION BLIZZARD

06 | MINECRAFT POCKET EDITION | MICROSOFT
07 | EA SPORTS FC™ MOBILE 24 SOCCER | ELECTRONIC ARTS
08 | WORDS OF WONDERS | FUGO
09 | EFOOTBALL 2024 | KONAMI
10 | CLASH OF CLANS | TENCENT

Source: DATA INTELLIGENCE. SEE DATA AI NOTES: RANKINGS BASED ON COMBINED MONTHLY ACTIVE USERS ACROSS IPHONES AND ANDROID PHONES BETWEEN 01 JANUARY AND 31 DECEMBER 2023.

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JAN 2024
MOBILE APP MARKET OVERVIEW
HEADLINES FOR MOBILE APP DOWNLOADS AND CONSUMER SPEND (IN U.S. DOLLARS) BETWEEN 01 JANUARY AND 31 DECEMBER 2023
(TURKEY FLAG) Turkey

TOTAL NUMBER OF MOBILE APP DOWNLOADS
icon (smartphone with a download arrow)
3.94 BILLION

YEAR-ON-YEAR CHANGE IN THE TOTAL NUMBER OF MOBILE APP DOWNLOADS
icon (up and down arrows)
+5.5% +203 MILLION

ANNUAL CONSUMER SPEND ON MOBILE APPS AND IN-APP PURCHASES (USD)
icon (dollar sign)
\$908.6 MILLION

YEAR-ON-YEAR CHANGE IN CONSUMER SPEND ON MOBILE APPS AND IN-APP PURCHASES
icon (circular arrows and dollar sign)
+31.0% +\$215 MILLION

SOURCE: DATA. AI INTELLIGENCE. SEE DATA. AI NOTES: FIGURES PRESENT COMBINED CONSUMER ACTIVITY ACROSS THE GOOGLE PLAY STORE, APPLE IOS APP STORE, AND THIRD-PARTY ANDROID APP STORES BETWEEN JANUARY AND DECEMBER 2023. "CONSUMER SPEND" ONLY INCLUDES SPEND ON APPS AND IN-APP PURCHASES VIA APP STORES, AND DOES NOT INCLUDE

REVENUES FROM E-COMMERCE TRANSACTIONS OR MOBILE ADVERTISING.
CONSUMER SPEND FIGURES ARE IN U.S. DOLLARS.

page number icon 83
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Search icon
Eye icon
Magnifying glass icon
Flag (French) icon

We are social logo
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WEEKLY ONLINE SHOPPING ACTIVITIES

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO ENGAGE IN
SELECTED ECOMMERCE ACTIVITIES EACH WEEK

(TURKEY FLAG)

- PURCHASED A PRODUCT OR SERVICE ONLINE
64.7%
- ORDERED GROCERIES VIA AN ONLINE STORE
41.9%
- BOUGHT A SECOND-HAND ITEM VIA AN ONLINE STORE
13.5%
- USED AN ONLINE PRICE COMPARISON SERVICE
40.6%
- USED A BUY NOW, PAY LATER SERVICE
7.2%

SOURCE: GWI (Q3 2023). FIGURES REPRESENT THE FINDINGS OF A BROAD
SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWICOM. COMPARABILITY:
METHODOLOGY CHANGES: SEE NOTES ON DATA.

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APP RANKING: CONSUMER SPEND
RANKING OF MOBILE APPS AND MOBILE GAMES BY TOTAL CONSUMER SPEND

#	MOBILE APP	COMPANY
01	TIKTOK	BYTEDANCE
02	AZAR	MATCH GROUP
03	LIVU	RILEY CILLIAN
04	TANGO LIVE	TANGOME
05	DISNEY+	DISNEY
06	TINDER	MATCH GROUP
07	YOUTUBE	GOOGLE
08	CHAMET	FUUJIAO
09	GOOGLE ONE	GOOGLE
10	FACEAPP	FACEAPP

SOURCE: DATA.AI INTELLIGENCE, SEE DATA.AI. NOTES: RANKINGS BASED ON COMBINED CONSUMER ACTIVITY ACROSS THE GOOGLE PLAY STORE AND APPLE IOS APP STORE BETWEEN 01 JANUARY AND 31 DECEMBER 2023. 'CONSUMER SPEND' ONLY INCLUDES SPEND ON APPS AND IN-APP PURCHASE VIA APP STORES, AND DOES NOT INCLUDE REVENUES FROM E-COMMERCE OR MOBILE ADVERTISING.

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PAYMENT METHODS USED FOR ECOMMERCE

Percentage of all B2C ecommerce transactions in 2022 completed using each type of payment method

[Turkey Flag]

Turkey

- SHARE OF B2C ECOMMERCE TRANSACTION VOLUME ATTRIBUTABLE TO DIGITAL AND MOBILE WALLETS

9.0%

- SHARE OF B2C ECOMMERCE TRANSACTION VOLUME ATTRIBUTABLE TO DEBIT AND CREDIT CARDS

65.0%

- SHARE OF B2C ECOMMERCE TRANSACTION VOLUME ATTRIBUTABLE TO BANK TRANSFERS

14.0%

- SHARE OF B2C ECOMMERCE TRANSACTION VOLUME ATTRIBUTABLE TO CASH-ON-DELIVERY

6.0%

- SHARE OF B2C ECOMMERCE TRANSACTION VOLUME ATTRIBUTABLE TO OTHER PAYMENT METHODS

6.0%

SOURCE: ppro NOTE: Figures represent share of the total number of B2C ecommerce transactions in 2022.

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JAN 2024

FINANCIAL INCLUSION FACTORS

Percentage of the total population aged 15+ that owns or uses each product or service

- ****ACCOUNT WITH A FINANCIAL INSTITUTION****

- Total: ****73.4%****
- Female: 61.7%
- Male: 84.7%

- ****CREDIT CARD OWNERSHIP****

- Total: ****32.6%****
- Female: 19.1%
- Male: 45.8%

- ****DEBIT CARD OWNERSHIP****

- Total: ****58.9%****
- Female: 44.4%
- Male: 73.0%

- ****MOBILE MONEY ACCOUNT (E.G., MPESA, GCASH)****

- Total: ****18.3%****
- Female: 13.4%
- Male: 23.0%

- ****MADE A DIGITAL PAYMENT (PAST YEAR)****

- Total: ****61.7%****
- Female: 46.1%
- Male: 76.8%

- ****MADE A PURCHASE USING A MOBILE PHONE OR THE INTERNET (PAST YEAR)****

- Total: ****30.3%****
- Female: 25.5%
- Male: 35.1%

- ****USED A MOBILE PHONE OR THE INTERNET TO SEND MONEY (PAST YEAR)****

- Total: ****34.5%****

- Female: 22.8%
- Male: 45.8%

- ****USED A MOBILE PHONE OR THE INTERNET TO PAY BILLS (PAST YEAR)****
- Total: ****42.1%****
- Female: 27.8%
- Male: 56.0%

Source: World Bank. Notes: Some figures have not been updated in the past year, so may be less representative of current behaviours. Percentages are of adults aged 15 and above. Info not total population. Mobile money accounts only refer to services that provide a link between mobile phones and a person's financial account, so MPESA, GCash, and no others. Figures for mobile money accounts do not include people who use their mobile-only payment services such as Apple Pay, Google Pay or Samsung Pay.

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ECOMMERCE: CONSUMER GOODS CATEGORIES

ESTIMATED ANNUAL SPEND IN EACH CONSUMER GOODS ECOMMERCE CATEGORY (B2C ONLY, U.S. DOLLARS, FULL-YEAR 2023)

TURKEY

ELECTRONICS

\$8.26 BILLION

YEAR-ON-YEAR CHANGE

+28.1% (\$1.8 BILLION)

FASHION

\$3.88 BILLION

YEAR-ON-YEAR CHANGE

+30.6% (\$910 MILLION)

FOOD
\$480.0 MILLION
YEAR-ON-YEAR CHANGE
+6.7% (\$30 MILLION)

BEVERAGES
\$100.0 MILLION
YEAR-ON-YEAR CHANGE
+25.0% (\$20 MILLION)

DIY & HARDWARE
\$1.90 BILLION
YEAR-ON-YEAR CHANGE
+15.7% (\$260 MILLION)

FURNITURE
\$580.0 MILLION
YEAR-ON-YEAR CHANGE
+28.8% (\$130 MILLION)

PHYSICAL MEDIA
\$560.0 MILLION
YEAR-ON-YEAR CHANGE
+16.7% (\$80 MILLION)

BEAUTY & PERSONAL CARE
\$920.0 MILLION
YEAR-ON-YEAR CHANGE
+24.3% (\$180 MILLION)

TOBACCO PRODUCTS
[N/A]
YEAR-ON-YEAR CHANGE
[N/A]

TOYS & HOBBY
\$250.0 MILLION
YEAR-ON-YEAR CHANGE
+25.0% (\$50 MILLION)

HOUSEHOLD ESSENTIALS
\$120.0 MILLION
YEAR-ON-YEAR CHANGE
+50.0% (\$40 MILLION)

OVER-THE-COUNTER PHARMACEUTICALS

\$110.0 MILLION

YEAR-ON-YEAR CHANGE

+22.2% (\$20 MILLION)

LUXURY GOODS

\$50.0 MILLION

YEAR-ON-YEAR CHANGE

+25.0% (\$10 MILLION)

EYEWEAR

\$100.0 MILLION

YEAR-ON-YEAR CHANGE

+11.1% (\$10 MILLION)

*SOURCE: STATISTA ECOMMERCE MARKET SITE STATISTA.COM**

NOTES: FIGURES REPRESENT ESTIMATES OF FULL-YEAR REVENUES BASED ON 2023 U.S. DOLLARS, AND COMPARISONS WITH THE PREVIOUS CALENDAR YEAR, THESE COMMERCE CATEGORIES DO NOT INCLUDE DIGITAL DOWNLOADS OR STREAMING. COMPARABILITY: SIGNIFICANT BREAKS OR MAJOR CATEGORY DEFINITION CHANGES.

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TOP GOOGLE SHOPPING SEARCHES

SHOPPING QUERIES WITH THE GREATEST VOLUME OF GOOGLE SEARCH ACTIVITY BETWEEN 01 JANUARY 2023 AND 31 DECEMBER 2023

SEARCH QUERY INDEX vs. TOP QUERY

01	IPHONE	100
02	SAMSUNG	72
03	AYAKKABI	56
04	REDMI	37
05	TRENDYOL	35
06	NIKE	32
07	XIAOMI	32
08	TELEFON	29
09	IPHONE 11	28
10	MONT	27

SEARCH QUERY INDEX vs. TOP QUERY

11	ADIDAS	25
12	APPLE	23
13	IPHONE 13	22
14	IPHONE 14	21

15 BOT	20
16 11 PRO	20
17 BISIKLET	19
18 HUAWEI	18
19 AIO1	16
20 TABLET	16

SOURCE: GOOGLE TRENDS BASED ON SHOPPING SEARCHES CONDUCTED ON GOOGLE SEARCH BETWEEN 01 JANUARY 2023 AND 31 DECEMBER 2023.

NOTES: ANY LANGUAGE ANOMALIES OR SPELLING ERRORS IN QUERIES ARE AS PUBLISHED IN GOOGLE TRENDS, AND ARE SHOWN "AS IS" TO ENABLE READERS TO IDENTIFY POTENTIAL CHANGES IN HOW PEOPLE ARE USING LANGUAGE IN THEIR SEARCH ACTIVITIES. THE GOOGLE TRENDS INDEX REFLECTS RELATIVE SEARCH VOLUMES, BUT THE INDEX FOR A TOP QUERY ALWAYS EQUALS 100, MEANING ONE SEARCH QUERY OR COMPARISON WITH THE SEARCH VOLUME OF THE TOP QUERY.

ADVISORY: GOOGLE TRENDS USES INCLUSIVE SAMPLING, SO RANK ORDER AND INDEX VALUES MAY VARY DEPENDING ON WHEN THE TOOL IS ACCESSED, EVEN FOR THE SAME TIME PERIOD.

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ONLINE RIDE-HAILING OVERVIEW

HEADLINES FOR THE ADOPTION AND USE OF ONLINE RIDE-HAILING SERVICES

NUMBER OF PEOPLE USING ONLINE RIDE-HAILING SERVICES
16.29 MILLION

YEAR-ON-YEAR CHANGE IN THE NUMBER OF ONLINE RIDE-HAILING SERVICE USERS
+4.4%
+690 THOUSAND

TOTAL ANNUAL VALUE OF ONLINE RIDE-HAILING BOOKINGS (USD, 2023)
\$510.0 MILLION

YEAR-ON-YEAR CHANGE IN MARKET VALUE ONLINE RIDE-HAILING BOOKINGS
+64.5%
+200 MILLION

AVERAGE ANNUAL VALUE PER USER: ONLINE RIDE-HAILING BOOKINGS (USD, 2023)
\$31.17

SOURCE: STATISTA MOBILITY MARKET OUTLOOK. SEE STATISTA.COM.
NOTE: IN THIS CONTEXT, "RIDE-HAILING" ENCOMPASSES ON-DEMAND TRANSPORTATION FACILITATED VIA MOBILE APPS AND ONLINE PLATFORMS. VALUES INCLUDE THE BOOKING OF PRIVATE-HIRE VEHICLES (E.G., UBER, GRAB) AND TRADITIONAL TAXI SERVICES ONLY, AND INCLUDE BOOKINGS THAT ARE MADE VIA ONLINE SERVICES. FIGURES REPRESENT ESTIMATES FOR FULL-YEAR 2023. VALUES ARE IN U.S. DOLLARS. COMPARABILITY: BASE AND CATEGORY DEFINITION CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

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ONLINE TRAVEL AND TOURISM
ANNUAL ONLINE SPEND ON TRAVEL AND TOURISM SERVICES (U.S. DOLLARS, FULL-YEAR 2023)
TURKEY

- Flights: \$6.63 Billion
Year-on-year change: +60.4% (+\$2.5 Billion)
- Trains: \$57.05 Million
Year-on-year change: +63.9% (+\$22 Million)
- Car Rentals: \$461.6 Million
Year-on-year change: +39.6% (+\$131 Million)
- Long-Distance Buses: \$371.0 Million
Year-on-year change: +58.1% (+\$136 Million)
- Hotels: \$3.94 Billion
Year-on-year change: +20.9% (+\$680 Million)
- Package Holidays: \$1.94 Billion
Year-on-year change: +21.2% (+\$339 Million)
- Vacation Rentals: \$598.8 Million
Year-on-year change: +15.1% (+\$79 Million)
- Cruises: \$4.35 Million
Year-on-year change: +41.8% (+\$1.3 Million)

Source: statista, Digital Market Outlook, Statista, Mobility Market Outlook, see Statista.com. Notes: Figures represent estimates of full-year revenues for 2023 in U.S. dollars, and comparison with current values since the previous calendar year. Values do not include revenues associated with public transport, non-commercial flights, ferries, taxis, ride-sharing, ride-hailing, or commuter services. Comparable time and category definitions changes: figures are not comparable with previous reports.
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[Icons representing various actions: search, translate, settings, share, QR code]JAN 2024

ONLINE DOCTOR CONSULTATIONS OVERVIEW HEADLINES FOR THE ADOPTION AND USE OF ONLINE DOCTOR CONSULTATION SERVICES

Number of people using online doctor consultation services
1.41 Million

Year-on-year change in users of online doctor consultation services
+9.3% +120 thousand

Total annual value of online doctor consultations (USD, 2023)
\$208.5 Million

Year-on-year change in market value, online doctor consultations
+21.6% +\$37 Million

Average annual value per user, online doctor consultations (USD, 2023)
\$148

SOURCE: STATISTA DIGITAL MARKET OUTLOOK. SEE STATISTA.COM. NOTES: INCLUDES TELEMEDICINE AND OTHER DIGITAL TOOLS THAT ENABLE PATIENTS TO CONSULT WITH DOCTORS REMOTELY. FIGURES REPRESENT ESTIMATES FOR FULL-YEAR 2023, AND COMPARISONS TO EQUIVALENT VALUES FOR THE PREVIOUS CALENDAR YEAR. FINANCIAL VALUES ARE IN US DOLLARS. PERCENTAGE CHANGE VALUES ARE RELATIVE; "+" VALUES SHOW ABSOLUTE CHANGE.

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ONLINE PURCHASE DRIVERS
PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO SAY EACH FACTOR
WOULD ENCOURAGE THEM TO COMPLETE AN ONLINE PURCHASE

(Turkey Flag) TURKEY

1. FREE DELIVERY - 58.7%
2. EASY RETURNS POLICY - 52.7%
3. COUPONS AND DISCOUNTS - 42.7%
4. SIMPLE ONLINE CHECKOUT - 36.0%
5. CUSTOMER REVIEWS - 35.0%
6. NEXT-DAY DELIVERY - 31.4%
7. LOYALTY POINTS - 29.6%
8. CASH ON DELIVERY - 26.7%
9. SOCIAL LIKES & COMMENTS - 23.9%
10. CLICK AND COLLECT - 22.0%
11. INTEREST-FREE PAYMENTS - 20.2%
12. ECO-FRIENDLY CREDENTIALS - 18.1%
13. GUEST CHECKOUT - 17.9%
14. EXCLUSIVE CONTENT OR SERVICES - 11.6%
15. SOCIAL BUY BUTTONS - 10.8%

SOURCE: GWI (Q3 2023). FIGURES REPRESENT THE FINDINGS OF A BROAD
SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM. COMPARABILITY:
METHODOLOGY CHANGES: SEE NOTES ON DATA

LOGOS:

- DATAREPORTAL GWI
- we are social
- Meltwater

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DIGITAL CONTENT PURCHASES
PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO PAY FOR EACH TYPE
OF DIGITAL CONTENT EACH MONTH

- MOVIE OR TV STREAMING SERVICE: 31.1%
- MUSIC STREAMING SERVICE: 22.6%
- MOBILE APP: 20.2%
- MUSIC DOWNLOAD: 16.1%
- MOBILE GAME: 14.9%
- STUDY PROGRAMS AND LEARNING MATERIALS: 7.7%
- IN-APP PURCHASES: 7.4%
- NEWS SERVICE: 7.1%

- PREMIUM WEB SERVICE: 6.3%
- SOFTWARE PACKAGE: 5.9%
- ONLINE MAGAZINE SUBSCRIPTION: 5.2%
- DATING SERVICE: 4.2%
- DIGITAL GIFTS: 4.1%
- E-BOOK: 3.8%

Source: GWI (Q3 2023). Figures represent the findings of a broad survey of internet users aged 16 to 64. See GWI.com. Comparability: Methodology changes. See notes on Data.

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Logos: We Are Social, GWI, MeltwaterJAN 2024

DIGITAL MEDIA SPEND FULL-YEAR 2023 SPEND ON DIGITAL MEDIA SUBSCRIPTIONS AND DOWNLOADS (IN U.S. DOLLARS)

TURKEY

TOTAL
\$1.66 BILLION
YEAR-ON-YEAR CHANGE
+13.7% (+\$199 MILLION)

VIDEO GAMES
\$888.2 MILLION
YEAR-ON-YEAR CHANGE
+12.9% (+\$102 MILLION)

VIDEO-ON-DEMAND
\$534.3 MILLION
YEAR-ON-YEAR CHANGE
+17.4% (+\$79 MILLION)

EPUBLISHING
\$115.2 MILLION
YEAR-ON-YEAR CHANGE
+7.5% (+\$8.0 MILLION)

DIGITAL MUSIC
\$117.5 MILLION
YEAR-ON-YEAR CHANGE
+9.8% (+\$11 MILLION)

SOURCE: STATISTA DIGITAL MARKET OUTLOOK. SEE STATISTA.COM. NOTES: FIGURES REPRESENT ESTIMATES FOR FULL-YEAR SPEND IN 2023 IN U.S. DOLLARS, AND COMPARISONS WITH EQUIVALENT VALUES FOR THE PREVIOUS YEAR. INCLUDES CONTENT DOWNLOADS AND SUBSCRIPTIONS TO STREAMING SERVICES AND ONLINE PUBLISHERS. DOES NOT INCLUDE PHYSICAL MEDIA OR USER-GENERATED CONTENT. COMPARABILITY: USE AND CATEGORY DEFINITION CHANGES: FIGURES NOT COMPARABLE WITH PREVIOUS REPORTS.

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Digital 2024 Turkey 100 sur 130 Sources of Brand Discovery (Jan 2024)

Percentage of Internet Users Aged 16 to 64 Who Discover New Brands, Products, and Services via Each Channel or Medium

- Search Engines: 39.1%
- Social Media Ads: 38.5%
- TV Ads: 36.4%
- Ads in Mobile Apps: 31.8%
- Word-of-Mouth: 31.5%
- Brand Websites: 29.4%
- TV Shows and Films: 29.0%
- Social Media Comments: 27.2%
- Product Comparison Websites: 26.3%
- Ads on Websites: 25.2%
- Retail Websites: 21.1%
- Consumer Review Sites: 19.8%
- In-Store Promos: 17.7%
- Emails or Physical Mail: 17.6%
- Brands' Social Posts: 17.4%

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Source: GWI (Q3 2023). Figures represent the findings of a broad survey of Internet users aged 16 to 64.

See gwi.com for comparability, methodology changes, and notes on data.

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****MAIN CHANNELS FOR ONLINE BRAND RESEARCH****

****PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO USE EACH CHANNEL AS A PRIMARY SOURCE OF INFORMATION WHEN RESEARCHING BRANDS****

1. Search Engines: 56.6%
2. Social Networks: 48.6%
3. Consumer Reviews: 39.4%
4. Product & Brand Websites: 38.8%
5. Price Comparison Sites: 38.7%
6. Mobile Apps: 36.2%
7. Discount Voucher Sites: 24.2%
8. Q&A Sites: 22.8%
9. Brand & Product Blogs: 20.3%
10. Video Sites: 18.9%
11. Forums & Message Boards: 15.8%
12. Specialist Review Sites: 14.6%
13. Messenger Services: 12.4%
14. Micro-Blogs: 10.1%
15. Online Pinboards: 9.4%

Source: GWI (Q3 2023) FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM. COMPARABILITY: METHODOLOGY CHANGES. SEE NOTES ON DATA.

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ADVERTISING SPEND: TOTAL vs. DIGITAL

TOTAL AD SPEND ACROSS ALL CHANNELS, WITH DETAIL FOR DIGITAL AD SPEND (U.S. DOLLARS, FULL-YEAR 2023)

<picture with Turkish flag>

TURKEY

</picture>

<TOTAL AD SPEND (INCLUDING ONLINE AND OFFLINE CHANNELS)>
\$2.83 BILLION

<YEAR-ON-YEAR CHANGE IN TOTAL AD SPEND (ALL CHANNELS)>
+6.2%
+\$164 MILLION

<DIGITAL AD SPEND (INCLUDING SEARCH AND SOCIAL MEDIA)>
\$1.51 BILLION

<YEAR-ON-YEAR CHANGE IN DIGITAL AD SPEND>

+9.4%

+\$129 MILLION

<DIGITAL AD SPEND AS A PERCENTAGE OF TOTAL AD SPEND>

53.3%

SOURCE: STATISTA MARKET OUTLOOKS; SEE STATISTA.COM. NOTES: FIGURES REPRESENT ESTIMATES FOR FULL-YEAR 2023, AND COMPARISONS WITH EQUIVALENT VALUES FOR THE PREVIOUS CALENDAR YEAR. FINANCIAL VALUES IN U.S. DOLLARS; PERCENTAGE CHANGE VALUES ARE YEAR-ON-YEAR. ADVISOR: USE OF FORMATTING VALUE OF \$1 USD WOULD EQUAL 100. NOT 1%. COMPARABILITY: BE CAREFUL WHEN ATTEMPTING TO COMPARE FIGURES BECAUSE NOT ALL COUNTRIES MEASURE ADVERTISING DATA IN THE SAME WAY. ALSO, THE CHART INCLUDES A BROADER VARIETY OF CHANNELS AND ACTIVITIES THAN THE DEFINITIONS OF ONLINE AND DIGITAL MEDIA AS COVERED IN THIS REPORT.

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PROGRAMMATIC ADVERTISING OVERVIEW

SPEND ON PROGRAMMATIC ADVERTISING AND ITS SHARE OF THE DIGITAL ADVERTISING MARKET

[Flag of Turkey]

TURKEY

ANNUAL SPEND ON PROGRAMMATIC ADVERTISING (USD)

\$1.15 BILLION

YEAR-ON-YEAR CHANGE IN PROGRAMMATIC ADVERTISING SPEND (USD)

+10.3%

+ \$107 MILLION

PROGRAMMATIC'S SHARE OF TOTAL DIGITAL ADVERTISING SPEND

76.4%

YEAR-ON-YEAR CHANGE IN PROGRAMMATIC'S SHARE OF TOTAL DIGITAL ADVERTISING SPEND

+0.8%

+61 BPS

SOURCE: STATISTA ADVERTISING & MEDIA OUTLOOK, SEE STATISTA.COM.
 NOTES: FIGURES REPRESENT ESTIMATES FOR FULL-YEAR 2024, AND
 COMPARISONS WITH EQUIVALENT VALUES FOR THE PREVIOUS CALENDAR
 YEAR. FINANCIAL VALUES ARE IN U.S. DOLLARS. PERCENTAGE CHANGES HAVE
 BEEN CALCULATED BY WE ARE SOCIAL. AN EXCHANGE RATE OF 50 TRY: 1USD
 WAS USED TO CONVERT LOCAL CURRENCY VALUES. "BPS" VALUES
 REPRESENT BASIS POINTS, AND INDICATE ABSOLUTE CHANGE.
 COMPARABILITY: BASE CHANGES FIGURES ARE NOT COMPARABLE WITH
 PREVIOUS REPORTS.

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DIGITAL ADVERTISING SPEND
 ANNUAL SPEND ON DIGITAL ADVERTISING BY FORMAT (U.S. DOLLARS, FULL-
 YEAR 2023)

TURKEY

Total Annual Spend on Digital Ads (All Types)
 \$1.51 BILLION
 Y-O-Y CHANGE IN SPEND
 +9.4% (+\$129 MILLION)

Annual Spend on Online Search Ads
 \$497.2 MILLION
 Y-O-Y CHANGE IN SPEND
 +10.0% (+\$45 MILLION)

Annual Spend on Digital Video Ads
 \$396.0 MILLION
 Y-O-Y CHANGE IN SPEND
 +8.3% (+\$31 MILLION)

Annual Spend on Digital Banner Ads
 \$359.0 MILLION
 Y-O-Y CHANGE IN SPEND
 +8.6% (+\$28 MILLION)

Annual Spend on Online Influencer Activities
\$48.46 MILLION
Y-O-Y CHANGE IN SPEND
+15.5% (+\$6.5 MILLION)

Annual Spend on Online Classifieds
\$38.25 MILLION
Y-O-Y CHANGE IN SPEND
+7.2% (+\$2.6 MILLION)

Annual Spend on Digital Audio Ads
\$51.61 MILLION
Y-O-Y CHANGE IN SPEND
+12.0% (+\$5.5 MILLION)

Share of Total Digital Ad Spend: Mobile Devices*
53.2%
Y-O-Y CHANGE IN SPEND
+49% (+250 BPS)

Share of Total Digital Ad Spend: Social Media
23.5%
Y-O-Y CHANGE IN SPEND
+1.0% (+24 BPS)

Share of Total Digital Ad Spend: Programmatic
76.4%
Y-O-Y CHANGE IN SPEND
+0.8% (+61 BPS)

SOURCE: STATISTA ADVERTISING & MEDIA OUTLOOK - SEE STATISTA.COM.
NOTES: FIGURES REPRESENT ESTIMATES FOR FULL-YEAR SPEND IN 2023 IN U.S. DOLLARS, AND COMPARISONS WITH EQUIVALENT FIGURES FOR THE PREVIOUS YEAR. WHILE THIS REPORT HAS BEEN COMPILED BASED ON RESEARCH BELIEVED TO BE RELIABLE, NO RECOMMENDATION OR ADVICE CONCERNING THE ACQUISITION OF INVESTMENTS IS EXPRESSED OR IMPLIED. STATISTA, WE ARE SOCIAL, AND MELTWATER ACCEPT NO RESPONSIBILITY FOR ANY LOSS OR DAMAGE ARISING FROM THE USE OF THIS REPORT. THIS REPORT IS PROTECTED BY COPYRIGHT IN ITS ENTIRETY. USE OR REPRODUCTION OF THIS REPORT: SERVICE@STATISTA.COM - 'SHARE OF TOTAL DIGITAL AD SPEND: MOBILE DEVICES*' INCLUDES: TABLETS, MOBILE PHONES, AND OTHER INTERNET-CONNECTED DEVICES #106

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DIGITAL HEALTH TREATMENT & CARE OVERVIEW HEADLINES FOR THE ADOPTION AND USE OF DIGITALLY ENABLED HEALTHCARE TREATMENTS AND CARE

NUMBER OF PEOPLE USING DIGITAL HEALTH TREATMENT & CARE
19.24 MILLION

YEAR-ON-YEAR CHANGE IN USERS OF DIGITAL TREATMENT & CARE
+5.1%
+940 THOUSAND

TOTAL ANNUAL VALUE OF THE DIGITAL TREATMENT & CARE MARKET (USD,
2023)
\$369.2 MILLION

YEAR-ON-YEAR CHANGE IN MARKET VALUE: DIGITAL TREATMENT & CARE
MARKET
+26.6%
+78 MILLION

AVERAGE ANNUAL VALUE PER USER: DIGITAL TREATMENT & CARE (USD, 2023)
\$19.19

SOURCE: STATISTA DIGITAL MARKET OUTLOOK. SEE STATISTA.COM. NOTES:
INCLUDES DIGITAL TOOLS THAT ARE USED TO DIAGNOSE, TREAT, AND
MANAGE MEDICAL CONDITIONS, INCLUDING BIOMETRIC SENSORS AND
DIGITAL CARE MANAGEMENT. DOES NOT INCLUDE SMARTPHONE^a, SMART
SCALES, OR SMARTWEAR. FIGURES REPRESENT ESTIMATES FOR FULL-YEAR
2023, AND COMPARISONS TO ESTIMATED VALUES FOR THE PREVIOUS
CALENDAR YEAR. FINANCIAL VALUES ARE IN US DOLLARS. PERCENTAGE
CHANGE VALUES ARE RELATIVE; "\$" VALUES SHOW ABSOLUTE CHANGE.
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françaisBien sûr, voici la retranscription textuelle de l'image :

JAN 2024

ENGAGEMENT WITH DIGITAL MARKETING

**PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO SAY THEY ENGAGE
IN EACH KIND OF ONLINE ACTIVITY**

Turkey (drapeau turc)

1. ****RESEARCH BRANDS ONLINE BEFORE MAKING A PURCHASE****

- ****65.4%****
- YOY: +0.9% (+60 BPS)
- (icône de loupe)

2. ****VISITED A BRAND'S WEBSITE IN THE PAST 30 DAYS****

- ****60.0%****
- YOY: +0.8% (+50 BPS)
- (icône de globe)

3. ****CLICKED OR TAPPED ON A BANNER AD ON A WEBSITE IN THE PAST 30 DAYS****

- ****13.5%****
- YOY: +11.6% (+140 BPS)
- (icône de doigt tapant sur un écran)

4. ****CLICKED OR TAPPED ON A SPONSORED SOCIAL MEDIA POST IN THE PAST 30 DAYS****

- ****12.9%****
- YOY: -1.5% (-20 BPS)
- (icône de main avec pouce en l'air)

5. ****DOWNLOADED OR USED A BRANDED MOBILE APP IN THE PAST 30 DAYS****

- ****18.5%****
- YOY: -2.1% (-40 BPS)
- (icône de smartphone)

Source: GWI (Q3 2023). Figures represent the findings of a broad survey of internet users aged 16 to 64. See GWI.com for notes. "YOY" figures represent year-on-year change. Percentage change values represent relative change of engagement. A percentage point change value of 0.0p would equal 0%, not "YOY". BPS values represent basis points and indicate the absolute change. Comparability: Methodology changes. See notes on data.

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Icons (icône de flèche vers la gauche, icônes de navigation, icône de flèche vers la droite)

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****français (champ de sélection)****

Icons (icônes de visibilité, impression, bookmarking, partage, et téléchargement)

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---Bien sûr, voici la retranscription textuelle de l'image :

JAN 2024

SEARCH ADVERTISING OVERVIEW

SPEND ON ONLINE SEARCH ADVERTISING (IN U.S. DOLLARS) AND ITS SHARE OF THE DIGITAL ADVERTISING MARKET

Annual Spend on Online Search Advertising (USD)

\$497.2 MILLION

Year-on-Year Change in Online Search Advertising Spend

+10.0% +\$45 MILLION

Online Search's Share of Total Digital Advertising Spend

33.0%

Year-on-Year Change in Online Search's Share of Total Digital Advertising Spend

+0.5% +18 BPS

Source : Statista Advertising & Media Outlook. See Statista.com. Notes: Figures represent estimates for full-year 2024, and comparisons with equivalent values for the previous calendar year. Financial values are in U.S. Dollars. Percentage change values are based on spending values rounded to one decimal place. For example, a starting value of \$450M with a starting value of 10.0% would equal 495, not 497. 195% values represent basis points and indicate absolute change. Comparability base changes figures are not comparable with previous reports.

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Il y a aussi les logos des entreprises : Statista, Meltwater, we are social

Langue : français

Drapeau de la Turquie avec la mention "Turkey"

En bas à droite : "Meltwater"

Voila la retranscription complète de l'image.JAN 2024

DIGITAL FITNESS & WELL-BEING OVERVIEW

HEADLINES FOR THE ADOPTION AND USE OF DIGITAL FITNESS & WELL-BEING DEVICES AND SERVICES

[Turkey Flag] TURKEY

NUMBER OF PEOPLE USING DIGITAL FITNESS & WELL-BEING DEVICES AND SERVICES

16.80 MILLION

YEAR-ON-YEAR CHANGE IN THE NUMBER OF DIGITAL FITNESS & WELL-BEING USERS

+16.0%

+2.3 MILLION

TOTAL ANNUAL VALUE OF THE DIGITAL FITNESS & WELL-BEING MARKET (USD, 2023)

\$757.4 MILLION

YEAR-ON-YEAR CHANGE IN MARKET VALUE, DIGITAL FITNESS & WELL-BEING MARKET

+19.1%

+\$122 MILLION

AVERAGE ANNUAL VALUE PER USER, DIGITAL FITNESS & WELL-BEING (USD, 2023)

\$45.09

SOURCE: STATISTA DIGITAL MARKET OUTLOOK, SEE STATISTA.COM

NOTES: INCLUDES SMARTWATCHES, FITNESS AND ACTIVITY TRACKING WRISTWEAR, SMART SCALES, FITNESS APPS THAT TRACK PARAMETERS, NUTRITION APPS (E.G. CALORIE COUNTING AND MOTIVATION AND WELLNESS

APPS. DOES NOT INCLUDE SMART CLOTHES, SMART SHOES, SMART EYEWEAR. HEALTH TRACKING APPS, GLOCOSE MONITORS, CONNECTED SPORT EQUIPMENT (E.G. CONNECTED ROWING MACHINES), SMART WATER BOTTLES, OR COMPARISON TO POPULATION VALUES FOR THE FORESEEABLE FUTURE, FINANCIAL VALUES ARE IN U.S. DOLLARS. FIGURES WILL SHOW ABSOLUTE CHANGE.

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