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CONTENT CREATOR MARKET IN TURKEY

accenture >

SWOT ANALYSIS

Identification

OVERVIEW

● STRENGTHS

Turkish content producers have access to a huge market thanks to the country's sizable expatriate community and strong home-country bonds. Turkey's picturesque beauty provides wonderful content for influencers.

● WEAKNESSES

The Turkish Authorities have placed wide-ranging restrictions and have made a complex set of rules that are confusing for the influencers. Some of these rules are also improperly advertised and missed by the influencers. Another issue is the language barrier, their influencers create content in Turkish only and find it difficult to reach a global audience.

● OPPORTUNITIES

The digital content creator market share is predicted to witness an impressive Annual Growth Rate over the forecasted period of 2022 to 2032. The market share is estimated to rise over the next decade. This means there's greater opportunities for rising content creators in Turkey.

● THREATS

Ahead of the elections, Turkey might be left without any social media services at all. It's possible that current efforts to bring together social media companies could be successful, which would practically mean that services like Twitter will be shut down entirely.



● Strengths

- A large expatriate population in Turkey with strong ties to their home country creates a sizable market for Turkish content creators.
- Turkish social media influencers are only allowed to promote things once they have used them themselves. This gains trustworthiness and credibility.
- There are many famous Scenic places in Turkey that attract Travel Vloggers
 - 1.Cappadocia- Cappadocia is a region of Turkey known for its topography and its incredible rock formations making it one of the most visited places in Turkey.
 - 2.Beautiful Ottoman-era architecture and Mosques show the country's rich heritage.
 - 3.The Instagram-able cafes:
 - I. F'roses Floral Cafe- This is one of the most Instagrammable Cafés In Istanbul with beautiful Victorian-style furnishing
 - II. Sold Abbasaga- the perfect name for a café where everything you see is on sale except perhaps the coffee machines.

● Weaknesses

- Legal restrictions prevent social media influencers from mentioning products or services provided by physicians, dentists, veterinarians, pharmacists, or other healthcare providers.
- Social media influencers in Turkey are subjected to a variety of laws and rules. For instance, social media influencers must make it obvious that a picture has been modified if they use effects or filtering software in a commercial advertisement for any good or service. Since not everyone is aware of these requirements, some people's capacity to serve as influencers is therefore constrained.
- The language barrier presents the most significant difficulty since it makes it impossible to communicate with people, which is crucial for survival. Turkish influencers may need help to keep an audience outside of Turkey due to their limited English skills.



● Opportunities

- The digital content creator market share is predicted to witness an impressive CAGR of 13.1% over the forecasted period of 2022 to 2032. The market share is estimated to reach a value of nearly US\$ 12.9 Billion by 2032, increasing from US\$ 3.37 Billion in 2021.
- A number of Turkish Dramas are becoming hits. Dramas like Feriha were dubbed and broadcast in India. Netflix has also released dramas that have gotten international acclaim.
- Turkey is a desirable destination for food Bloggers due to its long history of cultural fusion and distinctive cuisine. Turkish chefs like CZN Burak have become quite well-known.
- Influencers are required by the law to comply with a very complex set of rules set by the government. Simplifying the laws and spreading awareness will give a big boost to the Content Creation industries.





● Threats

- The Turkish government's tactic to silence users on the internet and deny them their right to access information is submitting requests to the platforms to withhold content deemed in violation of its local laws. In 2019, Turkey blocked access to 408,000 sites, 40,000 tweets, 10,000 YouTube videos and 6,200 Facebook shares, according to online rights activist Sevket Uyanik.
- Every major social media platform will need to appoint a local representative in Turkey and respond quickly to court orders to block or remove content.
- According to Turkish court rules, platforms will also be required to remove offensive content that has been reported by the public or the government within 48 hours. Failure to comply might result in fines of up to €4.3 million or bandwidth restrictions that would impede access to the platform.