
Turnover for Programming and Broadcasting Activities in Turkey

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Abdullah YUKSEL
Department of Short Term Business Statistics
Turkish Statistical Institute

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1. Classifications

Activity Classification: NACE Rev. 2

- 60 - Programming and broadcasting activities
 - 6010 - Radio broadcasting
 - 6020 - Television programming and broadcasting activities

1. Classifications

Classification According to Coverage

- National broadcasting
- Regional broadcasting
- Local broadcasting
- Broadcasting via cable
- Broadcasting via satellite

1. Classifications

Product Classification

- News
- Sports
- Culture
- Religious
- Education
- Information, entertainment
- Dramatic
- Music
- Entertainment
- Promotion of other programmes
- Advertisements
- Reality show
- Other

2. Market Conditions

- ❑ Rich and a very dynamic broadcasting sector, aware of the opportunities and challenges
- ❑ Long tradition of Public Broadcasting
 - ❑ First radio broadcasts began in in 1925
 - ❑ First television broadcast began in 1971
- ❑ The monopoly of the Turkish Radio and Television Corporation (TRT) on broadcasts broken after 1990

2. Market Conditions

- ❑ The Radio and Television Supreme Council (RTÜK) was founded in 1994, as a regulatory authority
- ❑ Digitalization and technological developments
 - ❑ Increase in the number of communication services
 - ❑ New transmission modes: cable, satellite, IPTV
 - ❑ Increase in the number of television and radio channels
 - ❑ More competitive medium

2. Market Conditions

Broadcasting market with numbers

TV Households: 18 million

TV Broadcasting: 329 companies

Radio Broadcasting: 796 companies

Digital Satellite Platforms: 2 companies, 3.99 million subscribers

Cable: 2 companies, 1.23 million subscribers

IPTV: 1 company, 176 thousand subscribers

Sources: Turkish Statistical Institute (TurkStat) - 2011,
Information and Communications Technologies Authority (ICTA) - 2013

2. Market Conditions

Number of Broadcasting Enterprises According to Coverage

	Number of enterprises
National broadcasting	47
Regional broadcasting	73
Local broadcasting	880
Satellite, cable or internet broadcasting	125

Source: Turkish Statistical Institute (TurkStat) - 2011

2. Market Conditions

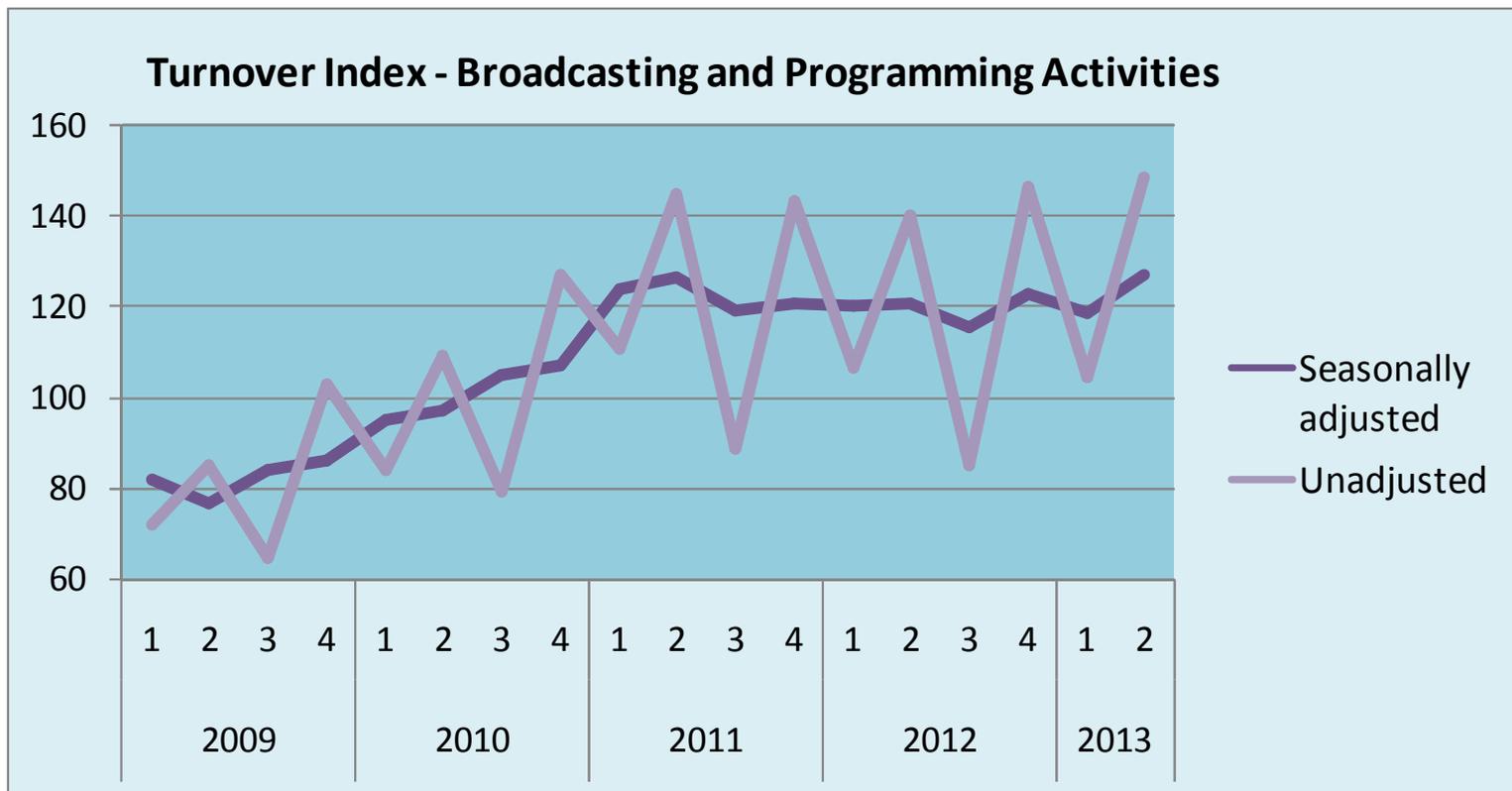
Turnover and Employment in Broadcasting Enterprises

	Number of enterprises	Employment	Turnover (₺)
Radio broadcasting	796	2 857	115 567 028
Television programming and broadcasting activities	329	15 876	2 965 616 087

Source: Turkish Statistical Institute (TurkStat) - 2011

2. Market Conditions

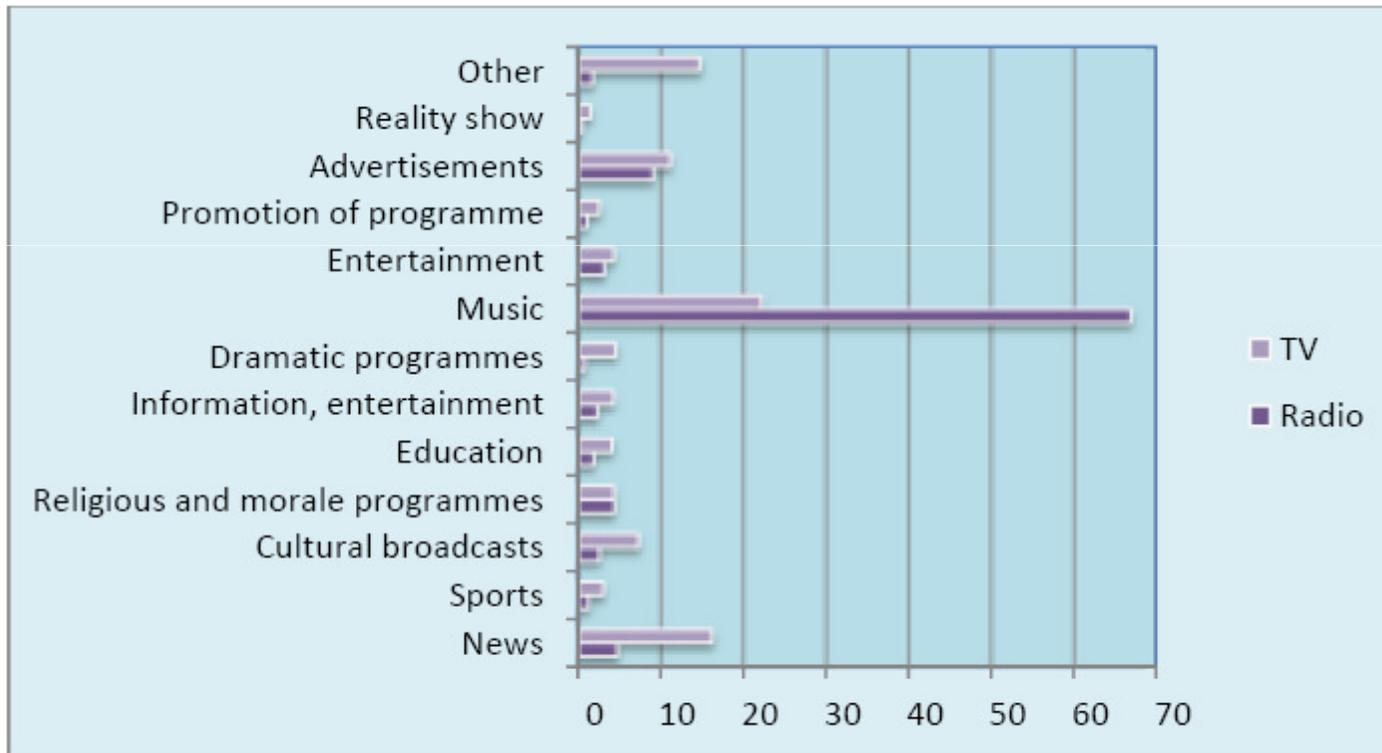
Quarterly Turnover in Broadcasting Enterprises



Source: Turkish Statistical Institute (Turkstat) - 2013

2. Market Conditions

Broadcasting times according to programme types



Source: Turkish Statistical Institute (TurkStat) - 2011

3. Surveys

Quarterly survey

Quarterly Trade and Services Survey is applied to enterprises of Broadcasting activity.

Sampling and full enumeration

- 50 or more employees → full enumeration
- 5-49 employees → sample
- 0-4 employees → sample

Threshold

- None

Data compiled in the survey

- Employment
- Hours worked in the reference period
- Wages and salaries
- Turnover

3. Surveys

Annual Survey

The more detailed data is compiled with “Annual Radio and Television Institutions Survey”.

Sampling and full enumeration

- Full enumeration

Threshold

- None

3. Surveys

Data compiled in the survey

- Type of broadcasting
- Employment
- Personnel costs
- Purchases of goods and services
- Broadcasting time
- Gross investments
- Turnover
- Production value
- Value added at factor cost

4. Data Dissemination

Quarterly Results

The quarterly results are disseminated under “Trade and Services Indices” title.

http://www.turkstat.gov.tr/PreTablo.do?alt_id=1037

Annual Results

The annual results are disseminated under “Radio and Television Broadcasting Institution Statistics” title.

http://www.turkstat.gov.tr/PreTablo.do?alt_id=1038

5. Summary

- ❑ Fast developing and dynamic sector
- ❑ Quarterly results for the sector's turnover, employment, hours worked and gross wages – salaries
- ❑ More detailed annual results

Thank you for your attention