Turnover for Programming and Broadcasting Activities in Turkey

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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 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

<table>
<thead>
<tr>
<th>Service Type</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>TV Households</td>
<td>18 million</td>
</tr>
<tr>
<td>TV Broadcasting</td>
<td>329 companies</td>
</tr>
<tr>
<td>Radio Broadcasting</td>
<td>796 companies</td>
</tr>
<tr>
<td>Digital Satellite Platforms</td>
<td>2 companies, 3.99 million subscribers</td>
</tr>
<tr>
<td>Cable</td>
<td>2 companies, 1.23 million subscribers</td>
</tr>
<tr>
<td>IPTV</td>
<td>1 company, 176 thousand subscribers</td>
</tr>
</tbody>
</table>

Sources: Turkish Statistical Institute (TurkStat) - 2011, Information and Communications Technologies Authority (ICTA) – 2013
2. Market Conditions

Number of Broadcasting Enterprises According to Coverage

<table>
<thead>
<tr>
<th>Type of Broadcasting</th>
<th>Number of Enterprises</th>
</tr>
</thead>
<tbody>
<tr>
<td>National broadcasting</td>
<td>47</td>
</tr>
<tr>
<td>Regional broadcasting</td>
<td>73</td>
</tr>
<tr>
<td>Local broadcasting</td>
<td>880</td>
</tr>
<tr>
<td>Satellite, cable or internet broadcasting</td>
<td>125</td>
</tr>
</tbody>
</table>

Source: Turkish Statistical Institute (TurkStat) - 2011
2. Market Conditions

Turnover and Employment in Broadcasting Enterprises

<table>
<thead>
<tr>
<th></th>
<th>Number of enterprises</th>
<th>Employment</th>
<th>Turnover (₺)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Radio broadcasting</td>
<td>796</td>
<td>2,857</td>
<td>11,556,702,800</td>
</tr>
<tr>
<td>Television programming</td>
<td>329</td>
<td>15,876</td>
<td>2,965,616,087</td>
</tr>
<tr>
<td>and broadcasting activities</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Source: Turkish Statistical Institute (TurkStat) - 2011
2. Market Conditions

Quarterly Turnover in Broadcasting Enterprises

Turnover Index - Broadcasting and Programming Activities

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.
  

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