



GAMINGINTURKEY

TURKISH GAME MARKET 2016 REPORT



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Gaming in Turkey

OZAN AYDEMİR

FOUNDER

Turkey; crossroads of religions, huge open-air museum, bridge of two continents and one of the most valuable gaming markets in the EMEA region.

As Gaming in Turkey, Media Hub For Gaming Industry & Gaming Agency, we will share with you most detailed and right infos about Turkish Game Market. You can always contact with us for more information.





GAMINGINTURKEY



Let's Get Started



General Definiton of Turkish Game Market 2016

Turkey is a developing country with a youth population of 14.5 million people (above EU average) and 46.196.720 online users out of 80.032.059 individuals, making it potentially one of the most valuable gaming markets in the EMEA region. This can be seen by Gamescom 2016 choosing Turkey as a partner country and Steam using TRY as one of its operating currencies. Turkey is home to a multi-million-dollar piece of the world's digital game industry, which has steadily grown from the preserve of teenage bedrooms to become a powerful and profitable business sector, while domestic developers are working to maximize the country's potential in this ever-expanding and lucrative market.



Why Turkish Game Market is Growing So Fast?

The Turkish video gaming market has been growing, day by day, not only by foreign investments but also by game development

CREATING A GAME ONLY IS NOT ENOUGH; IT MUST BE MARKETED



Fast Growing Market Turkey 2016

The Turkish video gaming market has been growing, day by day, not only by foreign investments but also by game development for mobile, PC and consoles by Turkish developers, publishers and gaming exhibitions. As an example, Istanbul is hosting two of the largest gaming exhibitions in the EMEA region; GameX and GIST (Gaming Istanbul). The expansion of Peak Games to US and Gram Games to UK (global-scale mobile services), and a record sale of 7 million copies of Mount and Blade medieval role-playing games from Tales World to 212 countries implies that Turkey has a significant potential in terms of gaming, locally and globally, both for game development, marketing and publishing.



Turkey has 29 million active gamers spending 70% of their gaming time (total game time spent) on PC.



Total Game Time Spent

In terms of total game time spent, this is the 3rd highest ranking in the world following Poland and Russia. Though it should be mentioned that a higher percentage of Turkish gamers use their time on free to play games rather than pay to play games when compared with the Western gaming market, placing Turkey at the 17th place in terms of global revenue rankings.



2015



2016

Let's check all the numbers about Turkish Game Market **2016** and compare with Turkish Game Market **2015**





POPULATION

TURKISH GAME MARKET REPORT 2016

- Turkey Population: **78.741.053**
- Young Population: **13.228.496**
- **%16,8** of population is young. Its above European average



- Turkey Population: **80.032.059**
- Young Population: **14.519.502**

2015

2016



INTERNET USERS

TURKISH GAME MARKET REPORT 2016

- Internet Users: 43.953.971
- %58 of the population connected to Internet



- Internet Users: 46.196.720
- %59 of the population connected to Internet

2015

2016



SOCIAL MEDIA USERS

TURKISH GAME MARKET REPORT 2016

- Active social media

user: 32.000.000



- Active social media

user: 34.000.000

2015

2016



MOBILE USERS

TURKISH GAME MARKET REPORT 2016

- Mobile Users: **70.866.947**
- **%90** of the population has a mobile connection
- **%56** of them has smartphone
- Smartphone Users: **39.685.490**

2015



- Mobile Users: **72.028.853**
- **%90** of the population has a mobile connection
- **%60** of them has smartphone
- Smartphone Users: **40.336.157**

2016



GAMERS

TURKISH GAME MARKET REPORT 2016

- Gamers: 22.400.000
- Total Generated Game Revenue: 464.000.000 USD
- Mobile: 204.160.000 USD
- PC/Console: 259.840.000 USD

2015



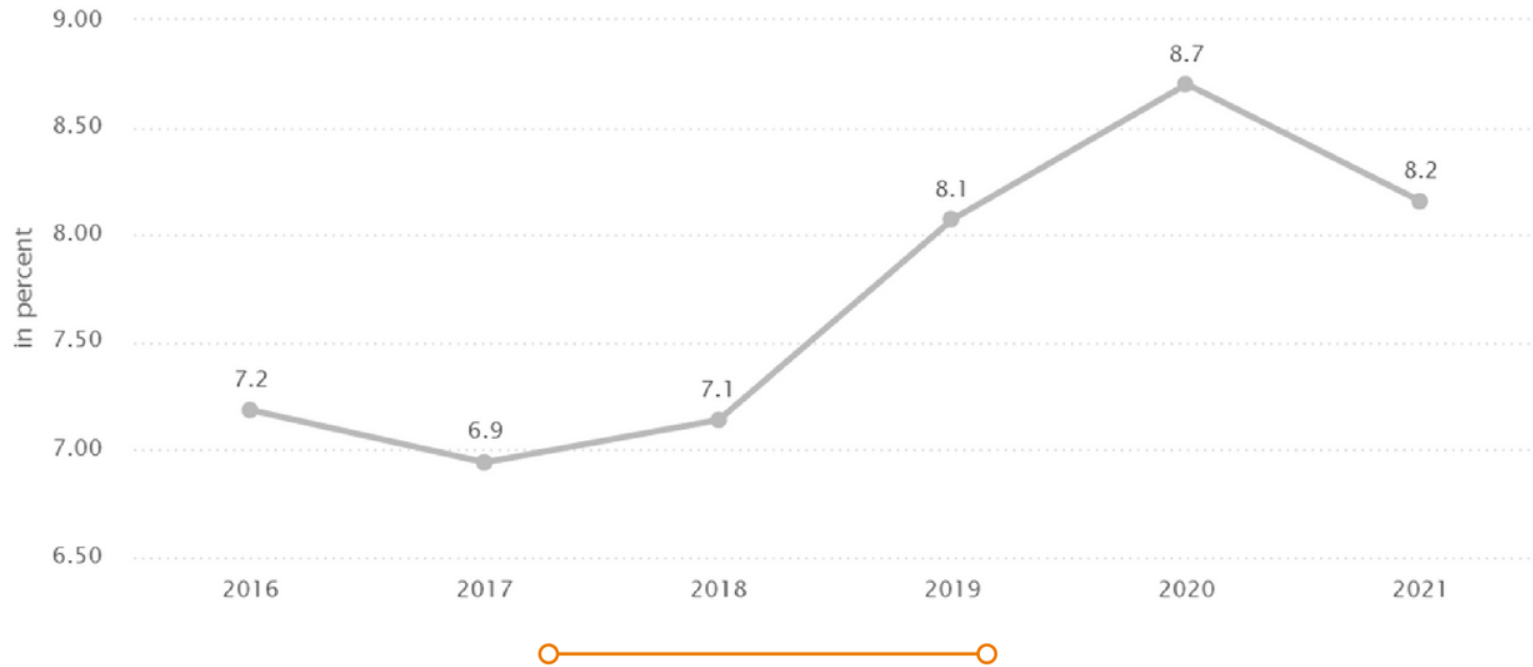
- Gamers: 29.300.000
- Total Generated Game Revenue: 755.000.000 USD
- Mobile: 322.500.000 USD
- PC/Console: 432.500.000 USD

2016



ONLINE GAMES REVENUE GROWTH %

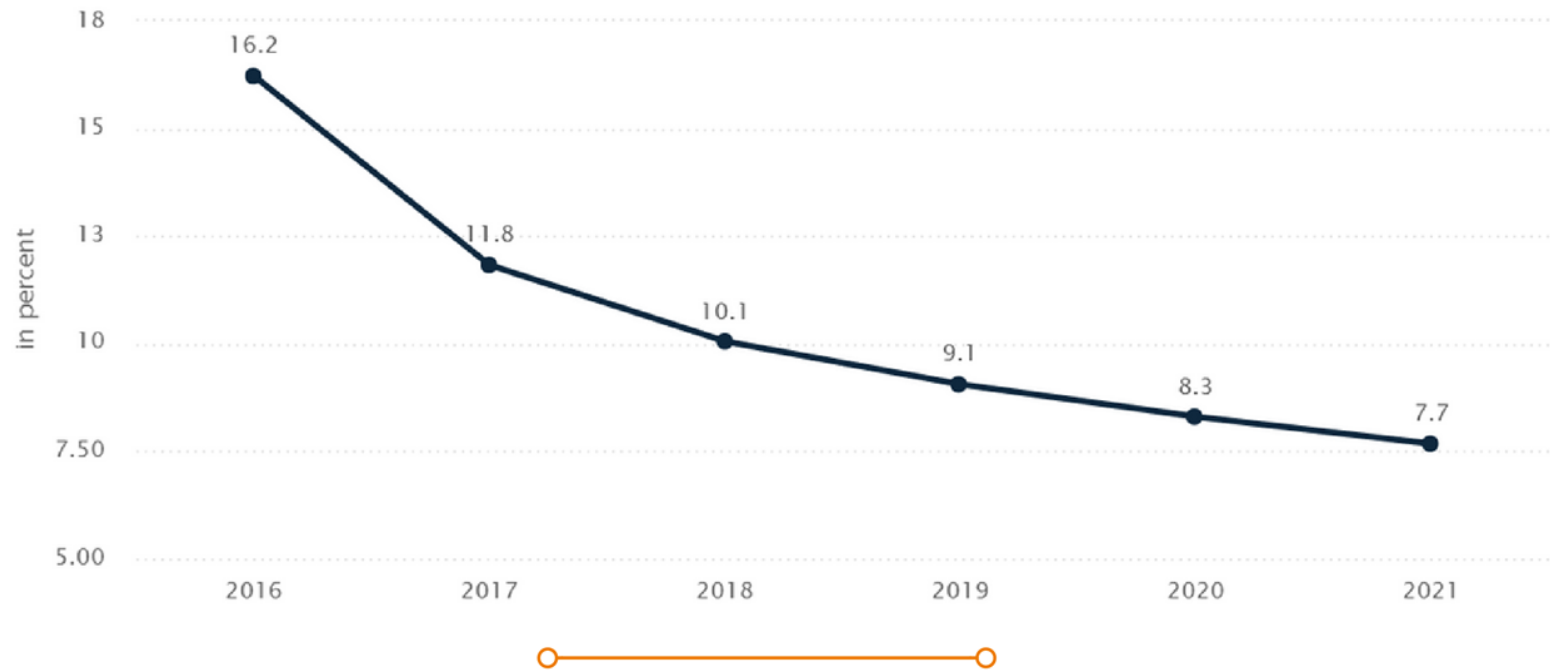
TURKISH GAME MARKET REPORT 2016





MOBILE GAMES REVENUE GROWTH %

TURKISH GAME MARKET REPORT 2016





WORLD RANK - REVENUE

TURKISH GAME MARKET REPORT 2016

- World Rank - Total

17

- World Rank - Mobile

17

2015



- World Rank - Total

16

- World Rank - Mobile

16

2016



BIGGEST GAME COMPANIES IN TURKEY

TURKISH GAME MARKET REPORT 2016



netmarble
Turkey



2015



2016



BIGGEST PAYMENT COMPANIES IN TURKEY

TURKISH GAME MARKET REPORT 2016

- İninal, İyzi.co, BKM Express, İpara, Mikro Ödeme (Wirecard), 3pay, paybyme, PayU, Paypal, Perdigital, Gamesultan, Gpay, PayGuru



- İninal, İyzi.co, BKM Express, İpara, Mikro Ödeme (Wirecard), 3pay, paybyme, PayU, Perdigital, Gamesultan, Gpay, PayGuru

2015

2016



ONLINE RESELLERS

TURKISH GAME MARKET REPORT 2016

- Playstore, Voidu, Kinguin, G2A, Steam, Aral Game, Perdigital, Gamesultan



- Playstore, Voidu, Kinguin, G2A, Steam, Gamecell, Aral Game, Perdigital, Gamesultan

2015

2016



ASSOCIATIONS

TURKISH GAME MARKET REPORT 2016

- **TOGED** (Game Developers Association of Turkey)
- **OYUNDER** (Game Designers, Developers Producers & Publishers Association)

2015



- **TOGED** (Game Developers Association of Turkey)
- **OYUNDER** (Game Designers, Developers Producers & Publishers Association)

2016



GAME EXHIBITIONS

TURKISH GAME MARKET REPORT 2016

- GameX
- GIST (Gaming Istanbul)



- GameX
- GIST (Gaming Istanbul)

2015

2016



ACADEMIC PROGRAMS

TURKISH GAME MARKET REPORT 2016

- Bahçeşehir Üniversitesi
- Bahçeşehir Üniversitesi
BUG Game Lab.
- Istanbul Bilgi University
- ODTÜ Gate



- Bahçeşehir Üniversitesi
- Bahçeşehir Üniversitesi
BUG Game Lab.
- Istanbul Bilgi University
- ODTÜ Gate

2015

2016



INTERNET (CYBER) CAFES

TURKISH GAME MARKET REPORT 2016

- 20.000+ cyber cafes
- 7.5 Million gamers are visiting Cyber Cafes / Month

2015



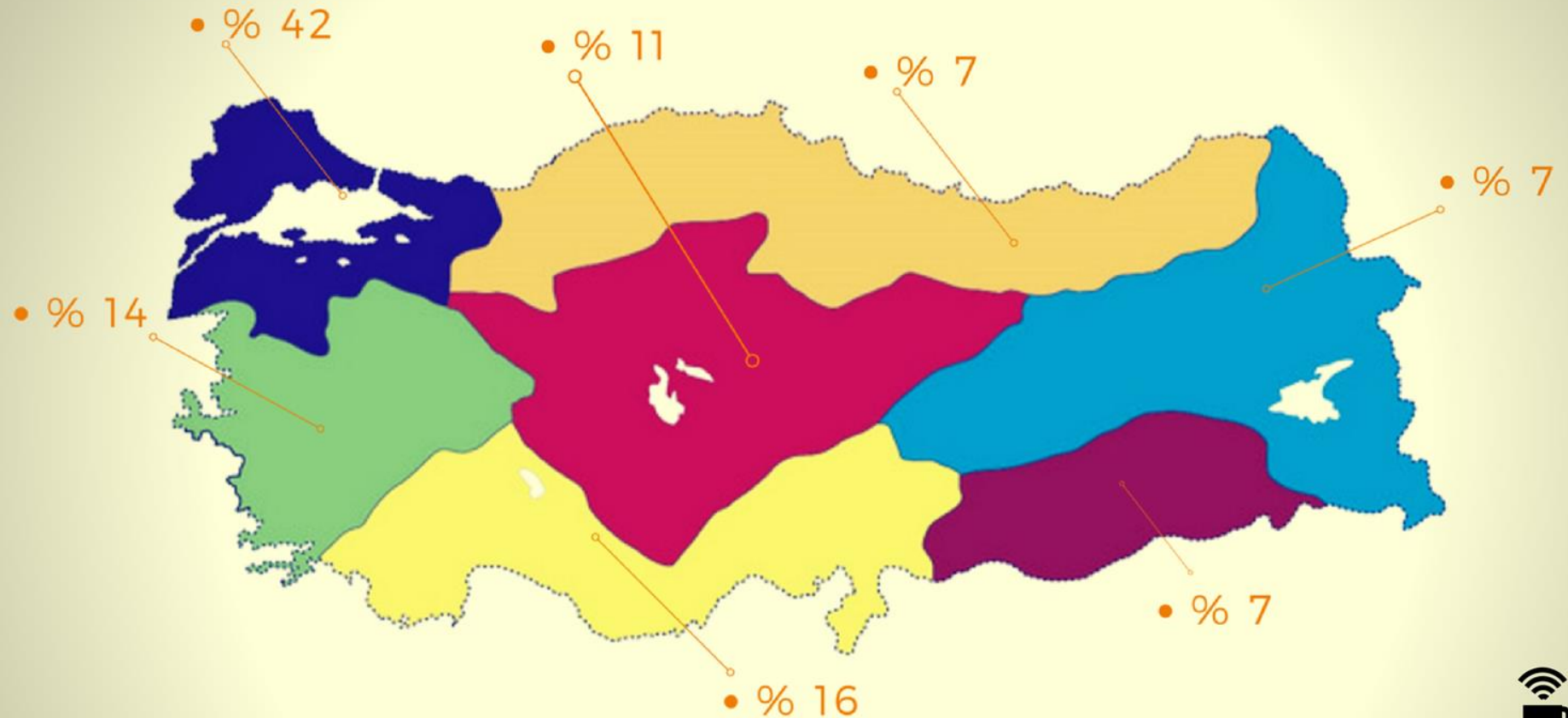
- 20.000+ cyber cafes
- 7.5 Million gamers are visiting Cyber Cafes / Month

2016



INTERNET (CYBER) CAFES PENETRATION

TURKISH GAME MARKET REPORT 2016





ESPORTS MEDIA IN TURKEY

TURKISH GAME MARKET REPORT 2016

DijitalSporlar

www.dijitalsporlar.com

Established at 1 January 2015

Esports Media & Event Organizer

DijitalSporlar



DijitalSporlar

www.dijitalsporlar.com

Established at 1 January 2015

Esports Media & Event Organizer

DijitalSporlar

BO3

Bo3.co

Established at 20 August 2015

Esports Media & News



BO3

Bo3.co

Established at 20 August 2015

Esports Media & News



2015

2016



BIGGEST E-SPORT TEAMS

TURKISH GAME MARKET REPORT 2016

- Dark Passage, HWA, Supermassive, Spacesoldiers, ANT Espor, Team Turqality, Zone Esports, Crew



- Dark Passage, HWA, Supermassive, Spacesoldiers, Fenerbahçe, Galatasaray, Beşiktaş, ANT Espor, Team Turqality, Zone Esports, Crew

2015

2016

HOW ABOUT MEA REGION?

MEA Region top countries, based on game revenues

MEDIA HUB FOR GAMING & GAMING AGENCY - GAMINGINTURKEY





MEA REGION

TOP COUNTRIES BASED ON REVENUES

- Turkey: 755M USD
- Saudi Arabia: 500M USD
- Iran: 270M USD
- UAE: 250M USD
- Nigeria: 182M USD
- TOTAL: 3Bn+ 2016



- Population: 1.6Bn+
- Online Population: 500M+
- Gamers: 300M+
- 26% Growth (2015 - 2016)

Revenue Based

Revenues Generated

2016

GAMING IN TURKEY MEDIA HUB FOR GAMING GAMING AGENCY

Experience the best performance and sales in Turkey and MENA with Gaming in Turkey.

MEDIA HUB FOR GAMING & GAMING AGENCY - GAMINGINTURKEY



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GAMINGINTURKEY MEDIA HUB

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Industry
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Marketing

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Operational
Management
Services

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QA
Services

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IT
Services

06

Publishing



GAMING IN TURKEY

Gaming in Turkey is a Media Hub For Gaming and Gaming Agency based in Turkey. Gaming in Turkey creates engagement among games and players. Gaming in Turkey is offering tactically selected services for all of its partners, which are foundational solutions that most effectively and efficiently communicate brand identity in the experiential marketing realm. Gaming in Turkey is offering Online and Offline integrated marketing services specifically tailored for gaming companies. Gaming in Turkey is focusing to only gaming industry but to all platforms including PC, Mobile, Console, MMO, Free to Play or Pay to Play. 8 years experienced Online Game Professionals meets under one roof; Gaming in Turkey. Gaming in Turkey cooperate with publishers and developers all around world.



Gaming in Turkey is a Digital Hero.





Gaming in Turkey

OZAN AYDEMİR

Turkey; crossroads of religions, huge open-air museum, bridge of two continents and one of the most valuable gaming markets in the EMEA region.

FOUNDER

Gaming in Turkey, Media Hub For Gaming Industry & Gaming Agency. Experience the best performance and sales in Turkey and MENA with Gaming in Turkey. For more information you can always contact us.





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GAMING INDUSTRY NEWS BLOG



01

Gaming
Industry
News Blog

Gaming in Turkey is one of the market-leading website and blog for news and information about the Turkey video games industry, covering all aspects of the interactive entertainment value chain. Our blog covers every part of the industry, from design, development, publishing, marketing, distribution, retail, interviews and analysis.





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GAMING AGENCY - GAME MARKETING SERVICES



02

Gaming
Agency
Game
Marketing

- Localization
- UI / UX
- Media Planning
- Video Production
- Brand & Strategy Development
- Digital Marketing
- Social Media Management
- Creative Designs
- Digital PR
- E-Sports
- Partnerships
- Influencer Marketing





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OPERATIONAL SERVICES



03

Operational
Services

- Game Translation
- Game Event Organizations
- Game Customer Support
- Game Related Local Payment Options
- Game Management
- Game Moderation
- Game Monitoring (7 / 24)





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QA SERVICES

04

QA Services

Quality Assurance; As Gaming in Turkey, we provide a thorough QA process using best infrastructure and well trained professional QA team.

- Cross-Platform Testing
- Device Screen Size Test
- Operating System Compatibility Test
- Product Functional Controls
- Design & UI Controls
- Usability tests
- Bug & Fixes
- Full Test Before Launch





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IT SERVICES

05

- Cloud
- CDN
- Hosting
- Multi Downloader Platform

QA Services





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GAME PUBLISHING

06

- Mobile Game Publishing
- PC Game Publishing
- Exclusive Partnerships
- Channeling Partnerships

Publishing





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- Newzoo 2015 & 2016 Turkey Game Market Research
- Statista 2015 & 2016 Turkey Digital Market Research
- Perdigital Field Research 2015 & 2016



GAMINGINTURKEY

**Gaming in Turkey is
ready for you to serve.
Lets Meet at;
“Gaming In Turkey”**

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