



GAMINGINTURKEY

TURKEY GAME MARKET 2018 REPORT



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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. 82.003.882 total population, millions of young generation! A perfect combination for gaming and esports!

FOUNDER / CEO

As Gaming in Turkey, Game Agency, and Esports Agency, we continue to share with you the most detailed and accurate information about the Turkish game market. We are delighted to share our 3rd Turkey Game Market Report that we launched for the last 2 years with you. You can always contact us for more information.





GAMINGIN TURKEY

BEST GAMING AGENCY 2017 TURKEY

EXCELLENCE AWARD FOR
GAME VIDEO PRODUCTION
SERVICES TURKEY





GAMING IN TURKEY

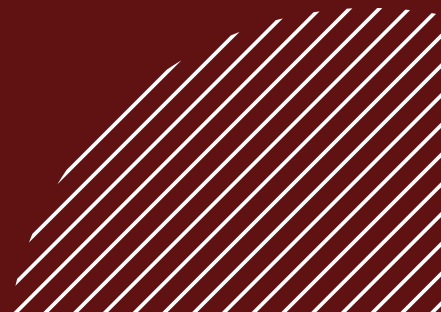


**BEST GAMING PR
AGENCY
2019 TURKEY**



BUSINESS • FINANCE • SECTOR NEWS

GLOBAL
BUSINESS INSIGHT

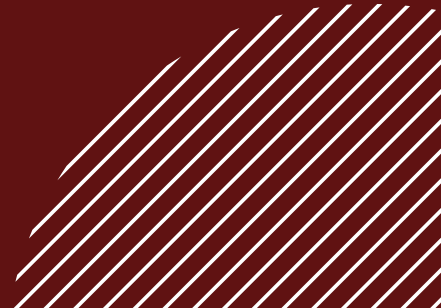




GAMING IN TURKEY



2018 TURKEY GAME MARKET



Overview

Turkey 2018

The annual population growth rate was 12.4 per thousand in 2017 and 14.7 per thousand in 2018. The 15-64 age group in Turkey (working age) increased last year by 1.4 percent compared to the previous year numerically. According to this, the ratio of the working age population is 67,8 percent, 0-14 age group is 23.4 percent of the total population.

Turkey's population in 2018, showed an increase compared to the previous year. Our population increased by 1 million 193 thousand 357 people and reached 82 million 3 thousand 882 people in total.

The proportion of the male population was 50.2 percent (41 million 139 thousand 980 persons) and the female population was 49.8 percent (40 million 863 thousand 902 persons).

Accordingly, **Istanbul**, with 15 million 67 thousand 724 people (18.4 percent of the population) became the province with the most population. This was followed by Ankara with 5 million 503 thousand 985, Izmir with 4 million 320 thousand 519, Bursa with 2 million 994 thousand 521 and Antalya with 2 million 426 thousand 356 respectively. Bayburt is the city with the lowest population with 82 thousand 274 people.



2018 Turkey



**TOTAL
POPULATION**
82.003.882



**FEMALE
POPULATION**
40.863.902



**MALE
POPULATION**
41.139.980



**INTERNET
USERS**
54.330.000



**SOCIAL MEDIA
USERS**
51.000.000



What is the situation of the Game Market in Turkey?

Turkish game market continues to grow not only with foreign investors but also with export, esports, brand investments and game development especially in 2018 like the previous year 2017.

Even in 2018, factors such as **early elections** and the rapid increase in the dollar rate did not slow down investments in the gaming sector. In terms of esports, many more large and medium-sized organizations were held.

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



Game Market in Turkey and Esports

The Turkish game sector continues to grow with the new entrances to the market, especially mobile games like moba, strategy, casual game genres, esports, and esports investments. The biggest factor in the growth of the market is the fact that the young age group is intense and our important position between the Middle East and Europe. In addition in recent years, the increase in investment in the local game companies in Turkey plays a very big role in market growth.

In addition to [GameX](#), [GIST](#), [CNR Games Week](#) (we don't know yet, the second one will be made or not) game expo's, a new game exhibition announced for 2019; [TEKFEST](#) which will be held in Ankara at our capital city.

Turkey is a country that attracts attention on the global scene. Many big brands started to support professional Turkish esports team, football teams have already their esports team. In addition to internet cafes, Gaming Zones, also big esports events like [BLAST Pro Series](#) held in Istanbul as an esports city. (29th of September 2018) With the beginning of 2019 2 big esports arena opened in Istanbul; [Zula Nonstop Esports Center](#) & [Riot Esports Arena](#).



Game Market in Turkey

Esports

One of the best innovations in 2018 was the establishment of the esports federation. With the visionary perspective of esports federation established under the Youth and Sports Ministry, we think Turkey will move forward.

So what do they do? To make Turkey be a pioneer in esports, they will take steps both in Turkey and abroad.

They will work to make people conscious about esports.

The Esports players' career ends most of the time at the age of 25-30. They will develop projects to take part in this sector after their career. They will work to ensure that players are transitioned to manager or coaching.

To invest in Turkey, they will be in constant contact with the global game companies.



Ministry of Trade, Game Development in Turkey Description

Trade Minister Ruhsar Pekcan, made the following statement about the game software in Turkey; Turkey is among the countries that engaged in rapid entry into the video game market and every day more and more begin to have a greater say.



Pekcan has announced that as Turkey, we are producing beautiful games on the mobile platform and in 2018 we reached a record level at exporting. Pekcan, who came to this point with the help of the local game developers, said that we have doubled the exports in the game industry in the last two years.

Pekcan stated that this figure was **1 billion 50 million dollars** as of the first quarter of 2019 and announced that the Turquality program they have been continuing for a long time will be valid among the game developers. Accordingly, local game developers can now get support from the ministry.



Why Localization is Important for Turkish Players

In 2018, the [Education First English Language School](#) has published the English Proficiency Index list of 88 countries around the world.

The Netherlands and Sweden both the world and taken the first two places in the survey scored 70.72 and 70.31 in the European ranking, Turkey was able to find a place for itself in 73 of 88 countries.

Also, based on the data of [Eurostat](#), we are the first position between European countries which does not know the secondary language. 80% of our population don't know any other language instead of Turkish.



Very high	High	Moderate	Low	Very low
01 Sweden	13 Poland	28 India	45 Georgia	66 Iran
02 Netherlands	14 Philippines	29 Nigeria	46 Chile	67 Morocco
03 Singapore	15 Switzerland	30 Hong Kong, China	47 China	68 Tunisia
04 Norway	16 Romania	31 South Korea	48 Taiwan, China	69 Honduras
05 Denmark	17 Croatia	32 Spain	49 Japan	70 El Salvador
06 South Africa	18 Serbia	33 Lebanon	50 Pakistan	71 U.A.E.
07 Luxembourg	19 Portugal	34 Italy	51 Indonesia	72 Nicaragua
08 Finland	20 Czech Republic	35 France	52 Albania	73 Turkey
09 Slovenia	21 Hungary	36 Costa Rica	53 Brazil	74 Jordan
10 Germany	22 Malaysia	37 Dominican Republic	54 Ethiopia	75 Venezuela
11 Belgium	23 Greece	38 Belarus	55 Guatemala	76 Syria
12 Austria	24 Slovakia	39 Senegal	56 Panama	77 Azerbaijan
	25 Bulgaria	40 Uruguay	57 Mexico	78 Kuwait
	26 Lithuania	41 Vietnam	58 Sri Lanka	79 Oman
	27 Argentina	42 Russia	59 Peru	80 Kazakhstan
		43 Ukraine	60 Colombia	81 Algeria
		44 Macau, China	61 Bolivia	82 Myanmar
			62 Egypt	83 Saudi Arabia
			63 Bangladesh	84 Afghanistan
			64 Thailand	85 Cambodia
			65 Ecuador	86 Uzbekistan
				87 Iraq
				88 Libya

Turkey
#73/88



2017



2018

**Turkey Game
Market 2017**

&

**Turkey Game
Market 2018**

Comparison!





POPULATION

TURKEY GAME MARKET REPORT 2018

- Turkey Population: 80.810.525
- Young Population: 15.000.000 +



- Turkey Population: 82.003.882
- Young Population: 15.000.000+

2017

2018



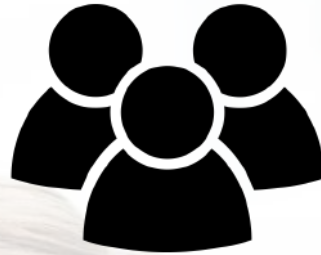
INTERNET USERS

TURKEY GAME MARKET REPORT 2018

- Internet Users: 54.330.000

- %67 of the population

connected to the Internet



- Internet Users: 59.360.000

- %72 of the population

connected to the Internet

2017

2018



SOCIAL MEDIA USERS

TURKEY GAME MARKET REPORT 2018

- Active Social Media

Users: 51.000.000

2017



- Active Social Media

Users: 52.000.000

2018



MOBILE USERS

TURKEY GAME MARKET REPORT 2018

- Mobile Users: 72.729.472
- %90 Mobile / Population
- %70 - 75 Smartphone / Mobile
- Smartphone Users:
50.000.000 (+ / -)

2017



- Mobile Users: 76.340.000
- %93 Mobile / Population
- %75 -80 Smartphone / Mobile
- Smartphone Users:
50.000.000 (+ / -)

2018



GAMERS

TURKEY GAME MARKET REPORT 2018

• Gamers: 30.000.000 +

• Total Generated Game

Revenue: 810.000.000 USD (+ / -)

• Mobile: 372.400.000 USD

• PC/Console: 437.600.000 USD

2017



• Gamers: 30.000.000 +

• Total Generated Game

Revenue: 853.000.000 USD (+ / -)

• Mobile: 400.000.000 USD (+ / -)

• PC/Console: 453.000.000 USD

2018



TOP 10 MOBILE GAME - FREE DOWNLOAD

TURKEY GAME MARKET REPORT 2018



1	Helix Jump - Voodoo	15.000.000+
2	PUBG Mobile - Tencent	11.000.000+
3	Subway Surfers - Kiloo	9.100.000+
4	Head Ball 2 - Masomo	8.680.000+
5	Candy Crush Saga - King	6.500.000+
6	Sniper 3D Assassin - TFG Co	5.990.000+
7	Love Balls - SuperTapx	5.980.000+
8	My Talking Tom - Outfit7	5.890.000+
9	101 Okey by Peak Games - Zynga	5.425.000+
10	slither.io - Lowtech Studios	4.700.000+



TOP 10 MOBILE GAME - PAID DOWNLOAD

TURKEY GAME MARKET REPORT 2018

1	Hitman Sniper - Square Enix	115.000+
2	Minecraft Pocket Edition - Mojang	79.000+
3	Operation Third-Person Shooter War Game 3D	70.000+
4	Earn to Die - Not Doppler	47.000+
5	Construction Simulator 2014	33.000+
6	Assassins Creed Identity - Ubisoft	32.000+
7	Adalet Namluda: Afrin - Hakan Erunsal	28.000+
8	Plague Inc. - Ndemic Creations	27.000+
9	Football Manager 2019 - SEGA	25.000+
10	Real Drift Car Racing - Real Games SRLS	24.000+





TOP 10 MOBILE GAME - REVENUE

TURKEY GAME MARKET REPORT 2018



1	101 Okey by Peak Games - Zynga	8.600.000 USD+
2	Clash Of Kings - Elex	5.500.000 USD+
3	Lords Mobile - IGG	5.250.000 USD+
4	Zynga Poker - Zynga	5.000.000 USD+
5	Last Empire War Z - Long Tech Network	3.820.000 USD+
6	Clash Of Clans - Supercell	3.600.000 USD+
7	Mobile Legends Bang Bang - Moonton	3.420.000 USD+
8	Okey by Peak Games - Zynga	3.150.000 USD+
9	Game Of Sultans - Mechanist	2.900.000 USD+
10	Candy Crush Saga - King	2.750.000 USD+



TURKEY BY DOWNLOADS - GENERAL

TURKEY GAME MARKET REPORT 2018

Turkey by Downloads

Top Apps of 2018: Turkey
Combined iOS and Google Play
Downloads

Rank	App	Company
1	WhatsApp Messenger	Facebook
2	Instagram	Facebook
3	Facebook Messenger	Facebook
4	Facebook	Facebook
5	Tik Tok	Toutiao
6	letgo	letgo
7	BIP	Turkcell
8	Turkcell My Account(Turkcell Hesabim)	Turkcell
9	e-Devlet	Ministry of Transport, Maritime and Communication
10	Türk Telekom Online Transactions	Turk Telekom

Top Games of 2018: Turkey
Combined iOS and Google Play
Downloads

Rank	App	Company
1	Helix Jump	Voodoo
2	PUBG MOBILE	Tencent
3	Subway Surfers	Kiloo
4	Head Ball 2	Masomo
5	Candy Crush Saga	Activision Blizzard
6	Sniper 3D Assassin	TFG Co
7	Love Balls	SuperTapx
8	My Talking Tom	Outfit7
9	101 Okey by Peak Games	Zynga
10	slither.io	Lowtech Studios

Top Companies of 2018: Turkey
Combined iOS and Google Play
Apps Downloads

Rank	Company	Headquarters
1	Facebook	United States
2	Turkcell	Turkey
3	Google	United States
4	Microsoft	United States
5	Toutiao	China
6	Turk Telekom	Turkey
7	ABISHKING	Hong Kong
8	letgo	United States
9	Vodafone	United Kingdom
10	Ministry of Transport, Maritime and Communication	Turkey

Top Companies of 2018: Turkey
Combined iOS and Google Play
Games Downloads

Rank	Company	Headquarters
1	Voodoo	France
2	Outfit7	Cyprus
3	TabTale	Israel
4	Ubisoft	France
5	Zynga	United States
6	Vivendi	France
7	Miniclip	Switzerland
8	Activision Blizzard	United States
9	Doodle Mobile	China
10	TFG Co	Brazil



TURKEY BY MONTHLY ACTIVE USERS - GENERAL

TURKEY GAME MARKET REPORT 2018

Turkey by Monthly Active Users

Top Apps of 2018: Turkey Combined
iPhone and Android Phone Monthly Active Users

Rank	App	Company
1	 WhatsApp Messenger	Facebook
2	 Instagram	Facebook
3	 Facebook	Facebook
4	 Facebook Messenger	Facebook
5	 Twitter	Twitter
6	 Türk Telekom Online Transactions	Turk Telekom
7	 sahibinden.com	sahibinden
8	 e-Devlet	Ministry of Transport, Maritime and Communication
9	 letgo	letgo
10	 My Vodafone TU	Vodafone

Top Games of 2018: Turkey Combined
iPhone and Android Phone Monthly Active Users

Rank	App	Company
1	 Candy Crush Saga	Activision Blizzard
2	 PUBG MOBILE	Tencent
3	 Clash of Clans	Supercell
4	 101 Okey by Peak Games	Zynga
5	 Helix Jump	Voodoo
6	 Clash Royale	Supercell
7	 Head Ball 2	Masomo
8	 A Word Game	Apps Information Technologies
9	 Subway Surfers	Kiloo
10	 Kelimelik	He2 Apps



TURKEY BY CONSUMER SPEND - GENERAL

TURKEY GAME MARKET REPORT 2018

Turkey by Consumer Spend

Top Apps of 2018: Turkey
Combined iOS and Google Play
Consumer Spend

Rank	App	Company
1	Azar	Hyperconnect
2	Tinder	InterActiveCorp (IAC)
3	Netflix	Netflix
4	Connected2.me	C2M
5	BIGO LIVE	BIGO
6	Followers Analytics for Instagram	MobileX
7	Bermuda	Bermuda Inc.
8	BluTV	Dogan Holding
9	happn	Happn
10	Haahi	Fission Technology

Top Games of 2018: Turkey
Combined iOS and Google Play
Consumer Spend

Rank	App	Company
1	101 Okey by Peak Games	Zynga
2	Clash of Kings	Elex Technology
3	Lords Mobile	IGG
4	Zynga Poker	Zynga
5	Last Empire-War Z	Long Tech Network
6	Clash of Clans	Supercell
7	Mobile Legends: Bang bang	Moonton
8	Okey by Peak Games	Zynga
9	Game of Sultans	Mechanist
10	Candy Crush Saga	Activision Blizzard

Top Companies of 2018: Turkey
Combined iOS and Google Play
Apps Consumer Spend

Rank	Company	Headquarters
1	Hyperconnect	South Korea
2	InterActiveCorp (IAC)	United States
3	Netflix	United States
4	C2M	Turkey
5	BIGO	Singapore
6	Riley Cillian	Hong Kong
7	MobileX	Turkey
8	Dogan Holding	Turkey
9	Bermuda Inc.	South Korea
10	Happn	France

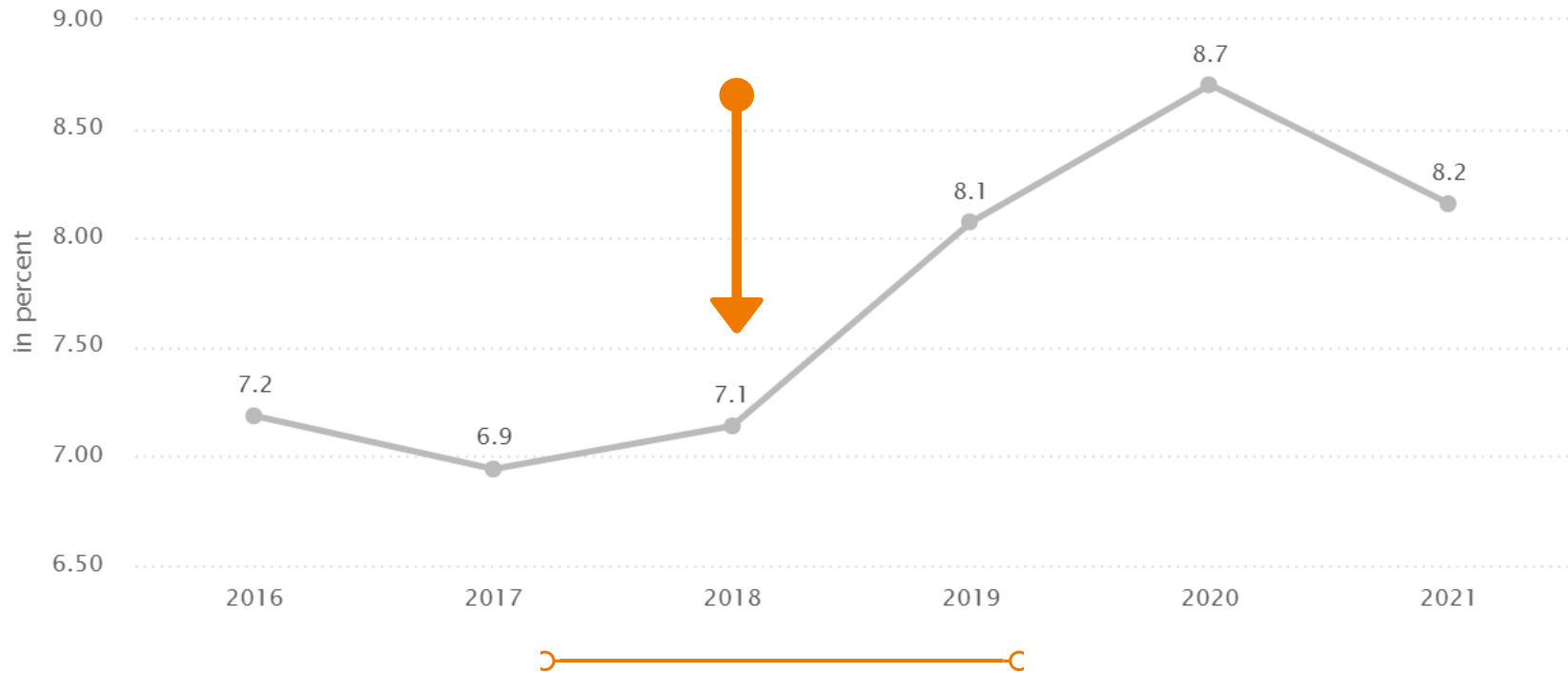
Top Companies of 2018: Turkey
Combined iOS and Google Play
Games Consumer Spend

Rank	Company	Headquarters
1	Zynga	United States
2	IGG	China
3	Supercell	Finland
4	Elex Technology	China
5	Activision Blizzard	United States
6	Long Tech Network	China
7	FunPlus	China
8	Netmarble	South Korea
9	Onemt	China
10	Moonton	China



ONLINE GAMES REVENUE GROWTH %

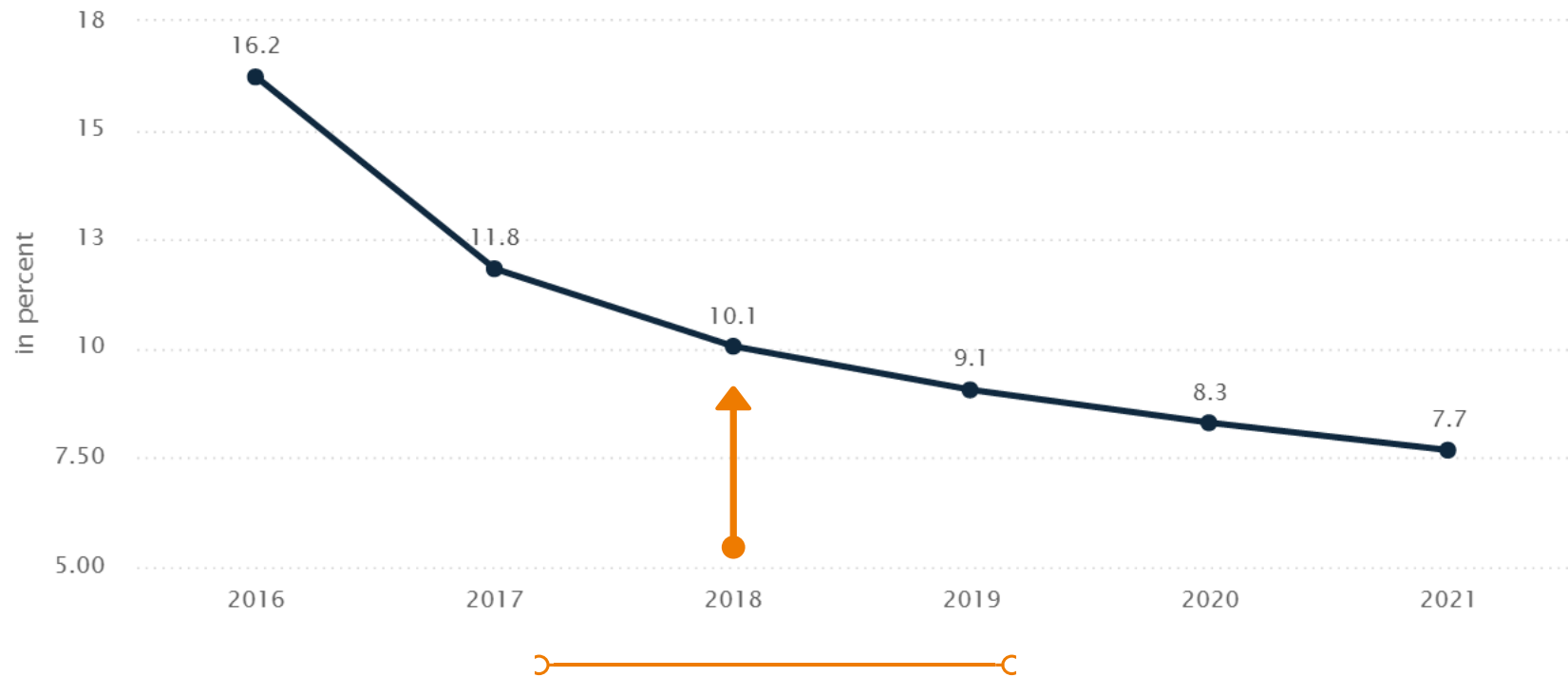
TURKEY GAME MARKET REPORT 2018





MOBILE GAMES REVENUE GROWTH %

TURKEY GAME MARKET REPORT 2018





WORLD RANK - REVENUE

TURKEY GAME MARKET REPORT 2018

- World Rank - Total

18

- World Rank - Mobile

18

2017



- World Rank - Total

18

- World Rank - Mobile

18

2018



POPULAR GAME COMPANIES IN TURKEY

TURKEY GAME MARKET REPORT 2018

- Epic games
- Blizzard
- Lokum Games
- Activision
- Electronic Arts
- Peak Games
- Gram Games
- Ubisoft
- Bethesda
- Tencent
- Pearl Abyss
- Valve
- Bluehole
- Taleworlds
- KONAMI
- SEGA
- Square Enix
- Zynga
- Gameforge
- Netease
- Riot Games
- Nfinity - Tam Game
- IGG
- Netmarble
- Naughty Dog
- Neowiz
- Cd Red Project
- Cubizone
- Microsoft Studios
- Bungee
- Vodoo
- Ketchapp
- Masomo Gaming
- Eidos
- Rockstar
- Dice
- Bioware
- Kojima
- Codemasters
- Arenanet
- Relic
- ID Software
- Nintendo
- Sony
- Bandai Namco
- Crytek
- Moonton
- Rovio
- Wargaming

2018



GAMING IN TURKEY



POPULAR TWITCH TV STREAMERS IN TURKEY

TURKEY GAME MARKET REPORT 2018

STREAMER	+2018 TR NUMBERS				
	DISPLAY NAME	VIEWS	NEW VIEWS	PEAK VIEWERS	FOLLOWERS
#1 WTCN	wtcN	40.853.710	17.332.732	26.091	960.435
#2 MITHRAIN	Mithrain	33.559.672	16.793.914	30.710	605.094
#3 KENDİNEMUZİSYEN	KendineMuzisyen	16.223.915	12.035.584	18.622	580.851
#4 JTGTV	JtgTv	22.960.066	19.527.478	41.216	306.202
#5 JAHREIN	Jahrein	38.844.669	10.332.116	33.087	1.002.578
#6 RIOTGAMESTURKISH	RiotGamesTurkish	124.638.961	14.929.854	43.174	559.946
#7 UNLOSTV	UNLOSTV	27.165.180	7.375.755	31.720	892.316
#8 LEVO	Levo	29.545.360	9.037.589	16.698	512.115
#9 IMMORTORU	Immortoru	6.694.428	5.998.202	5.183	159.417
#10 ZEEON	ZeeoN	43.759.868	9.288.861	21.076	855.665



PAYMENT COMPANIES IN TURKEY

TURKEY GAME MARKET REPORT 2018

- Game Sultan, Ininal, lyzi.co, BKM Express, ipara, Mikro Ödeme (Wirecard), 3Pay, Paybyme, PayU, Perdigital, Gpay, PayGuru, Game Satış, EPin, Papara



- Game Sultan (RAZER), Bynogame, Ininal, lyzi.co, BKM Express, ipara, Mikro Ödeme (Wirecard), 3Pay, Paybyme, PayU, Perdigital, Gpay, PayGuru, Game Satış, EPin, Papara, *400#, Paysafe

2017

2018



ONLINE RESELLERS

TURKEY GAME MARKET REPORT 2018

- Game Sultan, Voidu, Kinguin, G2A, Steam, Aral Game, Perdigital, ByNoGame, Epin, GameSatış, Türk Telekom Playstore



- Game Sultan (RAZER), *400#, ByNoGame, Voidu, Steam, Aral Game, G2A, Perdigital, Playstore, Kinguin, GameSatış, Oynasana, Origin, Battlenet, Carrefour & Migros (Offline Retails)

2017

2018



ASSOCIATIONS

TURKEY GAME MARKET REPORT 2018

- **TOGED** (Game Developers Association of Turkey)

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



- **TOGED** (Game Developers Association of Turkey)

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

2017

2018



GAME EXHIBITIONS

TURKEY GAME MARKET REPORT 2018

- GameX
- GIST (Gaming Istanbul)



- GameX
- GIST (Gaming Istanbul)
- CNR Games Week
- TEK FEST (2019)

2017

2018



ACADEMIC PROGRAMS

TURKEY GAME MARKET REPORT 2018

- Bahçeşehir University
- Bahçeşehir University BUG Game Lab.
- İstanbul Bilgi University
- ODTÜ Gate
- İzmir Dokuz Eylül University Digital Game and Design Incubation Center



- Bahçeşehir University
- Bahçeşehir University BUG Game Lab.
- İstanbul Bilgi University
- ODTÜ Gate
- İzmir Dokuz Eylül University Digital Game and Design Incubation Center
- İTÜ Game & Engagement Tech.
- TINK Technology and Human Colleges Academic Program; Game Development

2017

2018



CENTERS, WHICH SUPPORT GAME DEVELOPMENT

TURKEY GAME MARKET REPORT 2018



- Türkiye Bilişim Vakfı
- ODTÜ Teknokent ATOM
- Startershub
- İTÜ Teknokent
- Bilkent Cyberpark
- 9 Eylül Üniversitesi Depark
- Oyun Hızlandırma ve Ön Kuluçka Merkezi - Bambu
- Gamer's Cube



INTERNET (CYBER) CAFES

TURKEY GAME MARKET REPORT 2018

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

2017



- 20.000 + cyber cafes (7000 to 10.000 most active ones)
- 7.5 Million gamers are visiting Cyber Cafes / Month

2018



INTERNET (CYBER) CAFES PC CONFIGURATION

TURKEY GAME MARKET REPORT 2018



- Processor
- Percentage Odds
- Ram
- Percentage Odds
- Internet speed
- Percentage Odds

13	15	17		
%37	%52	%11		
4 GB	8 GB	16 GB	32 GB	64 GB
%8	%61	%31		
8 MB	16 MB	24 MB	64 MB	
	%24	%53	%23	

2018





INTERNET (CYBER) CAFES DAILY CAFE STATUS

TURKEY GAME MARKET REPORT 2018



- Density Time
- Density Days
- Average Rental Fees / Hour
- Daily Average Pin Sales (pcs)
- Average Food Fee Per Person

14:30 - 22:30

FRIDAY - SATURDAY - SUNDAY

3 TL - 3.5 TL

40 - 50

10 TL

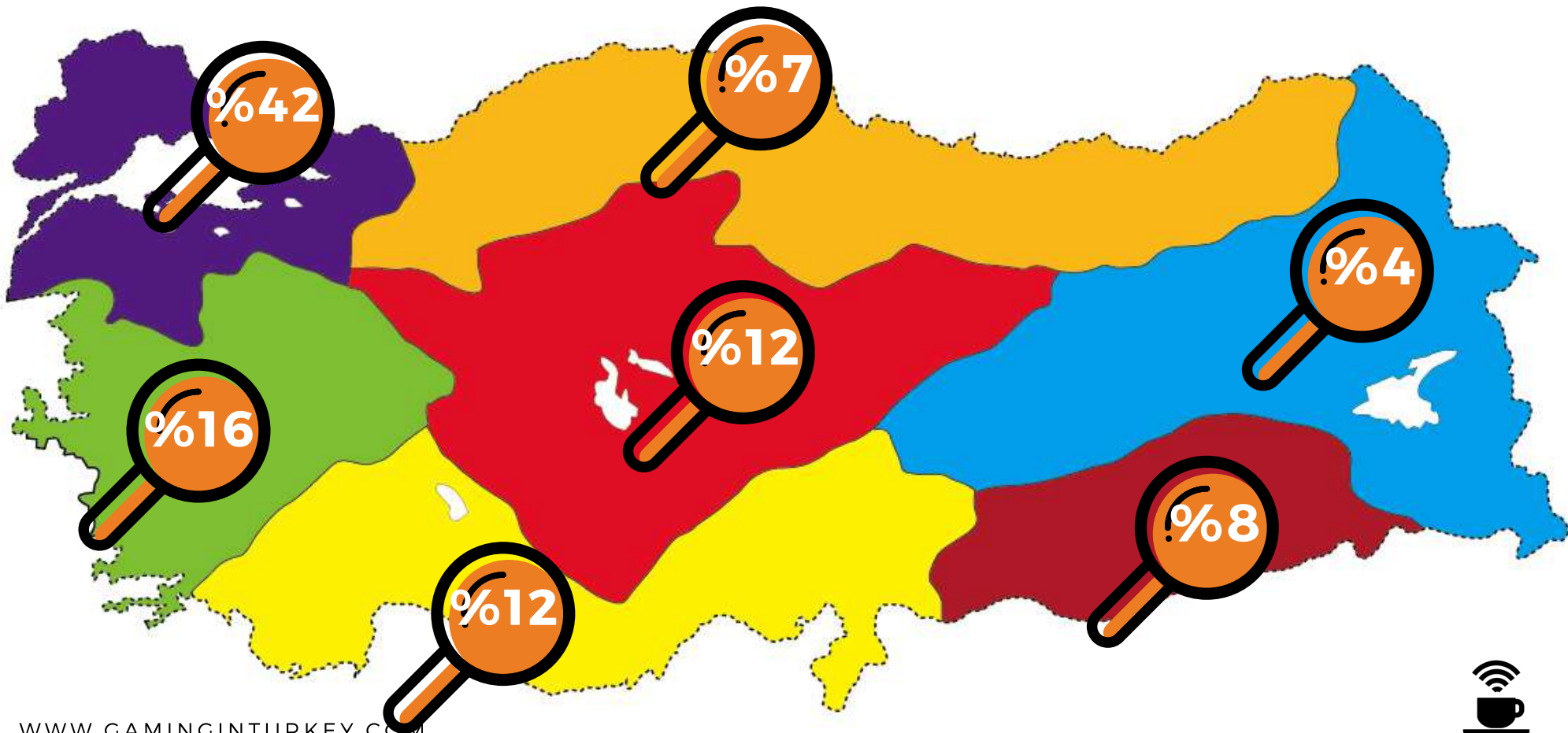
2018





INTERNET (CYBER) CAFES PENETRATION

TURKEY GAME MARKET REPORT 2018





ESPORTS TEAMS IN TURKEY

TURKEY GAME MARKET REPORT 2018

- Dark Passage, HWA, BAU Supermassive, Space Soldiers, 1907 Fenerbahçe, Galatasaray, Beşiktaş, ANT Espor, Team Turqality, Zone Esports, Crew Esports, Royal Bandits, Team Aurora, Bursaspor, OHM, Çilekler, Team Galakticos, TOA Esports, Revenge Wish Esports, Rurnbles eSports, Sangal Esports



- Beşiktaş JK, 1907 Fenerbahçe, Galatasaray, HWA, Royal Bandits, Oyun Hizmetleri, AURORA, Bursaspor, Arena Bulls, Dark Passage, Mod-Z, Ice, Başakşehir FK, Trabzonspor, Futbolist, Turkish King, İstanbul Esports, Göztepe Esports, Antalyaspor, Kayseri Esports, Konya Esports, TOA, Rurnbles, Galaktikos, BAU Supermassive, Gamers of Future, Vengeance, Revenge Wish Esports, Sangal Esports

2017

2018



ESPORTS TEAMS IN TURKEY

TURKEY GAME MARKET REPORT 2018

TEAMS

- Beşiktaş JK
- 1907 Fenerbahçe
- Galatasaray
- HWA
- Royal Bandits
- Oyun Hizmetleri
- AURORA
- Bursaspor
- Arena Bulls
- Dark Passage
- Mod-Z
- Ice
- Başakşehir FK
- Trabzonspor
- Futbolist
- Turkish King
- İstanbul Esports
- Göztepe Esports
- Antalyaspor
- Kayseri Esports
- Konya Esports
- TOA
- Rurnbles
- Galaktikos
- Supermassive
- Gamers of Future
- Vengeance

GAMES

PUBG, League of Legends, CS:GO (Woman), FIFA, Street Fighter, Fortnite
League of Legends, Wolfteam, Zula, FIFA
League of Legends, Wolfteam, Zula, FIFA, PUBG
League of Legends, PUBG, Wolfteam, Hearthstone, Starcraft
League of Legends, Hearthstone
Zula, PUBG
League of Legends, FIFA
League of Legends, DOTA 2
CS:GO
League of Legends, PUBG, Wolfteam
CS:GO, PUBG, FIFA, Zula, NBA2K
PUBG, Zula, Wolfteam
FIFA
FIFA
FIFA
NBA2K
Zula, FIFA, NBA2K
FIFA, NBA2K
FIFA
FIFA, NBA2K
FIFA
CS:GO, PUBG
CS:GO
League of Legends, Wolfteam
League of Legends
Zula
Zula





ESPORTS ORGANIZATIONS IN TURKEY

TURKEY GAME MARKET REPORT 2018

- Zula World Cup
- Wolfteam Turkey Cup
- Wolfteam League
- Multiplayer Fifa 19 Balkan Cup
- Multiplayer Chapters
- Red Bull Last Champion - Dota 2
- PUBG TAM Game League
- League of Legends Championship League
- VPG Turkey Cup
- VPG Turkey FIFA Pro Clubs League
- Turkey ESL CS: GO Championship
- Blast Pro Series Istanbul
- TSL - Turkish Stars League with FaceIT





ESPORTS MEDIA IN TURKEY

TURKEY GAME MARKET REPORT 2018

- Dijitalsporlar
- Multiplayer
- PlayerBros
- ESporX
- Karnaval Radio
- ThatsGameBro
- 5Mid



- Hürriyet Spor Arena/Espor
- Fanatik Espor
- SporX Espor
- That's Game Bro
- Playerbros
- Dijital Sporlar
- Multiplayer
- 5mid
- Only A Gamer
- GG Espor
- Mynet Espor

2017

2018



TURKEY TOP 5 GAME SITES (ALEXA RANK)

TURKEY GAME MARKET REPORT 2018



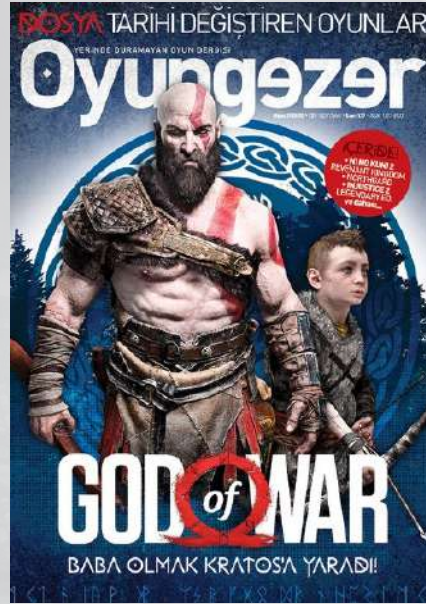
1. Oyungezer
2. Merlinin Kazanı
3. Gamer.com.tr
4. Bölüm Sonu Canavarı
5. Leadergamer



GAME MAGAZINES IN TURKEY

TURKEY GAME MARKET REPORT 2018

Oyungezer



Level



2017



2018

HOW ABOUT MEA REGION?

MEA Region top countries, based on game revenues

GAMING IN TURKEY IS READY TO SERVE YOU IN MEA REGION TOO





MEA REGION

TOP COUNTRIES BASED ON REVENUES

- Turkey: 853M USD
- Saudi Arabia: 800M USD
- Iran: 600M USD
- UAE: 226M USD
- Egypt: 286M USD
- TOTAL: 4.7 Bn+ USD 2018 Revenue



- Population: 1.716.242.000 +
- Online Population:
601.417.000 +
- Gamers: 330.696M+
- 19,5% Revenue Based Growth
(2017 - 2018)

2018

GAMING IN TURKEY GAMING AGENCY ESPORTS AGENCY

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

GAMING IN TURKEY - GAMING AGENCY & ESPORTS AGENCY



GAMINGIN**TURKEY**





GAMINGIN TURKEY

GAMING & ESPORTS AGENCY

01

Game
Marketing

02

Esports

03

Game
Operation

04

QA
Services

05

IT
Services

06

Art
Design



GAMING IN TURKEY

Gaming in Turkey, operating in Turkey for 4 years, is a completely esports and gaming agency.

We provide full 360-degree service with integrated online and offline marketing actions tailored for gaming companies.

Gaming in Turkey, which brings 10 years of experienced online gaming professionals under one roof, is cooperating with game publishers and developers around the world.

We serve also many major brands in Turkey.



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 / CEO

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





GAMINGINTURKEY

GAMING AGENCY - ESPORTS AGENCY - GAME MARKETING SERVICES

01

Game
Marketing

- Localization
- Influencer Marketing
- Media Planning
- Video Production
- Brand & Strategy
- Digital Marketing
- User Acquisition
- Social Media
- Creative Designs
- Digital PR & PR
- Partnerships





GAMINGINTURKEY

GAMING AGENCY - GAME MARKETING SERVICES





GAMINGINTURKEY

GAMING AGENCY - GAME MARKETING SERVICES





GAMINGINTURKEY

GAMING AGENCY - ESPORTS AGENCY - GAME MARKETING SERVICES

02

Esports

- Esports Organizations
- Sponsorship
- Team Management
- Online Tournaments
- Internet Cafe Events





GAMINGINTURKEY

OPERATION



03

Operational
Services

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





GAMINGIN**TURKEY**

QA SERVICES

04

QA
Services

Quality Assurance; As Gaming in Turkey, we provide a thorough QA process using the 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





GAMINGINTURKEY

IT SERVICES

05

- Cloud
- CDN
- Hosting
- Multi Downloader Platform

IT
Services





GAMINGIN**TURKEY**

ART DESIGN

06

Art
Design

- Concept Design
- Character Design
- Illustration
- Marketing Assets
- 3D Modeling
- 2D Animation
- 3D Animation
- And More...





GAMINGINTURKEY

ACHIEVEMENTS

Achievements & Projects; That GAMING IN TURKEY Team Has Been Involved & Led Under Gaming in Turkey & Different Companies

40

Game
Publishing

42

Million
User

90

Thousand
CCU

59

Awards

25

New Brand



GAMING IN TURKEY

CLIENTS



GAMING IN TURKEY

CLIENTS



GAMING IN TURKEY





GAMINGINTURKEY

**CASE
STUDIES
WITH
DETAILS**



BLAST PRO SERIES

BLAST PRO SERIES ISTANBUL ESPORTS
ORGANIZATION MARKETING & SPONSORSHIPS



BLAST
PRO SERIES & ISTANBUL



BLAST PRO SERIES

BLAST PRO SERIES ISTANBUL ESPORTS
ORGANIZATION MARKETING & SPONSORSHIPS



BLAST
PRO SERIES & ISTANBUL



BLAST PRO SERIES

BLAST PRO SERIES ISTANBUL ESPORTS ORGANIZATION MARKETING & SPONSORSHIPS

- Marketing
- PR & Digital PR
- Sponsorships
- Website and Social Media Management
- Influencer Marketing

BLAST
PRO SERIES & ISTANBUL

 karnaval.com

 Mobilet

 Selfy

 SporTV

 [TURKISH
AIRLINES](http://Turkish Airlines)

- [Link 1](#)
- [Link 2](#)
- [Link 3](#)



GAME EXHIBITION

GAME EXHIBITION
BOOTH DESIGN MARKETING AND OPERATIONS



GI7
GAMING IN TURKEY



GAME EXHIBITION

GAME EXHIBITION
BOOTH DESIGN MARKETING AND OPERATIONS



GI7
GAMINGINTURKEY



GAME EXHIBITION

GAME EXHIBITION
BOOTH DESIGN MARKETING AND OPERATIONS



GI7
GAMING IN TURKEY



GAME EXHIBITION

GAMEX 2018 GAME EXHIBITION
BOOTH DESIGN MARKETING AND OPERATIONS



Gi7
GAMING IN TURKEY



GAMING IN TURKEY

GAMEX 2018 GAME EXHIBITION
BOOTH DESIGN MARKETING AND OPERATIONS



GI7
GAMING IN TURKEY



GAMING IN TURKEY

GAMEX 2018 GAME EXHIBITION
BOOTH DESIGN MARKETING AND OPERATIONS




GAMING IN TURKEY



GAMING IN TURKEY

EXAMPLE CASES



Tik Tok

We made 360 Degree marketing for Tik Tok. The first step was outdoor marketing. For this, we choose 17 Universities from different cities of Turkey, 50 busses in Istanbul, Metrobus stations in Istanbul.



GAMING IN TURKEY

EXAMPLE CASES



For Lords Mobile, one of the most popular mobile game in Turkey we made 360-degree marketing campaigns and continue to do.

- TV Media Plan
- Outdoor
- Influencer Marketing
- PR & Digital PR
- Digital Marketing
- Game Exhibition





SPECIAL THANKS

We are grateful to our partner Game Sultan Razer, field marketing expert and monetization platform for support us in data mining to finalize Turkey Game Market Report 20178

www.gamesultan.com

SOURCES

Game Sultan - A Razer Company, Gaming in Turkey Marketing Team, Newzoo, Statista, WeAreSocial, AppAnnie, Education First English Language School, Eurostat, Stream Hatchet



GAMINGINTURKEY

**Gaming in Turkey is
ready for you to serve.
Let's Meet at;
“Gaming in Turkey”**

info@gaminginturkey.com