



STRENGTHENING TÜRKİYE'S MEDIA LANDSCAPE

DENİZ GÜLER
Vice President of RTÜK



Who is RTÜK?

- an independent regulatory (since 1994)
- administrative and financial autonomy.
- 9 member Supreme Council, elected for 6 years term.





Primary Duties of RTÜK

- Regulate and monitor broadcasts
- Protect freedom of expression
- Ensure fair competition and media pluralism
- Prevent media concentration
- Grant broadcasting licenses



Türkiye's Media Landscape



➤ Private Media (TV)
409 TV Channel, **823** License

➤ Private Media (Radio)
934 Radio stations, **1,660** License

➤ Public Media (TV)
22 TV Channel, **44** License

➤ Public Media (Radio)
55 Radio stations, **67** License

One of the most dynamic ecosystems
in the region...

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Digital Recording and Archiving System (SKAAS)

- Transparency through digital evidence
- Protects broadcasters and audiences
- One of the largest broadcast archives in Europe

Audience Measurements

- Shapes investment, advertising and cultural trends
- Basis of fair competition
- Ensures transparency and accountability

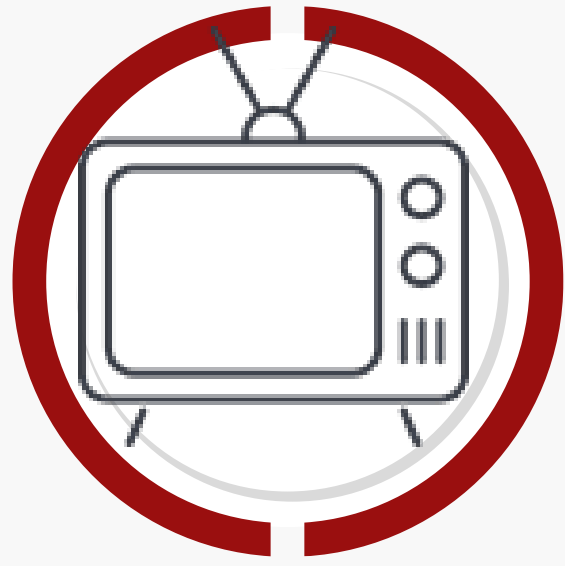
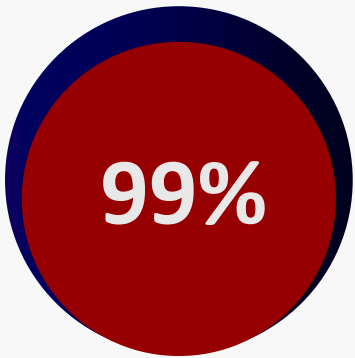
Media Usage Patterns of Türkiye (MEDIAMETER 2024)

A Nationwide, sample-based study
conducted with 15.766 participants aged 15
and over

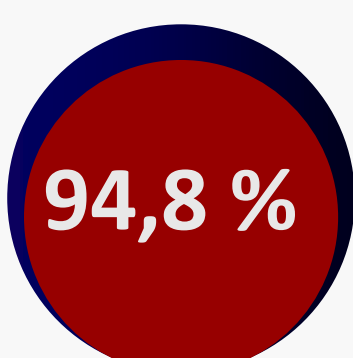
MEDIA DEVICE OWNERSHIP



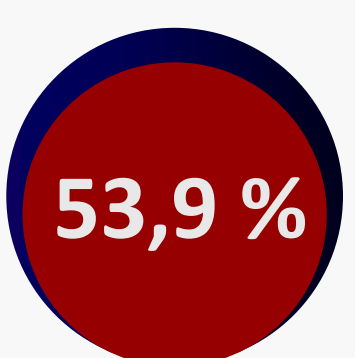
Mobile Phone



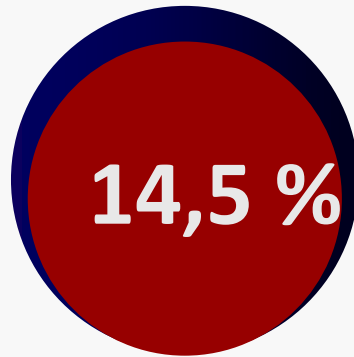
Television



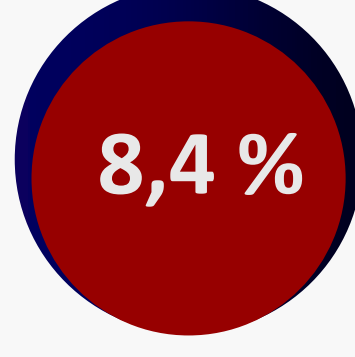
Computer/Tablet



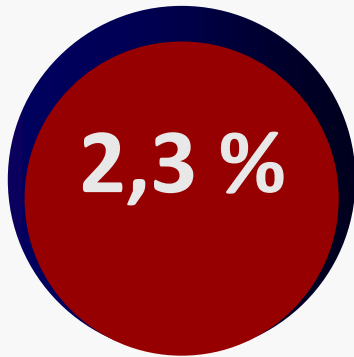
Radio



Game Console



E-book

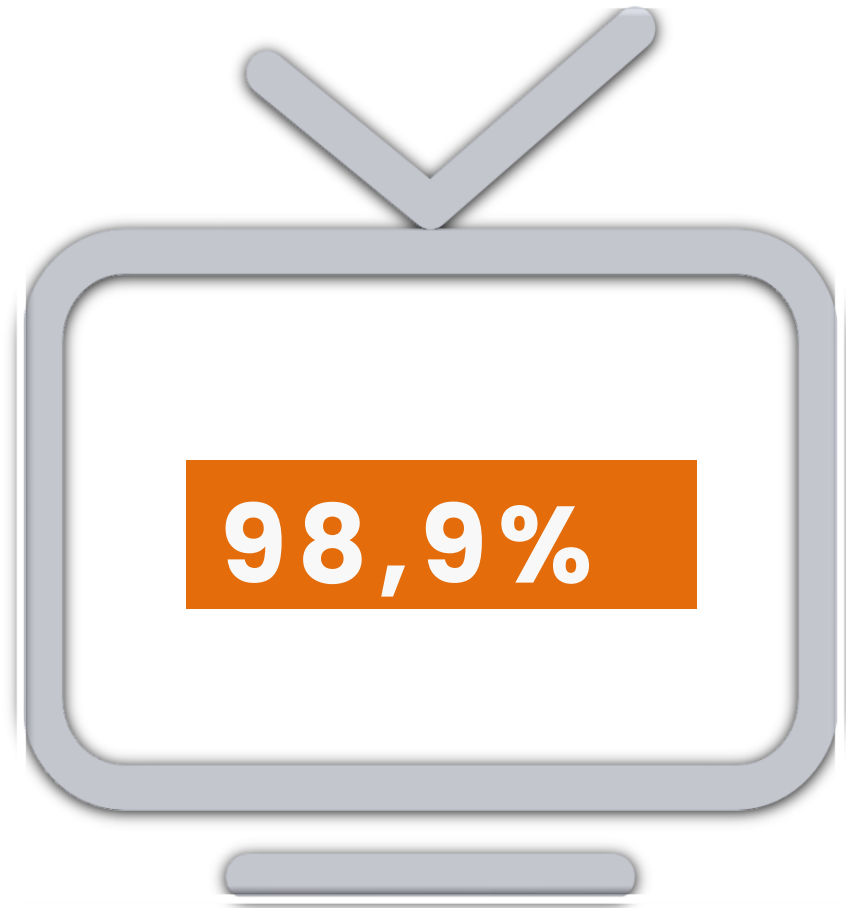


Television Viewing

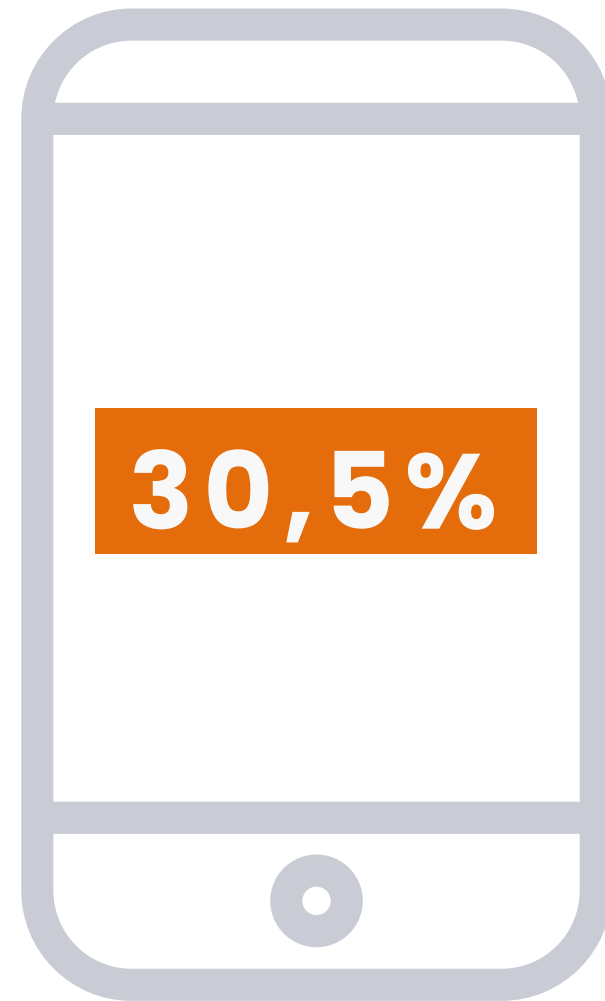
Average daily television viewing
time



**3 Hours
43 Minutes
per day**



98,9%



30,5%



18,9%



TV remains a shared cultural space

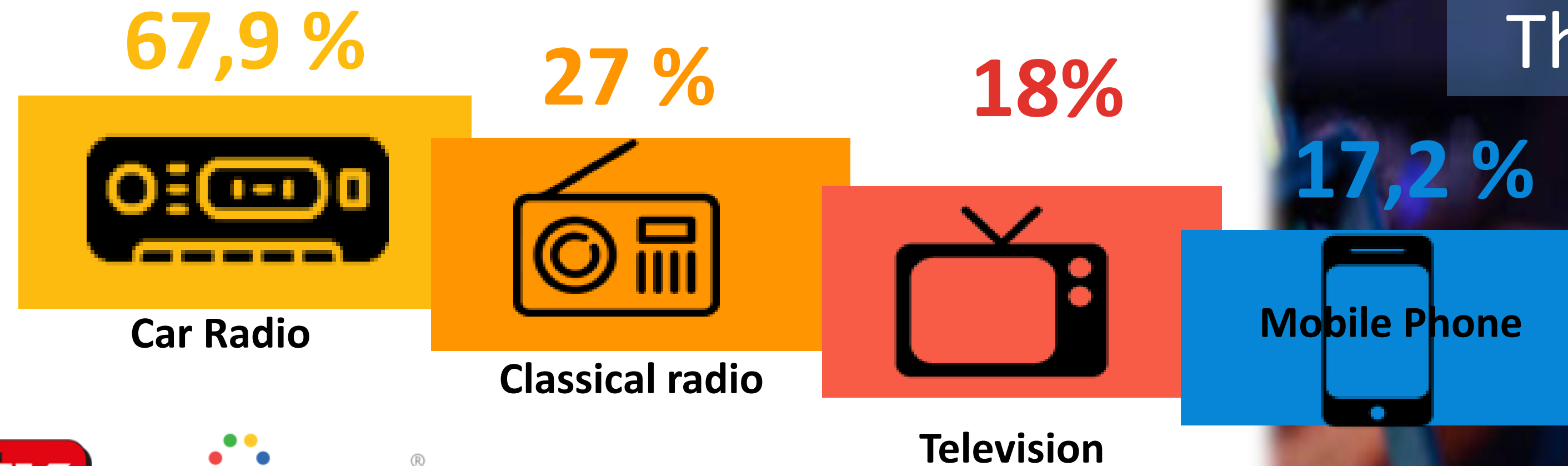
Radio Listening

Average daily radio listening time



1 Hour 40 Minutes per day

Distribution of Participants' Music Listening via Radio Broadcasts and Digital Platforms by Device Type



The human voice still matters.

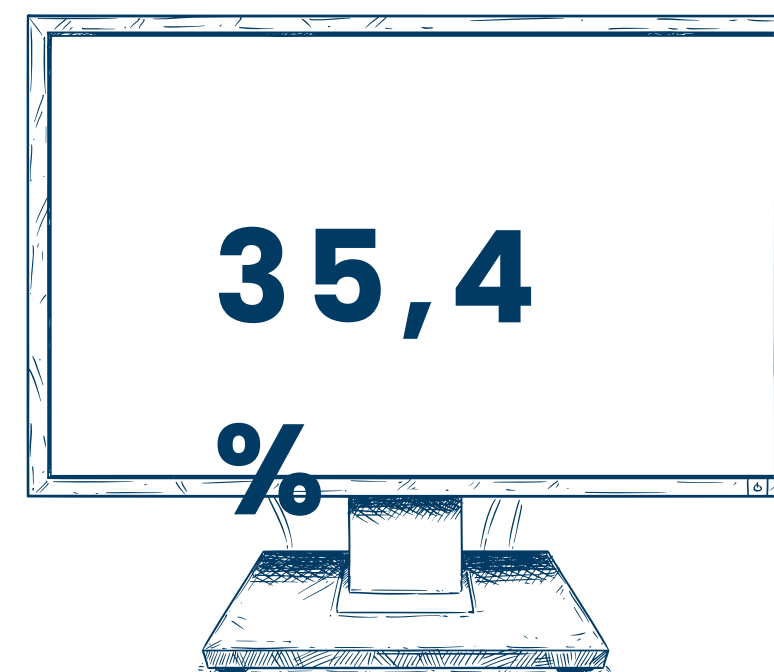
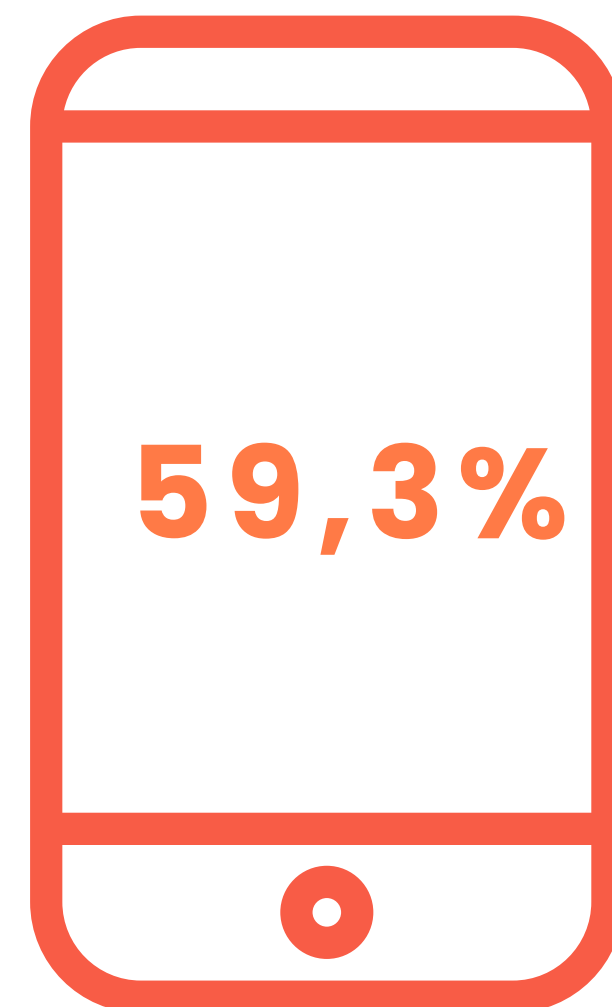
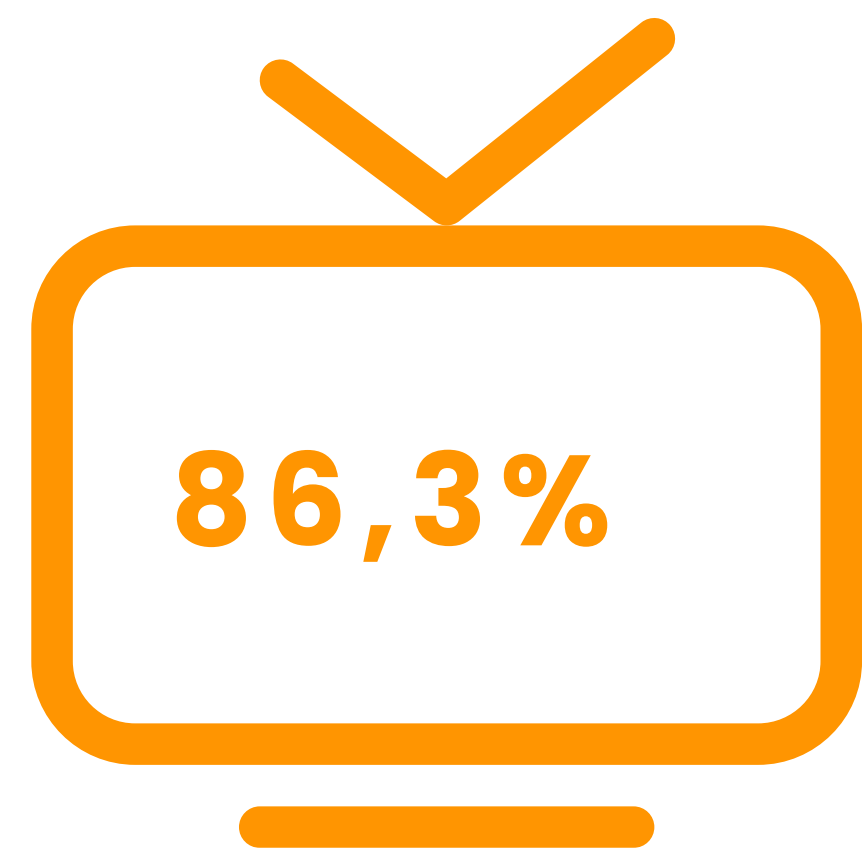
On-Demand Streaming Platforms

Average daily time spent



2 Hours
22 Minutes per day

Which devices do you use to watch on-demand streaming platforms?



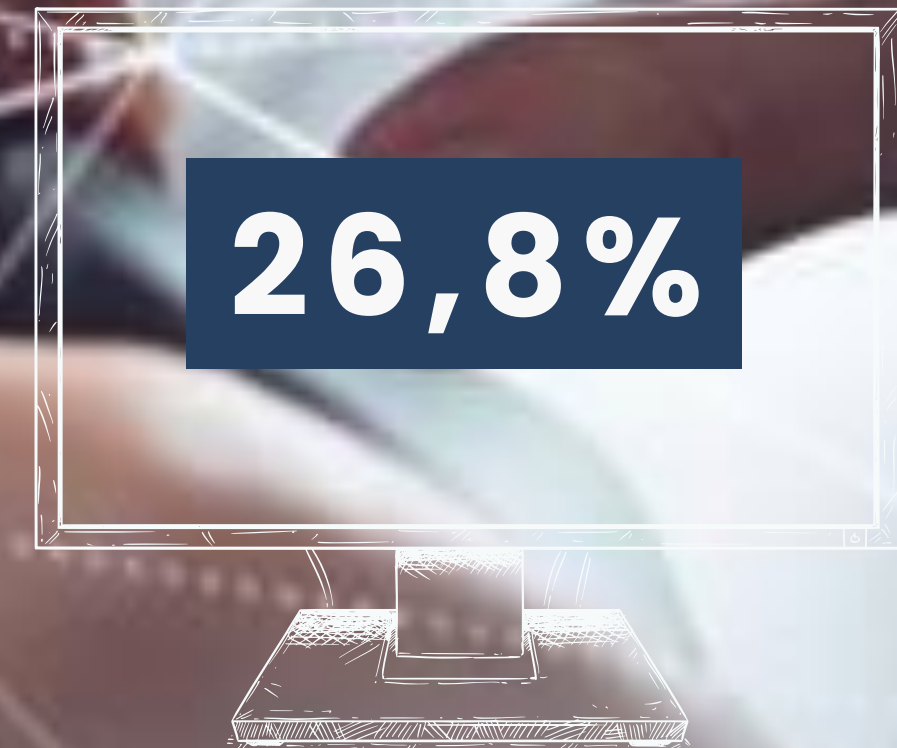
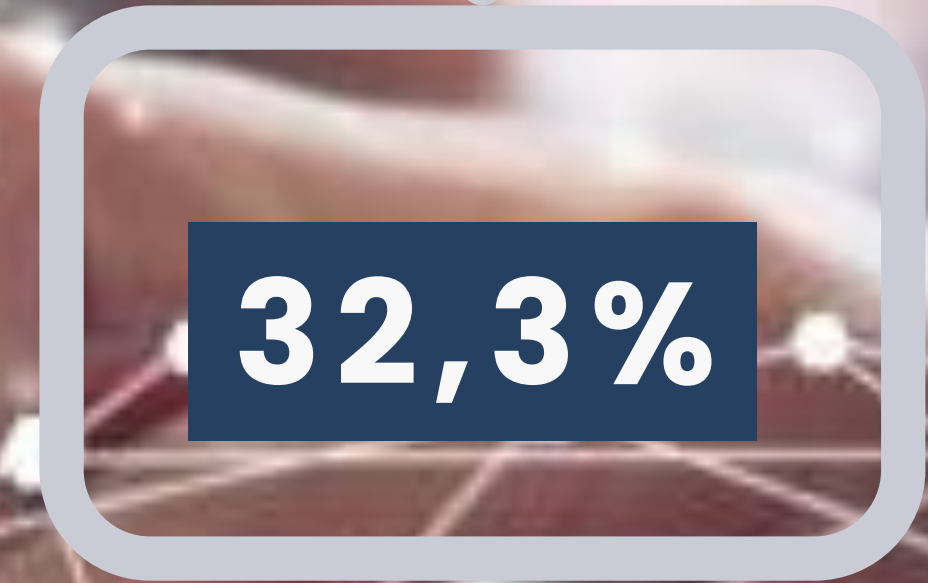
Internet Usage

**Average daily internet
usage time**

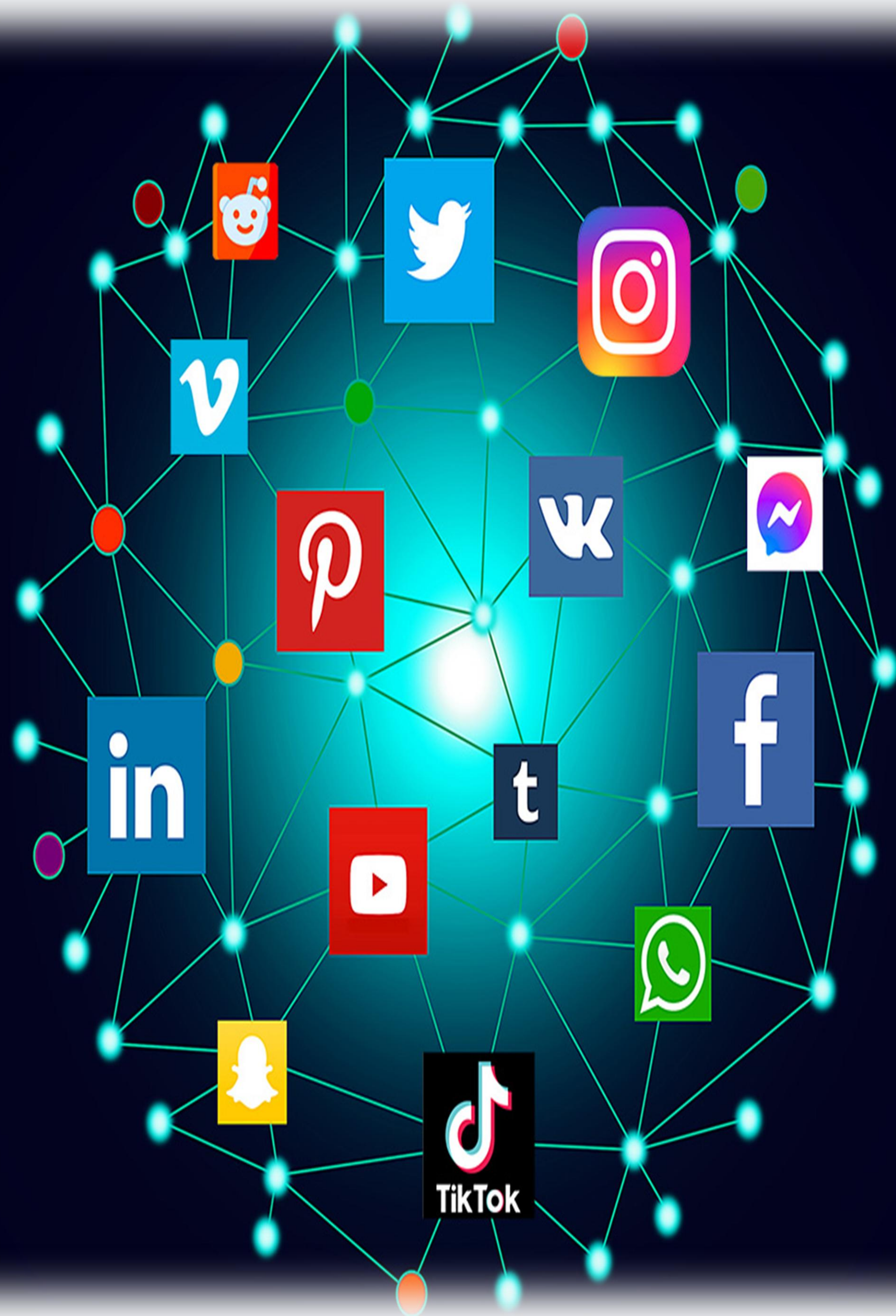


**4 Hours 21 Minutes
per day**

**Which devices do you use to
connect to the internet?**



The internet is a digital living space

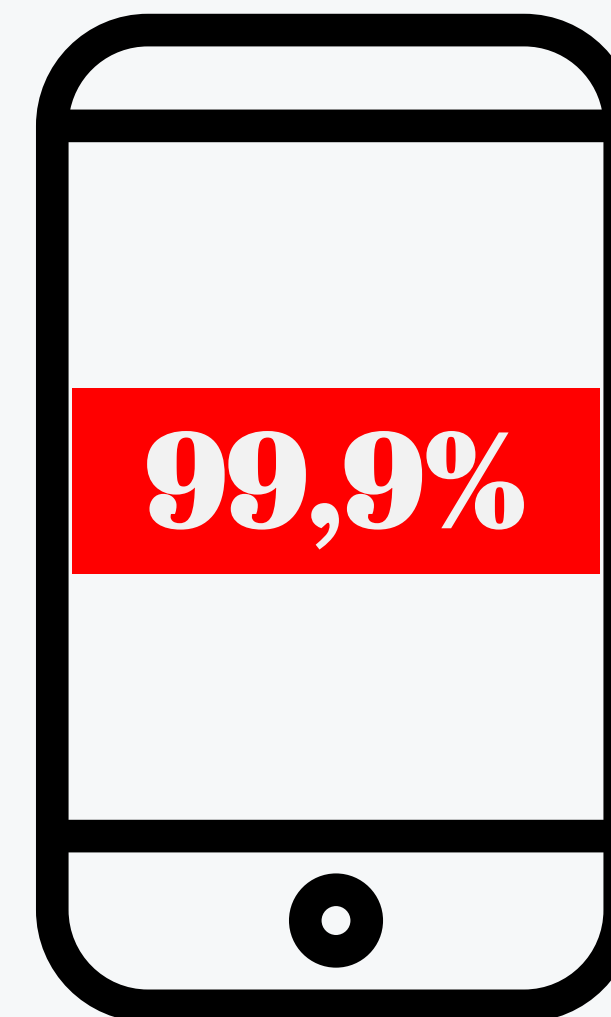


Average Daily Social Media Usage Time



**3 Hours
12 Minutes**

Devices to Follow Social Media



99,9%



9,7%

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RTÜK Institutional Activities

➤ Monitoring Broadcasts

We detect harmful content and apply the necessary sanctions.

➤ Public Service Announcements

Public service announcements to raise awareness against bullying.

➤ Educational Broadcasts

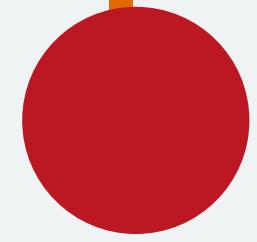
We encourage contents that teach values such as empathy and solidarity.

➤ Collaborations with Digital Media Services

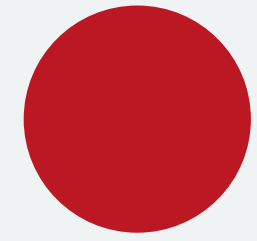
We carry out anti-bullying projects with digital platforms



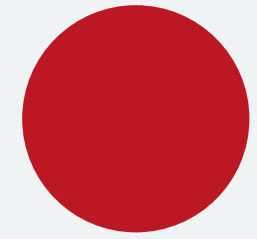
Protecting Children From Harmful Content



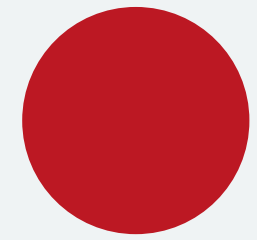
Parental Control Tools



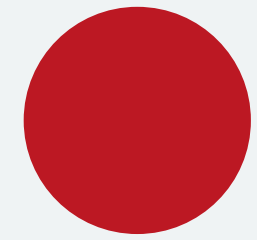
Protective Symbols



PIN/Password Application



Child Profile



Content Restrictions



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Media Literacy Campaigns Smart Signs

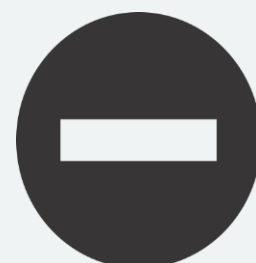


- Media literacy curriculum in schools
- Critical thinking over passive consumption
- Awareness programs for families

Violence
/Fear



Bad
Behaviours



Sexuality



Age 7 and older
All times



Age 13 and older
After 21:30



Age 18 and older
After 24:00





International Activities and Cooperation

- EPRA, ERGA, ITU, BRAF and others
- Shared standards
- Joint strategies against digital risks

Growth is never by mere chance; it is the result of forces working together



Key Factors In Strengthening The Media Landscape

- **Legal Regulations**
- **Media Literacy
& Digital Awareness**
- **Parental Consciousness
& Family Support**





THANK YOU FOR YOUR
ATTENTION

