



TURKEY

JAN
2015

DIGITAL IN TURKEY



A SNAPSHOT OF THE COUNTRY'S
KEY DIGITAL STATISTICAL INDICATORS

TOTAL
POPULATION



76.7
MILLION

URBANISATION:
72%

*FIGURE REPRESENTS TOTAL
NATIONAL POPULATION,
INCLUDING CHILDREN*

ACTIVE
INTERNET USERS



37.7
MILLION

PENETRATION:
49%

*FIGURE INCLUDES ACCESS
VIA FIXED AND MOBILE
CONNECTIONS*

ACTIVE SOCIAL
MEDIA ACCOUNTS



40.0
MILLION

PENETRATION:
52%

*FIGURE REPRESENTS
ACTIVE USER ACCOUNTS,
NOT UNIQUE USERS*

MOBILE
CONNECTIONS



69.6
MILLION

vs. POPULATION: 91%

*FIGURE REPRESENTS
MOBILE SUBSCRIPTIONS,
NOT UNIQUE USERS*

ACTIVE MOBILE
SOCIAL ACCOUNTS



32.0
MILLION

PENETRATION:
42%

*FIGURE REPRESENTS
ACTIVE USER ACCOUNTS,
NOT UNIQUE USERS*

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ANNUAL GROWTH



GROWTH TRENDS FOR THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS

GROWTH IN THE
NUMBER OF ACTIVE
INTERNET USERS



+5%

SINCE JAN 2014

GROWTH IN THE NUMBER
OF ACTIVE
SOCIAL MEDIA ACCOUNTS



+11%

SINCE JAN 2014

GROWTH IN THE
NUMBER OF MOBILE
SUBSCRIPTIONS



+2%

SINCE JAN 2014

GROWTH IN THE NUMBER OF
ACTIVE MOBILE SOCIAL
ACCOUNTS



+14%

* SINCE JUL 2014

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TIME SPENT WITH MEDIA



SURVEY-BASED DATA: FIGURES REPRESENT USERS' OWN CLAIMED / REPORTED ACTIVITY
NOTE THAT AVERAGE TIMES ARE BASED SOLELY ON PEOPLE WHO USE EACH MEDIUM, AND DO NOT FACTOR NON-USERS

AVERAGE DAILY USE
OF THE INTERNET VIA A
PC OR TABLET
(INTERNET USERS)



4H 37M

AVERAGE DAILY USE OF THE
INTERNET VIA A MOBILE
PHONE (MOBILE
INTERNET USERS)



2H 51M

AVERAGE DAILY USE OF
SOCIAL MEDIA VIA ANY
DEVICE
(SOCIAL MEDIA USERS)



2H 56M

AVERAGE DAILY
TELEVISION VIEWING TIME
(INTERNET USERS WHO
WATCH TV)



2H 17M

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INTERNET USE



BASED ON REPORTED ACTIVE INTERNET USER DATA,
AND USER-CLAIMED MOBILE INTERNET USE

TOTAL NUMBER OF
ACTIVE INTERNET
USERS



37.7M

INTERNET USERS AS A
PERCENTAGE OF THE
TOTAL POPULATION



49%

TOTAL NUMBER OF
ACTIVE MOBILE
INTERNET USERS



31.7M

MOBILE INTERNET USERS AS A
PERCENTAGE OF THE TOTAL
POPULATION



41%

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SHARE OF WEB TRAFFIC



BASED ON EACH DEVICE'S SHARE OF THE TOTAL
WEB PAGES SERVED TO WEB BROWSERS

SHARE OF WEB PAGE
VIEWS:
LAPTOPS &
DESKTOPS



68%

YEAR-ON-YEAR:
-15%

SHARE OF WEB
PAGE VIEWS:
MOBILE PHONES



28%

YEAR-ON-YEAR:
+62%

SHARE OF WEB
PAGE VIEWS:
TABLETS



4%

YEAR-ON-YEAR:
+37%

SHARE OF WEB
PAGE VIEWS:
OTHER DEVICES



~0%

YEAR-ON-YEAR:
+100%

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SOCIAL MEDIA USE



BASED ON MONTHLY ACTIVE USER NUMBERS
REPORTED BY THE COUNTRY'S MOST ACTIVE PLATFORM

TOTAL NUMBER OF
ACTIVE SOCIAL
MEDIA ACCOUNTS



40.0M

ACTIVE SOCIAL ACCOUNTS AS
A PERCENTAGE OF THE TOTAL
POPULATION



52%

TOTAL NUMBER OF SOCIAL
ACCOUNTS ACCESSING VIA
MOBILE



32.0M

ACTIVE MOBILE SOCIAL
ACCOUNTS AS A PERCENTAGE OF
THE TOTAL POPULATION



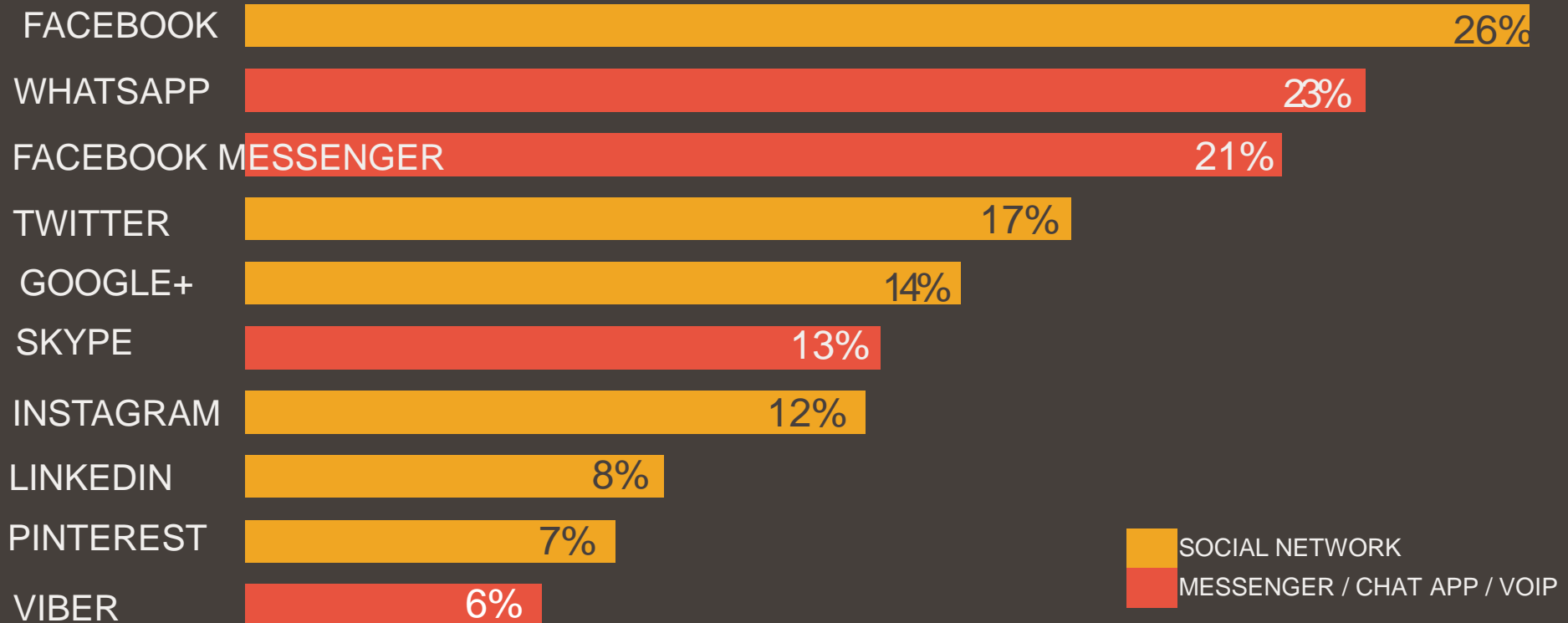
42%

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TOP ACTIVE SOCIAL PLATFORMS



SURVEY-BASED DATA: FIGURES REPRESENT
USERS' OWN CLAIMED / REPORTED ACTIVITY



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MOBILE PHONES



BASED ON THE NUMBER OF CELLULAR
SUBSCRIPTIONS / CONNECTIONS (NOT UNIQUE USERS)

TOTAL NUMBER
OF MOBILE
SUBSCRIPTIONS



69.6M

MOBILE SUBSCRIPTIONS
AS A PERCENTAGE OF
THE TOTAL POPULATION



91%

PERCENTAGE OF
MOBILE CONNECTIONS
THAT ARE PRE-PAID



58%

PERCENTAGE OF
MOBILE CONNECTIONS
THAT ARE POST-PAID



42%

PERCENTAGE OF MOBILE
CONNECTIONS THAT ARE
BROADBAND (3G & 4G)



66%

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MOBILE ACTIVITIES



SURVEY-BASED DATA: FIGURES REPRESENT USERS'
OWN CLAIMED / REPORTED ACTIVITY

PERCENTAGE OF THE
POPULATION USING
SOCIAL MEDIA APPS



24%

PERCENTAGE OF THE
POPULATION WATCHING
VIDEOS ON MOBILE



28%

PERCENTAGE OF THE
POPULATION PLAYING
GAMES ON MOBILE



22%

PERCENTAGE OF THE
POPULATION USING MOBILE
LOCATION-BASED SEARCH



22%

PERCENTAGE OF THE
POPULATION
USING MOBILE BANKING



25%

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E-COMMERCE BY DEVICE



SURVEY-BASED DATA: FIGURES REPRESENT
USERS' OWN CLAIMED / REPORTED ACTIVITY

PERCENTAGE OF THE
POPULATION WHO USED A PC TO
RESEARCH A PRODUCT TO BUY
LAST MONTH



35%

PERCENTAGE OF THE
POPULATION WHO BOUGHT
SOMETHING ONLINE
VIA A PC LAST MONTH



33%

PERCENTAGE OF THE POPULATION
WHO USED A MOBILE PHONE TO
RESEARCH A PRODUCT TO BUY LAST
MONTH



24%

PERCENTAGE OF THE
POPULATION WHO BOUGHT
SOMETHING ONLINE VIA A MOBILE
PHONE LAST MONTH



19%