Turkey Media Market to 2015: Media Services Adoption by Technology

Description:

"Turkey Media Market to 2015: Media Services Adoption by Technology" report provides a top-level overview and detailed insights into the operating environment for mobile operators. It is an essential tool for companies active across the telecom value chain in Turkey and for new companies that may be considering entering the market.

This product is part of the author's new 'on demand' range. These reports are built on the foundation of the most up-to-date data at the moment of purchase, guaranteeing their sensitivity to the current state of the market, and facilitating informed business decisions that can be made with the utmost of confidence. Delivered within two working days, these 'on demand' products combine the author's rigorous methodology with a new level of reactivity to the market, making them an exciting addition to our portfolio, and an even more useful resource for your organization.

- Demographics – Statistical data on Turkey population, households, businesses, nominal GDP, nominal GDP per Capita, consumer price inflation, exchange rates (local currency and US dollar)
- Media services penetration
- Media services adoption by technology
- Media services market share by technology and by operator
- Media services monthly ARPS
- Media services revenue.

Synopsis

This report offers a concise breakdown of Turkey operating environment, with both historic data and forecasts to 2015. The report contains quantitative data which covers:

- Demographics – data on Turkey population, households, businesses, nominal GDP, nominal GDP per Capita, consumer price inflation, exchange rates (local currency and US dollar)
- Media services penetration
- Media services adoption by technology
- Media services market share by technology and by operator
- Media services monthly ARPS
- Media services revenue.

Since 1986, the author has compiled an extensive database on the telecommunications markets in Asia, Africa, the Middle East, Europe, North America and Latin America. The core components of this database mainly include:

Regulatory
- Interviews with top officials at regulatory agencies.
- Statistical data published by governments and regulatory agencies.
- Copies of telecom laws and amendments.
- Copies of tariff schedules, interconnection regulations and universal service requirements.

Operators
- Interviews with key officials in strategic planning, marketing, network planning and financial planning.
- Extensive surveys conducted with operators to determine key network statistics, investment, technology rollout plans, subscribers by service, tariff plans and service offerings.
- Internal statistics and bulletins published by operators.

Vendors
- Interviews with key officials within vendors both at in-country offices and in-company headquarters.

Contents:

1 INTRODUCTION
1.1 What is this Report About?
1.2 Definitions
2 DEMOGRAPHICS
2.1 Turkey Population, 2009 - 15F
2.2 Turkey Households, 2009 - 15F
2.3 Turkey Businesses, 2009 - 15F
2.4 Turkey Nominal GDP (US$ B), 2009 - 15F
2.5 Turkey Nominal GDP per Capita (US$), 2009 - 15F
2.6 Turkey PPP Adjusted GDP per Capita (US$), 2009 - 15F
2.7 Turkey Consumer Price Inflation (%), 2009 - 15F
2.8 Exchange Rate CNY / US$, 2009 - 15F
3 MEDIA SERVICES PENETRATION
3.1 Turkey TV Households, 2009 - 15F
3.2 Turkey Pay TV Households, 2009 - 15F
3.3 Turkey Mobile Subscriptions by Type, 2009 - 15F
4 MEDIA SERVICES ADOPTION BY TECHNOLOGY
4.1 Turkey TV Sets, 2009 - 15F
4.2 Turkey Total Pay TV Accounts, 2009 - 15F
4.2.1 Turkey Cable Accounts, 2009 - 15F
4.2.2 Turkey IPTV, 2009 - 15F
4.3 Turkey Total Mobile TV Subscriptions, 2009 - 15F
5 MEDIA SERVICES MARKET SHARE BY TECHNOLOGY
5.1 Turkey Pay TV Accounts, 2009 - 15 F
5.2 Turkey Mobile TV Subscriptions, 2009 - 15 F
6 MEDIA SERVICES MONTHLY ARPS
6.1 Turkey Spend per Pay TV Account, 2009 - 15F
6.2 Turkey IPTV, 2009 - 15F
6.3 Turkey Mobile TV ARPS, 2009 - 15F
7 MEDIA SERVICES REVENUE
7.1 Turkey Total Pay TV Revenue, 2009 - 15F
7.2 Turkey IPTV, 2009 - 15F
7.3 Turkey Total Mobile TV Revenue, 2009 - 15F
8 APPENDIX
8.1 About Us
8.2 Disclaimer
Table 1: Definitions
Table 2: Turkey Population (000), 2009 - 2015F
Table 3: Turkey Households ('000), 2009 - 2015F
Table 4: Turkey Businesses ('000), 2009 - 2015F
Table 5: Turkey Nominal GDP (US$ B), 2009 - 2015F
Table 6: Turkey Nominal GDP per Capita (US$), 2009 - 2015F
Table 7: Turkey PPP Adjusted GDP per Capita (US$), 2009 - 2015F
Table 8: Turkey Consumer Price Inflation (%), 2009 - 2015F
Table 9: Exchange Rate CNY / US$, 2009 - 2015F
Table 10: Turkey TV Households (%), 2009 - 2015F
Table 11: Turkey Pay TV Households (%), 2009 - 15F
Table 12: Turkey Mobile TV Penetration of Population (%), 2009 - 15F
Table 13: Turkey TV Sets ('000), 2009 - 2015F
Table 14: Turkey Total Pay TV Accounts - MVNOs (000), 2009 - 2015F
Table 15: Turkey Pay TV Accounts (%), 2009 - 2015 F
Table 16: Turkey Pay TV Accounts (%), 2009 - 2015 F
Table 17: Turkey Total Mobile TV Subscriptions (000), 2009 - 2015F
Table 18: Turkey Total Mobile TV Subscriptions (000), 2009 - 2015F
Table 19: Turkey Pay TV Accounts (%), 2009 - 2015 F
Table 20: Turkey Total Mobile TV Subscriptions (000), 2009 - 2015F
Table 21: Turkey Pay TV Accounts (%), 2009 - 2015 F
Table 22: Turkey Pay TV Accounts (%), 2009 - 2015 F
Table 23: Turkey Pay TV Accounts (%), 2009 - 2015 F
Table 24: Turkey Pay TV Accounts (%), 2009 - 2015 F
Table 25: Turkey Pay TV Accounts (%), 2009 - 2015 F
Figure 1: Turkey Population (000), 2009 - 2015F
Figure 2: Turkey Households ('000), 2009 - 2015F
Figure 3: Turkey Businesses ('000), 2009 - 2015F
Figure 4: Turkey Nominal GDP (US$ B), 2009 - 2015F
Figure 5: Turkey Nominal GDP per Capita (US$), 2009 - 2015F
Figure 6: Turkey PPP Adjusted GDP per Capita (US$), 2009 - 2015F
Figure 7: Turkey Consumer Price Inflation (%), 2009 - 2015F
Figure 8: Exchange Rate CNY / US$, 2009 - 2015F
Figure 9: Turkey TV Households (%), 2009 - 2015F
Figure 10: Turkey Pay TV Households (%), 2009 - 15F
Figure 11: Turkey Mobile TV Penetration of Population (%), 2009 - 15F
Figure 12: Turkey TV Sets (000), 2009 - 2015F
Figure 13: Turkey Total Pay TV Accounts - MVNOs (000), 2009 - 2015F
Figure 14: Turkey Cable Accounts (000), 2009 - 2015F
Figure 15: Turkey IPTV (000), 2009 - 2015F
Figure 16: Turkey Total Mobile TV Subscriptions (000), 2009 - 2015F
Figure 17: Turkey Pay TV Accounts (%), 2009 - 2015 F
Figure 18: Turkey Mobile TV Subscriptions (%), 2009 - 2015 F
Figure 19: Turkey Spend per Pay TV Account (US$), 2009 - 2015F
Figure 20: Turkey IPTV Monthly ARPS (US$), 2009 - 2015F
Figure 21: Turkey Mobile TV ARPS (US$), 2009 - 2015F
Figure 22: Turkey Total Pay TV Revenue (US$m), 2009 - 2015F
Figure 23: Turkey IPTV (US$m), 2009 - 2015F
Figure 24: Turkey Mobile TV Revenue (US$m), 2009 - 2015F

Ordering:

Order Online - http://www.researchandmarkets.com/reports/2853888/

Order by Fax - using the form below

Order by Post - print the order form below and send to

Research and Markets,
Guinness Centre,
Taylors Lane,
Dublin 8,
Ireland.
Fax Order Form
To place an order via fax simply print this form, fill in the information below and fax the completed form to 646-607-1907 (from USA) or +353-1-481-1716 (from Rest of World). If you have any questions please visit http://www.researchandmarkets.com/contact/

Order Information
Please verify that the product information is correct and select the format(s) you require.

Product Name: Turkey Media Market to 2015: Media Services Adoption by Technology
Web Address: http://www.researchandmarkets.com/reports/2853888/
Office Code: SCISGPVQ

Product Formats
Please select the product formats and quantity you require:

<table>
<thead>
<tr>
<th>Product Format</th>
<th>Quantity</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Electronic (PDF) - Single User:</td>
<td></td>
<td>USD 700</td>
</tr>
<tr>
<td>Electronic (PDF) - Site License:</td>
<td></td>
<td>USD 1400</td>
</tr>
<tr>
<td>Electronic (PDF) - Enterprisewide:</td>
<td></td>
<td>USD 2100</td>
</tr>
</tbody>
</table>

Contact Information
Please enter all the information below in BLOCK CAPITALS

Title: Mr □ Mrs □ Dr □ Miss □ Ms □ Prof □
First Name: ___________________________________________ Last Name: ___________________________________________
Email Address: * _______________________________________
Job Title: _____________________________________________
Organisation: __________________________________________
Address: ______________________________________________
City: __________________________________________________
Postal / Zip Code: _______________________________________
Country: _______________________________________________
Phone Number: __________________________________________
Fax Number: ____________________________________________

* Please refrain from using free email accounts when ordering (e.g. Yahoo, Hotmail, AOL)
Payment Information

Please indicate the payment method you would like to use by selecting the appropriate box.

☐ Pay by credit card: You will receive an email with a link to a secure webpage to enter your credit card details.

☐ Pay by check: Please post the check, accompanied by this form, to:
Research and Markets,
Guinness Center,
Taylors Lane,
Dublin 8,
Ireland.

☐ Pay by wire transfer: Please transfer funds to:
Account number 833 130 83
Sort code 98-53-30
Swift code ULSBIE2D
IBAN number IE78ULSB98533083313083
Bank Address Ulster Bank,
27-35 Main Street,
Blackrock,
Co. Dublin,
Ireland.

If you have a Marketing Code please enter it below:

Marketing Code: __________________________

Please note that by ordering from Research and Markets you are agreeing to our Terms and Conditions at http://www.researchandmarkets.com/info/terms.asp

Please fax this form to:
(646) 607-1907 or (646) 964-6609 - From USA
+353-1-481-1716 or +353-1-653-1571 - From Rest of World