

Quantitative impact of the regulation on TV advertising markets in EU Member States, EEA countries, the new Member States and a number of third party countries

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Turkey – Report 3 (17/18)

Stages B and C

V.3.3.

*June 2005*

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## I. About Channels in Turkey

# 1. Types of broadcast 2002 - 2003

TAB1a	Names	Status	Channel Type (content)	Maximum advertising minutes allowed per hour by law
<b>Channels with a national coverage*</b> *covering at least 80% of the national population	ATV	Commercial channel free to air	Mainstream	12' per sliding hour and 9' daily average
	KANAL 7	Commercial channel free to air	Mainstream	12' per sliding hour and 9' daily average
	KANAL D	Commercial channel free to air	Mainstream	12' per sliding hour and 9' daily average
	SHOW TV	Commercial channel free to air	Mainstream	12' per sliding hour and 9' daily average
	STAR	Commercial channel free to air	Mainstream	12' per sliding hour and 9' daily average
	STV (Samanyolu)	Commercial channel free to air	Mainstream	12' per sliding hour and 9' daily average
	TGRT	Commercial channel free to air	Mainstream	12' per sliding hour and 9' daily average
	TRT1	Public service	Mainstream	12' per sliding hour and 9' daily average
	TRT2	Public service	News and documentaries	12' per sliding hour and 9' daily average
	TRT3	Public service	Sports	12' per sliding hour and 9' daily average

# 1. Types of broadcast 2002 - 2003

TAB1b	Names	Status	Channel Type (content)	Maximum advertising minutes allowed per hour by law
<b>Local* Channels</b> *By "local", we mean channels covering specific regions or provinces of the country	ANAMESAJ (Ankara)	Commercial channel free to air		12' per sliding hour and 9' daily average
	BRT	Commercial channel free to air	Mainstream	12' per sliding hour and 9' daily average
	CNBC-e	Commercial channel free to air	Movies, Series and Economics	12' per sliding hour and 9' daily average
	CNN TURK	Commercial channel free to air	Information / Business	12' per sliding hour and 9' daily average
	DOGU TV (Erzurum)	Commercial channel free to air		12' per sliding hour and 9' daily average
	EGE MESAJ	Commercial channel free to air		12' per sliding hour and 9' daily average
	EGE TV (Izmir)	Commercial channel free to air	Mainstream	12' per sliding hour and 9' daily average
	FLASH	Commercial channel free to air	Mainstream	12' per sliding hour and 9' daily average
	ISIK TV (Ankara)	Commercial channel free to air		12' per sliding hour and 9' daily average
	KADIRGA (Trabzon)	Commercial channel free to air		12' per sliding hour and 9' daily average
	KANAL 5 (Antep)	Commercial channel free to air		12' per sliding hour and 9' daily average
	KANAL 6	Commercial channel free to air	Mainstream	12' per sliding hour and 9' daily average
	KANAL A (Ankara)	Commercial channel free to air		12' per sliding hour and 9' daily average
	KANAL TÜRK	Commercial channel free to air		12' per sliding hour and 9' daily average
	KARADENİZ TV (Istanbul)	Commercial channel free to air		12' per sliding hour and 9' daily average
	KON TV (Konya)	Commercial channel free to air		12' per sliding hour and 9' daily average
	KORDON TV (Izmir)	Commercial channel free to air		12' per sliding hour and 9' daily average
	KRAL/STAR 2	Commercial channel free to air	Entertainment (incl. Modern Music)	12' per sliding hour and 9' daily average
	MARMARA (Bursa/Bolge)	Commercial channel free to air		12' per sliding hour and 9' daily average
	MELTEM TV	Commercial channel free to air	Religious	12' per sliding hour and 9' daily average
	NTV	Commercial channel free to air	Information / Business	12' per sliding hour and 9' daily average
	RIZE TV (Rize)	Commercial channel free to air		12' per sliding hour and 9' daily average
	SELAM TV (Kocaeli)	Commercial channel free to air		12' per sliding hour and 9' daily average
	SHOWROOM (Istanbul)	Commercial channel free to air		12' per sliding hour and 9' daily average
	TRT4	Public service	Education	12' per sliding hour and 9' daily average
	TRT5 (Int.)	Public service	Mainstream	12' per sliding hour and 9' daily average
	VIZYON (Istanbul)	Commercial channel free to air		12' per sliding hour and 9' daily average

# 1. Types of broadcast 2002 - 2003

TAB1c	Names	Status	Channel Type (content)	Maximum advertising minutes allowed per hour by law	
<b>Non-domestic Channels</b> These channels may occasionally have "overlapping" audiences or can be TV stations officially located abroad (headquarters)	ARTE	Public service	Cultural		
	CNBC	Commercial channel free to air	Information / Business		
	E! Television	Commercial channel free to air	Entertainment (incl. Modern Music)		
	Hallmark	Commercial channel free to air	Fiction		
	MCM	Commercial channel free to air	Entertainment (incl. Modern Music)		
	MGM	Commercial channel free to air	Fiction		
	RAI 1	Public service	Mainstream		
	Reality TV	Commercial channel free to air	Entertainment (incl. Modern Music)		
	RTL	Commercial channel free to air	Mainstream		
	SAT 1	Commercial channel free to air	Mainstream		
	TV5	Public service	Mainstream		
	ZDF	Public service	Mainstream		
	<b>International Channels</b> (Worldwide models)	BBC PRIME	Public service	Entertainment (incl. Modern Music)	
		BBC WORLD	Public service	Information / Business	
CNN INT.		Commercial channel free to air	Information / Business		
DREAM TV		Commercial channel free to air	Entertainment (incl. Modern Music)		
EURONEWS		Commercial channel free to air	Information / Business		
EUROSPORT		Commercial channel free to air	Sports		
MTV EUROPE		Commercial channel free to air	Entertainment (incl. Modern Music)		
TV 5 EUROPE		Public service	Mainstream		
TVE INT.		Public service	Mainstream		
<b>Other Channels</b>	CINE 5	Pay TV (including adv breaks)	Movies, Sport and Cartoons		
	SMAX	Pay TV (including adv breaks)			
	Digiturk	Packaged TV, for details see Addendum 1			

# 1. Types of broadcast 2002 - 2003

<b>TAB1d</b>	<b>Names</b>	<b>Connection Mode</b>	<b>Main Transmission Mode</b>	<b>Comments transmission/reception mode and/or programme type</b>
<b>Channels with a national coverage*</b> *covering at least 80% of the national population	<b>ATV</b>	Analogical  Numerical / digital	Terrestrial (Hertzian) TV Cable Satellite dishes free Satellite dishes free Personal Computer through Web	
	<b>KANAL 7</b>	Analogical  Numerical / digital	Terrestrial (Hertzian) TV Cable Satellite dishes free Personal Computer through Web	Especially religious programmes.
	<b>KANAL D</b>	Analogical  Numerical / digital	Terrestrial (Hertzian) TV Cable Satellite dishes free Satellite dishes free Personal Computer through Web	
	<b>SHOW TV</b>	Analogical  Numerical / digital	Terrestrial (Hertzian) TV Cable Satellite dishes free Personal Computer through Web	
	<b>STAR</b>	Analogical  Numerical / digital	Terrestrial (Hertzian) TV Cable Satellite dishes free Personal Computer through Web	Star is state controlled by TMSF(government) since the end of 2003
	<b>STV (Samanyolu)</b>	Analogical  Numerical / digital	Terrestrial (Hertzian) TV Cable Satellite dishes free Satellite dishes free Personal Computer through Web	Especially religious programmes.
	<b>TGRT</b>	Analogical  Numerical / digital	Terrestrial (Hertzian) TV Cable Satellite dishes free Satellite dishes free Personal Computer through Web	
	<b>TRT1</b>	Analogical  Numerical / digital	Terrestrial (Hertzian) TV Cable Satellite dishes free Satellite dishes free Personal Computer through Web	
	<b>TRT2</b>	Analogical  Numerical / digital	Terrestrial (Hertzian) TV Cable Satellite dishes free Satellite dishes free Personal Computer through Web	
	<b>TRT3</b>	Analogical  Numerical / digital	Terrestrial (Hertzian) TV Cable Satellite dishes free Satellite dishes free	

# 1. Types of broadcast 2002 - 2003

TAB1e	Names	Connection Mode	Main Transmission Mode	Comments transmission/reception mode and/or programme type
<b>Local* Channels</b> *By "local", we mean channels covering specific regions or provinces of the country	ANAMESAJ (Ankara)			
	BRT	Analogical Numerical / digital	Terrestrial (Hertzian) Satellite dishes free	Not operative since the middle of 2002
	CNBC-e	Analogical Numerical / digital	Terrestrial (Hertzian) TV Cable	
	CNN TURK	Analogical Numerical / digital	Terrestrial (Hertzian) TV Cable TV Cable Personal Computer through Web	
	DOGU TV (Erzurum)			
	EGE MESAJ			
	EGE TV (Izmir)	Analogical	Terrestrial (Hertzian)	
	FLASH	Analogical Numerical / digital	Terrestrial (Hertzian) TV Cable Satellite dishes free	
	ISIK TV (Ankara)			
	KADIRGA (Trabzon)	Analogical	Terrestrial (Hertzian)	
	KANAL 5 (Antep)	Analogical	Terrestrial (Hertzian)	
	KANAL 6	Analogical Numerical / digital	Terrestrial (Hertzian) TV Cable TV Cable	
	KANAL A (Ankara)	Analogical	Terrestrial (Hertzian) TV Cable	
	KANAL TÜRK			
	KARADENİZ TV (Istanbul)			
	KON TV (Konva)			
	KORDON TV (Izmir)	Analogical	Terrestrial (Hertzian)	
	KRAL/STAR 2	Analogical Numerical / digital	Terrestrial (Hertzian) TV Cable Satellite dishes free	
	MARMARA (Bursa/Bolge )	Analogical	Terrestrial (Hertzian)	
	MELTEM TV	Analogical Numerical / digital	Terrestrial (Hertzian) TV Cable TV Cable	
	NTV	Analogical Numerical / digital	TV Cable Satellite dishes free Personal Computer through Web	
	RIZE TV (Rize)			
	SELAM TV (Kocaeli)	Analogical	Terrestrial (Hertzian)	
	SHOWROOM (Istanbul)			
	TRT4	Analogical Numerical / digital	Terrestrial (Hertzian) TV Cable Satellite dishes free Satellite dishes free Personal Computer through Web	
	TRT5 (Int.)	Analogical Numerical / digital	Terrestrial (Hertzian) TV Cable Satellite dishes free Satellite dishes free Personal Computer through Web	
	VIZYON (Istanbul)			



# 1. Types of broadcast 2002 - 2003

TAB1f	Names	Connection Mode	Main Transmission Mode	Comments transmission/reception mode and/or programme type
<b>Non-domestic Channels</b> These channels may occasionally have "overlapping" audiences or can be TV stations officially located abroad (headquarters)	ARTE	Numerical / digital	Satellite dishes free	
	CNBC	Numerical / digital	TV Cable	
	E! Television	Numerical / digital		
	Hallmark	Numerical / digital	Decoder	
	MCM	Numerical / digital		
	MGM	Numerical / digital		
	RAI 1	Numerical / digital		
	Reality TV	Numerical / digital		
	RTL	Numerical / digital		
	SAT 1	Numerical / digital		
	TV5	Numerical / digital	TV Cable	
ZDF	Numerical / digital			
<b>International Channels</b> (Worldwide models)	BBC PRIME	Numerical / digital	TV Cable	
	BBC WORLD	Numerical / digital	TV Cable	
	CNN INT.	Numerical / digital	TV Cable	
	DREAM TV	Numerical / digital	TV Cable	
	EURONEWS	Numerical / digital	TV Cable	
	EUROSPORT	Numerical / digital	TV Cable	
	MTV EUROPE	Numerical / digital	TV Cable	
	TV 5 EUROPE	Numerical / digital	TV Cable	
TVE INT.	Numerical / digital	TV Cable		
<b>Other Channels</b>	CINE 5	Numerical / digital	Terrestrial (Hertzian)	
			TV Cable	
	SMAX	Numerical / digital	Satellite dishes free	
	Digiturk	Numerical / digital	Decoder	

## Comments:

- TRT4, TRT5, BRT, KANAL6, KRAL, FLASH, CNN-Turk, NTV, and CNBC-e are important national channels with coverage under 80%
- All of the non-domestic and international channels are on satellite, but not on Turksat
- RAI, RTL, MCM, Reality TV, CNBC, Hallmark, ZDF, MGM and SAT 1, BBCPrime, CnnInt, EuroSport, EuroNews, TV5 and BBCWorld are also on Digiturk.
- Digital penetration is relatively high in Turkey (approx. 800,000 subscribers). Initially there were 3 platforms, but in the end only one survived: Digiturk. The potential for Digital TV in Turkey is high because of the low cable access (approx. 1 million households are connected).

## 2. TV day parts definitions in Turkey:

TAB2a	Aged 15+		
	Main dayparts	Average audience* TOTAL TV (rat%) Adults in 2002	Average audience* TOTAL TV (rat%) Adults in 2003
All Day (depending on daily programmes)	02h00-25:59	15,8	16,0
Morning	07h00-12h00	10,1	10,3
Access Prime Time	17h00-18h59	22,5	23,4
Prime Time	19:00-23:59	35,1	34,7
Night Time	24:00-25:59	13,4	13,3
<i>Universes :</i>		29.032.173	33.848.233
<i>Sources :</i>		AGB Anadolu	AGB Anadolu

TAB2b	Aged 5-14		
	Main dayparts	Average audience* TOTAL TV (rat%) Kids in 2002	Average audience* TOTAL TV (rat%) Kids in 2003
All Day (depending on daily programmes)	02h00-25:59	14,8	15,7
Morning	07h00-12h00	12,2	12,7
Access Prime Time	17h00-18h59	23,7	27,5
Prime Time	19:00-23:59	32,0	33,0
Night Time	24:00-25:59	5,4	5,6
<i>Universes :</i>		7.082.550	7.082.549
<i>Sources :</i>		AGB Anadolu	AGB Anadolu

\* Rating (%) is the audience variable which defines the average number or percentage of people (belonging to a particular target group, e.g. adults or kids) that watch a selection of channels (or television in general) during a specific time period - see methodological report.

### 3. Audience Share\* - All Day

\* If total TV gathers 100 ind., share of each channel in total TV audience

**TAB3a**

	Names	Aged 15+		Aged 5-14		
		2002	2003	2002	2003	
<b>Average Audience (Rat%) - see above</b>	<b>Total TV</b>	<b>15,8</b>	<b>16</b>	<b>14,8</b>	<b>15,7</b>	
Channels with a national coverage	ATV	14,7	13,5	13,2	13,0	
	KANAL 7	5,1	5,0	4,9	4,7	
	KANAL D	15,9	15,3	21,5	22,0	
	SHOW	13,6	14,6	13,4	13,3	
	STAR	12,4	5,2	13,6	6,3	
	STV	1,7	2,8	1,4	2,7	
	TGRT	7,0	8,0	6,3	6,4	
	TRT1	7,2	6,8	6,2	6,1	
	TRT2	1,1	1,7	0,6	0,8	
	TRT3	-	-	-	-	
	Local Channels	ANAMESAJ (Ankara)	-	-	-	-
		BRT	-	-	-	-
		CNBC-e	-	-	-	-
CNN TURK		-	-	-	-	
DOGU TV (Erzurum)		-	-	-	-	
EGE MESAJ		-	-	-	-	
EGE TV (Izmir)		-	-	-	-	
FLASH		2,0	3,2	1,7	3,1	
ISIK TV (Ankara)		-	-	-	-	
KADIRGA (Trabzon)		-	-	-	-	
KANAL 5 (Antep)		-	-	-	-	
KANAL 6		0,8	0,8	0,6	0,8	
KANAL A (Ankara)		-	-	-	-	
KANAL TURK		-	-	-	-	
KARADENIZ TV (Istanbul)		-	-	-	-	
KON TV (Konya)		-	-	-	-	
KORDON TV (Izmir)		-	-	-	-	
KRAL/STAR 2		-	-	-	-	
MARMARA (Bursa/Bolge )		-	-	-	-	
MELTEM TV		-	-	-	-	
NTV		-	-	-	-	
RIZE TV (Rize)		-	-	-	-	
SELAM TV (Kocaeli)		-	-	-	-	
SHOWROOM (Istanbul)		-	-	-	-	
TRT4		-	-	-	-	
TRT5 (Int.)		-	-	-	-	
VIZYON (Istanbul)		-	-	-	-	
Non-domestic Channels		ARTE	-	-	-	-
		CNBC	-	-	-	-
		E! Television	-	-	-	-
	Hallmark	-	-	-	-	
	MCM	-	-	-	-	
	MGM	-	-	-	-	
	RAI 1	-	-	-	-	
	Reality TV	-	-	-	-	
	RTL	-	-	-	-	
	SAT 1	-	-	-	-	
	TV5	-	-	-	-	
	ZDF	-	-	-	-	
	International Channels (Worldwide models)	BBC PRIME	-	-	-	-
BBC WORLD		-	-	-	-	
CNN INT.		-	-	-	-	
DREAM TV		-	-	-	-	
EURONEWS		-	-	-	-	
EUROSPORT		-	-	-	-	
MTV EUROPE		-	-	-	-	
TV 5 EUROPE		-	-	-	-	
Other Channels	TVE INT.	-	-	-	-	
	CINE 5	-	-	-	-	
	SMAX	3,0	1,3	3,3	1,2	
	Digiturk	-	-	-	-	
<b>Total</b>		<b>84,5</b>	<b>78,2</b>	<b>86,7</b>	<b>80,4</b>	

### 3. Audience Share\* - Prime Time

\* If total TV gathers 100 ind., share of each channel in total TV audience

TAB3b

	Names	Aged 15+		Aged 5-14		
		2002	2003	2002	2003	
<b>Average Audience (Rat%) - see above</b>	<b>Total TV</b>	<b>35,1</b>	<b>34,7</b>	<b>32,0</b>	<b>33,0</b>	
Channels with a national coverage	ATV	17,2	16,3	16,5	15,9	
	KANAL 7	4,9	5,0	4,7	4,4	
	KANAL D	15,6	17,3	19,3	22,5	
	SHOW	16,5	16,2	16,6	15,8	
	STAR	13,1	5,0	14,2	5,5	
	STV	1,5	2,7	1,3	2,6	
	TGRT	7,4	7,2	7,8	7,2	
	TRT1	6,6	6,4	5,6	5,5	
	TRT2	0,8	1,0	0,4	0,6	
	TRT3	-	-	-	-	
	Local Channels	ANAMESAJ (Ankara)	-	-	-	-
		BRT	-	-	-	-
		CNBC-e	-	-	-	-
CNN TURK		-	-	-	-	
DOGU TV (Erzurum)		-	-	-	-	
EGE MESAJ		-	-	-	-	
EGE TV (Izmir)		-	-	-	-	
FLASH		1,3	2,4	1,0	2,0	
ISIK TV (Ankara)		-	-	-	-	
KADIRGA (Trabzon)		-	-	-	-	
KANAL 5 (Antep)		-	-	-	-	
KANAL 6		0,6	0,5	0,5	0,4	
KANAL A (Ankara)		-	-	-	-	
KANAL TÜRK		-	-	-	-	
KARADENİZ TV (Istanbul)		-	-	-	-	
KON TV (Konya)		-	-	-	-	
KORDON TV (Izmir)		-	-	-	-	
KRAL/STAR 2		-	-	-	-	
MARMARA (Bursa/Bolge )		-	-	-	-	
MELTEM TV		-	-	-	-	
NTV		-	-	-	-	
RIZE TV (Rize)		-	-	-	-	
SELAM TV (Kocaeli)		-	-	-	-	
SHOWROOM (Istanbul)		-	-	-	-	
TRT4		-	-	-	-	
TRT5 (Int.)		-	-	-	-	
VIZYON (Istanbul)		-	-	-	-	
Non-domestic Channels	ARTE	-	-	-	-	
	CNBC	-	-	-	-	
	El Television	-	-	-	-	
	Hallmark	-	-	-	-	
	MCM	-	-	-	-	
	MGM	-	-	-	-	
	RAI 1	-	-	-	-	
	Realiv TV	-	-	-	-	
	RTL	-	-	-	-	
	SAT 1	-	-	-	-	
	TV5	-	-	-	-	
	ZDF	-	-	-	-	
	International Channels (Worldwide models)	BBC PRIME	-	-	-	-
BBC WORLD		-	-	-	-	
CNN INT.		-	-	-	-	
DREAM TV		-	-	-	-	
EURONEWS		-	-	-	-	
EUROSPORT		-	-	-	-	
MTV EUROPE		-	-	-	-	
TV 5 EUROPE		-	-	-	-	
Other Channels	TVE INT.	-	-	-	-	
	CINE 5	-	-	-	-	
	SMAX	2,1	1,0	2,0	1,0	
	Diaturk	-	-	-	-	
<b>TOTAL</b>	<b>87,6</b>	<b>81,0</b>	<b>89,9</b>	<b>83,4</b>		

Source: AGB Anadolu

## Comments about Audience Share

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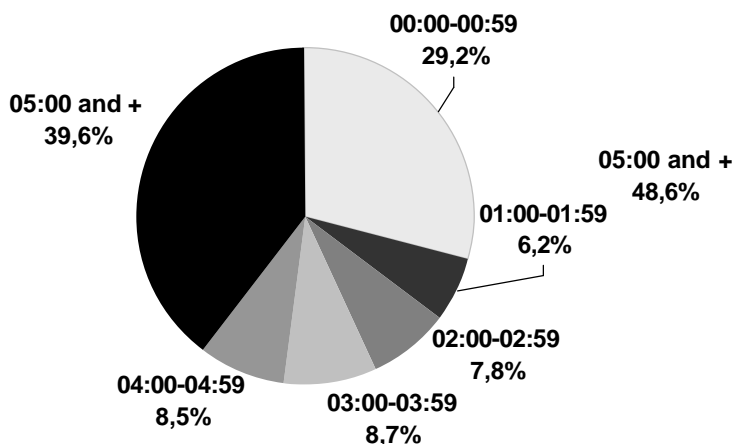
- In 2003, Star was not measured during 3 months (April, May, June). It re-entered the survey as of March 2004. However, because of a lawsuit, other channels were not reported during that period. The shares were calculated over measured channels only. So, the 2003 share figures do not reflect these three months (April, May, June).
- The number of channels has increased over the last years. However, this did not affect the audience share of the 3 main channels. Their total share is still around 45%. Too much advertising clutter has reduced the advertising break ratings which affected the overall performance of TV.



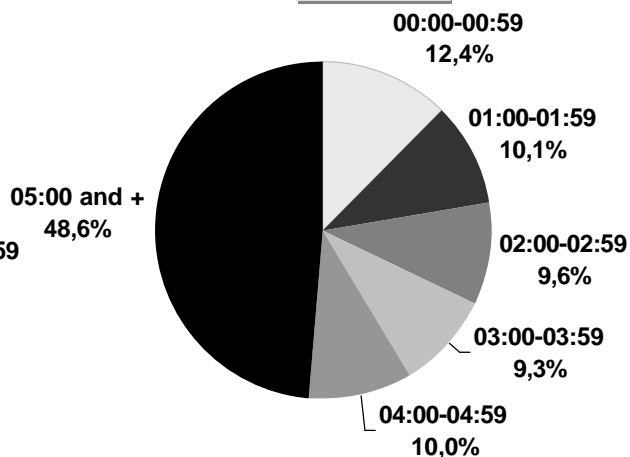
## II. Advertising

## 4. Block\* breakdown by duration % (yearly) (based on nation-wide number of blocks) - ALL DAY

**2002**



**2003**



Average duration: number of seconds: **252**

Total number of blocks: **125.444**

Average number of blocks by channel in a day : **29**

Average duration: number of seconds: **315**

Total number of blocks: **96.845**

Average number of blocks by channel in a day : **24**

**11 and 12 channels covered:** ATV, Kanal D, Show, TGRT, TRT 1, TRT 2, STV, Kanal 7, Flash, Kanal 6, Star and BRT (only 2002)

Audience Share: around 76,1% (All Day – 2003 – Target Adults 15+)

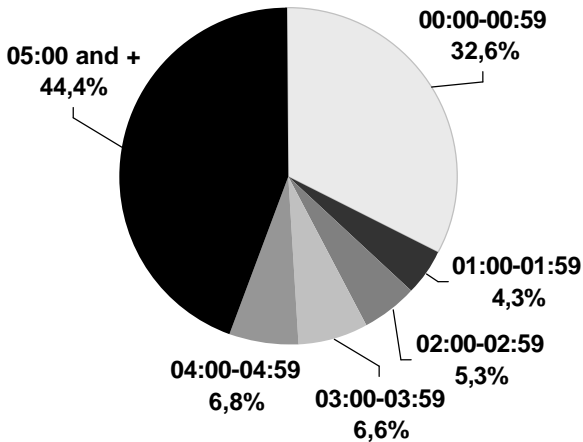
### Comments:

Commercial split screens are not included in these figures.

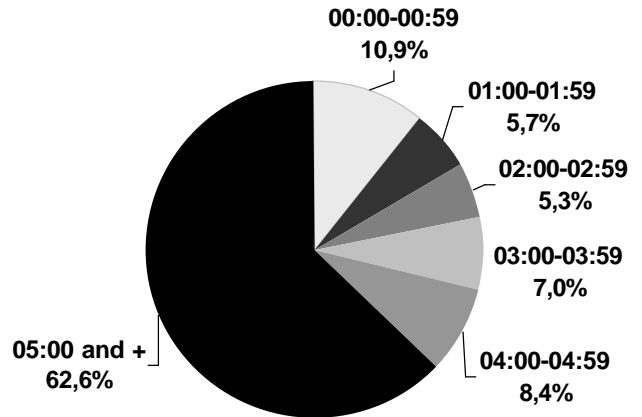
\* Block: an advertising period including spots and separated from other parts of the programme by optical and/or acoustic means - see methodological report.

## 4. Block\* breakdown by duration % (yearly) (based on nation-wide number of blocks) - PRIME TIME

**2002**



**2003**



Average duration: number of seconds: **281**

Total number of blocks: **33.742**

Average number of blocks by channel in a day : **8**

Average duration: number of seconds: **377**

Total number of blocks: **24.108**

Average number of blocks by channel in a day : **6**

**11 and 12 channels covered:** ATV, Kanal D, Show, TGRT, TRT 1, TRT 2, STV, Kanal 7, Flash, Kanal 6, Star and BRT (only 2002)

Audience Share: around 79,5% (Prime time – 2003 – Target Adults 15+)

### Comments:

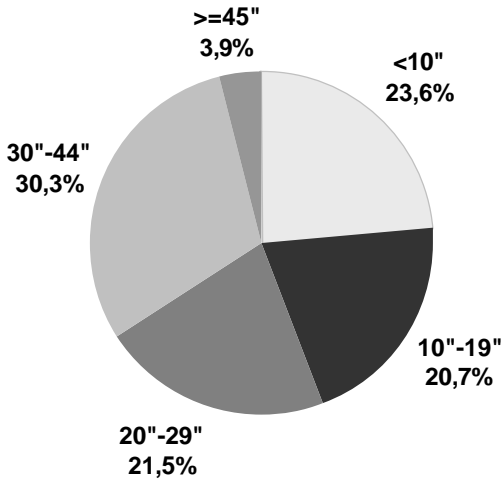
Commercial split screens are not included in these figures.

\* Block: an advertising period including spots and separated from other parts of the programme by optical and/or acoustic means - see methodological report.

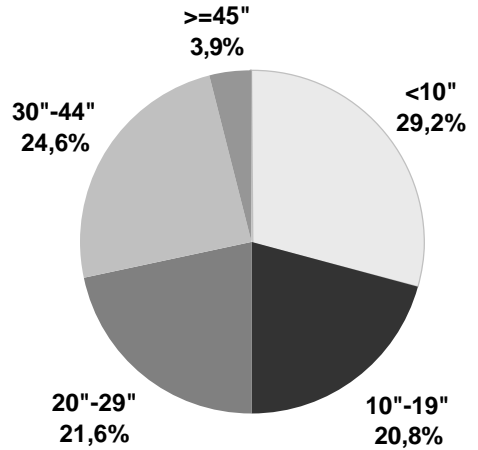


## 5. Proportion breakdown of spots per duration % (based on nation-wide number of spots broadcast) - ALL DAY

**2002**



**2003**



Average duration: number of seconds: **24,7**

Total number of spots broadcast: **1.320.823**

Average number of spots by channel in a day : **278**

Average duration: number of seconds: **24,0**

Total number of spots broadcast: **1.343.732**

Average number of spots by channel in a day : **283**

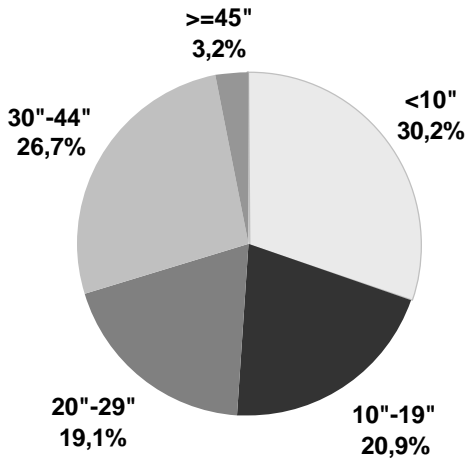
**13 channels covered:** TRT 1, TRT 2, Show, Kanal D, Flash, Kanal 7, ATV, TGRT, STV, Star, BRT, Kral, Kanal 6  
Audience Share: around 76,9% (All Day – 2003 – Target Adults 15+)

Comments:

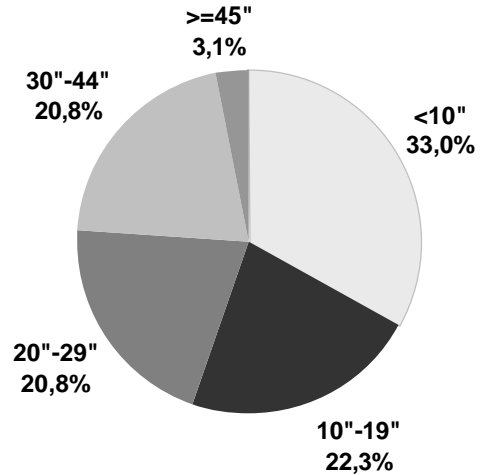
Commercial split screens are included in these figures (normally 8 sec.).

## 5. Proportion breakdown of spots per duration % (based on nation-wide number of spots broadcast) - PRIME TIME

**2002**



**2003**



Average duration: number of seconds: **23,3**

Total number of spots broadcast: **414.190**

Average number of spots by channel in a day : **87**

Average duration: number of seconds: **21,6**

Total number of spots broadcast: **441.073**

Average number of spots by channel in a day : **93**

**13 channels covered:** TRT 1, TRT 2, Show, Kanal D, Flash, Kanal 7, ATV, TGRT, STV, Star, BRT, Kral, Kanal 6  
Audience Share: around 80% (Prime time – 2003 – Target Adults 15+)

Comments:

Commercial split screens are included in these figures (normally 8 sec.).

## 6. Advertising revenues - Top 5 TV stations

gross income 2002 in (000) euros		
STV	1.379.977 €	
KANAL7	686.759 €	
SHOW	543.485 €	
TGRT	536.532 €	
KANAL D	431.492 €	
ATV	407.304 €	% of tot TV in 2002
<b>TOTAL</b>	<b>3.985.548 €</b>	<b>70%</b>

gross income 2003 in (000) euros		
STV	1.329.622 €	
KANAL7	808.170 €	
TGRT	787.257 €	
KANAL D	685.869 €	
SHOW	600.989 €	
ATV	572.920 €	% of tot TV in 2003
<b>TOTAL</b>	<b>4.784.828 €</b>	<b>74%</b>

Conversion rates for 1 euro :

1 € = 0.9446 USD

### Comments:

- In net terms, the 3 main channels are ATV, KanalD and ShowTV. However, because of the extremely high discounts of some smaller measured channels, the picture becomes distorted in gross terms. Therefore the top 6 channels are shown, so that one of the top players (ATV) would not be excluded from the picture.

## 7. National Advertising Category: Definitions (1)

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### Advertising

- Advertising spots:
  - Traditional advertising slot, transmitted in a break separately from the channel's programme
  - Variable duration, multiples of 5 sec. No programme overlapping
- Advertising spots linked with sponsoring:
  - Spots tied to a sponsorship contract
  - Reinforcement of billboard spots with advertising spots
  - Same as advertising spots but with references to sponsored programmes
- Splitscreen
  - Simultaneous transmission of a programme and advertising (as a banner or a screen section)
- Public interest messages and charity appeals
  - Programme co-produced to provide specific information to a large target audience with no commercial purpose in return for payment.
  - Example: political messages, public health campaigns
- Isolated spot
  - Advertising spot which appears alone in a traditional break clearly separated from the rest of the programme
- Insert or product placement:
  - Presence and/or demonstration of a product or service or trademark in a programme, when such presentation is intended to serve advertising
  - With/without financial contribution
- Verbal reference
  - As part of a programme, the host or a famous person names the product and the brand
  - Verbal, lasts a few seconds

## 7. National Advertising Category: Definitions (2)

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### **Sponsoring**

- Sponsoring (billboard spots):
  - Message during which the programme sponsor's name is mentioned
  - Usually shorter than 10 sec./ Short visual or sound quotation, before and/or after the programme
- Break bumper:
  - Type of billboard spot placed in a bumper or jingle
- Sponsored self-promotion spots (trailers):
  - Self-promotion message transmitted by the channel to inform the audience of a forthcoming programme and broadcast time; sponsored by an advertiser
- Infomercial / programming
  - Programme co-produced through a commercial partnership to provide specific information to a selected target audience
  - Example: a bank's new structure or financial possibilities
- Bartering
  - Programme (co)financed by an advertiser against advertising space
- Virtual advertising
  - Advertising messages usually without argumentation (single logos) inserted electronically in special programmes. Overlapping technique with the programme
- Injection / pop-ups
  - Brief inlay of a logo on a small part of the screen, for example during a sequence in slow motion or a crucial phase in a football match
- Scoreboards / chrono watches
  - Includes a billboard that appears in the scoreboards, for example during a sports broadcast

### **Teleshopping**

- Direct Response TV spots (DRTV)
  - Spot prompts audience to call a number to obtain more information or to order a product. With phone number. Often considered as an advertising spot
- Teleshopping spots
  - Category of DRTV spots. Direct offers broadcast to public with a view to supply goods or services, including immovable property, rights and obligations, in return for payment

## 7. National Advertising Category: National Measurements

	Does this advertising category exist in Turkey ?	Is it used in Turkey ?
<b>Advertising</b>		
Advertising Spots	Yes	Yes
Advertising Spots linked with sponsoring	Yes	Yes
Splitscreen	Yes	Yes
Public Interest messages	Yes	Yes
Isolated Spot	Yes	Yes
Insert or Product Placement	Yes	Yes
Verbal reference	Yes	Yes
<b>Sponsoring</b>		
Sponsoring (Billboard Spots)	Yes	Yes
BreakBumper	Yes	Yes
Sponsored Self-Promotion Spots (trailers)	Yes	Yes
Infomercial / programming	Yes	Yes
Bartering	Yes	Yes
Virtual Advertising	Yes	Yes
Injection / pop up's	Yes	Yes
Scoreboards / chronowatches	Yes	Yes
<b>Teleshopping</b>		
Direct Response TV Spots	Yes	Yes
Teleshopping Spots	Yes	Yes

Are they measured ? Please specify value definition modes...		
	... for audience ?	... for investment ?
<b>Advertising</b>		
Advertising Spots	Yes	Yes
Advertising Spots linked with sponsoring	Yes	Yes
Splitscreen	Yes	Yes
Public Interest messages	Yes	No
Isolated Spot	Yes	Yes
Insert or Product Placement	Yes	Yes
Verbal reference	No	No
<b>Sponsoring</b>		
Sponsoring (Billboard Spots)	No	No
BreakBumper	No	No
Sponsored Self-Promotion Spots (trailers)	Yes	No
Infomercial / programming	Yes	Yes
Bartering	Yes	No/Yes
Virtual Advertising	No	No
Injection / pop up's	Yes	Yes
Scoreboards / chronowatches	No	No
<b>Teleshopping</b>		
Direct Response TV Spots	Yes	Yes
Teleshopping Spots	Yes	Yes

## 7. National Advertising Category: National Measurements

Comments		Sources
<b>Advertising</b>		
Advertising Spots	Commercial spot does not necessarily need to be a multiple of 5 sec. Any spot length is allowed. This kind of adv. is decreasing due to the emergence of new formats in favour of Break Bumpers, Isolated Spots and Infomercials or programming.	Carat
Advertising Spots linked with sponsoring	Measured as commercial spots	Carat
Splitscreen	Called 'Bant' commercial in Turkey Split screen was the only format to stand out of traditional breaks. Now other formats are more attractive and therefore the usage of split screen is decreasing. Moreover, regulations on the split screen	Carat
Public Interest messages	Measured as commercial spots	Carat
Isolated Spot	Since 2004	Carat
Insert or Product Placement	Product Placement is actually not allowed in the new regulations of RTÜK but is used since 2004	Carat
Verbal reference		
<b>Sponsoring</b>		
Sponsoring (Billboard Spots)		
BreakBumper		
Sponsored Self-Promotion Spots (trailers)	Measured as commercial spots	Carat
Infomercial / programming	Since end 2003	Carat
Bartering	Measured as commercial spots. Only the classical adv. space is measured for investment	Carat
Virtual Advertising		
Injection / pop up's	Called Sanal Reklam in Turkey, since end 2003	Carat
Scoreboards / chronowatches		
<b>Teleshopping</b>		
Direct Response TV Spots	Measured as commercial spots	Carat
Teleshopping Spots		

Do you know of any other kind of TV adv. messages/action modes in Turkey? **No**

## Comments about advertising formats

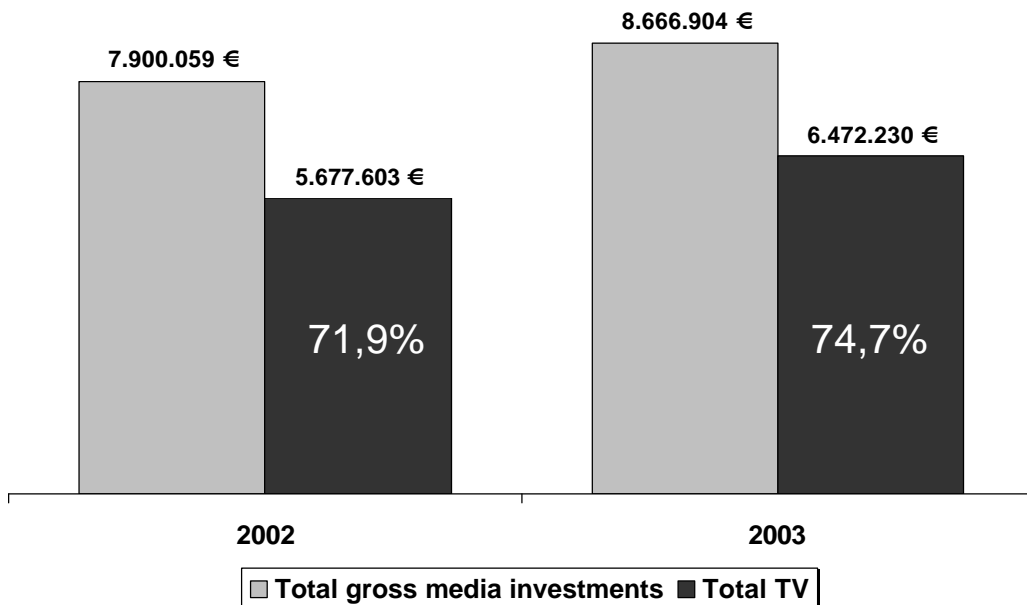
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- RTUK (Radio TV Supreme Council) has issued new regulations concerning the length of advertising breaks. Previously, there was only a limit on the total advertising time allowed per day: the amount of spot advertising was not to exceed 15% of daily transmission time, or 20% in a one-hour period. Because of recent excesses (extremely long advertising breaks in some popular local serials), new rules were established. Now, a break in a programme cannot exceed 6 minutes; in-between programmes, the limit is 8 minutes; and the total advertising time in a one-hour programme cannot exceed 12 minutes. The new rules are now awaiting approval, but will lead to a complete change in the pricing strategies of the TV channels. The new rules also will have impact on advertising formats, in particular on non-traditional advertising such as hidden advertising.



## 8. Media Investments

### Rate cards \* - in 000 EURO



\* Rate cards: based on official rates as applied by media sales houses  
-see methodological report.

#### Comments:

Because discount rates in TV are higher compared to the second most important medium (print), its shares are inflated in gross terms. In net terms, TV has a share of about 50%.

## 9. Yearly number of total minutes broadcast - Breakdown by channel

	All Day		Prime Time	
	2002	2003	2002	2003
ANADOLU	-	525.600	-	109.500
<b>ATV</b>	<b>523.343</b>	<b>523.544</b>	<b>121.782</b>	<b>119.167</b>
BRT	525.600	0	109.500	0
CINE 5	525.600	525.600	109.500	109.500
CNN TURK	525.600	525.600	109.500	109.500
DREAM TV	-	525.600	-	109.500
<b>FLASH</b>	525.600	<b>524.506</b>	109.500	<b>117.169</b>
HALLMARK	-	525.600	-	109.500
JOY TV	-	525.600	-	109.500
KANAL 6	525.600	525.600	109.500	109.500
<b>KANAL D</b>	<b>523.384</b>	<b>522.978</b>	<b>116.119</b>	<b>114.670</b>
KANAL E/CNBC-E	525.600	525.600	109.500	109.500
<b>KANAL7</b>	<b>523.025</b>	<b>523.351</b>	<b>111.840</b>	<b>112.184</b>
KRAL	525.600	525.600	109.500	109.500
MMA1 1	-	525.600	-	109.500
MMA1 2	-	525.600	-	109.500
NTV	525.600	525.600	109.500	109.500
NUMBER 1	525.600	525.600	109.500	109.500
<b>SHOW</b>	<b>521.944</b>	<b>523.329</b>	<b>118.772</b>	<b>115.766</b>
<b>STAR</b>	<b>523.066</b>	525.600	<b>149.428</b>	109.500
<b>STV</b>	<b>522.746</b>	<b>522.987</b>	<b>111.284</b>	<b>112.382</b>
<b>TGRT</b>	<b>523.883</b>	<b>523.297</b>	<b>117.167</b>	<b>113.314</b>
<b>TRT 1</b>	<b>524.424</b>	<b>524.473</b>	<b>119.114</b>	<b>116.637</b>
<b>TRT 2</b>	<b>525.182</b>	<b>525.071</b>	<b>119.062</b>	<b>116.790</b>
TRT 3	525.600	525.600	109.500	109.500
TV8	-	525.600	-	109.500
Total number of minutes	9.966.997	13.123.135	2.179.568	2.790.079
Average Number of hours / day	455	599	100	127
Maximum Potential per year in nbr of minutes	525.600	525.600	109.500	109.500
Source:	Carat Estimations / AGB			

### Comments:

- In grey, channels analysed in forthcoming programme tables. For these channels, proportions are calculated in comparison to each channel and not with the total.
- Proportions time will be calculated in comparison to the real number of minutes broadcast in this report, except for the prime time day part in table 10, as explained in the methodological report.

# 10. Category of advertising by Channel

## All day

TAB10a		Nbr of insertions of every advertising category by channel in a year		Gross adv. Spendings per category in (000) Euros	
		2002	2003	2002	2003
<b>TOTAL</b>	ANADOLU	-	2.970	-	665,68
	ATV	134.540	159.257	407.303,51	572.919,98
	BRT	3.986	-	5.717,82	-
	CINE 5	36.551	42.608	203.207,64	184.016,45
	CNN TURK	56.288	95.294	148.173,71	170.251,53
	DREAM TV	-	18.660	-	10.505,77
	FLASH	50.694	91.022	100.669,41	152.338,76
	HALLMARK	-	2.517	-	8.846,83
	JOY TV	-	7.380	-	2.406,08
	KANAL 6	40.513	30.665	51.504,72	12.628,40
	KANAL D	144.521	210.551	431.491,50	685.869,15
	KANAL E/CNBC-E	79.580	114.574	216.889,98	226.671,10
	KANAL7	182.378	193.885	686.759,56	808.170,09
	KRAL	98.771	92.998	112.613,63	39.606,62
	MMA 1	-	8.022	-	20.485,30
	MMA 2	-	5.056	-	7.337,30
	NTV	68.601	108.820	221.694,31	277.212,23
	NUMBER 1	63.190	59.387	54.709,57	43.637,03
	SHOW	175.509	194.355	543.485,21	600.989,38
	STAR	147.659	112.021	452.884,84	366.740,74
STV	172.448	206.204	1.379.976,90	1.329.622,17	
TGRT	146.858	197.711	536.531,83	787.257,43	
TRT 1	53.103	58.704	93.284,63	76.281,06	
TRT 2	706	2.274	484,64	72,08	
TRT 3	930	8	142,19	3,63	
TV8	-	52.327	-	87.834,34	
	<b>TOTAL</b>	<b>1.656.826</b>	<b>2.067.270</b>	<b>5.647.525,60</b>	<b>6.472.369,11</b>
<b>Advertising Spots :</b>	ANADOLU	-	2.970	-	665,68
	ATV	110.059	136.889	375.187,94	527.775,78
	BRT	3.898	-	5.665,70	-
	CINE 5	35.149	37.890	199.148,54	170.057,39
	CNN TURK	50.966	85.000	143.465,91	160.706,90
	DREAM TV	-	17.663	-	9.962,59
	FLASH	47.944	82.340	98.867,82	147.596,19
	HALLMARK	-	2.502	-	8.666,26
	JOY TV	-	7.380	-	2.406,08
	KANAL 6	40.513	30.639	51.504,72	12.593,14
	KANAL D	129.497	179.425	410.802,48	637.253,66
	KANAL E/CNBC-E	70.820	101.739	205.236,66	211.050,51
	KANAL7	149.670	156.846	627.200,42	729.042,34
	KRAL	78.746	68.748	103.747,34	35.040,69
	MMA 1	-	7.887	-	20.109,52
	MMA 2	-	4.926	-	7.120,87
	NTV	59.417	92.804	208.340,30	254.102,38
	NUMBER 1	56.466	53.276	52.912,85	42.419,56
	SHOW	140.114	150.366	490.007,02	530.663,13
	STAR	122.933	89.996	418.682,91	338.369,95
STV	141.824	161.279	1.228.589,34	1.137.199,81	
TGRT	126.668	151.510	496.535,26	666.665,61	
TRT 1	49.965	54.377	91.045,18	73.595,24	
TRT 2	671	2.077	464,98	60,36	
TRT 3	930	8	142,19	3,63	
TV8	-	47.898	-	81.841,77	
	<b>TOTAL</b>	<b>1.416.250</b>	<b>1.726.435</b>	<b>5.207.547,56</b>	<b>5.804.969,04</b>

# 10. Category of advertising by Channel

## All day

TAB10b		Nbr of insertions of every advertising category by channel in a year		Gross adv. Spendings per category in (000) Euros	
		2002	2003	2002	2003
Splitscreen	ANADOLU	-	0	-	0,00
	ATV	24.481	21.669	32.115,57	38.933,83
	BRT	88	-	52,12	-
	CINE 5	1.402	4.718	4.059,10	13.959,07
	CNN TURK	5.322	9.121	4.707,80	6.189,75
	DREAM TV	-	801	-	135,85
	FLASH	2.750	8.682	1.801,60	4.742,57
	HALLMARK	-	0	-	0,00
	JOY TV	-	0	-	0,00
	KANAL 6	0	2	0,00	0,55
	KANAL D	15.024	29.651	20.689,02	41.612,73
	KANAL E/CNBC-E	8.760	11.569	11.653,32	11.361,59
	KANAL7	32.708	34.465	59.559,15	67.864,87
	KRAL	20.025	24.158	8.866,29	4.386,82
	MMA 1	-	0	-	0,00
	MMA 2	-	0	-	0,00
	NTV	9.184	14.801	13.354,01	18.588,76
	NUMBER 1	6.724	6.111	1.796,71	1.217,47
	SHOW	35.395	42.321	53.478,20	56.817,00
	STAR	24.726	22.025	34.201,92	28.370,79
	STV	30.624	44.571	151.387,56	189.697,79
TGRT	20.190	44.105	39.996,57	89.820,10	
TRT 1	3.138	4.327	2.239,45	2.685,82	
TRT 2	35	197	19,66	11,72	
TRT 3	0	0	0,00	0,00	
TV8	-	4.031	-	3.190,21	
<b>TOTAL</b>	<b>240.576</b>	<b>327.325</b>	<b>439.978,04</b>	<b>579.587,28</b>	
TOTAL Advertising	ANADOLU	-	2.970	-	665,68
	ATV	134.540	158.558	407.303,51	566.709,61
	BRT	3.986	-	5.717,82	-
	CINE 5	36.551	42.608	203.207,64	184.016,45
	CNN TURK	56.288	94.121	148.173,71	166.896,66
	DREAM TV	-	18.464	-	10.098,44
	FLASH	50.694	91.022	100.669,41	152.338,76
	HALLMARK	-	2.502	-	8.666,26
	JOY TV	-	7.380	-	2.406,08
	KANAL 6	40.513	30.641	51.504,72	12.593,69
	KANAL D	144.521	209.076	431.491,50	678.866,39
	KANAL E/CNBC-E	79.580	113.308	216.889,98	222.412,10
	KANAL7	182.378	191.311	686.759,56	796.907,21
	KRAL	98.771	92.906	112.613,63	39.427,51
	MMA 1	-	7.887	-	20.109,52
	MMA 2	-	4.926	-	7.120,87
	NTV	68.601	107.605	221.694,31	272.691,14
	NUMBER 1	63.190	59.387	54.709,57	43.637,03
	SHOW	175.509	192.687	543.485,21	587.480,13
	STAR	147.659	112.021	452.884,84	366.740,74
	STV	172.448	205.850	1.379.976,90	1.326.897,60
TGRT	146.858	195.615	536.531,83	756.485,71	
TRT 1	53.103	58.704	93.284,63	76.281,06	
TRT 2	706	2.274	484,64	72,08	
TRT 3	930	8	142,19	3,63	
TV8	-	51.929	-	85.031,98	
<b>TOTAL</b>	<b>1.656.826</b>	<b>2.053.760</b>	<b>5.647.525,60</b>	<b>6.384.556,32</b>	

# 10. Category of advertising by Channel

## All day

TAB10c		Nbr of insertions of every advertising category by channel in a year		Gross adv. Spendings per category in (000) Euros	
		2002	2003	2002	2003
Injection / Pop up's	ANADOLU	-	0	-	0,00
	ATV	-	0	-	0,00
	BRT	-	-	-	-
	CINE 5	-	0	-	0,00
	CNN TURK	-	0	-	0,00
	DREAM TV	-	0	-	0,00
	FLASH	-	0	-	0,00
	HALLMARK	-	0	-	0,00
	JOY TV	-	0	-	0,00
	KANAL 6	-	0	-	0,00
	KANAL D	-	0	-	0,00
	KANAL E/CNBC-E	-	0	-	0,00
	KANAL7	-	0	-	0,00
	KRAL	-	0	-	0,00
	MMAX 1	-	0	-	0,00
	MMAX 2	-	0	-	0,00
	NTV	-	0	-	0,00
	NUMBER 1	-	0	-	0,00
	SHOW	-	78	-	495,95
	STAR	-	0	-	0,00
	STV	-	0	-	0,00
TGRT	-	0	-	0,00	
TRT 1	-	0	-	0,00	
TRT 2	-	0	-	0,00	
TRT 3	-	0	-	0,00	
TV8	-	36	-	40,51	
	<b>TOTAL</b>	-	<b>114</b>	-	<b>536,46</b>
Infomercial / Programming	ANADOLU	-	0	-	0,00
	ATV	-	699	-	6.210,36
	BRT	-	-	-	-
	CINE 5	-	0	-	0,00
	CNN TURK	-	1.173	-	3.354,87
	DREAM TV	-	196	-	407,33
	FLASH	-	0	-	0,00
	HALLMARK	-	15	-	180,57
	JOY TV	-	0	-	0,00
	KANAL 6	-	24	-	34,71
	KANAL D	-	1.475	-	7.002,76
	KANAL E/CNBC-E	-	1.266	-	4.259,00
	KANAL7	-	2.574	-	11.262,88
	KRAL	-	92	-	179,11
	MMAX 1	-	135	-	375,78
	MMAX 2	-	130	-	216,43
	NTV	-	1.215	-	4.521,08
	NUMBER 1	-	0	-	0,00
	SHOW	-	1.590	-	13.013,30
	STAR	-	0	-	0,00
	STV	-	354	-	2.724,57
TGRT	-	2.096	-	30.771,72	
TRT 1	-	0	-	0,00	
TRT 2	-	0	-	0,00	
TRT 3	-	0	-	0,00	
TV8	-	362	-	2.761,85	
	<b>TOTAL</b>	-	<b>13.396</b>	-	<b>87.276,33</b>

# 10. Category of advertising by Channel

## All day

TAB10d		Nbr of insertions of every advertising category by channel in a year		Gross adv. Spendings per category in (000) Euros	
		2002	2003	2002	2003
TOTAL Sponsoring	ANADOLU	-	0	-	0,00
	ATV	-	699	-	6.210,36
	BRT	-	-	-	-
	CINE 5	-	0	-	0,00
	CNN TURK	-	1.173	-	3.354,87
	DREAM TV	-	196	-	407,33
	FLASH	-	0	-	0,00
	HALLMARK	-	15	-	180,57
	JOY TV	-	0	-	0,00
	KANAL 6	-	24	-	34,71
	KANAL D	-	1.475	-	7.002,76
	KANAL E/CNBC-E	-	1.266	-	4.259,00
	KANAL7	-	2.574	-	11.262,88
	KRAL	-	92	-	179,11
	MMAX 1	-	135	-	375,78
	MMAX 2	-	130	-	216,43
	NTV	-	1.215	-	4.521,08
	NUMBER 1	-	0	-	0,00
	SHOW	-	1.668	-	13.509,25
	STAR	-	0	-	0,00
	STV	-	354	-	2.724,57
TGRT	-	2.096	-	30.771,72	
TRT 1	-	0	-	0,00	
TRT 2	-	0	-	0,00	
TRT 3	-	0	-	0,00	
TV8	-	398	-	2.802,37	
	TOTAL	-	13.510	-	87.812,79
TOTAL Teleshopping Spots	ANADOLU	-	-	-	-
	ATV	-	-	-	-
	BRT	-	-	-	-
	CINE 5	-	-	-	-
	CNN TURK	-	-	-	-
	DREAM TV	-	-	-	-
	FLASH	-	-	-	-
	HALLMARK	-	-	-	-
	JOY TV	-	-	-	-
	KANAL 6	-	-	-	-
	KANAL D	-	-	-	-
	KANAL E/CNBC-E	-	-	-	-
	KANAL7	-	-	-	-
	KRAL	-	-	-	-
	MMAX 1	-	-	-	-
	MMAX 2	-	-	-	-
	NTV	-	-	-	-
	NUMBER 1	-	-	-	-
	SHOW	-	-	-	-
	STAR	-	-	-	-
	STV	-	-	-	-
TGRT	-	-	-	-	
TRT 1	-	-	-	-	
TRT 2	-	-	-	-	
TRT 3	-	-	-	-	
TV8	-	-	-	-	
	TOTAL	-	-	-	-

Note that new adv. or sponsorship techniques are either nonexistent or not measured

See chapter 7 on the availability of the figures and/or comments on value definition modes



Sponsoring is under estimated since the « trailers » and « bartering » are measured as advertising (see chapter 7)

# 10. Category of advertising by Channel

## All day

TAB10e		Total broadcast minutes for every advertising category by channel in a year (nbr of min)		Avg broadcast minutes for every advertising category by channel in an hour (nbr of min)		Proportion time vs Total programmes broadcast (%) in an average day	
		2002	2003	2002	2003	2002	2003
<b>TOTAL</b>	ANADOLU	-	1.376	-	0,2	-	0,3%
	ATV	54.334	69.842	6,2	8,0	10,4%	13,3%
	BRT	1.710	-	0,2	-	0,3%	-
	CINE 5	15.976	16.865	1,8	1,9	3,0%	3,2%
	CNN TURK	24.782	36.697	2,8	4,2	4,7%	7,0%
	DREAM TV	-	8.409	-	1,0	-	1,6%
	FLASH	22.210	36.651	2,5	4,2	4,2%	7,0%
	HALLMARK	-	1.261	-	0,1	-	0,2%
	JOY TV	-	4.307	-	0,5	-	0,8%
	KANAL 6	21.873	15.992	2,5	1,8	4,2%	3,0%
	KANAL D	62.446	82.467	7,1	9,4	11,9%	15,8%
	KANAL E/CNBC-E	35.749	48.307	4,1	5,5	6,8%	9,2%
	KANAL7	70.715	69.941	8,1	8,0	13,5%	13,4%
	KRAL	42.921	38.165	4,9	4,4	8,2%	7,3%
	MMAX 1	-	3.789	-	0,4	-	0,7%
	MMAX 2	-	2.509	-	0,3	-	0,5%
	NTV	31.693	43.972	3,6	5,0	6,0%	8,4%
	NUMBER 1	28.862	27.549	3,3	3,1	5,5%	5,2%
	SHOW	68.157	78.392	7,8	8,9	13,1%	15,0%
	STAR	61.125	49.419	7,0	5,6	11,7%	9,4%
	STV	67.482	73.724	7,7	8,4	12,9%	14,1%
	TGRT	62.485	86.484	7,1	9,9	11,9%	16,5%
	TRT 1	23.611	26.446	2,7	3,0	4,5%	5,0%
	TRT 2	263	383	0,0	0,0	0,1%	0,1%
	TRT 3	268	6	0,0	0,0	0,1%	0,0%
	TV8	-	23.653	-	2,7	-	4,5%
	<b>TOTAL</b>	<b>696.661</b>	<b>846.605</b>	<b>4,2</b>	<b>3,9</b>	<b>100,0%</b>	<b>100,0%</b>
<b>Advertising Spots :</b>	ANADOLU	-	1.376	-	0,2	-	0,3%
	ATV	51.079	63.412	5,8	7,2	9,8%	12,1%
	BRT	1.698	-	0,2	-	0,3%	-
	CINE 5	15.788	16.236	1,8	1,9	3,0%	3,1%
	CNN TURK	24.038	34.674	2,7	4,0	4,6%	6,6%
	DREAM TV	-	7.946	-	0,9	-	1,5%
	FLASH	21.843	35.497	2,5	4,1	4,2%	6,8%
	HALLMARK	-	1.239	-	0,1	-	0,2%
	JOY TV	-	4.307	-	0,5	-	0,8%
	KANAL 6	21.873	15.894	2,5	1,8	4,2%	3,0%
	KANAL D	60.463	77.098	6,9	8,8	11,6%	14,7%
	KANAL E/CNBC-E	34.466	45.359	3,9	5,2	6,6%	8,6%
	KANAL7	66.345	64.078	7,6	7,3	12,7%	12,2%
	KRAL	40.270	34.174	4,6	3,9	7,7%	6,5%
	MMAX 1	-	3.704	-	0,4	-	0,7%
	MMAX 2	-	2.436	-	0,3	-	0,5%
	NTV	30.441	40.446	3,5	4,6	5,8%	7,7%
	NUMBER 1	27.879	26.750	3,2	3,1	5,3%	5,1%
	SHOW	62.748	69.138	7,2	7,9	12,0%	13,2%
	STAR	57.815	46.384	6,6	5,3	11,1%	8,8%
	STV	63.372	67.099	7,2	7,7	12,1%	12,8%
	TGRT	59.679	70.524	6,8	8,1	11,4%	13,5%
	TRT 1	23.193	25.869	2,6	3,0	4,4%	4,9%
	TRT 2	258	357	0,0	0,0	0,0%	0,1%
	TRT 3	268	6	0,0	0,0	0,1%	0,0%
	TV8	-	22.176	-	2,5	-	4,2%
	<b>TOTAL</b>	<b>663.518</b>	<b>776.181</b>	<b>4,0</b>	<b>3,5</b>	<b>95,2%</b>	<b>91,7%</b>

# 10. Category of advertising by Channel

## All day

TAB10f		Total broadcast minutes for every advertising category by channel in a year (nbr of min)		Avg broadcast minutes for every advertising category by channel in an hour (nbr of min)		Proportion time vs Total programmes broadcast (%) in an average day	
		2002	2003	2002	2003	2002	2003
Splitscreen	ANADOLU	-	0	-	0,0	-	0,0%
	ATV	3.255	2.889	0,4	0,3	0,6%	0,6%
	BRT	12	-	0,0	-	0,0%	-
	CINE 5	188	629	0,0	0,1	0,0%	0,1%
	CNN TURK	744	1.220	0,1	0,1	0,1%	0,2%
	DREAM TV	-	108	-	0,0	-	0,0%
	FLASH	367	1.154	0,0	0,1	0,1%	0,2%
	HALLMARK	-	0	-	0,0	-	0,0%
	JOY TV	-	0	-	0,0	-	0,0%
	KANAL 6	0	1	0,0	0,0	0,0%	0,0%
	KANAL D	1.983	4.084	0,2	0,5	0,4%	0,8%
	KANAL E/CNBC-E	1.283	1.573	0,1	0,2	0,2%	0,3%
	KANAL7	4.369	4.593	0,5	0,5	0,8%	0,9%
	KRAL	2.651	3.725	0,3	0,4	0,5%	0,7%
	MMAX 1	-	-	-	0,0	-	0,0%
	MMAX 2	-	0	-	0,0	-	0,0%
	NTV	1.252	1.983	0,1	0,2	0,2%	0,4%
	NUMBER 1	982	799	0,1	0,1	0,2%	0,2%
	SHOW	5.409	6.368	0,6	0,7	1,0%	1,2%
	STAR	3.310	3.035	0,4	0,3	0,6%	0,6%
	STV	4.110	5.946	0,5	0,7	0,8%	1,1%
	TGRT	2.805	5.929	0,3	0,7	0,5%	1,1%
	TRT 1	418	577	0,0	0,1	0,1%	0,1%
	TRT 2	5	26	0,0	0,0	0,0%	0,0%
	TRT 3	0	0	0,0	0,0	0,0%	0,0%
	TV8	-	537	-	0,1	-	0,1%
<b>TOTAL</b>	<b>33.143</b>	<b>45.177</b>	<b>0,2</b>	<b>0,2</b>	<b>4,8%</b>	<b>5,3%</b>	
TOTAL Advertising	ANADOLU	-	1.376	-	0,2	-	0,3%
	ATV	54.334	66.300	6,2	7,6	10,4%	12,7%
	BRT	1.710	-	0,2	-	0,3%	-
	CINE 5	15.976	16.865	1,8	1,9	3,0%	3,2%
	CNN TURK	24.782	35.895	2,8	4,1	4,7%	6,8%
	DREAM TV	-	8.054	-	0,9	-	1,5%
	FLASH	22.210	36.651	2,5	4,2	4,2%	7,0%
	HALLMARK	-	1.239	-	0,1	-	0,2%
	JOY TV	-	4.307	-	0,5	-	0,8%
	KANAL 6	21.873	15.896	2,5	1,8	4,2%	3,0%
	KANAL D	62.446	81.183	7,1	9,3	11,9%	15,5%
	KANAL E/CNBC-E	35.749	46.932	4,1	5,4	6,8%	8,9%
	KANAL7	70.715	68.671	8,1	7,8	13,5%	13,1%
	KRAL	42.921	37.899	4,9	4,3	8,2%	7,2%
	MMAX 1	-	3.704	-	0,4	-	0,7%
	MMAX 2	-	2.436	-	0,3	-	0,5%
	NTV	31.693	42.429	3,6	4,8	6,0%	8,1%
	NUMBER 1	28.862	27.549	3,3	3,1	5,5%	5,2%
	SHOW	68.157	75.506	7,8	8,6	13,1%	14,4%
	STAR	61.125	49.419	7,0	5,6	11,7%	9,4%
	STV	67.482	73.045	7,7	8,3	12,9%	14,0%
	TGRT	62.485	76.453	7,1	8,7	11,9%	14,6%
	TRT 1	23.611	26.446	2,7	3,0	4,5%	5,0%
	TRT 2	263	383	0,0	0,0	0,1%	0,1%
	TRT 3	268	6	0,0	0,0	0,1%	0,0%
	TV8	-	22.714	-	2,6	-	4,3%
<b>TOTAL</b>	<b>696.661</b>	<b>821.357</b>	<b>4,2</b>	<b>3,8</b>	<b>100,0%</b>	<b>97,0%</b>	



# 10. Category of advertising by Channel

## All day

TAB10g		Total broadcast minutes for every advertising category by channel in a year (nbr of min)		Avg broadcast minutes for every advertising category by channel in an hour (nbr of min)		Proportion time vs Total programmes broadcast (%) in an average day	
		2002	2003	2002	2003	2002	2003
Injection / Pop up's	ANADOLU	-	0	-	0,0	-	0,0%
	ATV	-	0	-	0,0	-	0,0%
	BRT	-	-	-	-	-	-
	CINE 5	-	0	-	0,0	-	0,0%
	CNN TURK	-	0	-	0,0	-	0,0%
	DREAM TV	-	0	-	0,0	-	0,0%
	FLASH	-	0	-	0,0	-	0,0%
	HALLMARK	-	0	-	0,0	-	0,0%
	JOY TV	-	0	-	0,0	-	0,0%
	KANAL 6	-	0	-	0,0	-	0,0%
	KANAL D	-	0	-	0,0	-	0,0%
	KANAL E/CNBC-E	-	0	-	0,0	-	0,0%
	KANAL7	-	0	-	0,0	-	0,0%
	KRAL	-	0	-	0,0	-	0,0%
	MMAX 1	-	0	-	0,0	-	0,0%
	MMAX 2	-	0	-	0,0	-	0,0%
	NTV	-	0	-	0,0	-	0,0%
	NUMBER 1	-	0	-	0,0	-	0,0%
	SHOW	-	10	-	0,0	-	0,0%
	STAR	-	0	-	0,0	-	0,0%
	STV	-	0	-	0,0	-	0,0%
	TGRT	-	0	-	0,0	-	0,0%
	TRT 1	-	0	-	0,0	-	0,0%
	TRT 2	-	0	-	0,0	-	0,0%
	TRT 3	-	0	-	0,0	-	0,0%
	TV8	-	5	-	0,0	-	0,0%
		<b>TOTAL</b>	-	<b>14</b>	-	<b>0,0</b>	-
Infomercial / Programming	ANADOLU	-	0	-	0,0	-	0,0%
	ATV	-	3.542	-	0,4	-	0,7%
	BRT	-	-	-	-	-	-
	CINE 5	-	0	-	0,0	-	0,0%
	CNN TURK	-	802	-	0,1	-	0,2%
	DREAM TV	-	355	-	0,0	-	0,1%
	FLASH	-	0	-	0,0	-	0,0%
	HALLMARK	-	22	-	0,0	-	0,0%
	JOY TV	-	0	-	0,0	-	0,0%
	KANAL 6	-	96	-	0,0	-	0,0%
	KANAL D	-	1.284	-	0,1	-	0,2%
	KANAL E/CNBC-E	-	1.375	-	0,2	-	0,3%
	KANAL7	-	1.270	-	0,1	-	0,2%
	KRAL	-	265	-	0,0	-	0,1%
	MMAX 1	-	85	-	0,0	-	0,0%
	MMAX 2	-	72	-	0,0	-	0,0%
	NTV	-	1.542	-	0,2	-	0,3%
	NUMBER 1	-	0	-	0,0	-	0,0%
	SHOW	-	2.876	-	0,3	-	0,5%
	STAR	-	0	-	0,0	-	0,0%
	STV	-	679	-	0,1	-	0,1%
	TGRT	-	10.031	-	1,1	-	1,9%
	TRT 1	-	0	-	0,0	-	0,0%
	TRT 2	-	0	-	0,0	-	0,0%
	TRT 3	-	0	-	0,0	-	0,0%
	TV8	-	935	-	0,1	-	0,2%
		<b>TOTAL</b>	-	<b>25.233</b>	-	<b>0,1</b>	-

# 10. Category of advertising by Channel

## All day

TAB10h		Total broadcast minutes for every advertising category by channel in a year (nbr of min)		Avg broadcast minutes for every advertising category by channel in an hour (nbr of min)		Proportion time vs Total programmes broadcast (%) in an average day	
		2002	2003	2002	2003	2002	2003
TOTAL Sponsoring	ANADOLU	-	0	-	0,0	-	0,0%
	ATV	-	3.542	-	0,4	-	0,7%
	BRT	-	-	-	-	-	-
	CINE 5	-	0	-	0,0	-	0,0%
	CNN TURK	-	802	-	0,1	-	0,2%
	DREAM TV	-	355	-	0,0	-	0,1%
	FLASH	-	0	-	0,0	-	0,0%
	HALLMARK	-	22	-	0,0	-	0,0%
	JOY TV	-	0	-	0,0	-	0,0%
	KANAL 6	-	96	-	0,0	-	0,0%
	KANAL D	-	1.284	-	0,1	-	0,2%
	KANAL E/CNBC-E	-	1.375	-	0,2	-	0,3%
	KANAL7	-	1.270	-	0,1	-	0,2%
	KRAL	-	265	-	0,0	-	0,1%
	MMAX 1	-	85	-	0,0	-	0,0%
	MMAX 2	-	72	-	0,0	-	0,0%
	NTV	-	1.542	-	0,2	-	0,3%
	NUMBER 1	-	0	-	0,0	-	0,0%
	SHOW	-	2.886	-	0,3	-	0,6%
	STAR	-	0	-	0,0	-	0,0%
	STV	-	679	-	0,1	-	0,1%
TGRT	-	10.031	-	1,1	-	1,9%	
TRT 1	-	0	-	0,0	-	0,0%	
TRT 2	-	0	-	0,0	-	0,0%	
TRT 3	-	0	-	0,0	-	0,0%	
TV8	-	939	-	0,1	-	0,2%	
	<b>TOTAL</b>	-	<b>25.247</b>	-	<b>0,1</b>	-	<b>3,0%</b>
TOTAL Teleshopping Spots	ANADOLU	-	-	-	-	-	-
	ATV	-	-	-	-	-	-
	BRT	-	-	-	-	-	-
	CINE 5	-	-	-	-	-	-
	CNN TURK	-	-	-	-	-	-
	DREAM TV	-	-	-	-	-	-
	FLASH	-	-	-	-	-	-
	HALLMARK	-	-	-	-	-	-
	JOY TV	-	-	-	-	-	-
	KANAL 6	-	-	-	-	-	-
	KANAL D	-	-	-	-	-	-
	KANAL E/CNBC-E	-	-	-	-	-	-
	KANAL7	-	-	-	-	-	-
	KRAL	-	-	-	-	-	-
	MMAX 1	-	-	-	-	-	-
	MMAX 2	-	-	-	-	-	-
	NTV	-	-	-	-	-	-
	NUMBER 1	-	-	-	-	-	-
	SHOW	-	-	-	-	-	-
	STAR	-	-	-	-	-	-
	STV	-	-	-	-	-	-
TGRT	-	-	-	-	-	-	
TRT 1	-	-	-	-	-	-	
TRT 2	-	-	-	-	-	-	
TRT 3	-	-	-	-	-	-	
TV8	-	-	-	-	-	-	
	<b>TOTAL</b>	-	-	-	-	-	-

Note that new adv. or sponsorship techniques are either nonexistent or not measured  
See chapter 7 on the availability of the figures and/or comments on value definition modes



Sponsoring is under estimated since the « trailers » and « bartering » are measured as advertising (see chapter 7)

Source: Bilesim

# 10. Category of advertising by Channel Prime Time

TAB10i		Nbr of insertions of every advertising category by channel in a year		Gross adv. Spendings per category in (000) Euros	
		2002	2003	2002	2003
TOTAL	ANADOLU	-	985	-	236,05
	ATV	42.375	52.309	246.470,99	376.006,13
	BRT	1.885	-	3.650,05	-
	CINE 5	15.346	14.258	138.002,01	126.548,35
	CNN TURK	28.922	42.152	96.327,67	98.421,87
	DREAM TV	-	6.981	-	5.802,06
	FLASH	18.241	35.998	40.741,56	79.212,19
	HALLMARK	-	1.615	-	6.652,45
	JOY TV	-	2.927	-	1.065,21
	KANAL 6	12.002	10.004	16.779,76	4.909,20
	KANAL D	37.214	60.793	217.774,35	403.115,14
	KANAL E/CNBC-E	48.194	56.771	173.389,33	148.812,92
	KANAL7	67.307	74.388	369.821,38	451.965,09
	KRAL	26.669	29.603	43.049,61	12.650,35
	MMAK 1	-	5.369	-	17.901,37
	MMAK 2	-	3.517	-	6.080,00
	NTV	36.544	41.806	159.729,06	173.965,39
	NUMBER 1	26.810	25.196	30.427,25	24.548,96
	SHOW	43.221	47.927	301.211,05	331.020,33
	STAR	35.596	29.918	242.035,10	225.549,01
	STV	70.131	78.127	977.782,40	860.238,47
	TGRT	43.408	60.667	232.636,63	377.838,32
	TRT 1	21.218	22.919	54.130,84	48.507,87
	TRT 2	355	379	102,82	24,93
	TRT 3	712	0	94,76	0,00
	TV8	-	26.494	-	55.368,79
	<b>TOTAL</b>	<b>576.150</b>	<b>731.103</b>	<b>3.344.156,61</b>	<b>3.836.440,45</b>
Advertising Spots :	ANADOLU	-	985	-	236,05
	ATV	32.708	43.242	225.164,95	346.906,22
	BRT	1.833	-	3.614,85	-
	CINE 5	14.256	11.767	134.358,24	116.193,77
	CNN TURK	25.763	36.881	92.874,00	93.552,68
	DREAM TV	-	6.569	-	5.552,19
	FLASH	18.241	33.222	40.741,56	77.369,90
	HALLMARK	-	1.604	-	6.515,04
	JOY TV	-	2.927	-	1.065,21
	KANAL 6	12.002	9.996	16.779,76	4.897,63
	KANAL D	30.610	50.426	204.071,96	376.088,97
	KANAL E/CNBC-E	41.630	48.178	163.339,49	137.187,04
	KANAL7	52.749	59.462	335.260,49	411.718,45
	KRAL	19.553	22.341	38.565,39	11.145,39
	MMAK 1	-	5.268	-	17.569,47
	MMAK 2	-	3.416	-	5.886,35
	NTV	31.228	35.679	149.582,14	160.409,59
	NUMBER 1	24.342	22.893	29.539,92	23.910,96
	SHOW	32.586	36.048	266.971,43	292.233,10
	STAR	27.992	22.767	220.985,54	207.736,89
	STV	70.131	57.960	977.782,40	729.686,14
	TGRT	34.948	43.955	211.234,09	324.071,45
	TRT 1	20.949	20.465	53.798,22	46.381,50
	TRT 2	332	312	84,34	19,80
	TRT 3	712	0	94,76	0,00
	TV8	-	23.808	-	51.606,33
	<b>TOTAL</b>	<b>492.565</b>	<b>600.171</b>	<b>3.164.843,52</b>	<b>3.447.940,15</b>

# 10. Category of advertising by Channel Prime Time

TAB10j		Nbr of insertions of every advertising category by channel in a year		Gross adv. Spendings per category in (000) Euros	
		2002	2003	2002	2003
Splitscreen	ANADOLU	-	0	-	0,00
	ATV	9.667	9.067	21.306,04	29.099,92
	BRT	52	-	35,20	-
	CINE 5	1.090	2.491	3.643,77	10.354,58
	CNN TURK	3.159	5.164	3.453,68	4.389,80
	DREAM TV	-	345	-	82,54
	FLASH	0	2.776	0,00	1.842,29
	HALLMARK	-	0	-	0,00
	JOY TV	-	0	-	0,00
	KANAL 6	0	0	0,00	0,00
	KANAL D	6.604	10.269	13.702,39	26.512,85
	KANAL E/CNBC-E	6.564	8.149	10.049,84	8.899,16
	KANAL7	14.558	14.729	34.560,89	37.863,60
	KRAL	7.116	7.170	4.484,22	1.325,86
	MMA 1	-	0	-	0,00
	MMA 2	-	0	-	0,00
	NTV	5.316	5.647	10.146,93	10.972,98
	NUMBER 1	2.468	2.296	887,33	620,85
	SHOW	10.635	11.369	34.239,61	35.480,43
	STAR	7.604	7.151	21.049,56	17.812,12
STV	0	20.167	0,00	130.552,32	
TGRT	8.460	16.590	21.402,54	52.952,75	
TRT 1	269	2.454	332,62	2.126,37	
TRT 2	23	67	18,47	5,13	
TRT 3	0	0	0,00	0,00	
TV8	-	2.530	-	2.209,97	
	<b>TOTAL</b>	<b>83.585</b>	<b>128.431</b>	<b>179.313,09</b>	<b>373.103,51</b>
TOTAL Advertising	ANADOLU	-	985	-	236,05
	ATV	42.375	52.309	246.470,99	376.006,13
	BRT	1.885	-	3.650,05	-
	CINE 5	15.346	14.258	138.002,01	126.548,35
	CNN TURK	28.922	42.045	96.327,67	97.942,49
	DREAM TV	-	6.914	-	5.634,73
	FLASH	18.241	35.998	40.741,56	79.212,19
	HALLMARK	-	1.604	-	6.515,04
	JOY TV	-	2.927	-	1.065,21
	KANAL 6	12.002	9.996	16.779,76	4.897,63
	KANAL D	37.214	60.695	217.774,35	402.601,82
	KANAL E/CNBC-E	48.194	56.327	173.389,33	146.086,21
	KANAL7	67.307	74.191	369.821,38	449.582,05
	KRAL	26.669	29.511	43.049,61	12.471,24
	MMA 1	-	5.268	-	17.569,47
	MMA 2	-	3.416	-	5.886,35
	NTV	36.544	41.326	159.729,06	171.382,57
	NUMBER 1	26.810	25.189	30.427,25	24.531,81
	SHOW	43.221	47.417	301.211,05	327.713,53
	STAR	35.596	29.918	242.035,10	225.549,01
STV	70.131	78.127	977.782,40	860.238,47	
TGRT	43.408	60.545	232.636,63	377.024,20	
TRT 1	21.218	22.919	54.130,84	48.507,87	
TRT 2	355	379	102,82	24,93	
TRT 3	712	0	94,76	0,00	
TV8	-	26.338	-	53.816,30	
	<b>TOTAL</b>	<b>576.150</b>	<b>728.602</b>	<b>3.344.156,61</b>	<b>3.821.043,65</b>

# 10. Category of advertising by Channel Prime Time

TAB10k		Nbr of insertions of every advertising category by channel in a year		Gross adv. Spendings per category in (000) Euros	
		2002	2003	2002	2003
Injection / Pop up's	ANADOLU	-	0	-	0,00
	ATV	-	0	-	0,00
	BRT	-	-	-	-
	CINE 5	-	0	-	0,00
	CNN TURK	-	0	-	0,00
	DREAM TV	-	0	-	0,00
	FLASH	-	0	-	0,00
	HALLMARK	-	0	-	0,00
	JOY TV	-	0	-	0,00
	KANAL 6	-	0	-	0,00
	KANAL D	-	0	-	0,00
	KANAL E/CNBC-E	-	0	-	0,00
	KANAL7	-	0	-	0,00
	KRAL	-	0	-	0,00
	MMAX 1	-	0	-	0,00
	MMAX 2	-	0	-	0,00
	NTV	-	0	-	0,00
	NUMBER 1	-	0	-	0,00
	SHOW	-	66	-	327,15
	STAR	-	0	-	0,00
	STV	-	0	-	0,00
	TGRT	-	0	-	0,00
	TRT 1	-	0	-	0,00
TRT 2	-	0	-	0,00	
TRT 3	-	0	-	0,00	
TV8	-	25	-	28,13	
	<b>TOTAL</b>	-	<b>91</b>	-	<b>355,28</b>
Infomercial / Programming	ANADOLU	-	0	-	<b>0,00</b>
	ATV	-	0	-	0,00
	BRT	-	-	-	-
	CINE 5	-	0	-	0,00
	CNN TURK	-	107	-	479,38
	DREAM TV	-	67	-	167,33
	FLASH	-	0	-	0,00
	HALLMARK	-	11	-	137,40
	JOY TV	-	0	-	0,00
	KANAL 6	-	8	-	11,57
	KANAL D	-	98	-	513,32
	KANAL E/CNBC-E	-	444	-	2.726,71
	KANAL7	-	197	-	2.383,04
	KRAL	-	92	-	179,11
	MMAX 1	-	101	-	331,90
	MMAX 2	-	101	-	193,64
	NTV	-	480	-	2.582,83
	NUMBER 1	-	7	-	17,15
	SHOW	-	444	-	2.979,65
	STAR	-	0	-	0,00
	STV	-	0	-	0,00
	TGRT	-	122	-	814,12
	TRT 1	-	0	-	0,00
TRT 2	-	0	-	0,00	
TRT 3	-	0	-	0,00	
TV8	-	131	-	1.524,36	
	<b>TOTAL</b>	-	<b>2.410</b>	-	<b>15.041,51</b>

# 10. Category of advertising by Channel Prime Time

TAB10I		Nbr of insertions of every advertising category by channel in a year		Gross adv. Spendings per category in (000) Euros	
		2002	2003	2002	2003
TOTAL Sponsoring	ANADOLU	-	0	-	0,00
	ATV	-	0	-	0,00
	BRT	-	-	-	-
	CINE 5	-	0	-	0,00
	CNN TURK	-	107	-	479,38
	DREAM TV	-	67	-	167,33
	FLASH	-	0	-	0,00
	HALLMARK	-	11	-	137,40
	JOY TV	-	0	-	0,00
	KANAL 6	-	8	-	11,57
	KANAL D	-	98	-	513,32
	KANAL E/CNBC-E	-	444	-	2.726,71
	KANAL7	-	197	-	2.383,04
	KRAL	-	92	-	179,11
	MMA1	-	101	-	331,90
	MMA2	-	101	-	193,64
	NTV	-	480	-	2.582,83
	NUMBER 1	-	7	-	17,15
	SHOW	-	510	-	3.306,80
	STAR	-	0	-	0,00
	STV	-	0	-	0,00
TGRT	-	122	-	814,12	
TRT 1	-	0	-	0,00	
TRT 2	-	0	-	0,00	
TRT 3	-	0	-	0,00	
TV8	-	156	-	1.552,49	
	TOTAL	-	2.501	-	15.396,80
TOTAL Teleshopping Spots	ANADOLU	-	-	-	-
	ATV	-	-	-	-
	BRT	-	-	-	-
	CINE 5	-	-	-	-
	CNN TURK	-	-	-	-
	DREAM TV	-	-	-	-
	FLASH	-	-	-	-
	HALLMARK	-	-	-	-
	JOY TV	-	-	-	-
	KANAL 6	-	-	-	-
	KANAL D	-	-	-	-
	KANAL E/CNBC-E	-	-	-	-
	KANAL7	-	-	-	-
	KRAL	-	-	-	-
	MMA1	-	-	-	-
	MMA2	-	-	-	-
	NTV	-	-	-	-
	NUMBER 1	-	-	-	-
	SHOW	-	-	-	-
	STAR	-	-	-	-
	STV	-	-	-	-
TGRT	-	-	-	-	
TRT 1	-	-	-	-	
TRT 2	-	-	-	-	
TRT 3	-	-	-	-	
TV8	-	-	-	-	
	TOTAL	-	-	-	-

Note that new adv. or sponsorship techniques are either nonexistent or not measured  
See chapter 7 on the availability of the figures and/or comments on value definition modes



Sponsoring is under estimated since the « trailers » and « bartering » are measured as advertising (see chapter 7)

# 10. Category of advertising by Channel Prime Time

TAB10m		Total broadcast minutes for every advertising category by channel in a year (nbr of min)		Avg broadcast minutes for every advertising category by channel in an hour (nbr of min)		Proportion time vs Total programmes broadcast (%) in an average day	
		2002	2003	2002	2003	2002	2003
TOTAL	ANADOLU	-	475	-	0,3	-	0,4%
	ATV	15.965	19.306	8,7	10,6	14,6%	17,6%
	BRT	869	-	0,5	-	0,8%	-
	CINE 5	7.000	5.563	3,8	3,0	6,4%	5,1%
	CNN TURK	12.413	15.994	6,8	8,8	11,3%	14,6%
	DREAM TV	-	3.224	-	1,8	-	2,9%
	FLASH	8.158	15.480	4,5	8,5	7,5%	14,1%
	HALLMARK	-	809	-	0,4	-	0,7%
	JOY TV	-	1.693	-	0,9	-	1,5%
	KANAL 6	6.570	5.202	3,6	2,9	6,0%	4,8%
	KANAL D	14.831	22.116	8,1	12,1	13,5%	20,2%
	KANAL E/CNBC-E	20.731	22.856	11,4	12,5	18,9%	20,9%
	KANAL7	23.882	26.025	13,1	14,3	21,8%	23,8%
	KRAL	11.163	12.579	6,1	6,9	10,2%	11,5%
	MMAX 1	-	2.630	-	1,4	-	2,4%
	MMAX 2	-	1.771	-	1,0	-	1,6%
	NTV	16.636	17.871	9,1	9,8	15,2%	16,3%
	NUMBER 1	12.602	12.179	6,9	6,7	11,5%	11,1%
	SHOW	15.749	17.018	8,6	9,3	14,4%	15,5%
	STAR	13.779	12.804	7,6	7,0	12,6%	11,7%
	STV	26.620	25.276	14,6	13,8	24,3%	23,1%
TGRT	16.741	20.541	9,2	11,3	15,3%	18,8%	
TRT 1	9.081	9.962	1,0	1,1	1,7%	1,9%	
TRT 2	138	102	0,1	0,1	0,1%	0,1%	
TRT 3	190	0	0,1	0,0	0,2%	0,0%	
TV8	-	11.323	-	6,2	-	10,3%	
	<b>TOTAL</b>	<b>233.118</b>	<b>282.799</b>	<b>6,7</b>	<b>6,2</b>	<b>100,0%</b>	<b>100,0%</b>
Advertising Spots :	ANADOLU	-	475	-	0,3	-	0,4%
	ATV	14.680	18.097	8,0	9,9	13,4%	16,5%
	BRT	862	-	0,5	-	0,8%	-
	CINE 5	6.854	5.231	3,8	2,9	6,3%	4,8%
	CNN TURK	11.976	15.231	6,6	8,3	10,9%	13,9%
	DREAM TV	-	3.077	-	1,7	-	2,8%
	FLASH	8.158	15.110	4,5	8,3	7,5%	13,8%
	HALLMARK	-	792	-	0,4	-	0,7%
	JOY TV	-	1.693	-	0,9	-	1,5%
	KANAL 6	6.570	5.170	3,6	2,8	6,0%	4,7%
	KANAL D	13.962	20.707	7,7	11,3	12,8%	18,9%
	KANAL E/CNBC-E	19.762	21.213	10,8	11,6	18,0%	19,4%
	KANAL7	21.939	23.934	12,0	13,1	20,0%	21,9%
	KRAL	10.225	11.252	5,6	6,2	9,3%	10,3%
	MMAX 1	-	2.566	-	1,4	-	2,3%
	MMAX 2	-	1.712	-	0,9	-	1,6%
	NTV	15.908	16.576	8,7	9,1	14,5%	15,1%
	NUMBER 1	12.236	11.863	6,7	6,5	11,2%	10,8%
	SHOW	14.218	15.244	7,8	8,4	13,0%	13,9%
	STAR	12.764	11.827	7,0	6,5	11,7%	10,8%
	STV	26.620	22.583	14,6	12,4	24,3%	20,6%
TGRT	15.570	18.271	8,5	10,0	14,2%	16,7%	
TRT 1	9.045	9.635	1,0	1,1	1,7%	1,8%	
TRT 2	135	93	0,1	0,1	0,1%	0,1%	
TRT 3	190	0	0,1	0,0	0,2%	0,0%	
TV8	-	10.675	-	5,8	-	9,7%	
	<b>TOTAL</b>	<b>221.675</b>	<b>263.028</b>	<b>6,4</b>	<b>5,8</b>	<b>95,1%</b>	<b>93,0%</b>

# 10. Category of advertising by Channel Prime Time

TAB10n		Total broadcast minutes for every advertising category by channel in a year (nbr of min)		Avg broadcast minutes for every advertising category by channel in an hour (nbr of min)		Proportion time vs Total programmes broadcast (%) in an average day	
		2002	2003	2002	2003	2002	2003
Splitscreen	ANADOLU	-	0	-	0,0	-	0,0%
	ATV	1.285	1.209	0,7	0,7	1,2%	1,1%
	BRT	7	-	0,0	-	0,0%	-
	CINE 5	145	332	0,1	0,2	0,1%	0,3%
	CNN TURK	437	691	0,2	0,4	0,4%	0,6%
	DREAM TV	-	46	-	0,0	-	0,0%
	FLASH	0	370	0,0	0,2	0,0%	0,3%
	HALLMARK	-	0	-	0,0	-	0,0%
	JOY TV	-	0	-	0,0	-	0,0%
	KANAL 6	0	0	0,0	0,0	0,0%	0,0%
	KANAL D	870	1.373	0,5	0,8	0,8%	1,3%
	KANAL E/CNBC-E	969	1.104	0,5	0,6	0,9%	1,0%
	KANAL7	1.942	1.962	1,1	1,1	1,8%	1,8%
	KRAL	938	1.062	0,5	0,6	0,9%	1,0%
	MMAK 1	-	0	-	0,0	-	0,0%
	MMAK 2	-	0	-	0,0	-	0,0%
	NTV	728	757	0,4	0,4	0,7%	0,7%
	NUMBER 1	366	307	0,2	0,2	0,3%	0,3%
	SHOW	1.530	1.659	0,8	0,9	1,4%	1,5%
	STAR	1.015	977	0,6	0,5	0,9%	0,9%
	STV	0	2.693	0,0	1,5	0,0%	2,5%
	TGRT	1.171	2.236	0,6	1,2	1,1%	2,0%
TRT 1	36	327	0,0	0,0	0,0%	0,1%	
TRT 2	3	9	0,0	0,0	0,0%	0,0%	
TRT 3	0	0	0,0	0,0	0,0%	0,0%	
TV8	-	337	-	0,2	-	0,3%	
<b>TOTAL</b>	<b>11.443</b>	<b>17.452</b>	<b>0,3</b>	<b>0,4</b>	<b>4,9%</b>	<b>6,2%</b>	
TOTAL Advertising	ANADOLU	-	475	-	0,3	-	0,4%
	ATV	15.965	19.306	8,7	10,6	14,6%	17,6%
	BRT	869	-	0,5	-	0,8%	-
	CINE 5	7.000	5.563	3,8	3,0	6,4%	5,1%
	CNN TURK	12.413	15.922	6,8	8,7	11,3%	14,5%
	DREAM TV	-	3.123	-	1,7	-	2,9%
	FLASH	8.158	15.480	4,5	8,5	7,5%	14,1%
	HALLMARK	-	792	-	0,4	-	0,7%
	JOY TV	-	1.693	-	0,9	-	1,5%
	KANAL 6	6.570	5.170	3,6	2,8	6,0%	4,7%
	KANAL D	14.831	22.080	8,1	12,1	13,5%	20,2%
	KANAL E/CNBC-E	20.731	22.318	11,4	12,2	18,9%	20,4%
	KANAL7	23.882	25.896	13,1	14,2	21,8%	23,6%
	KRAL	11.163	12.314	6,1	6,7	10,2%	11,2%
	MMAK 1	-	2.566	-	1,4	-	2,3%
	MMAK 2	-	1.712	-	0,9	-	1,6%
	NTV	16.636	17.333	9,1	9,5	15,2%	15,8%
	NUMBER 1	12.602	12.170	6,9	6,7	11,5%	11,1%
	SHOW	15.749	16.903	8,6	9,3	14,4%	15,4%
	STAR	13.779	12.804	7,6	7,0	12,6%	11,7%
	STV	26.620	25.276	14,6	13,8	24,3%	23,1%
	TGRT	16.741	20.507	9,2	11,2	15,3%	18,7%
TRT 1	9.081	9.962	1,0	1,1	1,7%	1,9%	
TRT 2	138	102	0,1	0,1	0,1%	0,1%	
TRT 3	190	0	0,1	0,0	0,2%	0,0%	
TV8	-	11.013	-	6,0	-	10,1%	
<b>TOTAL</b>	<b>233.118</b>	<b>280.480</b>	<b>6,7</b>	<b>6,1</b>	<b>100,0%</b>	<b>99,2%</b>	



# 10. Category of advertising by Channel Prime Time

TAB10o		Total broadcast minutes for every advertising category by channel in a year (nbr of min)		Avg broadcast minutes for every advertising category by channel in an hour (nbr of min)		Proportion time vs Total programmes broadcast (%) in an average day	
		2002	2003	2002	2003	2002	2003
Injection / Pop up's	ANADOLU	-	0	-	0,0	-	0,0%
	ATV	-	0	-	0,0	-	0,0%
	BRT	-	-	-	-	-	-
	CINE 5	-	0	-	0,0	-	0,0%
	CNN TURK	-	0	-	0,0	-	0,0%
	DREAM TV	-	0	-	0,0	-	0,0%
	FLASH	-	0	-	0,0	-	0,0%
	HALLMARK	-	0	-	0,0	-	0,0%
	JOY TV	-	0	-	0,0	-	0,0%
	KANAL 6	-	0	-	0,0	-	0,0%
	KANAL D	-	0	-	0,0	-	0,0%
	KANAL E/CNBC-E	-	0	-	0,0	-	0,0%
	KANAL7	-	0	-	0,0	-	0,0%
	KRAL	-	0	-	0,0	-	0,0%
	MMA 1	-	0	-	0,0	-	0,0%
	MMA 2	-	0	-	0,0	-	0,0%
	NTV	-	0	-	0,0	-	0,0%
	NUMBER 1	-	0	-	0,0	-	0,0%
	SHOW	-	8	-	0,0	-	0,0%
	STAR	-	0	-	0,0	-	0,0%
	STV	-	0	-	0,0	-	0,0%
	TGRT	-	0	-	0,0	-	0,0%
	TRT 1	-	0	-	0,0	-	0,0%
TRT 2	-	0	-	0,0	-	0,0%	
TRT 3	-	0	-	0,0	-	0,0%	
TV8	-	3	-	0,0	-	0,0%	
	<b>TOTAL</b>	-	<b>11</b>	-	<b>0,0</b>	-	<b>0,0%</b>
Infomercial / Programming	ANADOLU	-	0	-	0,0	-	0,0%
	ATV	-	0	-	0,0	-	0,0%
	BRT	-	-	-	-	-	-
	CINE 5	-	0	-	0,0	-	0,0%
	CNN TURK	-	72	-	0,0	-	0,1%
	DREAM TV	-	101	-	0,1	-	0,1%
	FLASH	-	0	-	0,0	-	0,0%
	HALLMARK	-	17	-	0,0	-	0,0%
	JOY TV	-	0	-	0,0	-	0,0%
	KANAL 6	-	32	-	0,0	-	0,0%
	KANAL D	-	35	-	0,0	-	0,0%
	KANAL E/CNBC-E	-	539	-	0,3	-	0,5%
	KANAL7	-	128	-	0,1	-	0,1%
	KRAL	-	265	-	0,1	-	0,2%
	MMA 1	-	64	-	0,0	-	0,1%
	MMA 2	-	59	-	0,0	-	0,1%
	NTV	-	538	-	0,3	-	0,5%
	NUMBER 1	-	8	-	0,0	-	0,0%
	SHOW	-	107	-	0,1	-	0,1%
	STAR	-	0	-	0,0	-	0,0%
	STV	-	0	-	0,0	-	0,0%
	TGRT	-	34	-	0,0	-	0,0%
	TRT 1	-	0	-	0,0	-	0,0%
TRT 2	-	0	-	0,0	-	0,0%	
TRT 3	-	0	-	0,0	-	0,0%	
TV8	-	307	-	0,2	-	0,3%	
	<b>TOTAL</b>	-	<b>2.307</b>	-	<b>0,1</b>	-	<b>0,8%</b>

# 10. Category of advertising by Channel Prime Time

TAB10p		Total broadcast minutes for every advertising category by channel in a year (nbr of min)		Avg broadcast minutes for every advertising category by channel in an hour (nbr of min)		Proportion time vs Total programmes broadcast (%) in an average day	
		2002	2003	2002	2003	2002	2003
TOTAL Sponsoring	ANADOLU	-	0	-	0,0	-	0,0%
	ATV	-	0	-	0,0	-	0,0%
	BRT	-	-	-	-	-	-
	CINE 5	-	0	-	0,0	-	0,0%
	CNN TURK	-	72	-	0,0	-	0,1%
	DREAM TV	-	101	-	0,1	-	0,1%
	FLASH	-	0	-	0,0	-	0,0%
	HALLMARK	-	17	-	0,0	-	0,0%
	JOY TV	-	0	-	0,0	-	0,0%
	KANAL 6	-	32	-	0,0	-	0,0%
	KANAL D	-	35	-	0,0	-	0,0%
	KANAL E/CNBC-E	-	539	-	0,3	-	0,5%
	KANAL7	-	128	-	0,1	-	0,1%
	KRAL	-	265	-	0,1	-	0,2%
	MMA 1	-	64	-	0,0	-	0,1%
	MMA 2	-	59	-	0,0	-	0,1%
	NTV	-	538	-	0,3	-	0,5%
	NUMBER 1	-	8	-	0,0	-	0,0%
	SHOW	-	115	-	0,1	-	0,1%
	STAR	-	0	-	0,0	-	0,0%
	STV	-	0	-	0,0	-	0,0%
	TGRT	-	34	-	0,0	-	0,0%
	TRT 1	-	0	-	0,0	-	0,0%
TRT 2	-	0	-	0,0	-	0,0%	
TRT 3	-	0	-	0,0	-	0,0%	
TV8	-	310	-	0,2	-	0,3%	
	TOTAL	-	2319	-	0,1	-	0,8%
TOTAL Teleshopping Spots	ANADOLU	-	-	-	-	-	-
	ATV	-	-	-	-	-	-
	BRT	-	-	-	-	-	-
	CINE 5	-	-	-	-	-	-
	CNN TURK	-	-	-	-	-	-
	DREAM TV	-	-	-	-	-	-
	FLASH	-	-	-	-	-	-
	HALLMARK	-	-	-	-	-	-
	JOY TV	-	-	-	-	-	-
	KANAL 6	-	-	-	-	-	-
	KANAL D	-	-	-	-	-	-
	KANAL E/CNBC-E	-	-	-	-	-	-
	KANAL7	-	-	-	-	-	-
	KRAL	-	-	-	-	-	-
	MMA 1	-	-	-	-	-	-
	MMA 2	-	-	-	-	-	-
	NTV	-	-	-	-	-	-
	NUMBER 1	-	-	-	-	-	-
	SHOW	-	-	-	-	-	-
	STAR	-	-	-	-	-	-
	STV	-	-	-	-	-	-
	TGRT	-	-	-	-	-	-
	TRT 1	-	-	-	-	-	-
TRT 2	-	-	-	-	-	-	
TRT 3	-	-	-	-	-	-	
TV8	-	-	-	-	-	-	
	TOTAL	-	-	-	-	-	-

Note that new adv. or sponsorship techniques are either nonexistent or not measured  
See chapter 7 on the availability of the figures and/or comments on value definition modes



Sponsoring is under estimated since the « trailers » and « bartering » are measured as advertising (see chapter 7)

Source: Bilesim



### III. Programmes

## 11. Duration - Breakdown of Programme types

**Channels covered:** TRT1, TRT2, Show, KanalD, Flash(Only 2003), Kanal7, ATV, TGRT, STV, Star (Only 2002)

<b>TAB 11a</b>		
<b>All Day</b>	<b>2002</b>	<b>2003</b>
Children, educational programmes, cartoons	5,9%	5,1%
Documentary	3,7%	3,0%
Entertainment (Game, talkshow, reality shows) and Music (concerts, clips, shows)	8,8%	15,0%
Film, TV Films and Mini Series (TV films in several episodes)	15,8%	13,9%
Information (News, Flash and Info Magazines)	24,9%	22,1%
Other Magazines	3,1%	4,6%
Political, Religious, Philosophical, Unions programmes	3,8%	3,5%
Series and Soap	11,3%	11,6%
Sports	2,3%	1,6%
Teleshopping (excl. of spots and ad formats)	1,1%	1,3%
Advertising (excl. teleshopping programme and channel self-promotion)	10,2%	11,3%
Self-promotion (presentation, trailers, titles signs, channel housestyle)	6,7%	5,0%
Others	2,6%	2,0%
	100%	100%

Total number of minutes in the year	<b>4.720.682</b>	<b>4.722.832</b>
Total number of hours in the year	<b>78.678,03</b>	<b>78.713,87</b>
Cumulative nbr of hours in an average day	<b>216</b>	<b>216</b>
Sources:	<b>AGB Anadolu</b>	<b>AGB Anadolu</b>

Please, precise the category of Reality TV :	<b>Entertainment</b>
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### Comments:

- Broadcasting time is only available for the audience-measured channels. Channel selection is different from the advertising tables but proportions are recalculated by channel and are comparable.
- Others: plays, short films, weather reports, stock market, regional programming, service broadcasting, lottery, third parties' communications, loops.

## 12. Typology of Programmes by Channel - All Day Total adv. IN and BEFORE each type of programme

TAB12a		Proportion time of programme typologies in % by channel		Proportion time of adv. in % by typology	
		2002	2003	2002	2003
Children, educational programmes, cartoons	ANADOLU	-	-	-	-
	ATV	7,2%	7,3%	17,7%	23,1%
	BRT	-	-	-	-
	CINE5	-	-	-	-
	CNN TURK	-	-	-	-
	DREAM TV	-	-	-	-
	FLASH	-	0,0%	-	0,0%
	HALLMARK	-	-	-	-
	JOY TV	-	-	-	-
	KANAL 6	-	-	-	-
	KANAL D	12,4%	11,9%	19,2%	28,1%
	KANAL E/CNBC-E	-	-	-	-
	KANAL7	6,5%	8,2%	17,3%	9,3%
	KRAL	-	-	-	-
	MMA1	-	-	-	-
	MMA2	-	-	-	-
	NTV	-	-	-	-
	NUMBER 1	-	-	-	-
	SHOW	5,5%	2,4%	10,2%	9,9%
	STAR	6,3%	-	11,2%	-
	STV	5,6%	8,3%	12,3%	11,8%
	TGRT	2,0%	0,4%	18,8%	44,4%
	TRT 1	7,2%	7,5%	4,4%	4,4%
TRT 2	0,0%	0,0%	0,8%	1,7%	
TRT 3	-	-	-	-	
TV8	-	-	-	-	
	<b>Total</b>	<b>5,9%</b>	<b>5,1%</b>	<b>14,5%</b>	<b>18,3%</b>
Documentary	ANADOLU	-	-	-	-
	ATV	4,4%	4,2%	2,4%	4,2%
	BRT	-	-	-	-
	CINE5	-	-	-	-
	CNN TURK	-	-	-	-
	DREAM TV	-	-	-	-
	FLASH	-	0,6%	-	4,8%
	HALLMARK	-	-	-	-
	JOY TV	-	-	-	-
	KANAL 6	-	-	-	-
	KANAL D	0,2%	0,1%	16,1%	9,7%
	KANAL E/CNBC-E	-	-	-	-
	KANAL7	0,8%	1,4%	17,0%	10,1%
	KRAL	-	-	-	-
	MMA1	-	-	-	-
	MMA2	-	-	-	-
	NTV	-	-	-	-
	NUMBER 1	-	-	-	-
	SHOW	0,9%	0,2%	23,2%	9,9%
	STAR	0,1%	-	0,0%	-
	STV	8,9%	5,6%	19,0%	22,6%
	TGRT	1,7%	0,8%	9,4%	2,2%
	TRT 1	4,2%	6,3%	6,6%	5,0%
TRT 2	12,3%	8,5%	0,1%	0,1%	
TRT 3	-	-	-	-	
TV8	-	-	-	-	
	<b>Total</b>	<b>3,7%</b>	<b>3,1%</b>	<b>7,8%</b>	<b>7,3%</b>

## 12. Typology of Programmes by Channel - All Day Total adv. IN and BEFORE each type of programme

TAB12b		Proportion time of programme typologies in % by channel		Proportion time of adv. in % by typology	
		2002	2003	2002	2003
Entertainment (Game, talkshow, reality shows) and Music (concerts, clips, shows)	ANADOLU	-	-	-	-
	ATV	8,6%	7,4%	5,6%	10,7%
	BRT	-	-	-	-
	CINE5	-	-	-	-
	CNN TURK	-	-	-	-
	DREAM TV	-	-	-	-
	FLASH	-	66,5%	-	7,0%
	HALLMARK	-	-	-	-
	JOY TV	-	-	-	-
	KANAL 6	-	-	-	-
	KANAL D	10,7%	10,2%	15,1%	19,8%
	KANAL E/CNBC-E	-	-	-	-
	KANAL7	8,2%	10,8%	15,0%	17,5%
	KRAL	-	-	-	-
	MMA X 1	-	-	-	-
	MMA X 2	-	-	-	-
	NTV	-	-	-	-
	NUMBER 1	-	-	-	-
	SHOW	5,2%	7,1%	41,5%	28,8%
	STAR	14,8%	-	18,3%	-
STV	7,8%	7,9%	23,1%	20,6%	
TGRT	8,0%	10,0%	20,5%	20,6%	
TRT 1	8,1%	7,7%	4,7%	6,4%	
TRT 2	7,7%	7,2%	0,0%	0,0%	
TRT 3	-	-	-	-	
TV8	-	-	-	-	
	<b>Total</b>	<b>8,8%</b>	<b>15,0%</b>	<b>20,7%</b>	<b>14,4%</b>
Film, TV Films and Mini Series	ANADOLU	-	-	-	-
	ATV	5,9%	5,0%	14,1%	16,6%
	BRT	-	-	-	-
	CINE5	-	-	-	-
	CNN TURK	-	-	-	-
	DREAM TV	-	-	-	-
	FLASH	-	8,3%	-	7,5%
	HALLMARK	-	-	-	-
	JOY TV	-	-	-	-
	KANAL 6	-	-	-	-
	KANAL D	17,3%	17,5%	7,4%	9,7%
	KANAL E/CNBC-E	-	-	-	-
	KANAL7	20,8%	15,5%	21,5%	23,4%
	KRAL	-	-	-	-
	MMA X 1	-	-	-	-
	MMA X 2	-	-	-	-
	NTV	-	-	-	-
	NUMBER 1	-	-	-	-
	SHOW	25,0%	30,1%	13,0%	15,2%
	STAR	20,8%	-	15,2%	-
STV	13,6%	12,2%	12,2%	18,0%	
TGRT	9,3%	8,3%	13,6%	24,9%	
TRT 1	26,5%	26,6%	2,7%	3,1%	
TRT 2	3,0%	2,1%	0,1%	0,1%	
TRT 3	-	-	-	-	
TV8	-	-	-	-	
	<b>Total</b>	<b>15,8%</b>	<b>14,0%</b>	<b>12,3%</b>	<b>14,8%</b>

## 12. Typology of Programmes by Channel - All Day Total adv. IN and BEFORE each type of programme

TAB12c		Proportion time of programme typologies in % by channel		Proportion time of adv. in % by typology	
		2002	2003	2002	2003
Information (News, Flash and Info Magazines)	ANADOLU	-	-	-	-
	ATV	23,4%	15,8%	11,1%	18,6%
	BRT	-	-	-	-
	CINE5	-	-	-	-
	CNN TURK	-	-	-	-
	DREAM TV	-	-	-	-
	FLASH	-	6,4%	-	8,9%
	HALLMARK	-	-	-	-
	JOY TV	-	-	-	-
	KANAL 6	-	-	-	-
	KANAL D	20,0%	15,2%	11,1%	16,4%
	KANAL E/CNBC-E	-	-	-	-
	KANAL7	29,4%	30,0%	11,4%	12,2%
	KRAL	-	-	-	-
	MMAX 1	-	-	-	-
	MMAX 2	-	-	-	-
	NTV	-	-	-	-
	NUMBER 1	-	-	-	-
	SHOW	20,1%	17,0%	6,6%	9,4%
	STAR	20,9%	-	7,9%	-
STV	26,5%	28,9%	12,6%	11,7%	
TGRT	27,7%	23,3%	9,5%	16,9%	
TRT 1	14,4%	13,2%	4,5%	5,1%	
TRT 2	41,8%	51,1%	0,0%	0,1%	
TRT 3	-	-	-	-	
TV8	-	-	-	-	
	<b>Total</b>	<b>24,9%</b>	<b>22,3%</b>	<b>8,4%</b>	<b>10,5%</b>
Other Magazines	ANADOLU	-	-	-	-
	ATV	11,0%	10,9%	7,6%	11,1%
	BRT	-	-	-	-
	CINE5	-	-	-	-
	CNN TURK	-	-	-	-
	DREAM TV	-	-	-	-
	FLASH	-	0,0%	-	0,0%
	HALLMARK	-	-	-	-
	JOY TV	-	-	-	-
	KANAL 6	-	-	-	-
	KANAL D	1,7%	3,4%	27,1%	21,7%
	KANAL E/CNBC-E	-	-	-	-
	KANAL7	1,5%	2,8%	44,5%	30,4%
	KRAL	-	-	-	-
	MMAX 1	-	-	-	-
	MMAX 2	-	-	-	-
	NTV	-	-	-	-
	NUMBER 1	-	-	-	-
	SHOW	2,9%	2,6%	54,2%	44,9%
	STAR	0,8%	-	75,4%	-
STV	4,6%	3,5%	23,4%	34,1%	
TGRT	4,4%	11,8%	32,7%	23,1%	
TRT 1	0,2%	1,2%	27,4%	16,2%	
TRT 2	0,8%	2,4%	0,1%	0,0%	
TRT 3	-	-	-	-	
TV8	-	-	-	-	
	<b>Total</b>	<b>3,1%</b>	<b>4,3%</b>	<b>24,9%</b>	<b>22,4%</b>

## 12. Typology of Programmes by Channel - All Day

Total adv. IN and BEFORE each type of programme

TAB12d		Proportion time of programme typologies in % by channel		Proportion time of adv. in % by typology	
		2002	2003	2002	2003
Political, Religious, Philosophical, Unions programmes	ANADOLU	-	-	-	-
	ATV	0,1%	4,7%	0,0%	0,0%
	BRT	-	-	-	-
	CINE5	-	-	-	-
	CNN TURK	-	-	-	-
	DREAM TV	-	-	-	-
	FLASH	-	0,2%	-	1,8%
	HALLMARK	-	-	-	-
	JOY TV	-	-	-	-
	KANAL 6	-	-	-	-
	KANAL D	0,7%	0,4%	9,0%	9,4%
	KANAL E/CNBC-E	-	-	-	-
	KANAL7	9,6%	10,3%	6,9%	8,2%
	KRAL	-	-	-	-
	MMA1	-	-	-	-
	MMA2	-	-	-	-
	NTV	-	-	-	-
	NUMBER 1	-	-	-	-
	SHOW	1,1%	0,4%	6,8%	8,2%
	STAR	0,7%	-	0,7%	-
	STV	5,0%	1,2%	14,2%	87,4%
	TGRT	6,3%	6,6%	8,5%	21,8%
	TRT 1	2,4%	2,3%	1,3%	1,0%
TRT 2	8,1%	6,4%	0,0%	0,1%	
TRT 3	-	-	-	-	
TV8	-	-	-	-	
	<b>Total</b>	<b>3,8%</b>	<b>3,6%</b>	<b>6,3%</b>	<b>10,7%</b>
Series and Soap	ANADOLU	-	-	-	-
	ATV	16,3%	20,4%	24,6%	27,4%
	BRT	-	-	-	-
	CINE5	-	-	-	-
	CNN TURK	-	-	-	-
	DREAM TV	-	-	-	-
	FLASH	-	5,6%	-	18,0%
	HALLMARK	-	-	-	-
	JOY TV	-	-	-	-
	KANAL 6	-	-	-	-
	KANAL D	14,0%	16,5%	26,3%	31,6%
	KANAL E/CNBC-E	-	-	-	-
	KANAL7	5,4%	4,0%	26,5%	39,0%
	KRAL	-	-	-	-
	MMA1	-	-	-	-
	MMA2	-	-	-	-
	NTV	-	-	-	-
	NUMBER 1	-	-	-	-
	SHOW	10,5%	13,2%	24,5%	27,2%
	STAR	8,6%	-	28,0%	-
	STV	5,3%	9,3%	23,5%	16,7%
	TGRT	21,7%	15,4%	15,7%	23,4%
	TRT 1	19,6%	20,3%	9,4%	10,0%
TRT 2	0,0%	0,0%	0,0%	0,0%	
TRT 3	-	-	-	-	
TV8	-	-	-	-	
	<b>Total</b>	<b>11,3%</b>	<b>11,6%</b>	<b>21,4%</b>	<b>25,6%</b>



## 12. Typology of Programmes by Channel – all Day

Total adv. IN and BEFORE each type of programme

TAB12e		Proportion time of programme typologies in % by channel		Proportion time of adv. in % by typology	
		2002	2003	2002	2003
Sports	ANADOLU	-	-	-	-
	ATV	0,8%	0,7%	30,5%	17,4%
	BRT	-	-	-	-
	CINE5	-	-	-	-
	CNN TURK	-	-	-	-
	DREAM TV	-	-	-	-
	FLASH	-	0,0%	-	0,0%
	HALLMARK	-	-	-	-
	JOY TV	-	-	-	-
	KANAL 6	-	-	-	-
	KANAL D	2,3%	1,1%	8,2%	18,2%
	KANAL E/CNBC-E	-	-	-	-
	KANAL7	0,2%	0,0%	33,3%	4,8%
	KRAL	-	-	-	-
	MMAX 1	-	-	-	-
	MMAX 2	-	-	-	-
	NTV	-	-	-	-
	NUMBER 1	-	-	-	-
	SHOW	2,8%	3,7%	25,6%	32,0%
	STAR	2,9%	-	13,3%	-
	STV	0,8%	0,9%	73,1%	50,6%
TGRT	1,3%	1,3%	1,9%	2,8%	
TRT 1	5,8%	3,2%	4,2%	4,2%	
TRT 2	3,4%	3,2%	0,2%	0,2%	
TRT 3	-	-	-	-	
TV8	-	-	-	-	
	<b>Total</b>	<b>2,3%</b>	<b>1,6%</b>	<b>12,8%</b>	<b>17,5%</b>
Teleshopping (excl.of spots and adv. formats)	ANADOLU	-	-	-	-
	ATV	3,7%	2,9%	0,0%	0,0%
	BRT	-	-	-	-
	CINE5	-	-	-	-
	CNN TURK	-	-	-	-
	DREAM TV	-	-	-	-
	FLASH	-	1,4%	-	0,0%
	HALLMARK	-	-	-	-
	JOY TV	-	-	-	-
	KANAL 6	-	-	-	-
	KANAL D	0,0%	0,0%	0,0%	0,0%
	KANAL E/CNBC-E	-	-	-	-
	KANAL7	0,5%	1,1%	0,0%	0,0%
	KRAL	-	-	-	-
	MMAX 1	-	-	-	-
	MMAX 2	-	-	-	-
	NTV	-	-	-	-
	NUMBER 1	-	-	-	-
	SHOW	0,3%	0,5%	17,3%	0,0%
	STAR	0,0%	-	0,0%	-
	STV	5,4%	4,5%	0,0%	0,0%
TGRT	0,1%	1,6%	0,0%	0,0%	
TRT 1	0,0%	0,0%	0,0%	0,0%	
TRT 2	0,0%	0,0%	0,0%	0,0%	
TRT 3	-	-	-	-	
TV8	-	-	-	-	
	<b>Total</b>	<b>1,1%</b>	<b>1,3%</b>	<b>0,5%</b>	<b>0,0%</b>

## 12. Typology of Programmes by Channel – All Day

Total adv. IN and BEFORE each type of programme

TAB12f		Proportion time of programme typologies in % by channel		Proportion time of adv. in % by typology	
		2002	2003	2002	2003
Advertising (excl. teleshopping programme and channel self-promotion)	ANADOLU	-	-		
	ATV	10,4%	13,3%		
	BRT	-	-		
	CINE5	-	-		
	CNN TURK	-	-		
	DREAM TV	-	-		
	FLASH	-	7,0%		
	HALLMARK	-	-		
	JOY TV	-	-		
	KANAL 6	-	-		
	KANAL D	11,9%	15,8%		
	KANAL E/CNBC-E	-	-		
	KANAL7	13,5%	13,4%		
	KRAL	-	-		
	MMAX 1	-	-		
	MMAX 2	-	-		
	NTV	-	-		
	NUMBER 1	-	-		
	SHOW	13,1%	15,0%		
	STAR	11,7%	-		
STV	12,9%	14,1%			
TGRT	11,9%	16,5%			
TRT 1	4,5%	5,0%			
TRT 2	0,1%	0,1%			
TRT 3	-	-			
TV8	-	-			
	<b>Total</b>	<b>10,0%</b>	<b>11,1%</b>		
Self-promotion (presentation, trailers, title signs, channel housestyle)	ANADOLU	-	-		
	ATV	8,0%	7,3%		
	BRT	-	-		
	CINE5	-	-		
	CNN TURK	-	-		
	DREAM TV	-	-		
	FLASH	-	3,0%		
	HALLMARK	-	-		
	JOY TV	-	-		
	KANAL 6	-	-		
	KANAL D	5,8%	7,4%		
	KANAL E/CNBC-E	-	-		
	KANAL7	2,5%	1,8%		
	KRAL	-	-		
	MMAX 1	-	-		
	MMAX 2	-	-		
	NTV	-	-		
	NUMBER 1	-	-		
	SHOW	10,9%	6,4%		
	STAR	12,2%	-		
STV	2,4%	2,3%			
TGRT	4,0%	3,5%			
TRT 1	5,3%	5,5%			
TRT 2	9,6%	7,5%			
TRT 3	-	-			
TV8	-	-			
	<b>Total</b>	<b>6,7%</b>	<b>5,0%</b>		

## 12. Typology of Programmes by Channel - All Day

Total adv. IN and BEFORE each type of programme

TAB12g		Proportion time of programme typologies in % by channel		Proportion time of adv. in % by typology	
		2002	2003	2002	2003
Others	ANADOLU	-	-	-	-
	ATV	0,1%	0,0%	0,0%	0,0%
	BRT	-	-	-	-
	CINE5	-	-	-	-
	CNN TURK	-	-	-	-
	DREAM TV	-	-	-	-
	FLASH	-	1,1%	-	0,9%
	HALLMARK	-	-	-	-
	JOY TV	-	-	-	-
	KANAL 6	-	-	-	-
	KANAL D	3,0%	0,4%	0,0%	0,4%
	KANAL E/CNBC-E	-	-	-	-
	KANAL7	0,9%	0,7%	33,8%	8,4%
	KRAL	-	-	-	-
	MMAX 1	-	-	-	-
	MMAX 2	-	-	-	-
	NTV	-	-	-	-
	NUMBER 1	-	-	-	-
	SHOW	1,7%	1,4%	13,5%	19,6%
	STAR	0,2%	-	30,2%	-
STV	1,1%	1,1%	11,0%	23,9%	
TGRT	1,5%	0,5%	12,4%	44,9%	
TRT 1	1,7%	1,2%	0,5%	3,4%	
TRT 2	13,2%	11,5%	0,1%	0,0%	
TRT 3	-	-	-	-	
TV8	-	-	-	-	
<b>Total</b>		<b>2,6%</b>	<b>2,0%</b>	<b>4,6%</b>	<b>5,3%</b>
Total of Typologies and total of Advertising (excl. teleshopping programme and channel self-promotion, considered as typologies)	ANADOLU	-	-	-	-
	ATV	100,0%	100,0%	10,4%	13,3%
	BRT	-	-	-	-
	CINE5	-	-	-	-
	CNN TURK	-	-	-	-
	DREAM TV	-	-	-	-
	FLASH	-	100,0%	-	7,0%
	HALLMARK	-	-	-	-
	JOY TV	-	-	-	-
	KANAL 6	-	-	-	-
	KANAL D	100,0%	100,0%	11,9%	15,8%
	KANAL E/CNBC-E	-	-	-	-
	KANAL7	100,0%	100,0%	13,5%	13,4%
	KRAL	-	-	-	-
	MMAX 1	-	-	-	-
	MMAX 2	-	-	-	-
	NTV	-	-	-	-
	NUMBER 1	-	-	-	-
	SHOW	100,0%	100,0%	12,7%	14,7%
	STAR	100,0%	-	11,7%	-
STV	100,0%	100,0%	12,9%	14,1%	
TGRT	100,0%	100,0%	11,7%	16,3%	
TRT 1	100,0%	100,0%	4,5%	5,0%	
TRT 2	100,0%	100,0%	0,1%	0,1%	
TRT 3	-	-	-	-	
TV8	-	-	-	-	
<b>Total</b>		<b>100%</b>	<b>100%</b>	<b>10,9%</b>	<b>12,5%</b>

## 12. Typology of Programmes by Channel - All Day

Total adv. IN and BEFORE each type of programme

TAB12h		Nbr of insertions/spots of total adv. by channel in a year		Gross adv. Spendings per category in (000) Euros	
		2002	2003	2002	2003
Children, educational programmes, cartoons	ANADOLU	-	-	-	-
	ATV	13.777	17.898	10.965,88	15.190,55
	BRT	-	-	-	-
	CINE5	-	-	-	-
	CNN TURK	-	-	-	-
	DREAM TV	-	-	-	-
	FLASH	52	0	105,46	0,00
	HALLMARK	-	-	-	-
	JOY TV	-	-	-	-
	KANAL 6	1.773	110	1.563,56	26,69
	KANAL D	27.296	39.853	35.421,54	48.589,64
	KANAL E/CNBC-E	-	-	-	-
	KANAL7	12.244	8.841	25.672,14	20.692,41
	KRAL	-	-	-	-
	MMAX 1	-	-	-	-
	MMAX 2	-	-	-	-
	NTV	-	-	-	-
	NUMBER 1	-	-	-	-
	SHOW	6.866	2.904	6.034,12	2.497,95
	STAR	8.166	9.771	8.254,72	9.167,24
STV	7.968	11.810	25.731,40	30.574,85	
TGRT	3.758	1.614	10.926,14	4.447,60	
TRT 1	3.488	3.806	1.688,91	1.460,72	
TRT 2	4	5	0,36	0,45	
TRT 3	-	-	-	-	
TV8	-	-	-	-	
	<b>Total</b>	<b>85.392</b>	<b>96.612</b>	<b>126.364,23</b>	<b>132.648,09</b>
Documentary	ANADOLU	-	-	-	-
	ATV	1.345	1.278	1.655,03	2.516,15
	BRT	-	-	-	-
	CINE5	-	-	-	-
	CNN TURK	-	-	-	-
	DREAM TV	-	-	-	-
	FLASH	30	350	39,16	1.167,50
	HALLMARK	-	-	-	-
	JOY TV	-	-	-	-
	KANAL 6	13	9	11,50	2,98
	KANAL D	273	118	515,72	263,91
	KANAL E/CNBC-E	-	-	-	-
	KANAL7	1.953	1.936	7.685,24	7.240,11
	KRAL	-	-	-	-
	MMAX 1	-	-	-	-
	MMAX 2	-	-	-	-
	NTV	-	-	-	-
	NUMBER 1	-	-	-	-
	SHOW	2.530	250	8.725,46	262,34
	STAR	-	485	-	909,70
STV	22.721	18.936	223.443,52	131.410,45	
TGRT	1.723	54	5.380,21	245,06	
TRT 1	3.080	3.690	2.553,07	2.885,59	
TRT 2	85	42	11,40	4,10	
TRT 3	-	-	-	-	
TV8	-	-	-	-	
	<b>Total</b>	<b>33.753</b>	<b>27.148</b>	<b>250.020,32</b>	<b>146.907,90</b>

## 12. Typology of Programmes by Channel - All Day

### Total adv. IN and BEFORE each type of programme

TAB12i		Nbr of insertions/spots of total adv. by channel in a year		Gross adv. Spendings per category in (000) Euros	
		2002	2003	2002	2003
Entertainment (Game, talkshow, reality shows) and Music (concerts, clips, shows)	ANADOLU	-	-	-	-
	ATV	6.491	10.657	26.469,02	37.443,22
	BRT	-	-	-	-
	CINE5	-	-	-	-
	CNN TURK	-	-	-	-
	DREAM TV	-	-	-	-
	FLASH	31.552	62.422	57.229,27	89.897,28
	HALLMARK	-	-	-	-
	JOY TV	-	-	-	-
	KANAL 6	16.999	20.530	24.551,04	6.876,42
	KANAL D	20.302	29.137	99.922,04	135.437,08
	KANAL E/CNBC-E	-	-	-	-
	KANAL7	19.920	30.421	98.242,13	152.267,06
	KRAL	-	-	-	-
	MMA1	-	-	-	-
	MMA2	-	-	-	-
	NTV	-	-	-	-
	NUMBER 1	-	-	-	-
	SHOW	29.265	27.654	110.791,73	104.073,36
	STAR	36.292	24.825	110.604,05	73.339,58
	STV	25.910	27.027	317.448,53	284.012,75
TGRT	20.493	28.967	70.574,01	166.078,45	
TRT 1	4.491	5.835	7.689,44	8.184,78	
TRT 2	27	23	3,79	1,05	
TRT 3	-	-	-	-	
TV8	-	-	-	-	
	<b>Total</b>	<b>211.742</b>	<b>267.498</b>	<b>923.525,04</b>	<b>1.057.611,02</b>
Film, TV Films and Mini Series	ANADOLU	-	-	-	-
	ATV	11.271	9.690	25.822,48	39.788,64
	BRT	-	-	-	-
	CINE5	-	-	-	-
	CNN TURK	-	-	-	-
	DREAM TV	-	-	-	-
	FLASH	3.437	7.606	8.605,01	15.614,21
	HALLMARK	-	-	-	-
	JOY TV	-	-	-	-
	KANAL 6	6.300	2.663	7.769,70	1.413,18
	KANAL D	15.572	24.335	38.933,61	52.845,23
	KANAL E/CNBC-E	-	-	-	-
	KANAL7	60.297	52.518	258.960,41	231.187,53
	KRAL	-	-	-	-
	MMA1	-	-	-	-
	MMA2	-	-	-	-
	NTV	-	-	-	-
	NUMBER 1	-	-	-	-
	SHOW	45.090	56.430	99.272,15	90.618,55
	STAR	41.109	24.141	121.641,07	78.858,15
	STV	23.167	34.995	241.804,36	276.205,48
TGRT	16.119	25.425	61.101,98	111.109,35	
TRT 1	8.203	9.687	10.279,59	12.829,87	
TRT 2	17	14	1,94	1,15	
TRT 3	-	-	-	-	
TV8	-	-	-	-	
	<b>Total</b>	<b>230.582</b>	<b>247.504</b>	<b>874.192,29</b>	<b>910.471,36</b>

## 12. Typology of Programmes by Channel - All Day

Total adv. IN and BEFORE each type of programme

TAB12j		Nbr of insertions/spots of total adv. by channel in a year		Gross adv. Spendings per category in (000) Euros	
		2002	2003	2002	2003
Information (News, Flash and Info Magazines)	ANADOLU	-	-	-	-
	ATV	32.079	32.156	64.079,11	84.756,98
	BRT	-	-	-	-
	CINE5	-	-	-	-
	CNN TURK	-	-	-	-
	DREAM TV	-	-	-	-
	FLASH	8.934	6.762	19.171,01	14.147,77
	HALLMARK	-	-	-	-
	JOY TV	-	-	-	-
	KANAL 6	3.314	1.415	4.474,10	992,80
	KANAL D	26.062	32.191	78.974,04	97.853,25
	KANAL E/CNBC-E	-	-	-	-
	KANAL7	43.678	51.697	160.525,70	217.564,86
	KRAL	-	-	-	-
	MMAX 1	-	-	-	-
	MMAX 2	-	-	-	-
	NTV	-	-	-	-
	NUMBER 1	-	-	-	-
	SHOW	15.342	18.193	58.264,91	52.085,42
	STAR	18.657	18.066	51.904,35	38.865,66
	STV	39.874	44.418	203.130,66	170.167,02
	TGRT	31.895	44.625	96.148,96	164.991,97
	TRT 1	6.903	7.031	6.689,24	6.979,02
TRT 2	238	1.804	33,82	38,29	
TRT 3	-	-	-	-	
TV8	-	-	-	-	
	<b>Total</b>	<b>226.976</b>	<b>258.358</b>	<b>743.395,90</b>	<b>848.443,04</b>
Other Magazines	ANADOLU	-	-	-	-
	ATV	11.357	16.439	26472,01	35566,21
	BRT	-	-	-	-
	CINE5	-	-	-	-
	CNN TURK	-	-	-	-
	DREAM TV	-	-	-	-
	FLASH	2.466	1.636	5497,79	3281,34
	HALLMARK	-	-	-	-
	JOY TV	-	-	-	-
	KANAL 6	555	0	665,30	0,00
	KANAL D	5.789	9.815	10120,78	20707,34
	KANAL E/CNBC-E	-	-	-	-
	KANAL7	9.133	12.815	12905,45	26620,27
	KRAL	-	-	-	-
	MMAX 1	-	-	-	-
	MMAX 2	-	-	-	-
	NTV	-	-	-	-
	NUMBER 1	-	-	-	-
	SHOW	21.352	16.917	52172,80	46368,84
	STAR	7.333	5.309	19066,28	12494,46
	STV	17.015	19.945	39461,41	71865,12
	TGRT	18.067	32.317	56722,87	101342,00
	TRT 1	574	2.213	490,34	1318,54
TRT 2	5	3	0,69	0,19	
TRT 3	-	-	-	-	
TV8	-	-	-	-	
	<b>Total</b>	<b>93.646</b>	<b>117.409</b>	<b>223575,71</b>	<b>319564,31</b>

## 12. Typology of Programmes by Channel - All Day

Total adv. IN and BEFORE each type of programme

TAB12k		Nbr of insertions/spots of total adv. by channel in a year		Gross adv. Spendings per category in (000) Euros	
		2002	2003	2002	2003
Political, Religious, Philosophical, Unions programmes	ANADOLU	-	-	-	-
	ATV	0	5	-	3,39
	BRT	-	-	-	-
	CINE5	-	-	-	-
	CNN TURK	-	-	-	-
	DREAM TV	-	-	-	-
	FLASH	540	41	1107,89	71,82
	HALLMARK	-	-	-	-
	JOY TV	-	-	-	-
	KANAL 6	154	2	210,17	2,90
	KANAL D	646	531	1388,11	1621,95
	KANAL E/CNBC-E	-	-	-	-
	KANAL7	9.407	11.713	20678,31	28923,62
	KRAL	-	-	-	-
	MMAK 1	-	-	-	-
	MMAK 2	-	-	-	-
	NTV	-	-	-	-
	NUMBER 1	-	-	-	-
	SHOW	935	446	2356,09	581,62
	STAR	50	277	49,19	945,08
	STV	9.947	15.908	67521,00	83461,34
	TGRT	6.107	9.130	13902,51	26225,30
	TRT 1	317	250	382,88	129,16
TRT 2	32	115	3,29	3,97	
TRT 3	-	-	-	-	
TV8	-	-	-	-	
	<b>Total</b>	<b>28.135</b>	<b>38.418</b>	<b>107599,43</b>	<b>141970,15</b>
Series and Soap	ANADOLU	-	-	-	-
	ATV	55.302	69.336	245.113,18	345.123,73
	BRT	-	-	-	-
	CINE5	-	-	-	-
	CNN TURK	-	-	-	-
	DREAM TV	-	-	-	-
	FLASH	3.349	12.070	8.333,92	27.848,14
	HALLMARK	-	-	-	-
	JOY TV	-	-	-	-
	KANAL 6	8.604	5.644	9.346,11	3.049,15
	KANAL D	46.201	71.731	159.321,36	319.514,48
	KANAL E/CNBC-E	-	-	-	-
	KANAL7	19.868	22.894	81.839,72	120.111,45
	KRAL	-	-	-	-
	MMAK 1	-	-	-	-
	MMAK 2	-	-	-	-
	NTV	-	-	-	-
	NUMBER 1	-	-	-	-
	SHOW	35.930	47.782	132.733,35	199.553,12
	STAR	30.966	25.780	110.089,24	95.475,03
	STV	17.688	23.456	196.798,00	225.314,96
	TGRT	42.932	47.733	199.018,63	175.588,12
	TRT 1	22.087	23.918	40.291,13	36.528,07
TRT 2	-	-	-	0,00	
TRT 3	-	-	-	-	
TV8	-	-	-	-	
	<b>Total</b>	<b>282.927</b>	<b>350.344</b>	<b>1.182.884,64</b>	<b>1.548.106,23</b>

## 12. Typology of Programmes by Channel - All Day

Total adv. IN and BEFORE each type of programme

TAB12I		Nbr of insertions/spots of total adv. by channel in a year		Gross adv. Spendings per category in (000) Euros	
		2002	2003	2002	2003
Sports	ANADOLU	-	-	-	-
	ATV	2.918	1.752	6.726,80	12.439,39
	BRT	-	-	-	-
	CINE5	-	-	-	-
	CNN TURK	-	-	-	-
	DREAM TV	-	-	-	-
	FLASH	334	17	579,90	65,88
	HALLMARK	-	-	-	-
	JOY TV	-	-	-	-
	KANAL 6	1.265	34	1.178,80	98,07
	KANAL D	2.380	2.812	6.894,30	9.007,78
	KANAL E/CNBC-E	-	-	-	-
	KANAL7	1.077	23	1.536,58	178,61
	KRAL	-	-	-	-
	MMA1	-	-	-	-
	MMA2	-	-	-	-
	NTV	-	-	-	-
	NUMBER 1	-	-	-	-
	SHOW	9.930	16.662	47.388,88	87.006,04
	STAR	4.478	2.883	30.187,20	54.948,96
	STV	6.503	5.810	54.406,90	40.112,49
	TGRT	315	614	960,54	4.602,90
	TRT 1	3.873	1.809	23.165,19	5.522,49
TRT 2	187	138	414,21	16,50	
TRT 3	-	-	-	-	
TV8	-	-	-	-	
	<b>Total</b>	<b>33.260</b>	<b>32.554</b>	<b>173.439,30</b>	<b>213.999,10</b>
Teleshopping (excl.of spots and adv. formats)	ANADOLU	-	-	-	-
	ATV	0	0	0,00	0,00
	BRT	-	-	-	-
	CINE5	-	-	-	-
	CNN TURK	-	-	-	-
	DREAM TV	-	-	-	-
	FLASH	0	0	0,00	0,00
	HALLMARK	-	-	-	-
	JOY TV	-	-	-	-
	KANAL 6	0	0	0,00	0,00
	KANAL D	0	0	0,00	0,00
	KANAL E/CNBC-E	-	-	-	-
	KANAL7	0	0	0,00	0,00
	KRAL	-	-	-	-
	MMA1	-	-	-	-
	MMA2	-	-	-	-
	NTV	-	-	-	-
	NUMBER 1	-	-	-	-
	SHOW	665	0	776,83	0,00
	STAR	0	0	0,00	0,00
	STV	0	0	0,00	0,00
	TGRT	0	0	0,00	0,00
	TRT 1	0	0	0,00	0,00
TRT 2	0	0	0,00	0,00	
TRT 3	-	-	-	-	
TV8	-	-	-	-	
	<b>Total</b>	<b>665</b>	<b>0</b>	<b>776,83</b>	<b>0,00</b>





## 12. Typology of Programmes by Channel - All Day

Total adv. IN and BEFORE each type of programme

TAB12m		Nbr of insertions/spots of total adv. by channel in a year		Gross adv. Spendings per category in (000) Euros	
		2002	2003	2002	2003
Advertising (excl. teleshopping programme and channel self-promotion)	ANADOLU				
	ATV				
	BRT				
	CINE5				
	CNN TURK				
	DREAM TV				
	FLASH				
	HALLMARK				
	JOY TV				
	KANAL 6				
	KANAL D				
	KANAL E/CNBC-E				
	KANAL7				
	KRAL				
	MMA1 1				
	MMA1 2				
	NTV				
NUMBER 1					
SHOW					
STAR					
STV					
TGRT					
TRT 1					
TRT 2					
TRT 3					
TV8					
	<b>Total</b>				
Self-promotion (presentation, trailers, title signs, channel housestyle)	ANADOLU				
	ATV				
	BRT				
	CINE5				
	CNN TURK				
	DREAM TV				
	FLASH				
	HALLMARK				
	JOY TV				
	KANAL 6				
	KANAL D				
	KANAL E/CNBC-E				
	KANAL7				
	KRAL				
	MMA1 1				
	MMA1 2				
	NTV				
NUMBER 1					
SHOW					
STAR					
STV					
TGRT					
TRT 1					
TRT 2					
TRT 3					
TV8					
	<b>Total</b>				

## 12. Typology of Programmes by Channel - All Day

Total adv. IN and BEFORE each type of programme

TAB12n		Nbr of insertions/spots of total adv. by channel in a year		Gross adv. Spendings per category in (000) Euros	
		2002	2003	2002	2003
Others	ANADOLU	-	-	-	-
	ATV	0	0	0,00	0,00
	BRT	-	-	-	-
	CINE5	-	-	-	-
	CNN TURK	-	-	-	-
	DREAM TV	-	-	-	-
	FLASH	0	107	0,00	205,66
	HALLMARK	-	-	-	-
	JOY TV	-	-	-	-
	KANAL 6	1.536	257	1.734,44	166,15
	KANAL D	0	28	0,00	28,51
	KANAL E/CNBC-E	-	-	-	-
	KANAL7	4.801	1.027	18.713,90	3.384,17
	KRAL	-	-	-	-
	MMAX 1	-	-	-	-
	MMAX 2	-	-	-	-
	NTV	-	-	-	-
	NUMBER 1	-	-	-	-
	SHOW	2.998	3.564	3.334,54	2.635,15
	STAR	608	484	1.088,75	1.736,89
	STV	1.655	3.287	10.231,12	10.890,74
TGRT	2.084	3.067	5.081,48	7.279,47	
TRT 1	87	465	54,83	442,83	
TRT 2	111	130	15,15	6,38	
TRT 3	-	-	-	-	
TV8	-	-	-	-	
	<b>Total</b>	<b>13.880</b>	<b>12.416</b>	<b>40.254,22</b>	<b>26.775,96</b>
Total of Typologies and total of Advertising (excl. teleshopping programme and channel self-promotion, considered as typologies)	ANADOLU	-	-	-	-
	ATV	134.540	159.211	407.303,51	572.828,27
	BRT	-	-	-	-
	CINE5	-	-	-	-
	CNN TURK	-	-	-	-
	DREAM TV	-	-	-	-
	FLASH	50.694	91.011	100.669,41	152.299,62
	HALLMARK	-	-	-	-
	JOY TV	-	-	-	-
	KANAL 6	40.513	30.664	51.504,72	12.628,34
	KANAL D	144.521	210.551	431.491,50	685.869,15
	KANAL E/CNBC-E	-	-	-	-
	KANAL7	182.378	193.885	686.759,56	808.170,09
	KRAL	-	-	-	-
	MMAX 1	-	-	-	-
	MMAX 2	-	-	-	-
	NTV	-	-	-	-
	NUMBER 1	-	-	-	-
	SHOW	170.903	190.802	521.850,86	585.682,40
	STAR	147.659	112.021	452.884,84	366.740,74
	STV	172.448	205.592	1.379.976,90	1.324.015,22
TGRT	143.493	193.546	519.817,33	761.910,21	
TRT 1	53.103	58.704	93.284,63	76.281,06	
TRT 2	706	2.274	484,64	72,08	
TRT 3	-	-	-	-	
TV8	-	-	-	-	
	<b>Total</b>	<b>1.240.958</b>	<b>1.448.261</b>	<b>4.646.027,91</b>	<b>5.346.497,16</b>

## 12. Typology of Programmes by Channel - Prime Time

Total adv. IN and BEFORE each type of programme

TAB12o		Proportion time of programme typologies in % by channel		Proportion time of adv. in % by typology	
		2002	2003	2002	2003
Children, educational programmes, cartoons	ANADOLU	-	-	-	-
	ATV	0,0%	0,0%	0,0%	0,0%
	BRT	-	-	-	-
	CINE5	-	-	-	-
	CNN TURK	-	-	-	-
	DREAM TV	-	-	-	-
	FLASH	-	0,0%	-	0,0%
	HALLMARK	-	-	-	-
	JOY TV	-	-	-	-
	KANAL 6	-	-	-	-
	KANAL D	0,0%	0,0%	0,0%	0,0%
	KANAL E/CNBC-E	-	-	-	-
	KANAL7	0,0%	0,2%	0,0%	3,3%
	KRAL	-	-	-	-
	MMAX 1	-	-	-	-
	MMAX 2	-	-	-	-
	NTV	-	-	-	-
	NUMBER 1	-	-	-	-
	SHOW	0,0%	0,0%	0,0%	0,0%
	STAR	0,0%	-	0,0%	-
STV	0,0%	0,1%	0,0%	113,7%	
TGRT	0,0%	0,0%	46,6%	0,0%	
TRT 1	0,0%	0,0%	0,0%	0,0%	
TRT 2	0,0%	0,0%	0,0%	0,0%	
TRT 3	-	-	-	-	
TV8	-	-	-	-	
	<b>Total</b>	<b>0,0%</b>	<b>0,0%</b>	<b>212,3%</b>	<b>73,5%</b>
Documentary	ANADOLU	-	-	-	-
	ATV	0,4%	0,5%	28,9%	28,8%
	BRT	-	-	-	-
	CINE5	-	-	-	-
	CNN TURK	-	-	-	-
	DREAM TV	-	-	-	-
	FLASH	-	0,0%	-	0,0%
	HALLMARK	-	-	-	-
	JOY TV	-	-	-	-
	KANAL 6	-	-	-	-
	KANAL D	0,1%	0,1%	34,7%	4,2%
	KANAL E/CNBC-E	-	-	-	-
	KANAL7	0,7%	0,5%	27,6%	11,0%
	KRAL	-	-	-	-
	MMAX 1	-	-	-	-
	MMAX 2	-	-	-	-
	NTV	-	-	-	-
	NUMBER 1	-	-	-	-
	SHOW	1,1%	0,1%	42,3%	17,6%
	STAR	0,2%	-	0,0%	-
STV	7,5%	7,1%	51,2%	32,6%	
TGRT	0,2%	0,1%	61,2%	0,0%	
TRT 1	4,6%	4,0%	9,7%	13,8%	
TRT 2	9,1%	10,7%	0,2%	0,2%	
TRT 3	-	-	-	-	
TV8	-	-	-	-	
	<b>Total</b>	<b>2,1%</b>	<b>1,8%</b>	<b>21,2%</b>	<b>14,1%</b>

## 12. Typology of Programmes by Channel - Prime Time Total adv. IN and BEFORE each type of programme

TAB12p		Proportion time of programme typologies in % by channel		Proportion time of adv. in % by typology	
		2002	2003	2002	2003
Entertainment (Game, talkshow, reality shows) and Music (concerts, clips, shows)	ANADOLU	-	-	-	-
	ATV	9,3%	4,9%	16,0%	26,3%
	BRT	-	-	-	-
	CINE5	-	-	-	-
	CNN TURK	-	-	-	-
	DREAM TV	-	-	-	-
	FLASH	-	30,5%	-	16,4%
	HALLMARK	-	-	-	-
	JOY TV	-	-	-	-
	KANAL 6	-	-	-	-
	KANAL D	18,4%	14,8%	19,0%	30,6%
	KANAL E/CNBC-E	-	-	-	-
	KANAL7	18,2%	21,2%	25,0%	26,4%
	KRAL	-	-	-	-
	MMA1	-	-	-	-
	MMA2	-	-	-	-
	NTV	-	-	-	-
	NUMBER 1	-	-	-	-
	SHOW	11,7%	16,2%	26,1%	14,5%
	STAR	11,7%	-	18,3%	-
STV	17,7%	14,8%	37,3%	37,2%	
TGRT	10,1%	21,8%	16,5%	24,4%	
TRT 1	13,3%	14,7%	7,4%	9,4%	
TRT 2	6,5%	2,6%	0,1%	0,1%	
TRT 3	-	-	-	-	
TV8	-	-	-	-	
	<b>Total</b>	<b>10,6%</b>	<b>10,9%</b>	<b>23,3%</b>	<b>26,0%</b>
Film, TV Films and Mini Series	ANADOLU	-	-	-	-
	ATV	8,1%	9,6%	14,8%	20,8%
	BRT	-	-	-	-
	CINE5	-	-	-	-
	CNN TURK	-	-	-	-
	DREAM TV	-	-	-	-
	FLASH	-	14,8%	-	13,8%
	HALLMARK	-	-	-	-
	JOY TV	-	-	-	-
	KANAL 6	-	-	-	-
	KANAL D	9,5%	8,0%	15,0%	21,7%
	KANAL E/CNBC-E	-	-	-	-
	KANAL7	24,7%	20,9%	31,7%	32,0%
	KRAL	-	-	-	-
	MMA1	-	-	-	-
	MMA2	-	-	-	-
	NTV	-	-	-	-
	NUMBER 1	-	-	-	-
	SHOW	15,8%	14,7%	12,5%	16,1%
	STAR	15,5%	-	16,5%	-
STV	13,2%	20,0%	39,8%	31,5%	
TGRT	9,5%	11,2%	11,8%	19,5%	
TRT 1	15,5%	16,0%	5,6%	8,7%	
TRT 2	11,1%	7,6%	0,0%	0,1%	
TRT 3	-	-	-	-	
TV8	-	-	-	-	
	<b>Total</b>	<b>11,2%</b>	<b>9,5%</b>	<b>19,2%</b>	<b>22,9%</b>

## 12. Typology of Programmes by Channel - Prime Time Total adv. IN and BEFORE each type of programme

TAB12q		Proportion time of programme typologies in % by channel		Proportion time of adv. in % by typology	
		2002	2003	2002	2003
Information (News, Flash and Info Magazines)	ANADOLU	-	-	-	-
	ATV	25,6%	27,5%	2,8%	3,1%
	BRT	-	-	-	-
	CINE5	-	-	-	-
	CNN TURK	-	-	-	-
	DREAM TV	-	-	-	-
	FLASH	-	23,7%	-	6,7%
	HALLMARK	-	-	-	-
	JOY TV	-	-	-	-
	KANAL 6	-	-	-	-
	KANAL D	27,7%	21,7%	2,4%	3,8%
	KANAL E/CNBC-E	-	-	-	-
	KANAL7	24,0%	23,5%	19,4%	27,5%
	KRAL	-	-	-	-
	MMAX 1	-	-	-	-
	MMAX 2	-	-	-	-
	NTV	-	-	-	-
	NUMBER 1	-	-	-	-
	SHOW	28,7%	23,0%	0,9%	1,1%
	STAR	16,7%	-	1,2%	-
STV	27,6%	20,9%	11,6%	4,8%	
TGRT	23,2%	19,1%	4,1%	3,2%	
TRT 1	12,2%	12,7%	6,5%	9,5%	
TRT 2	39,8%	45,8%	0,1%	0,1%	
TRT 3	-	-	-	-	
TV8	-	-	-	-	
	<b>Total</b>	<b>20,3%</b>	<b>16,9%</b>	<b>6,3%</b>	<b>6,2%</b>
Other Magazines	ANADOLU	-	-	-	-
	ATV	0,0%	0,0%	2414,0%	2296,7%
	BRT	-	-	-	-
	CINE5	-	-	-	-
	CNN TURK	-	-	-	-
	DREAM TV	-	-	-	-
	FLASH	-	0,0%	-	0,0%
	HALLMARK	-	-	-	-
	JOY TV	-	-	-	-
	KANAL 6	-	-	-	-
	KANAL D	0,0%	0,4%	1708,2%	1,5%
	KANAL E/CNBC-E	-	-	-	-
	KANAL7	0,0%	0,0%	0,0%	0,0%
	KRAL	-	-	-	-
	MMAX 1	-	-	-	-
	MMAX 2	-	-	-	-
	NTV	-	-	-	-
	NUMBER 1	-	-	-	-
	SHOW	0,0%	0,1%	0,0%	911,5%
	STAR	1,2%	-	15,1%	-
STV	0,0%	2,1%	0,0%	16,5%	
TGRT	0,3%	0,2%	111,3%	270,2%	
TRT 1	0,0%	0,0%	743,5%	242,8%	
TRT 2	0,0%	5,7%	0,0%	0,1%	
TRT 3	-	-	-	-	
TV8	-	-	-	-	
	<b>Total</b>	<b>0,2%</b>	<b>0,7%</b>	<b>197,9%</b>	<b>40,6%</b>

## 12. Typology of Programmes by Channel - Prime Time Total adv. IN and BEFORE each type of programme

TAB12r		Proportion time of programme typologies in % by channel		Proportion time of adv. in % by typology	
		2002	2003	2002	2003
Political, Religious, Philosophical, Unions programmes	ANADOLU	-	-	-	-
	ATV	0,2%	0,1%	0,0%	0,0%
	BRT	-	-	-	-
	CINE5	-	-	-	-
	CNN TURK	-	-	-	-
	DREAM TV	-	-	-	-
	FLASH	-	0,5%	-	2,8%
	HALLMARK	-	-	-	-
	JOY TV	-	-	-	-
	KANAL 6	-	-	-	-
	KANAL D	1,3%	0,0%	3,1%	0,0%
	KANAL E/CNBC-E	-	-	-	-
	KANAL7	0,9%	0,9%	11,5%	6,6%
	KRAL	-	-	-	-
	MMA1	-	-	-	-
	MMA2	-	-	-	-
	NTV	-	-	-	-
	NUMBER 1	-	-	-	-
	SHOW	1,3%	0,3%	2,4%	2,2%
	STAR	0,8%	-	0,3%	-
	STV	0,8%	1,2%	4,7%	2,0%
	TGRT	6,1%	2,5%	0,3%	0,9%
TRT 1	1,4%	1,4%	2,4%	0,0%	
TRT 2	6,1%	3,8%	0,0%	0,0%	
TRT 3	-	-	-	-	
TV8	-	-	-	-	
	<b>Total</b>	<b>1,7%</b>	<b>0,8%</b>	<b>1,7%</b>	<b>1,1%</b>
Series and Soap	ANADOLU	-	-	-	-
	ATV	32,8%	36,6%	22,0%	24,7%
	BRT	-	-	-	-
	CINE5	-	-	-	-
	CNN TURK	-	-	-	-
	DREAM TV	-	-	-	-
	FLASH	-	14,7%	-	24,6%
	HALLMARK	-	-	-	-
	JOY TV	-	-	-	-
	KANAL 6	-	-	-	-
	KANAL D	25,1%	31,0%	17,7%	32,9%
	KANAL E/CNBC-E	-	-	-	-
	KANAL7	8,1%	7,6%	40,9%	55,5%
	KRAL	-	-	-	-
	MMA1	-	-	-	-
	MMA2	-	-	-	-
	NTV	-	-	-	-
	NUMBER 1	-	-	-	-
	SHOW	13,0%	17,3%	21,5%	26,4%
	STAR	9,9%	-	23,8%	-
	STV	5,7%	8,1%	47,7%	50,5%
	TGRT	27,5%	19,2%	24,4%	23,6%
TRT 1	29,5%	29,8%	12,7%	11,9%	
TRT 2	0,0%	0,0%	0,0%	0,0%	
TRT 3	-	-	-	-	
TV8	-	-	-	-	
	<b>Total</b>	<b>13,8%</b>	<b>12,8%</b>	<b>23,2%</b>	<b>28,3%</b>

## 12. Typology of Programmes by Channel - Prime Time Total adv. IN and BEFORE each type of programme

TAB12s		Proportion time of programme typologies in % by channel		Proportion time of adv. in % by typology	
		2002	2003	2002	2003
Sports	ANADOLU	-	-	-	-
	ATV	1,1%	1,3%	38,6%	26,0%
	BRT	-	-	-	-
	CINE5	-	-	-	-
	CNN TURK	-	-	-	-
	DREAM TV	-	-	-	-
	FLASH	-	0,0%	-	0,0%
	HALLMARK	-	-	-	-
	JOY TV	-	-	-	-
	KANAL 6	-	-	-	-
	KANAL D	1,8%	1,6%	22,4%	22,5%
	KANAL E/CNBC-E	-	-	-	-
	KANAL7	0,0%	0,0%	0,0%	0,0%
	KRAL	-	-	-	-
	MMAX 1	-	-	-	-
	MMAX 2	-	-	-	-
	NTV	-	-	-	-
	NUMBER 1	-	-	-	-
	SHOW	8,4%	11,4%	17,4%	19,9%
	STAR	4,3%	-	9,5%	-
STV	1,4%	1,7%	128,5%	9,6%	
TGRT	4,7%	5,5%	20,6%	23,3%	
TRT 1	9,8%	7,4%	6,7%	4,7%	
TRT 2	5,0%	3,8%	0,2%	0,3%	
TRT 3	-	-	-	-	
TV8	-	-	-	-	
	<b>Total</b>	<b>3,4%</b>	<b>2,5%</b>	<b>18,1%</b>	<b>16,8%</b>
Teleshopping (excl. of spots and adv. formats)	ANADOLU	-	-	-	-
	ATV	0,0%	0,0%	0,0%	0,0%
	BRT	-	-	-	-
	CINE5	-	-	-	-
	CNN TURK	-	-	-	-
	DREAM TV	-	-	-	-
	FLASH	-	0,0%	-	0,0%
	HALLMARK	-	-	-	-
	JOY TV	-	-	-	-
	KANAL 6	-	-	-	-
	KANAL D	0,0%	0,0%	0,0%	0,0%
	KANAL E/CNBC-E	-	-	-	-
	KANAL7	0,0%	0,0%	0,0%	0,0%
	KRAL	-	-	-	-
	MMAX 1	-	-	-	-
	MMAX 2	-	-	-	-
	NTV	-	-	-	-
	NUMBER 1	-	-	-	-
	SHOW	0,0%	0,0%	0,0%	0,0%
	STAR	0,0%	-	0,0%	-
STV	0,1%	0,0%	0,0%	0,0%	
TGRT	0,0%	0,0%	0,0%	0,0%	
TRT 1	0,0%	0,0%	0,0%	0,0%	
TRT 2	0,0%	0,0%	0,0%	0,0%	
TRT 3	-	-	-	-	
TV8	-	-	-	-	
	<b>Total</b>	<b>0,0%</b>	<b>0,0%</b>	<b>0,0%</b>	<b>0,0%</b>

## 12. Typology of Programmes by Channel - Prime Time Total adv. IN and BEFORE each type of programme

TAB12t		Proportion time of programme typologies in % by channel		Proportion time of adv. in % by typology	
		2002	2003	2002	2003
Advertising (excl. teleshopping programme and channel self-promotion)	ANADOLU	-	-		
	ATV	13,1%	16,2%		
	BRT	-	-		
	CINE5	-	-		
	CNN TURK	-	-		
	DREAM TV	-	-		
	FLASH	-	13,2%		
	HALLMARK	-	-		
	JOY TV	-	-		
	KANAL 6	-	-		
	KANAL D	12,8%	19,3%		
	KANAL E/CNBC-E	-	-		
	KANAL7	21,4%	23,2%		
	KRAL	-	-		
	MMA1 1	-	-		
	MMA1 2	-	-		
	NTV	-	-		
	NUMBER 1	-	-		
	SHOW	13,3%	14,7%		
	STAR	9,2%	-		
STV	23,9%	22,5%			
TGRT	14,3%	18,1%			
TRT 1	7,6%	8,5%			
TRT 2	0,1%	0,1%			
TRT 3	-	-			
TV8	-	-			
	<b>Total</b>	<b>12,6%</b>	<b>15,0%</b>		
Self-promotion (presentation, trailers, title signs, channel housestyle)	ANADOLU	-	-		
	ATV	9,3%	3,3%		
	BRT	-	-		
	CINE5	-	-		
	CNN TURK	-	-		
	DREAM TV	-	-		
	FLASH	-	2,5%		
	HALLMARK	-	-		
	JOY TV	-	-		
	KANAL 6	-	-		
	KANAL D	3,2%	3,1%		
	KANAL E/CNBC-E	-	-		
	KANAL7	2,0%	2,0%		
	KRAL	-	-		
	MMA1 1	-	-		
	MMA1 2	-	-		
	NTV	-	-		
	NUMBER 1	-	-		
	SHOW	6,9%	2,2%		
	STAR	30,3%	-		
STV	1,8%	1,4%			
TGRT	4,0%	2,3%			
TRT 1	5,7%	5,4%			
TRT 2	4,9%	3,5%			
TRT 3	-	-			
TV8	-	-			
	<b>Total</b>	<b>6,8%</b>	<b>2,0%</b>		



## 12. Typology of Programmes by Channel - Prime Time Total adv. IN and BEFORE each type of programme

TAB12u		Proportion time of programme typologies in % by channel		Proportion time of adv. in % by typology	
		2002	2003	2002	2003
Others	ANADOLU	-	-	-	-
	ATV	0,0%	0,0%	0,0%	0,0%
	BRT	-	-	-	-
	CINE5	-	-	-	-
	CNN TURK	-	-	-	-
	DREAM TV	-	-	-	-
	FLASH	-	0,0%	-	0,0%
	HALLMARK	-	-	-	-
	JOY TV	-	-	-	-
	KANAL 6	-	-	-	-
	KANAL D	0,0%	0,0%	0,0%	0,0%
	KANAL E/CNBC-E	-	-	-	-
	KANAL7	0,0%	0,0%	0,0%	0,0%
	KRAL	-	-	-	-
	MMA1	-	-	-	-
	MMA2	-	-	-	-
	NTV	-	-	-	-
	NUMBER 1	-	-	-	-
	SHOW	0,0%	0,0%	0,0%	0,0%
	STAR	0,2%	-	792,1%	-
STV	0,2%	0,1%	125,2%	2276,6%	
TGRT	0,0%	0,0%	5100,6%	0,0%	
TRT 1	0,4%	0,0%	0,1%	24,4%	
TRT 2	17,4%	16,2%	0,1%	0,1%	
TRT 3	-	-	-	-	
TV8	-	-	-	-	
<b>Total</b>		<b>1,6%</b>	<b>1,3%</b>	<b>56,2%</b>	<b>78,5%</b>
Total of Typologies and total of Advertising (excl. teleshopping programme and channel self-promotion, considered as typologies)	ANADOLU	-	-	-	-
	ATV	100,0%	100,0%	13,1%	16,2%
	BRT	-	-	-	-
	CINE5	-	-	-	-
	CNN TURK	-	-	-	-
	DREAM TV	-	-	-	-
	FLASH	-	100,0%	-	13,2%
	HALLMARK	-	-	-	-
	JOY TV	-	-	-	-
	KANAL 6	-	-	-	-
	KANAL D	100,0%	100,0%	12,8%	19,3%
	KANAL E/CNBC-E	-	-	-	-
	KANAL7	100,0%	100,0%	21,4%	23,2%
	KRAL	-	-	-	-
	MMA1	-	-	-	-
	MMA2	-	-	-	-
	NTV	-	-	-	-
	NUMBER 1	-	-	-	-
	SHOW	100,0%	100,0%	13,3%	14,7%
	STAR	100,0%	-	9,2%	-
STV	100,0%	100,0%	23,9%	22,5%	
TGRT	100,0%	100,0%	14,3%	18,1%	
TRT 1	100,0%	100,0%	7,6%	8,5%	
TRT 2	100,0%	100,0%	0,1%	0,1%	
TRT 3	-	-	-	-	
TV8	-	-	-	-	
<b>Total</b>		<b>82,0%</b>	<b>69,7%</b>	<b>14,0%</b>	<b>16,7%</b>

## 12. Typology of Programmes by Channel - Prime Time Total adv. IN and BEFORE each type of programme

TAB12v		Nbr of insertions/spots of total adv. by channel in a year		Gross adv. Spendings per category in (000) Euros	
		2002	2003	2002	2003
Children, educational programmes, cartoons	ANADOLU	-	-	-	-
	ATV	87	0	306,08	-
	BRT	-	-	-	-
	CINE5	-	-	-	-
	CNN TURK	-	-	-	-
	DREAM TV	-	-	-	-
	FLASH	0	0	-	-
	HALLMARK	-	-	-	-
	JOY TV	-	-	-	-
	KANAL 6	0	0	-	-
	KANAL D	0	240	-	673,33
	KANAL E/CNBC-E	-	-	-	-
	KANAL7	0	13	-	30,22
	KRAL	-	-	-	-
	MMA 1	-	-	-	-
	MMA 2	-	-	-	-
	NTV	-	-	-	-
	NUMBER 1	-	-	-	-
	SHOW	0	0	-	-
	STAR	0	22	-	33,62
STV	575	541	-	3.059,06	
TGRT	67	0	486,76	-	
TRT 1	0	41	-	103,65	
TRT 2	0	0	-	-	
TRT 3	-	-	-	-	
TV8	-	-	-	-	
	<b>Total</b>	<b>729</b>	<b>857</b>	<b>6.272,02</b>	<b>3.899,87</b>
Documentary	ANADOLU	-	-	-	-
	ATV	330	443	583,27	719,28
	BRT	-	-	-	-
	CINE5	-	-	-	-
	CNN TURK	-	-	-	-
	DREAM TV	-	-	-	-
	FLASH	1	213	0,83	834,57
	HALLMARK	-	-	-	-
	JOY TV	-	-	-	-
	KANAL 6	0	1	0,00	1,45
	KANAL D	81	16	212,91	72,27
	KANAL E/CNBC-E	-	-	-	-
	KANAL7	614	189	3.024,77	753,54
	KRAL	-	-	-	-
	MMA 1	-	-	-	-
	MMA 2	-	-	-	-
	NTV	-	-	-	-
	NUMBER 1	-	-	-	-
	SHOW	1.364	80	6.348,35	177,19
	STAR	0	367	0,00	694,18
STV	11.323	8.294	176.530,22	79.167,37	
TGRT	439	0	1.567,78	0,00	
TRT 1	1.108	1.475	1.213,37	1.548,59	
TRT 2	52	35	7,12	3,63	
TRT 3	-	-	-	-	
TV8	-	-	-	-	
	<b>Total</b>	<b>15.312</b>	<b>11.113</b>	<b>189.488,63</b>	<b>83.972,06</b>

## 12. Typology of Programmes by Channel - Prime Time Total adv. IN and BEFORE each type of programme

TAB12w		Nbr of insertions/spots of total adv. by channel in a year		Gross adv. Spendings per category in (000) Euros	
		2002	2003	2002	2003
Entertainment (Game, talkshow, reality shows) and Music (concerts, clips, shows)	ANADOLU	-	-	-	-
	ATV	4.651	4.077	19.683,93	17.492,99
	BRT	-	-	-	-
	CINE5	-	-	-	-
	CNN TURK	-	-	-	-
	DREAM TV	-	-	-	-
	FLASH	4.425	13.790	9.406,60	28.525,98
	HALLMARK	-	-	-	-
	JOY TV	-	-	-	-
	KANAL 6	4.022	7.289	5.938,07	3.042,04
	KANAL D	10.234	14.642	62.785,67	84.970,20
	KANAL E/CNBC-E	-	-	-	-
	KANAL7	16.054	19.732	82.161,24	111.491,71
	KRAL	-	-	-	-
	MMA1	-	-	-	-
	MMA2	-	-	-	-
	NTV	-	-	-	-
	NUMBER 1	-	-	-	-
	SHOW	10.395	7.703	77.279,89	44.178,85
	STAR	8.710	8.293	55.483,76	41.856,30
	STV	20.387	20.113	293.768,39	242.062,73
	TGRT	5.381	19.935	26.154,71	138.051,42
TRT 1	2.720	3.702	6.049,55	6.238,21	
TRT 2	9	12	1,13	0,25	
TRT 3	-	-	-	-	
TV8	-	-	-	-	
	<b>Total</b>	<b>86.988</b>	<b>119.288</b>	<b>638.712,94</b>	<b>717.910,68</b>
Film, TV Films and Mini Series	ANADOLU	-	-	-	-
	ATV	3.853	6.093	14.021,98	29.774,77
	BRT	-	-	-	-
	CINE5	-	-	-	-
	CNN TURK	-	-	-	-
	DREAM TV	-	-	-	-
	FLASH	1.918	5.680	4.706,54	11.840,35
	HALLMARK	-	-	-	-
	JOY TV	-	-	-	-
	KANAL 6	2.570	1.389	3.991,37	894,03
	KANAL D	4.064	5.312	20.706,93	24.480,31
	KANAL E/CNBC-E	-	-	-	-
	KANAL7	23.852	21.140	126.841,68	113.724,68
	KRAL	-	-	-	-
	MMA1	-	-	-	-
	MMA2	-	-	-	-
	NTV	-	-	-	-
	NUMBER 1	-	-	-	-
	SHOW	6.566	7.685	31.837,46	27.435,07
	STAR	10.019	8.421	57.712,61	50.205,07
	STV	15.743	22.057	214.315,78	227.788,58
	TGRT	3.578	7.670	15.417,69	42.017,08
TRT 1	2.416	3.779	5.765,91	8.985,58	
TRT 2	10	14	1,26	1,15	
TRT 3	-	-	-	-	
TV8	-	-	-	-	
	<b>Total</b>	<b>74.589</b>	<b>89.240</b>	<b>495.319,22</b>	<b>537.146,66</b>

## 12. Typology of Programmes by Channel - Prime Time Total adv. IN and BEFORE each type of programme

TAB12x		Nbr of insertions/spots of total adv. by channel in a year		Gross adv. Spendings per category in (000) Euros	
		2002	2003	2002	2003
Information (News, Flash and Info Magazines)	ANADOLU	-	-	-	-
	ATV	1.854	2.307	5.667,60	6.593,93
	BRT	-	-	-	-
	CINE5	-	-	-	-
	CNN TURK	-	-	-	-
	DREAM TV	-	-	-	-
	FLASH	6.919	4.118	14.918,54	8.910,07
	HALLMARK	-	-	-	-
	JOY TV	-	-	-	-
	KANAL 6	1.186	499	1.871,38	221,81
	KANAL D	1.699	2.237	6.064,43	19.520,13
	KANAL E/CNBC-E	-	-	-	-
	KANAL7	13.423	19.107	92.788,70	141.354,99
	KRAL	-	-	-	-
	MMA1	-	-	-	-
	MMA2	-	-	-	-
	NTV	-	-	-	-
	NUMBER 1	-	-	-	-
	SHOW	676	632	3.041,57	2.219,71
	STAR	594	1.357	1.904,27	5.801,67
	STV	8.369	3.309	91.117,18	31.520,77
	TGRT	2.511	1.627	11.093,01	6.510,72
	TRT 1	1.890	2.834	3.211,43	4.316,72
TRT 2	105	174	15,98	5,92	
TRT 3	-	-	-	-	
TV8	-	-	-	-	
	<b>Total</b>	<b>39.226</b>	<b>38.201</b>	<b>231.694,09</b>	<b>226.976,44</b>
Other Magazines	ANADOLU	-	-	-	-
	ATV	2.011	2.182	7.297,61	6.785,94
	BRT	-	-	-	-
	CINE5	-	-	-	-
	CNN TURK	-	-	-	-
	DREAM TV	-	-	-	-
	FLASH	2.209	2.410	5.133,95	5.003,07
	HALLMARK	-	-	-	-
	JOY TV	-	-	-	-
	KANAL 6	197	1	245,10	0,27
	KANAL D	2.273	16	12.253,45	18,01
	KANAL E/CNBC-E	-	-	-	-
	KANAL7	0	0	0,00	0,00
	KRAL	-	-	-	-
	MMA1	-	-	-	-
	MMA2	-	-	-	-
	NTV	-	-	-	-
	NUMBER 1	-	-	-	-
	SHOW	2.624	3.055	13.197,27	13.523,40
	STAR	734	822	3.737,50	2.559,98
	STV	0	1.221	0,00	10.938,65
	TGRT	1.237	1.411	5.166,75	5.270,66
	TRT 1	239	197	569,77	298,91
TRT 2	73	14	8,87	0,97	
TRT 3	-	-	-	-	
TV8	-	-	-	-	
	<b>Total</b>	<b>11.597</b>	<b>11.329</b>	<b>47.610,27</b>	<b>44.399,85</b>

## 12. Typology of Programmes by Channel - Prime Time Total adv. IN and BEFORE each type of programme

TAB12y		Nbr of insertions/spots of total adv. by channel in a year		Gross adv. Spendings per category in (000) Euros	
		2002	2003	2002	2003
Political, Religious, Philosophical, Unions programmes	ANADOLU	-	-	-	-
	ATV	0	0	0,00	0,00
	BRT	-	-	-	-
	CINE5	-	-	-	-
	CNN TURK	-	-	-	-
	DREAM TV	-	-	-	-
	FLASH	161	41	385,38	71,82
	HALLMARK	-	-	-	-
	JOY TV	-	-	-	-
	KANAL 6	0	0	0,00	0,00
	KANAL D	94	0	132,89	0,00
	KANAL E/CNBC-E	-	-	-	-
	KANAL7	354	187	2060,72	1112,44
	KRAL	-	-	-	-
	MMA 1	-	-	-	-
	MMA 2	-	-	-	-
	NTV	-	-	-	-
	NUMBER 1	-	-	-	-
	SHOW	92	29	694,44	43,85
	STAR	9	0	2,70	0,00
STV	105	81	1240,45	611,43	
TGRT	52	63	187,45	307,52	
TRT 1	75	0	195,31	0,00	
TRT 2	0	2	0,00	0,04	
TRT 3	-	-	-	-	
TV8	-	-	-	-	
	<b>Total</b>	<b>942</b>	<b>403</b>	<b>4899,34</b>	<b>2147,10</b>
Series and Soap	ANADOLU	-	-	-	-
	ATV	24.805	30.486	173.060,25	266.703,53
	BRT	-	-	-	-
	CINE5	-	-	-	-
	CNN TURK	-	-	-	-
	DREAM TV	-	-	-	-
	FLASH	2.326	9.735	5.677,22	23.987,19
	HALLMARK	-	-	-	-
	JOY TV	-	-	-	-
	KANAL 6	2.667	708	3.424,60	683,82
	KANAL D	13.637	32.825	86.901,10	240.960,01
	KANAL E/CNBC-E	-	-	-	-
	KANAL7	10.533	13.557	50.679,45	82.132,06
	KRAL	-	-	-	-
	MMA 1	-	-	-	-
	MMA 2	-	-	-	-
	NTV	-	-	-	-
	NUMBER 1	-	-	-	-
	SHOW	9.417	14.845	74.213,00	124.505,17
	STAR	9.759	7.103	74.271,14	60.983,95
STV	8.490	14.359	150.304,20	193.179,72	
TGRT	20.751	15.240	120.344,72	83.690,61	
TRT 1	10.593	9.779	27.063,27	21.982,59	
TRT 2	0	0	0,00	0,00	
TRT 3	-	-	-	-	
TV8	-	-	-	-	
	<b>Total</b>	<b>112.978</b>	<b>148.637</b>	<b>765.938,96</b>	<b>1.098.808,64</b>

## 12. Typology of Programmes by Channel - Prime Time Total adv. IN and BEFORE each type of programme

TAB12z		Nbr of insertions/spots of total adv. by channel in a year		Gross adv. Spendings per category in (000) Euros	
		2002	2003	2002	2003
Sports	ANADOLU	-	-	-	-
	ATV	1.341	1.032	3.581,14	9.200,18
	BRT	-	-	-	-
	CINE5	-	-	-	-
	CNN TURK	-	-	-	-
	DREAM TV	-	-	-	-
	FLASH	273	11	497,11	39,14
	HALLMARK	-	-	-	-
	JOY TV	-	-	-	-
	KANAL 6	1.225	15	1.131,24	40,21
	KANAL D	1.166	1.145	3.804,69	5.679,42
	KANAL E/CNBC-E	-	-	-	-
	KANAL7	1	0	1,27	0,00
	KRAL	-	-	-	-
	MMA1	-	-	-	-
	MMA2	-	-	-	-
	NTV	-	-	-	-
	NUMBER 1	-	-	-	-
	SHOW	5.261	8.045	48.262,40	81.768,38
	STAR	1.416	1.300	20.237,43	49.892,01
	STV	4.526	710	39.268,34	5.125,72
TGRT	3.189	4.568	16.147,99	29.085,14	
TRT 1	2.175	1.101	10.060,33	5.000,80	
TRT 2	41	50	59,12	8,91	
TRT 3	-	-	-	-	
TV8	-	-	-	-	
	<b>Total</b>	<b>20.614</b>	<b>17.977</b>	<b>143.051,06</b>	<b>185.839,91</b>
Teleshopping (excl. of spots and adv. formats)	ANADOLU	-	-	-	-
	ATV	0	0	0,00	0,00
	BRT	-	-	-	-
	CINE5	-	-	-	-
	CNN TURK	-	-	-	-
	DREAM TV	-	-	-	-
	FLASH	0	0	0,00	0,00
	HALLMARK	-	-	-	-
	JOY TV	-	-	-	-
	KANAL 6	0	0	0,00	0,00
	KANAL D	0	0	0,00	0,00
	KANAL E/CNBC-E	-	-	-	-
	KANAL7	0	0	0,00	0,00
	KRAL	-	-	-	-
	MMA1	-	-	-	-
	MMA2	-	-	-	-
	NTV	-	-	-	-
	NUMBER 1	-	-	-	-
	SHOW	0	0	0,00	0,00
	STAR	0	0	0,00	0,00
	STV	0	0	0,00	0,00
TGRT	0	0	0,00	0,00	
TRT 1	0	0	0,00	0,00	
TRT 2	0	0	0,00	0,00	
TRT 3	-	-	-	-	
TV8	-	-	-	-	
	<b>Total</b>	<b>0</b>	<b>0</b>	<b>0,00</b>	<b>0,00</b>

## 12. Typology of Programmes by Channel - Prime Time

Total adv. IN and BEFORE each type of programme

TAB12aa		Nbr of insertions/spots of total adv. by channel in a year		Gross adv. Spendings per category in (000) Euros	
		2002	2003	2002	2003
Advertising (excl. teleshopping programme and channel self-promotion)	ANADOLU				
	ATV				
	BRT				
	CINE5				
	CNN TURK				
	DREAM TV				
	FLASH				
	HALLMARK				
	JOY TV				
	KANAL 6				
	KANAL D				
	KANAL E/CNBC-E				
	KANAL7				
	KRAL				
	MMA 1				
	MMA 2				
	NTV				
NUMBER 1					
SHOW					
STAR					
STV					
TGRT					
TRT 1					
TRT 2					
TRT 3					
TV8					
	<b>Total</b>				
Self-promotion (presentation, trailers, title signs, channel housestyle)	ANADOLU				
	ATV				
	BRT				
	CINE5				
	CNN TURK				
	DREAM TV				
	FLASH				
	HALLMARK				
	JOY TV				
	KANAL 6				
	KANAL D				
	KANAL E/CNBC-E				
	KANAL7				
	KRAL				
	MMA 1				
	MMA 2				
	NTV				
NUMBER 1					
SHOW					
STAR					
STV					
TGRT					
TRT 1					
TRT 2					
TRT 3					
TV8					
	<b>Total</b>				

## 12. Typology of Programmes by Channel - Prime Time Total adv. IN and BEFORE each type of programme

TAB12ab		Nbr of insertions/spots of total adv. by channel in a year		Gross adv. Spendings per category in (000) Euros	
		2002	2003	2002	2003
Others	ANADOLU	-	-	-	-
	ATV	3.443	5.689	22.269,11	38.735,51
	BRT	-	-	-	-
	CINE5	-	-	-	-
	CNN TURK	-	-	-	-
	DREAM TV	-	-	-	-
	FLASH	9	0	15,39	0,00
	HALLMARK	-	-	-	-
	JOY TV	-	-	-	-
	KANAL 6	135	102	178,00	25,57
	KANAL D	3.966	4.360	24.912,26	26.741,48
	KANAL E/CNBC-E	-	-	-	-
	KANAL7	2.476	463	12.263,55	1.365,45
	KRAL	-	-	-	-
	MMA 1	-	-	-	-
	MMA 2	-	-	-	-
	NTV	-	-	-	-
	NUMBER 1	-	-	-	-
	SHOW	6.826	5.853	46.336,66	37.168,72
	STAR	4.355	2.233	28.685,70	13.522,24
STV	613	7.442	5.758,66	66.784,44	
TGRT	6.196	10.153	36.031,41	72.905,17	
TRT 1	2	11	1,90	32,82	
TRT 2	65	78	9,34	4,08	
TRT 3	-	-	-	-	
TV8	-	-	-	-	
<b>Total</b>		<b>28.086</b>	<b>36.384</b>	<b>176.461,97</b>	<b>257.285,48</b>
Total of Typologies and total of Advertising (excl. teleshopping programme and channel self-promotion, considered as typologies)	ANADOLU	-	-	-	-
	ATV	42.375	52.309	246.470,99	376.006,13
	BRT	-	-	-	-
	CINE5	-	-	-	-
	CNN TURK	-	-	-	-
	DREAM TV	-	-	-	-
	FLASH	18.241	35.998	40.741,56	79.212,19
	HALLMARK	-	-	-	-
	JOY TV	-	-	-	-
	KANAL 6	12.002	10.004	16.779,76	4.909,20
	KANAL D	37.214	60.793	217.774,35	403.115,14
	KANAL E/CNBC-E	-	-	-	-
	KANAL7	67.307	74.388	369.821,38	451.965,09
	KRAL	-	-	-	-
	MMA 1	-	-	-	-
	MMA 2	-	-	-	-
	NTV	-	-	-	-
	NUMBER 1	-	-	-	-
	SHOW	43.221	47.927	301.211,05	331.020,33
	STAR	35.596	29.918	242.035,10	225.549,01
STV	70.131	78.127	977.782,40	860.238,47	
TGRT	43.401	60.667	232.598,27	377.838,32	
TRT 1	21.218	22.919	54.130,84	48.507,87	
TRT 2	355	379	102,82	24,93	
TRT 3	-	-	-	-	
TV8	-	-	-	-	
<b>Total</b>		<b>391.061</b>	<b>473.429</b>	<b>2.699.448,51</b>	<b>3.158.386,68</b>





#### IV. Specific products

# 13. Advertising for Specific Products by Channel

TAB13a ALL DAY		Sum of Broadcast adv. minutes for specific product by channel in a year (nbr of minutes)		Share of adv. Minutes by channel in a year (%)	
		2002	2003	2002	2003
ALCOHOL - BEER	Forbidden				
ALCOHOL - WINE & CHAMPAIGN					
ALCOHOL - SPIRITS					
products dedicated to Children					
	ANADOLU	0,0	11,2	0,0%	0,0%
	<b>ATV</b>	3.178,1	6.143,6	11,7%	14,2%
	BRT	98,3	0,0	0,4%	0,0%
	CINE5	241,2	169,8	0,9%	0,4%
	CNBC-e	0,0	0,0	0,0%	0,0%
	CNNTURK	373,2	237,8	1,4%	0,6%
	DREAMTV	0	247,8	0,0%	0,6%
	<b>FLASH</b>	557,6	1.844,6	2,1%	4,3%
	HALLMARK	0	6,6	0,0%	0,0%
	JOYTV	0,0	0,0	0,0%	0,0%
	KANAL6	227,7	65,2	0,8%	0,2%
	<b>KANAL7</b>	2.028,4	3.447,0	7,5%	8,0%
	<b>KANALD</b>	4.460,9	7.822,4	16,4%	18,1%
	KANALE/CNBC-E	752,1	1.134,5	2,8%	2,6%
	KRALTV	1.033,0	1.177,9	3,8%	2,7%
	MOVIE MAX1	0,0	26,3	0,0%	0,1%
	MOVIE MAX2	0	20,5	0,0%	0,0%
	NTV	616,5	774,7	2,3%	1,8%
	NUMBER1	1.603,8	2.642,2	5,9%	6,1%
	<b>SHOW</b>	4.042,4	5.866,3	14,9%	13,6%
	SMAX	0,0	0,0	0,0%	0,0%
	<b>STAR</b>	2.209,8	2.321,7	8,1%	5,4%
	<b>STV</b>	2.436,0	2.400,6	9,0%	5,6%
	<b>TGRT</b>	1.692,1	2.876,9	6,2%	6,7%
	<b>TRT1</b>	1.541,2	3.115,4	5,7%	7,2%
	<b>TRT2</b>	74,1	5,9	0,3%	0,0%
	<b>TRT3</b>	2,2	0,0	0,0%	0,0%
	TV8	0,0	783,5	0,0%	1,8%
	<b>TOTAL</b>	<b>27.168,4</b>	<b>43.142,2</b>	<b>100,0%</b>	<b>100,0%</b>
Cleaning Products					
	ANADOLU	0,0	0,0	0,0%	0,0%
	<b>ATV</b>	4.968,5	3.937,6	6,9%	6,6%
	BRT	125,8	0,0	0,2%	0,0%
	CINE5	192,8	38,9	0,3%	0,1%
	CNBC-e	289,9	349,1	0,4%	0,6%
	CNNTURK	25,1	26,2	0,0%	0,0%
	DREAMTV	0,0	0,0	0,0%	0,0%
	<b>FLASH</b>	4.069,0	6.326,4	5,7%	10,5%
	HALLMARK	0,0	170,5	0,0%	0,3%
	JOYTV	0,0	0,0	0,0%	0,0%
	KANAL6	1.010,9	2.104,8	1,4%	3,5%
	<b>KANAL7</b>	11.486,1	8.096,5	16,0%	13,5%
	<b>KANALD</b>	5.665,4	8.143,8	7,9%	13,6%
	KANALE/CNBC-E	0,0	0,0	0,0%	0,0%
	KRALTV	5.177,4	3.846,8	7,2%	6,4%
	MOVIE MAX1	0,0	217,1	0,0%	0,4%
	MOVIE MAX2	0,0	138,0	0,0%	0,2%
	NTV	190,0	107,2	0,3%	0,2%
	NUMBER1	6,5	212,0	0,0%	0,4%
	<b>SHOW</b>	6.868,6	4.352,7	9,6%	7,2%
	SMAX	0,0	0,0	0,0%	0,0%
	<b>STAR</b>	9.185,5	5.024,9	12,8%	8,4%
	<b>STV</b>	9.703,2	6.606,9	13,5%	11,0%
	<b>TGRT</b>	8.581,8	7.137,4	12,0%	11,9%
	<b>TRT1</b>	4.131,4	2.235,0	5,8%	3,7%
	<b>TRT2</b>	0,0	0,0	0,0%	0,0%
	<b>TRT3</b>	0,0	0,0	0,0%	0,0%

# 13. Advertising for Specific Products by Channel

TAB13b ALL DAY		Sum of Broadcast adv. minutes for specific product by channel in a year (nbr of minutes)		Share of adv. Minutes by channel in a year (%)	
		2002	2003	2002	2003
Cosmetics / Personal Hygiene	ANADOLU	0,0	0,0	0,0%	0,0%
	ATV	6.222,5	12.081,3	5,2%	9,0%
	BRT	186,1	0,0	0,2%	0,0%
	CINE5	1.387,6	914,4	1,2%	0,7%
	CNBC-e	2.673,4	3.869,5	2,2%	2,9%
	CNNTURK	679,7	969,2	0,6%	0,7%
	DREAMTV	0,0	1.789,4	0,0%	1,3%
	FLASH	7.620,4	12.181,9	6,3%	9,0%
	HALLMARK	0,0	20,5	0,0%	0,0%
	JOYTV	0	405,5	0,0%	0,3%
	KANAL6	2.140,1	2.637,3	1,8%	2,0%
	KANAL7	7.020,9	15.983,6	5,8%	11,8%
	KANALD	15.846,0	12.359,5	13,2%	9,2%
	KANALE/CNBC-E	8.203,7	7.431,7	6,8%	5,5%
	KRALTV	0,0	433,4	0,0%	0,3%
	MOVIEMAX1	0	113,6	0,0%	0,1%
	MOVIEMAX2	697,1	878,1	0,6%	0,7%
	NTV	2.332,3	3.988,2	1,9%	3,0%
	NUMBER1	0,0	248,3	0,0%	0,2%
	SHOW	13.121,1	13.312,6	10,9%	9,9%
	SMAX	0,0	0,0	0,0%	0,0%
	STAR	13.749,6	9.784,7	11,4%	7,3%
	STV	20.937,7	18.881,6	17,4%	14,0%
	TGRT	13.153,9	12.380,5	10,9%	9,2%
	TRT1	4.490,7	3.428,1	3,7%	2,5%
	TRT2	0,0	1,4	0,0%	0,0%
TRT3	5,0	0,0	0,0%	0,0%	
TV8	0,0	830,6	0,0%	0,6%	
	<b>TOTAL</b>	<b>120.467,9</b>	<b>134.924,8</b>	<b>100,0%</b>	<b>100,0%</b>
Food (including drinks)	ANADOLU	0,0	0,0	0,0%	0,0%
	ATV	11.001,9	16.987,3	9,5%	10,6%
	BRT	519,6	0,0	0,4%	0,0%
	CINE5	1.021,7	807,2	0,9%	0,5%
	CNBC-e	4.975,3	9.131,1	4,3%	5,7%
	CNNTURK	2.569,6	6.279,0	2,2%	3,9%
	DREAMTV	0	982,6	0,0%	0,6%
	FLASH	2.315,8	7.991,8	2,0%	5,0%
	HALLMARK	0,0	237,7	0,0%	0,1%
	JOYTV	0,0	324,4	0,0%	0,2%
	KANAL6	318,2	529,3	0,3%	0,3%
	KANAL7	12.250,2	20.910,2	10,6%	13,1%
	KANALD	10.448,8	13.960,6	9,0%	8,7%
	KANALE/CNBC-E	3.292,6	3.150,1	2,8%	2,0%
	KRALTV	0,0	571,6	0,0%	0,4%
	MOVIEMAX1	0	436,9	0,0%	0,3%
	MOVIEMAX2	3.626,6	6.727,3	3,1%	4,2%
	NTV	5.985,5	7.262,2	5,2%	4,5%
	NUMBER1	0,0	87,2	0,0%	0,1%
	SHOW	15.083,3	16.529,3	13,0%	10,3%
	SMAX	0,0	0,0	0,0%	0,0%
	STAR	10.533,2	7.289,4	9,1%	4,6%
	STV	10.617,4	10.208,0	9,2%	6,4%
	TGRT	12.356,1	15.006,2	10,7%	9,4%
	TRT1	8.782,5	11.957,7	7,6%	7,5%
	TRT2	105,5	9,8	0,1%	0,0%
TRT3	13,0	0,0	0,0%	0,0%	
TV8	0,0	2.775,9	0,0%	1,7%	
	<b>TOTAL</b>	<b>115.816,9</b>	<b>160.152,7</b>	<b>100,0%</b>	<b>100,0%</b>
Non Prescription Medical Products Tobacco	Forbidden				

# 13. Advertising for Specific Products by Channel

TAB13c ALL DAY		Nbr of adv. insertions for specific product by channel in a year		Share of adv. Insertions by channel in a year (%)		
		2002	2003	2002	2003	
ALCOHOL - BEER ALCOHOL - WINE & CHAMPAIGN ALCOHOL - SPIRITS		Forbidden				
products dedicated to Children		ANADOLU	0	21	0,0%	0,0%
		<b>ATV</b>	9.691	14.669	11,5%	14,2%
		BRT	346	0	0,4%	0,0%
		CINE5	885	400	1,1%	0,4%
		CNBC-e	0	0	0,0%	0,0%
		CNNTURK	1.397	893	1,7%	0,9%
		DREAMTV	0	550	0,0%	0,5%
		<b>FLASH</b>	1.381	4.440	1,6%	4,3%
		HALLMARK	0	14	0,0%	0,0%
		JOYTV	0	0	0,0%	0,0%
		KANAL6	637	148	0,8%	0,1%
		<b>KANAL7</b>	6.606	8.340	7,9%	8,1%
		<b>KANALD</b>	13.935	19.814	16,6%	19,1%
		KANALE/CNBC-E	2.391	3.066	2,8%	3,0%
		KRALTV	2.787	3.041	3,3%	2,9%
		MOVIEMAX1	0	66	0,0%	0,1%
		MOVIEMAX2	0	51	0,0%	0,0%
		NTV	1.701	1.177	2,0%	1,1%
		NUMBER1	5.205	6.295	6,2%	6,1%
		<b>SHOW</b>	12.115	13.767	14,4%	13,3%
		SMAX	0	0	0,0%	0,0%
		<b>STAR</b>	6.934	5.622	8,3%	5,4%
		<b>STV</b>	7.786	5.714	9,3%	5,5%
		<b>TGRT</b>	5.153	6.749	6,1%	6,5%
		<b>TRT1</b>	4.737	7.028	5,6%	6,8%
		<b>TRT2</b>	241	11	0,3%	0,0%
		<b>TRT3</b>	11	0	0,0%	0,0%
		TV8	0	1.662	0,0%	1,6%
		<b>TOTAL</b>	<b>83.939</b>	<b>103.538</b>	<b>100,0%</b>	<b>100,0%</b>
Cleaning Products		ANADOLU	0	0	0,0%	0,0%
		<b>ATV</b>	11.463	10.673	7,2%	7,2%
		BRT	296	0	0,2%	0,0%
		CINE5	472	161	0,3%	0,1%
		CNBC-e	672	1.107	0,4%	0,7%
		CNNTURK	137	180	0,1%	0,1%
		DREAMTV	0	0	0,0%	0,0%
		<b>FLASH</b>	9.408	16.614	5,9%	11,2%
		HALLMARK	0	574	0,0%	0,4%
		JOYTV	0	0	0,0%	0,0%
		KANAL6	2.109	5.491	1,3%	3,7%
		<b>KANAL7</b>	25.225	20.246	15,9%	13,6%
		<b>KANALD</b>	12.652	17.578	8,0%	11,8%
		KANALE/CNBC-E	0	0	0,0%	0,0%
		KRALTV	11.104	9.902	7,0%	6,7%
		MOVIEMAX1	0	716	0,0%	0,5%
		MOVIEMAX2	0	439	0,0%	0,3%
		NTV	792	502	0,5%	0,3%
		NUMBER1	22	258	0,0%	0,2%
		<b>SHOW</b>	15.048	10.543	9,5%	7,1%
		SMAX	0	0	0,0%	0,0%
		<b>STAR</b>	19.881	11.836	12,5%	8,0%
		<b>STV</b>	21.216	16.363	13,4%	11,0%
		<b>TGRT</b>	19.367	17.708	12,2%	11,9%
		<b>TRT1</b>	8.719	5.157	5,5%	3,5%
		<b>TRT2</b>	0	0	0,0%	0,0%
		<b>TRT3</b>	0	0	0,0%	0,0%
		TV8	0	2.310	0,0%	1,6%
		<b>TOTAL</b>	<b>158.583</b>	<b>148.358</b>	<b>100,0%</b>	<b>100,0%</b>

# 13. Advertising for Specific Products by Channel

TAB13d ALL DAY		Nbr of adv. insertions for specific product by channel in a year		Share of adv. Insertions by channel in a year (%)	
		2002	2003	2002	2003
Cosmetics / Personal Hygiene	ANADOLU	0	0	0,0%	0,0%
	<b>ATV</b>	14.884	28.651	5,6%	9,2%
	BRT	364	0	0,1%	0,0%
	CINE5	3.529	2.408	1,3%	0,8%
	CNBC-e	7.048	10.443	2,7%	3,4%
	CNNTURK	1.796	2.384	0,7%	0,8%
	DREAMTV	0	3.918	0,0%	1,3%
	<b>FLASH</b>	16.694	28.793	6,3%	9,3%
	HALLMARK	0	91	0,0%	0,0%
	JOYTV	0	1.094	0,0%	0,4%
	KANAL6	4.288	6.052	1,6%	1,9%
	<b>KANAL7</b>	16.519	35.572	6,3%	11,4%
	<b>KANALD</b>	34.184	29.338	12,9%	9,4%
	KANALE/CNBC-E	16.642	16.579	6,3%	5,3%
	KRALTV	0	1.394	0,0%	0,4%
	MOVIEMAX1	0	394	0,0%	0,1%
	MOVIEMAX2	1.945	2.241	0,7%	0,7%
	NTV	5.677	9.413	2,2%	3,0%
	NUMBER1	0	595	0,0%	0,2%
	<b>SHOW</b>	29.193	31.720	11,1%	10,2%
	SMAX	0	0	0,0%	0,0%
	<b>STAR</b>	30.022	20.127	11,4%	6,5%
	<b>STV</b>	42.022	42.543	15,9%	13,7%
	<b>TGRT</b>	30.360	28.940	11,5%	9,3%
	<b>TRT1</b>	8.790	6.307	3,3%	2,0%
	<b>TRT2</b>	1	2	0,0%	0,0%
<b>TRT3</b>	24	0	0,0%	0,0%	
TV8	0	2.233	0,0%	0,7%	
	<b>TOTAL</b>	<b>263.982</b>	<b>311.232</b>	<b>100,0%</b>	<b>100,0%</b>
Food (including drinks)	ANADOLU	0	0	0,0%	0,0%
	<b>ATV</b>	30.268	43.046	9,6%	9,6%
	BRT	1.935	0	0,6%	0,0%
	CINE5	2.740	2.256	0,9%	0,5%
	CNBC-e	13.730	30.514	4,4%	6,8%
	CNNTURK	6.753	24.685	2,1%	5,5%
	DREAMTV	0	2.824	0,0%	0,6%
	<b>FLASH</b>	5.865	21.084	1,9%	4,7%
	HALLMARK	0	495	0,0%	0,1%
	JOYTV	0	821	0,0%	0,2%
	KANAL6	1.021	1.526	0,3%	0,3%
	<b>KANAL7</b>	33.168	54.691	10,6%	12,2%
	<b>KANALD</b>	29.912	41.321	9,5%	9,3%
	KANALE/CNBC-E	8.182	8.546	2,6%	1,9%
	KRALTV	0	1.287	0,0%	0,3%
	MOVIEMAX1	0	957	0,0%	0,2%
	MOVIEMAX2	8.906	24.054	2,8%	5,4%
	NTV	16.070	16.694	5,1%	3,7%
	NUMBER1	0	223	0,0%	0,0%
	<b>SHOW</b>	40.383	41.026	12,9%	9,2%
	SMAX	0	0	0,0%	0,0%
	<b>STAR</b>	26.982	18.125	8,6%	4,1%
	<b>STV</b>	32.525	31.076	10,4%	7,0%
	<b>TGRT</b>	33.705	43.355	10,7%	9,7%
	<b>TRT1</b>	21.599	27.330	6,9%	6,1%
	<b>TRT2</b>	328	36	0,1%	0,0%
<b>TRT3</b>	37	0	0,0%	0,0%	
TV8	0	10.716	0,0%	2,4%	
	<b>TOTAL</b>	<b>314.109</b>	<b>446.688</b>	<b>100,0%</b>	<b>100,0%</b>
Non Prescription Medical Products Tobacco		Forbidden			

# 13. Advertising for Specific Products by Channel

TAB13e ALL DAY		Gross adv. spendings per specific product in (000) Euros		Gross adv. spendings shares (%)	
		2002	2003	2002	2003
ALCOHOL - BEER	Forbidden				
ALCOHOL - WINE & CHAMPAIGN					
ALCOHOL - SPIRITS					
products dedicated to Children	ANADOLU	0,00	6,28	0,0%	0,0%
	ATV	22.949,50	46.027,39	11,0%	13,9%
	BRT	368,78	0,00	0,2%	0,0%
	CINE5	2.266,40	2.156,76	1,1%	0,7%
	CNBC-e	0,00	0,00	0,0%	0,0%
	CNNTURK	2.162,32	1.106,82	1,0%	0,3%
	DREAMTV	0,00	375,64	0,0%	0,1%
	FLASH	2.549,65	6.837,17	1,2%	2,1%
	HALLMARK	0,00	31,80	0,0%	0,0%
	JOYTV	0,00	0,00	0,0%	0,0%
	KANAL6	431,29	32,16	0,2%	0,0%
	KANAL7	19.729,05	40.987,65	9,5%	12,4%
	KANALD	26.121,41	54.606,46	12,6%	16,5%
	KANALE/CNBC-E	4.721,02	6.972,63	2,3%	2,1%
	KRALTV	2.179,52	1.368,50	1,0%	0,4%
	MOVIEMAX1	0,00	110,21	0,0%	0,0%
	MOVIEMAX2	0,00	56,84	0,0%	0,0%
	NTV	3.795,00	5.398,92	1,8%	1,6%
	NUMBER1	2.944,76	4.129,37	1,4%	1,2%
	SHOW	32.607,72	49.569,38	15,7%	15,0%
	SMAX	0,00	0,00	0,0%	0,0%
	STAR	18.178,73	17.335,20	8,7%	5,2%
	STV	44.381,80	45.330,40	21,3%	13,7%
	TGRT	16.406,10	36.218,91	7,9%	10,9%
	TRT1	6.283,97	9.607,43	3,0%	2,9%
	TRT2	37,14	3,83	0,0%	0,0%
	TRT3	1,11	0,00	0,0%	0,0%
	TV8	0,00	2.751,61	0,0%	0,8%
	<b>TOTAL</b>	<b>208.115,27</b>	<b>331.021,36</b>	<b>100,0%</b>	<b>100,0%</b>
Cleaning Products	ANADOLU	0,00	0,00	0,0%	0,0%
	ATV	27.753,84	24.230,74	5,0%	5,8%
	BRT	401,05	0,00	0,1%	0,0%
	CINE5	2.765,85	683,96	0,5%	0,2%
	CNBC-e	1.931,04	2.574,07	0,3%	0,6%
	CNNTURK	179,75	138,94	0,0%	0,0%
	DREAMTV	0,00	0,00	0,0%	0,0%
	FLASH	18.638,29	25.900,66	3,4%	6,2%
	HALLMARK	0,00	1.285,73	0,0%	0,3%
	JOYTV	0,00	0,00	0,0%	0,0%
	KANAL6	2.607,86	1.438,67	0,5%	0,3%
	KANAL7	96.678,11	78.182,62	17,5%	18,8%
	KANALD	27.505,02	50.374,84	5,0%	12,1%
	KANALE/CNBC-E	0,00	0,00	0,0%	0,0%
	KRALTV	13.494,06	3.691,53	2,4%	0,9%
	MOVIEMAX1	0,00	1.035,20	0,0%	0,2%
	MOVIEMAX2	0,00	408,30	0,0%	0,1%
	NTV	1.829,26	1.009,00	0,3%	0,2%
	NUMBER1	11,89	325,70	0,0%	0,1%
	SHOW	46.023,63	21.817,11	8,3%	5,2%
	SMAX	0,00	0,00	0,0%	0,0%
	STAR	47.572,28	23.020,23	8,6%	5,5%
	STV	194.670,66	113.989,27	35,2%	27,4%
	TGRT	62.663,46	58.643,72	11,3%	14,1%
	TRT1	8.704,06	3.682,54	1,6%	0,9%
	TRT2	0,00	0,00	0,0%	0,0%
	TRT3	0,00	0,00	0,0%	0,0%
	TV8	0,00	3.987,89	0,0%	1,0%
	<b>TOTAL</b>	<b>553.430,11</b>	<b>416.420,73</b>	<b>100,0%</b>	<b>100,0%</b>

## 13. Advertising for Specific Products by Channel

TAB13f ALL DAY		Gross adv. spendings per specific product in (000) Euros		Gross adv. spendings shares (%)	
		2002	2003	2002	2003
Cosmetics / Personal Hygiene	ANADOLU	0,00	0,00	0,0%	0,0%
	<b>ATV</b>	39.339,89	101.224,66	3,9%	9,8%
	BRT	500,84	0,00	0,1%	0,0%
	CINE5	22.762,27	17.783,94	2,3%	1,7%
	CNBC-e	19.941,77	21.978,23	2,0%	2,1%
	CNNTURK	4.422,43	4.869,48	0,4%	0,5%
	DREAMTV	0,00	2.098,67	0,0%	0,2%
	<b>FLASH</b>	35.513,07	46.123,29	3,6%	4,5%
	HALLMARK	0,00	154,59	0,0%	0,0%
	JOYTV	0,00	224,35	0,0%	0,0%
	KANAL6	5.311,77	1.892,27	0,5%	0,2%
	<b>KANAL7</b>	34.249,02	114.418,07	3,4%	11,1%
	<b>KANALD</b>	140.801,26	129.589,21	14,1%	12,6%
	KANALE/CNBC-E	20.354,12	7.009,48	2,0%	0,7%
	KRALTV	0,00	2.503,66	0,0%	0,2%
	MOVIEMAX1	0,00	339,29	0,0%	0,0%
	MOVIEMAX2	5.638,14	6.881,43	0,6%	0,7%
	NTV	4.200,13	6.881,43	0,4%	0,7%
	NUMBER1	0,00	116,57	0,0%	0,0%
	<b>SHOW</b>	86.369,38	95.666,76	8,6%	9,3%
	SMAX	0,00	0,00	0,0%	0,0%
	<b>STAR</b>	75.957,02	43.033,42	7,6%	4,2%
	<b>STV</b>	392.335,27	308.536,88	39,3%	30,0%
	<b>TGRT</b>	100.927,36	109.261,21	10,1%	10,6%
	<b>TRT1</b>	10.662,46	5.416,35	1,1%	0,5%
	<b>TRT2</b>	3,78	0,25	0,0%	0,0%
<b>TRT3</b>	2,68	0,00	0,0%	0,0%	
TV8	0,00	3.804,20	0,0%	0,4%	
	<b>TOTAL</b>	<b>999.292,65</b>	<b>1.029.807,68</b>	<b>100,0%</b>	<b>100,0%</b>
Food (including drinks)	ANADOLU	0,00	0,00	0,0%	0,0%
	<b>ATV</b>	87.481,96	147.283,48	9,2%	11,7%
	BRT	1.674,25	0,00	0,2%	0,0%
	CINE5	17.694,18	14.101,46	1,9%	1,1%
	CNBC-e	33.448,37	47.656,26	3,5%	3,8%
	CNNTURK	15.560,78	29.269,60	1,6%	2,3%
	DREAMTV	0,00	1.304,67	0,0%	0,1%
	<b>FLASH</b>	10.596,52	32.006,93	1,1%	2,5%
	HALLMARK	0,00	1.501,81	0,0%	0,1%
	JOYTV	0,00	180,59	0,0%	0,0%
	KANAL6	604,23	274,45	0,1%	0,0%
	<b>KANAL7</b>	84.436,62	171.463,70	8,9%	13,6%
	<b>KANALD</b>	101.405,36	160.151,41	10,6%	12,7%
	KANALE/CNBC-E	8.184,74	3.111,97	0,9%	0,2%
	KRALTV	0,00	2.601,71	0,0%	0,2%
	MOVIEMAX1	0,00	1.155,52	0,0%	0,1%
	MOVIEMAX2	24.027,34	40.847,06	2,5%	3,2%
	NTV	11.067,54	11.376,27	1,2%	0,9%
	NUMBER1	0,00	44,21	0,0%	0,0%
	<b>SHOW</b>	136.164,55	150.738,68	14,3%	11,9%
	SMAX	0,00	0,00	0,0%	0,0%
	<b>STAR</b>	79.921,66	54.000,22	8,4%	4,3%
	<b>STV</b>	201.266,71	186.544,76	21,1%	14,8%
	<b>TGRT</b>	107.572,19	163.578,08	11,3%	12,9%
	<b>TRT1</b>	31.466,01	34.729,68	3,3%	2,7%
	<b>TRT2</b>	62,35	5,71	0,0%	0,0%
<b>TRT3</b>	6,73	0,00	0,0%	0,0%	
TV8	0,00	10.027,42	0,0%	0,8%	
	<b>TOTAL</b>	<b>952.642,07</b>	<b>1.263.955,64</b>	<b>100,0%</b>	<b>100,0%</b>
Non Prescription Medical Products			Forbidden		
Tobacco					

## Comments about Specific Products

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- Products advertised by children-oriented advertising include: biscuits, breakfast cereals, chewing gum, chocolate products, toys, ice cream, entertainment centres, cakes and mini pastry, candy, dairy products
- Advertising for non-prescription drugs (OTC) has been allowed on TV since 1 December 2003, first ad spend is recorded as of 2004.



## V. Free Addendum

## Free Addendum - Digiturk channels (1)

Channel No	Channel Name	Broadcasting Time
1	DIGITURK	24 hours
2	COMEDYMAX	24 hours
3	PRIMEMAX*	24 hours
4	PRIMEMAX2	24 hours
5	HALLMARK *	24 hours
6	SINEMATURK	24 hours
7	MGM MOVIES *	24 hours
8	SHOWTIME *	24 hours
9	MOVIEMAX *	24 hours
10	MOVIEMAX2	24 hours
11	SHOW TV	24 hours
12	KANAL D	24 hours
13	ATV	24 hours
14	TGRT	24 hours
15	TRT 1	24 hours
16	TRT 2 -TRT GAP TEST	24 hours
17	TRT 3	17 hours
18	TRT 4	18 hours
19	KANAL 7	24 hours
20	CNBC-E	24 hours
21	mTV	24 hours
22	STAR TV	24 hours
23	TV8	24 hours
27	SAMANYOLU TV	24 hours
33	MEMLEKETIM TV	24 hours
39	TECHNOLOGY TV	24 hours
41	NTV	24 hours
42	CNN TÜRK	24 hours
43	SKY TURK	24 hours
44	HABERTURK	24 hours
45	EXPO CHANNEL	24 hours
46	CNN INTERNATIONAL	24 hours
47	KANAL TURK	24 hours
48	BBC WORLD	24 hours
49	FOX NEWS	24 hours
50	SHOWROOM	24 hours
52	JOLLY TATIL TV	18 hours
54	HOME TV *	24 hours
55	FASHION TV	24 hours
56	ELMA VISION	24 hours

Channels marked with \* have choice between Turkish and original language. Show TV and TRT1 also provide Teletext.

## Free Addendum - Digiturk channels (2)

Channel No	Channel Name	Broadcasting Time
62	FOX KIDS *	13 hours
63	FOX KIDS PLAY *	12 hours
71	EUROSPORT *	18 hours
72	EXTREME SPORT	24 hours
73	SAILING CHANNEL	11 hours
74	EUROSPORTNEWS *	24 hours
75	MOTORS TV	12 hours
76	FOX SPORTS	24 hours
77	LIG TV	24 hours
78	TJK TV	12 hours
81	CNBC	6 hours
81	NATIONAL GEOGRAPHIC *	18 hours
82	DISCOVERY CHANNEL	24 hours
83	REALITY TV *	24 hours
85	THE HISTORY CHANNEL *	12 hours
91	MCM	24 hours
92	MEZZO	24 hours
93	MTV	24 hours
94	VH1	24 hours
95	NUMBER1 TV	24 hours
96	KRAL TV	24 hours
99	TATLISES TV	24 hours
100	POWER TURK TV	24 hours
101	RAI UNO	24 hours
102	TV5	24 hours
103	ZDF	24 hours
105	BBC PRIME	24 hours
107	PRO 7	24 hours
108	C1R	24 hours
200	SALONAKTIF	24 hours
201	SALON1*	24 hours
202	SALON2*	24 hours
203	SALON3*	24 hours
401	ALEM FM	24 hours
402	TRT FM	24 hours
403	TRT RADYO 3	24 hours
404	RADYO 92.3	24 hours
405	Number1 FM	24 hours
407	POWER FM	24 hours
408	POWER XL	24 hours
412	POWERTÜRK	24 hours
421	XTRA MUSIC- HOTTEST HITS	24 hours
422	XTRA MUSIC-LOVE SONGS	24 hours

Channels marked with \* have choice between Turkish and original language. Show TV and TRT1 also provide Teletext.

## Free Addendum - Digiturk channels (3)

Channel No	Channel Name	Broadcasting Time
423	XTRA MUSIC-ROCK 'N' ROLL OLDIES	24 hours
424	XTRA MUSIC MODERN CHOICE-COUNTRY	24 hours
425	XTRA MUSIC -DANCE	24 hours
426	XTRA MUSIC-ALTERNATIVE	24 hours
427	XTRA MUSIC-CLASSIC ROCK	24 hours
428	XTRA MUSIC-BLUES	24 hours
429	XTRA MUSIC-CLASSIC JAZZ	24 hours
430	XTRA MUSIC-POPULAR CLASSICAL	24 hours
431	XTRA MUSIC-SYMPHONIC	24 hours
432	XTRA MUSIC-BEATIFUL INSTRUMENTALS	24 hours
433	XTRA MUSIC-OPERA	24 hours
434	XTRA MUSIC-EURO HITS	24 hours
435	XTRA MUSIC-LATIN CONTEMPORARY	24 hours
436	XTRA MUSIC-TRENDS	24 hours
437	XTRA MUSIC-REGGAE	24 hours
438	XTRA MUSIC-CLASSIC R&B	24 hours
439	XTRA MUSIC-ITALIAN CONTEMPORARY	24 hours
440	XTRA MUSIC-R&B HIP HOP	24 hours
441	XTRA MUSIC-'70s HITS	24 hours
442	XTRA MUSIC-'80s HITS	24 hours
443	XTRA MUSIC-FRENCH HITS	24 hours
444	XTRA MUSIC-SMOOTH JAZZ	24 hours
445	XTRA MUSIC-NEW AGE	24 hours
500	DIGIAKTIF	24 hours
505	ALTIN REHBER	24 hours
510	PAMUKBANK	24 hours
515	YAPIKREDI	24 hours
521	DIGIPOSTA	24 hours
532	TURKCELL 532	24 hours
540	TV HABER	24 hours
545	TV HAVA	24 hours
555	MÜSTERI HIZMETLERI	24 hours
565	OYUN PARKI	24 hours
578	HIPODROM ITV	24 hours
707	ROUGE	5.5 hours
708	PRIVATE BLUE	6 hours
709	PLAYBOY TV - The Adult Channel Kusagi	6 hours

Channels marked with \* have choice between Turkish and original language. Show TV and TRT1 also provide Teletext.

# Free Addendum

## Subscription package – Family Package (1)

Channel No	Channel Name	Broadcasting Time
1	DIGITURK	24 hours
5	HALLMARK *	24 hours
6	SINEMATURK	24 hours
7	MGM MOVIES	24 hours
8	SHOWTIME	24 hours
9	MOVIEMAX*	24 hours
10	MOVIEMAX2	24 hours
11	SHOW TV	24 hours
12	KANAL D	24 hours
13	ATV	24 hours
14	TGRT	24 hours
15	TRT 1	24 hours
16	TRT 2 -TRT GAP TEST	24 hours
17	TRT 3	17 hours
18	TRT 4	18 hours
19	KANAL 7	24 hours
20	CNBC-E	24 hours
21	MTV	24 hours
22	STAR TV	24 hours
23	TV8	24 hours
27	SAMANYOLU TV	24 hours
39	TECHNOLOGY TV	24 hours
41	NTV	24 hours
42	CNN TÜRK	24 hours
43	SKY TURK	24 hours
44	HABERTURK	24 hours
45	EXPO CHANNEL	24 hours
46	CNN INTERNATIONAL	24 hours
48	BBC WORLD	24 hours
49	FOX NEWS	24 hours
50	SHOWROOM	24 hours
52	JOLLY TATIL TV	18 hours
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56	ELMA VISION	24 hours
62	FOX KIDS *	13 hours
63	FOX KIDS PLAY *	12 hours
71	EUROSPORT *	18 hours
72	EXTREME SPORT	24 hours
73	SAILING CHANNEL	11 hours
74	EUROSPORTNEWS *	24 hours
75	MOTORS TV	12 hours
76	FOX SPORTS	24 hours
78	TJK TV	12 hours
81	CNBC	6 hours
81	NATIONAL GEOGRAPHIC *	18 hours

Channels marked with \* have choice between Turkish and original language. Show TV and TRT1 also provide Teletext.

# Free Addendum

## Subscription package - Family Package (2)

Channel No	Channel Name	Broadcasting Time
82	DISCOVERY CHANNEL	24 hours
83	REALITY TV *	24 hours
85	THE HISTORY CHANNEL *	12 hours
91	MCM	24 hours
92	MEZZO	24 hours
93	MTV	24 hours
94	VH1	24 hours
95	NUMBER1 TV	24 hours
96	KRAL TV	24 hours
99	TATLISES TV	24 hours
100	POWER TURK TV	24 hours
101	RAI UNO	24 hours
102	TV5	24 hours
103	ZDF	24 hours
105	BBC PRIME	24 hours
107	PRO 7	24 hours
108	C1R	24 hours
401	ALEM FM	24 hours
402	TRT FM	24 hours
403	TRT RADYO 3	24 hours
404	RADYO 92.3	24 hours
405	Number1 FM	24 hours
407	POWER FM	24 hours
408	POWER XL	24 hours
412	POWERTÜRK	24 hours
421	XTRA MUSIC- HOTTEST HITS	24 hours
422	XTRA MUSIC-LOVE SONGS	24 hours
423	XTRA MUSIC-ROCK 'N' ROLL OLDIES	24 hours
424	XTRA MUSIC MODERN CHOICE-COUNTRY	24 hours
425	XTRA MUSIC-DANCE	24 hours
426	XTRA MUSIC-ALTERNATIVE	24 hours
427	XTRA MUSIC-CLASSIC ROCK	24 hours
428	XTRA MUSIC-BLUES	24 hours
429	XTRA MUSIC-CLASSIC JAZZ	24 hours
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431	XTRA MUSIC-SYMPHONIC	24 hours
432	XTRA MUSIC-BEATIFUL INSTRUMENTALS	24 hours
433	XTRA MUSIC-OPERA	24 hours
434	XTRA MUSIC-EURO HITS	24 hours
435	XTRA MUSIC-LATIN CONTEMPORARY	24 hours
436	XTRA MUSIC-TRENDS	24 hours
437	XTRA MUSIC-REGGAE	24 hours
438	XTRA MUSIC-CLASSIC R&B	24 hours
439	XTRA MUSIC-ITALIAN CONTEMPORARY	24 hours
440	XTRA MUSIC-R&B HIP HOP	24 hours
441	XTRA MUSIC-'70s HITS	24 hours
442	XTRA MUSIC-'80s HITS	24 hours
443	XTRA MUSIC-FRENCH HITS	24 hours
444	XTRA MUSIC-SMOOTH JAZZ	24 hours
445	XTRA MUSIC-NEW AGE	24 hours

Channels marked with \* have choice between Turkish and original language. Show TV and TRT1 also provide Teletext.

# Free Addendum

## Subscription package - Other Packages

### **Cinema Package: Family Package +**

Channel No	Channel Name	Broadcasting Time
2	COMEDY MAX	24 hours
3	PRIMEMAX*	24 hours
4	PRIMEMAX2	24 hours

### **Sports Package: Family Package +**

Channel No	Channel Name	Broadcasting Time
77	LIG TV	24 hours

### **Super Package: Cinema Package + Lig TV**

### **Mega Super Package: Super Package + Monthly digiturk magazine +**

Channel No	Channel Name	Broadcasting Time
707	ROUGE	5.5 hours
709	PLAYBOY TV - The Adult Channel Kusagi	6 hours

### **Gold Package : Mega Super Package + 4 Free pay per view movies/month**

Channels marked with \* have choice between Turkish and original language. Show TV and TRT1 also provide Teletext.