

Turkey by Numbers

Telecom, ISP, TV and Internet Markets



Turkish Telecom Market Incumbents

PSTN		Turk Telekom				
Cable				TurkSat		
GSM	Turkcell	Avea	Vodafone			
ISP + VoIP	Superonline (Tellcom)	TTNet	Borusan Telekom		Dogan Telekom Smile	Koc.Net Biri
Digital TV	Digiturk*			TurkSat	D-Smart	

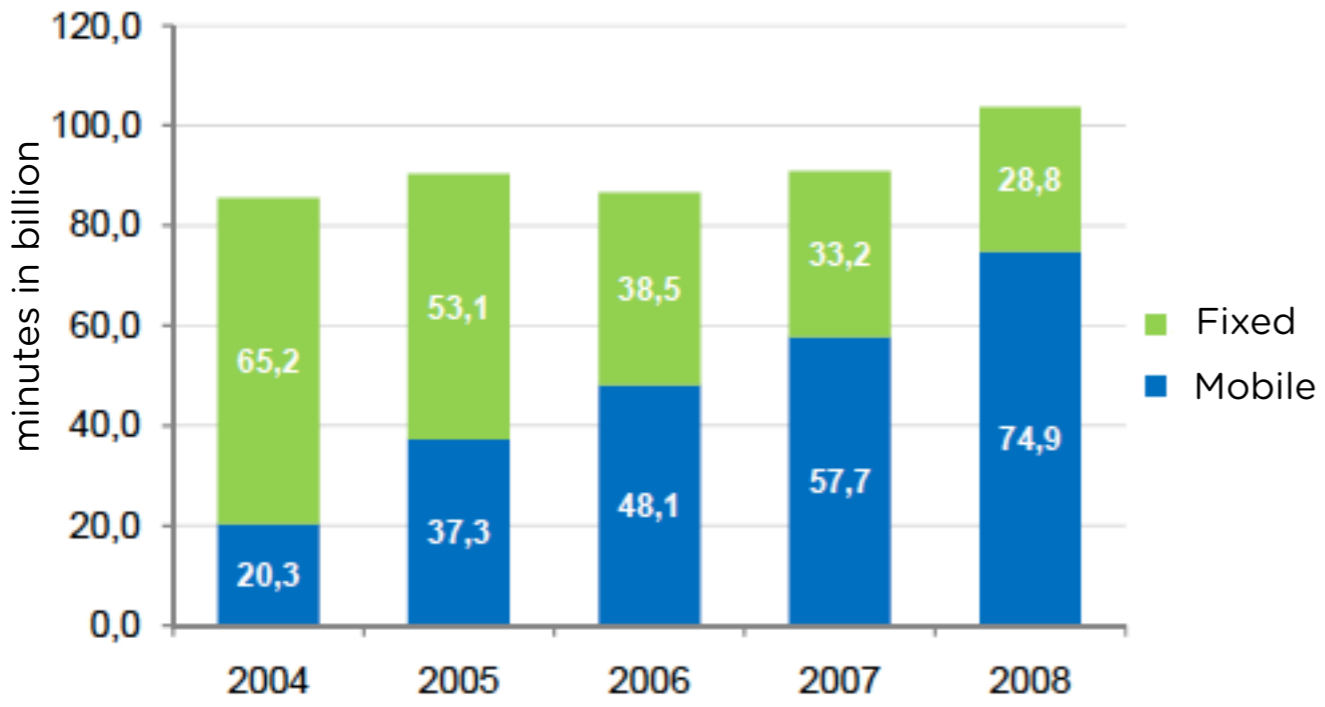
*Digiturk is the company of Cukurova Holding which has shares on Turkcell



Telecom Market by Numbers

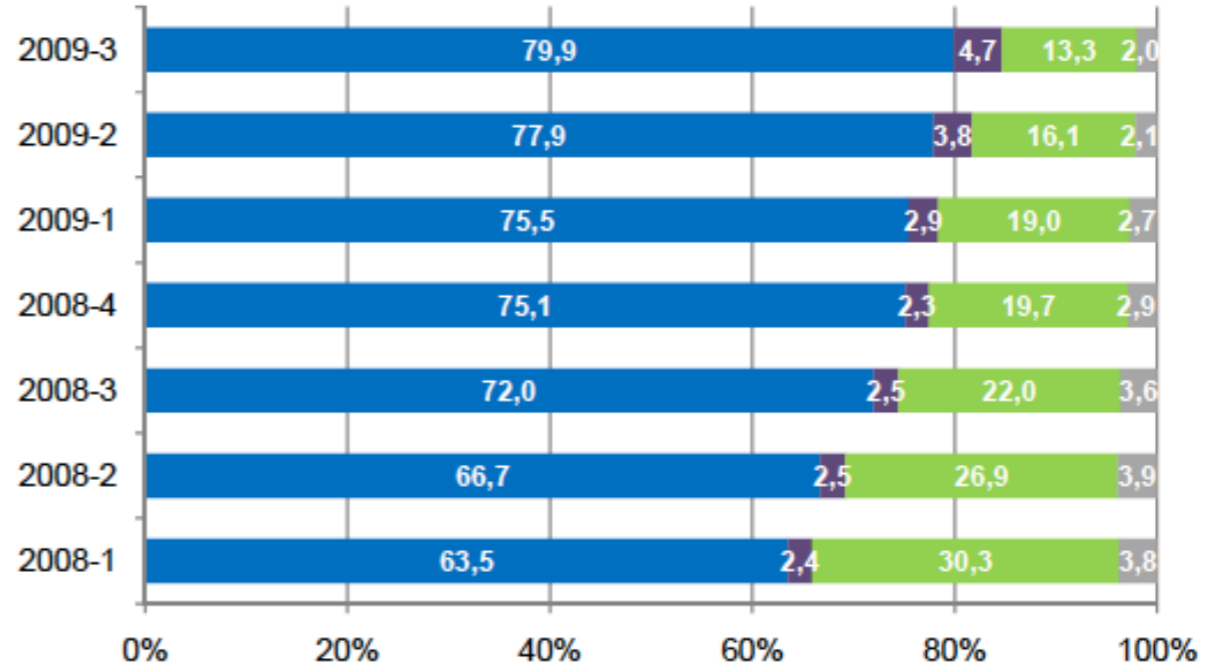
Revenue (billion TL)	2004	2005	2006	2007	2008
Turk Telekom	6.6	7.4	7.1	7.5	7.7
Turkcell	5	5.9	6.4	7.5	8
Vodafone	1	1.4	1.4	2.6	2.6
Avea	0.7	1	1.2	1.7	2
TOTAL	13.3	15.7	16.1	19.3	20.3

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Call Traffic by Directions



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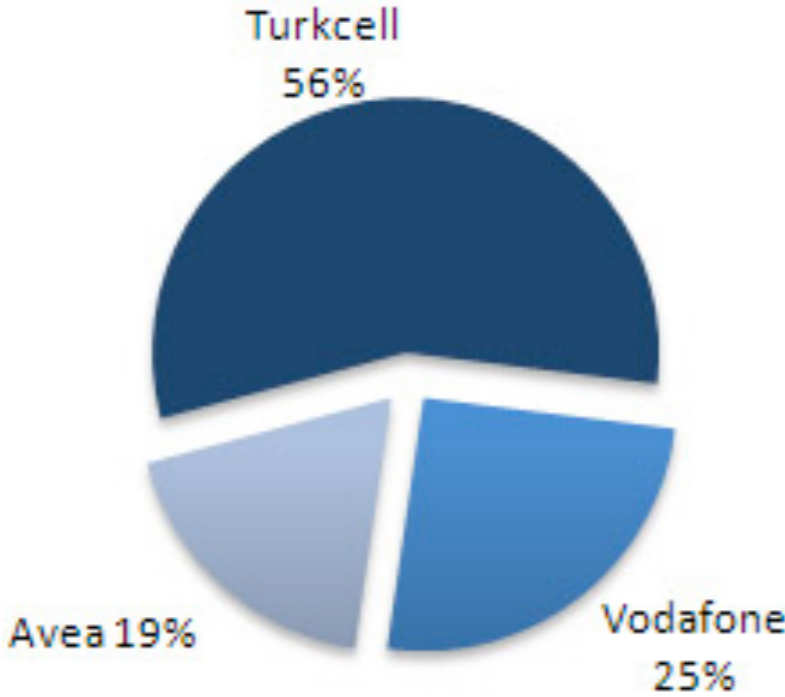
Household penetration for fixed is **75%** with **17.5m subs**
Dec, 2008

LDTS licences are published in 2004

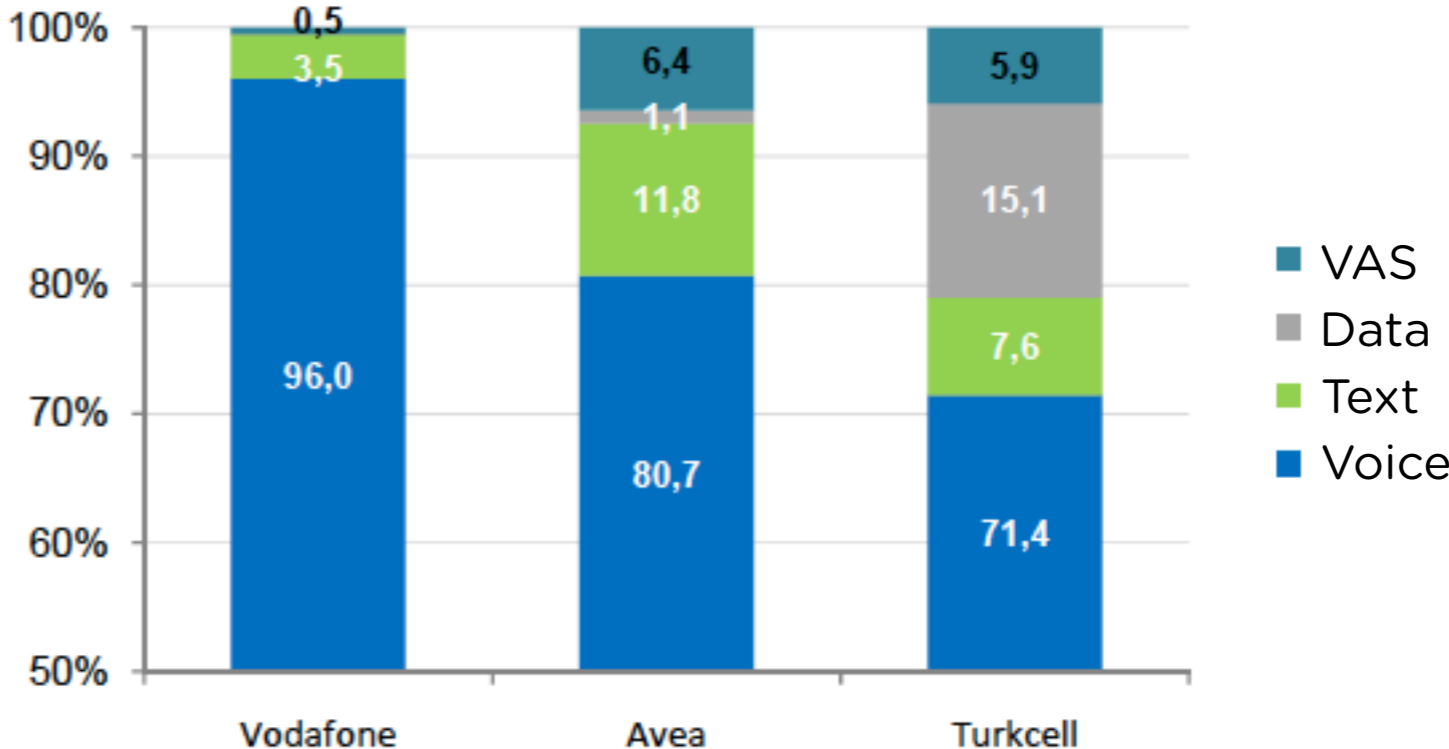
Although public calls made available to other operators, there are some issues to be solved



GSM by Numbers



Revenue Breakdown



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	2G Subs	3G Subs	% Penet.
2004	34.7	0	49%
2005	43.6	0	60%
2006	52.7	0	75%
2007	62	0	88%
2008	65.8	0	92%
2009-1	64.4	0	90%
2009-2	63.6	0	89%
2009-3	58.3	5.4	88%

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Mobile Operator	# Subscribers
Turkcell	36,000,000
Vodafone	15,600,000
Avea	12,100,000

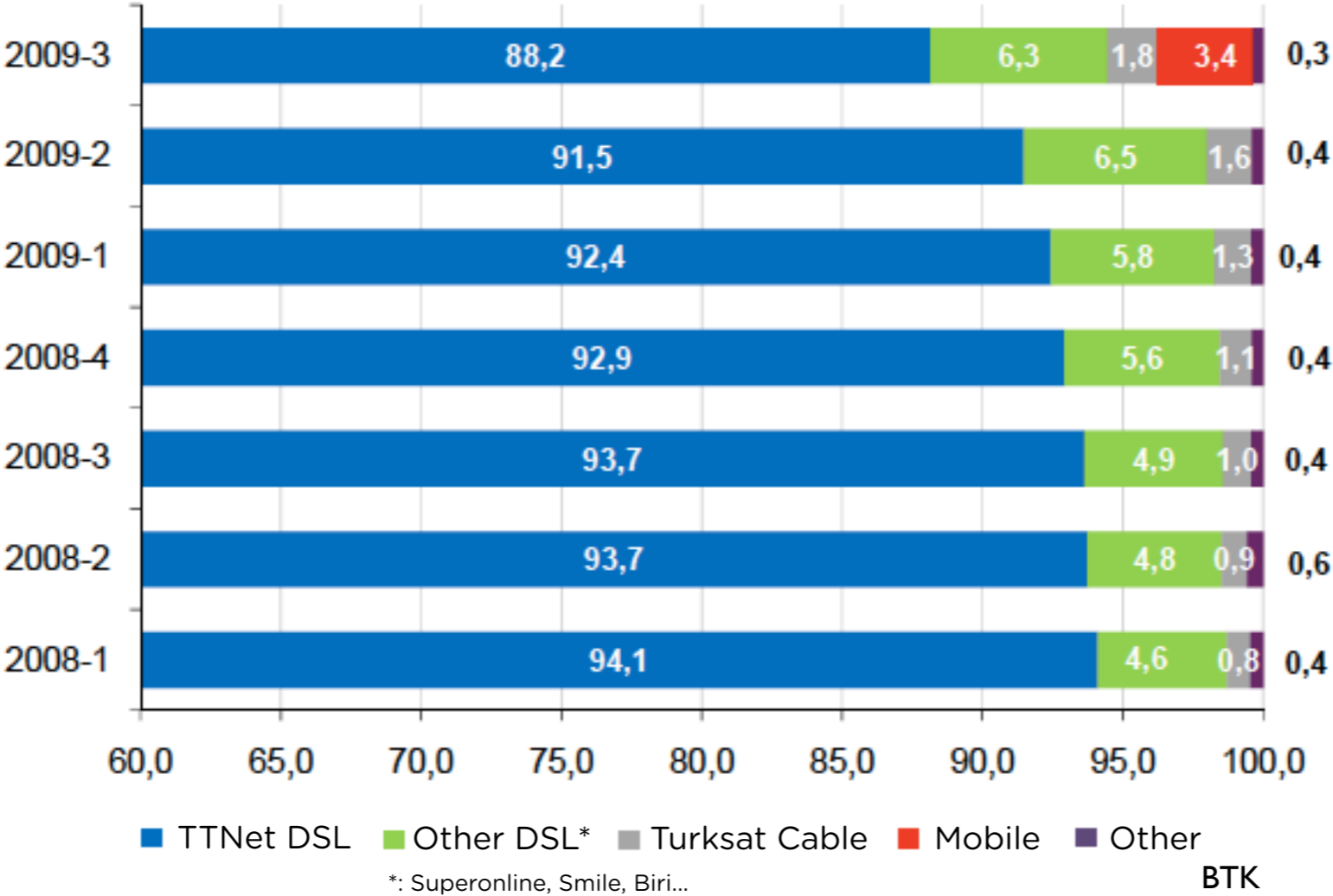
	2009-03
3G Subs	5,386,800
Mobile Internet Subs	218,812
Mobile Internet Usage (TB)	275

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ISPs by Numbers

% Subscribers by Providers



Subscribers by Providers

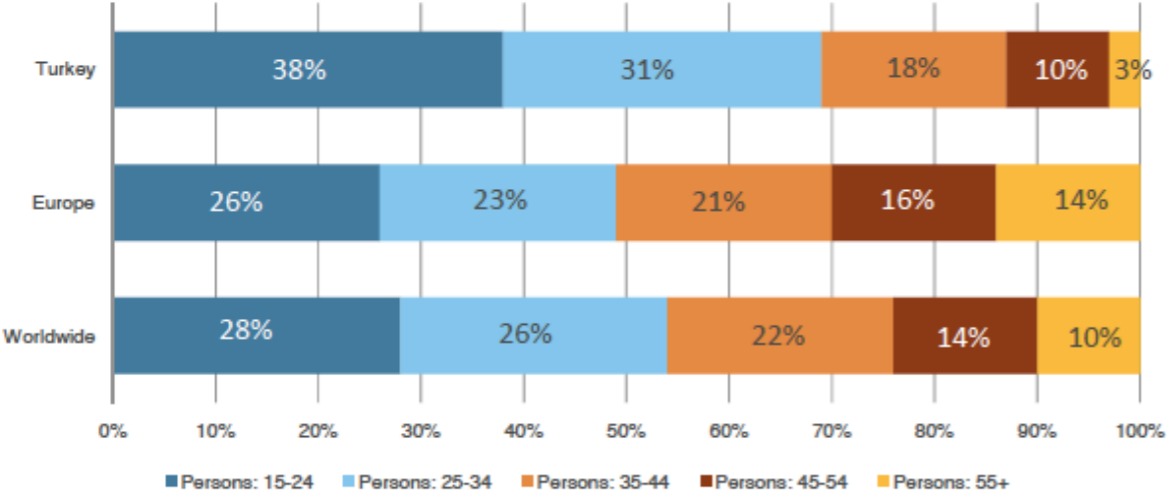
	2008-1	2008-2	2008-3	2008-4	2009-1	2009-2	2009-3
DSL	5.009.135	5.292.840	5.616.697	5.894.522	6.000.174	6.056.519	6.057.986
Cable	43.072	48.725	57.525	67.408	80.211	98.792	114.264
ISDN	15.719	23.145	17.003	17.096	18.001	17.161	15.211
Satellite	6.884	6.782	6.742	7.075	7.063	6.993	7.117
Mobile	-	-	-	-	-	-	218.812
TOTAL	5.074.810	5.371.492	5.697.967	5.986.101	6.105.449	6.179.465	6.413.390

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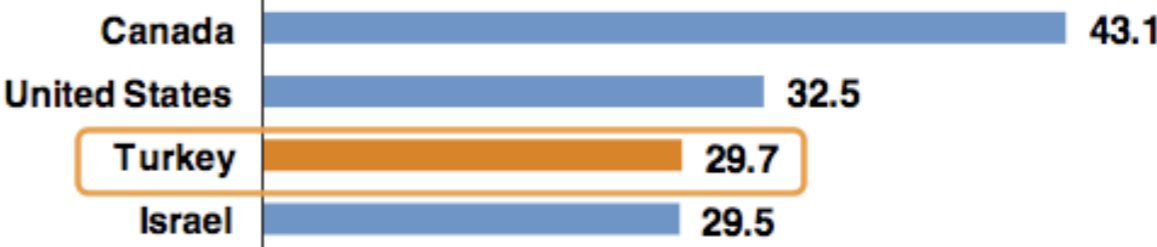
Internet by Numbers

Distribution of Internet Users 15+



Google Day

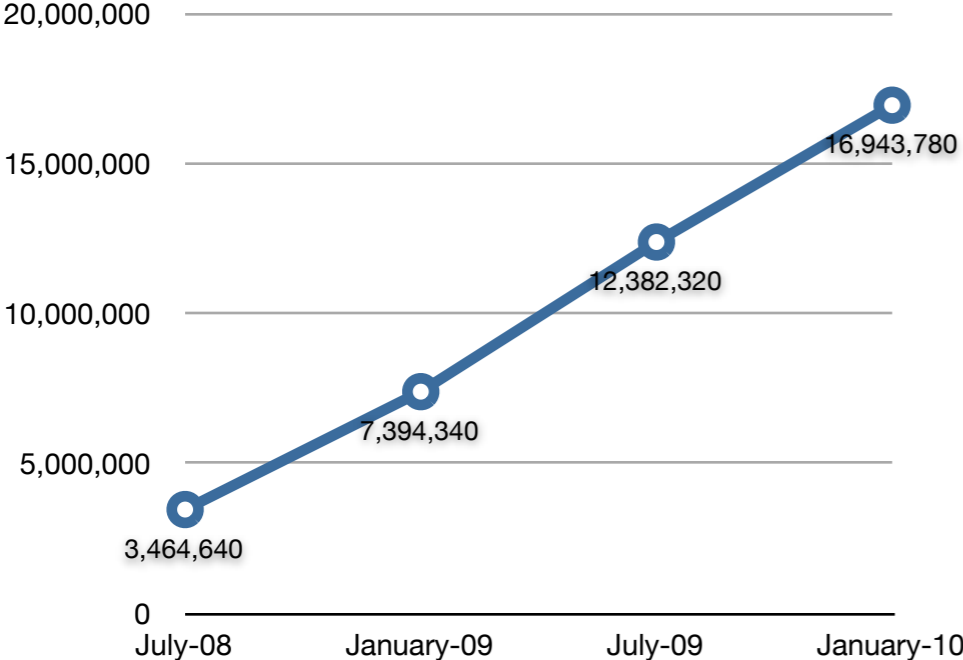
Average Hours Per Visitor Per Month



Google Day

The 10 Fastest Growing European Countries, as Facebook Nears 100M Across Region

Facebook Turkey Subscriber Growth



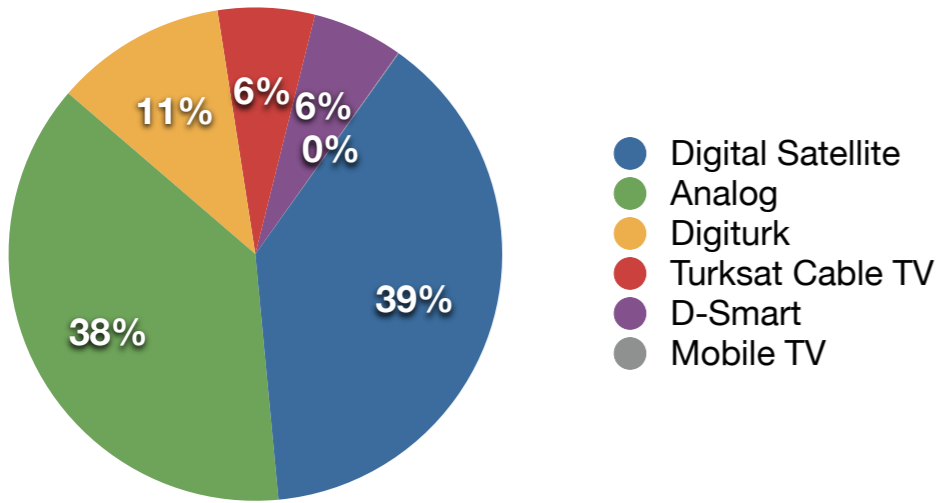
Rank	Country	9/1/2009	10/1/2009	Difference	Growth %
1	Turkey	13,392,020	14,464,140	1,072,120	8.01%
2	Italy	10,551,000	11,569,700	1,018,700	9.66%
3	France	11,985,460	12,740,100	754,640	6.3%
4	Germany	3,823,920	4,364,720	540,800	14.14%
5	Spain	6,333,940	6,771,700	437,760	6.91%
6	United Kingdom	20,326,680	20,623,780	297,100	1.46%
7	Sweden	2,516,980	2,733,220	216,240	8.59%
8	Netherlands	1,307,780	1,483,700	175,920	13.45%
9	Czech Republic	1,300,760	1,451,000	150,240	11.55%
10	Austria	897,380	1,026,380	129,000	14.38%

MSN Subscribers in Turkey: 25 millions
 Windows Live Mail subscribers in Turket: 19 millions

Jan, 2009

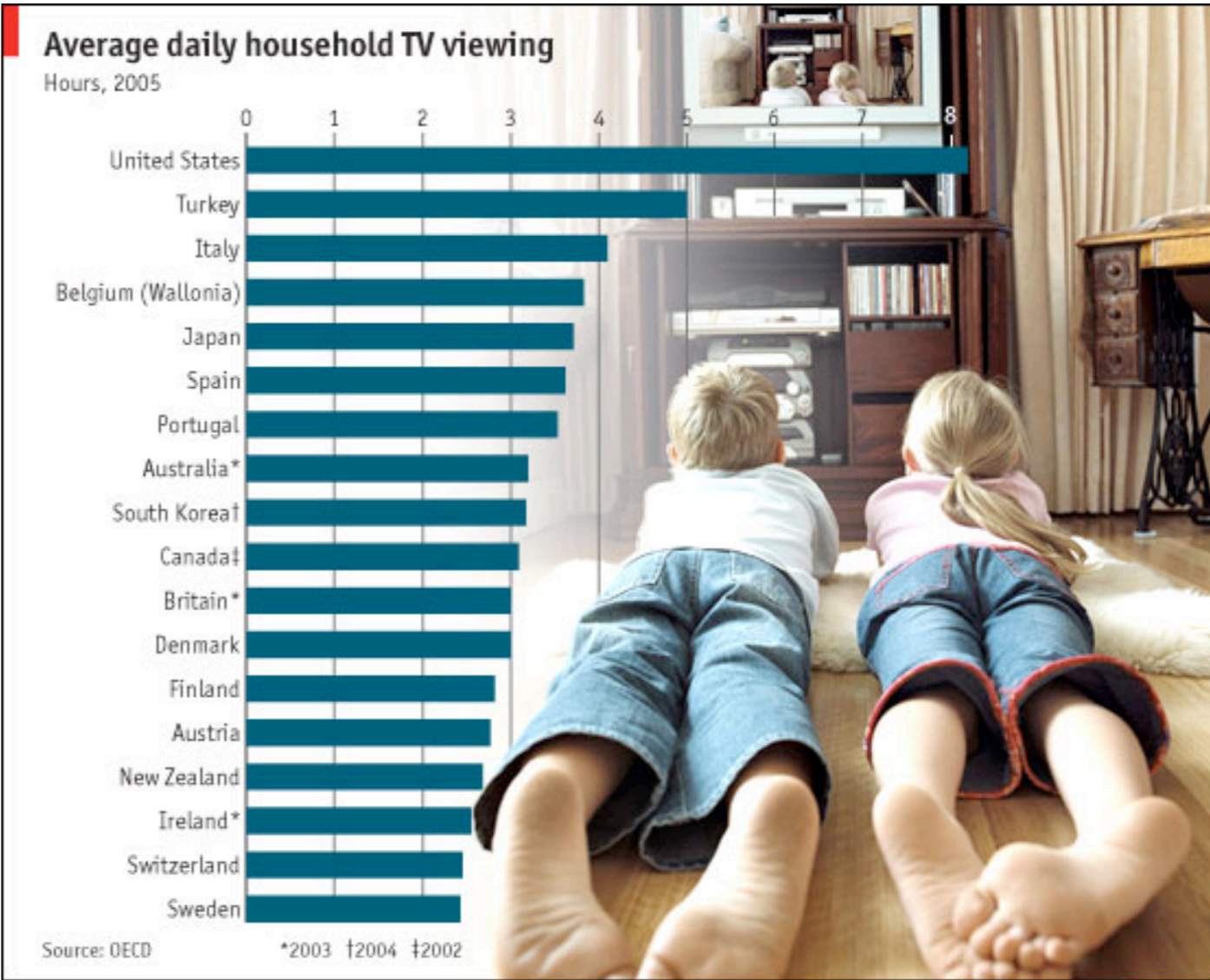


TV Platforms by Numbers







Platform	# Subscribers
Digital Satellite	7,000,000
Analog	6,850,000
Digiturk	2,037,000
Turksat Cable TV	1,150,000
D-Smart	1,074,000
Mobile TV	10,000

Some numbers are from BTK







Comparison of Telecom Companies

	Turk Telekom	Turkcell	Vodafone	Avea
Key Strategies	Quadruple Play Acquisitions	Geographic Expansion, Coverage, VAS	Global Player	Price, MVNO
MVNO / Brand Deals				   
Group Companies	 	  		
VAS	via Group Companies	Mobile TV, Mobile Signature, Mobile Paymnet, Location Services	Vodafone Live	Patlican, BiDunya



Comparison of ISPs

	TTNet	Superonline	Smile	Biri	Turksat
Key Strategies	Triple / Quadruple Play	Fiber	Triple Play	N/A	N/A
Latest News	 <p>TiViBu (WebTV brand of TTNet) launched in 24th of Feb 2010</p>	<p>Superonline's network quality and speed will improve while size of its network will increase by 2.5 times to 26,000 kilometers (BOTAS Deal)</p>			
Brands	  				



MVNO

- Although there is an MVNO tender in Turkey, there is no active MVNO operator in Turkey due to tax problems.
- Avea is making deals with top Football teams as MVNO like management (as Avea Service with diff. branding)
- There may have a regulatory changes in 2010 or 2011



Founded on Feb 23, 2009
Reached **100K** subs on
Dec 19, 2009



- WiMax licences may be given in 2010
- Due to Triple Play offers, Superonline, TTNet may be interested in WiMax licences.



Thanks



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