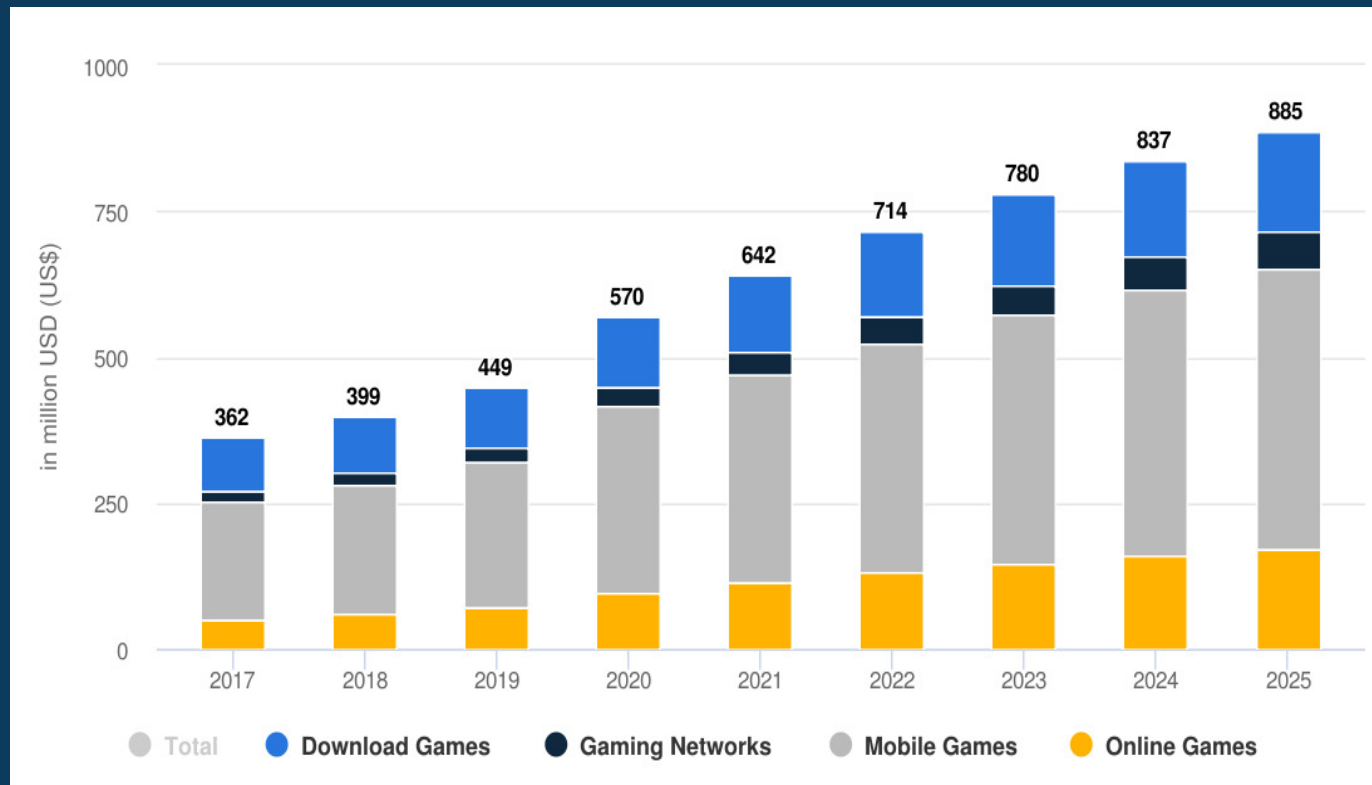
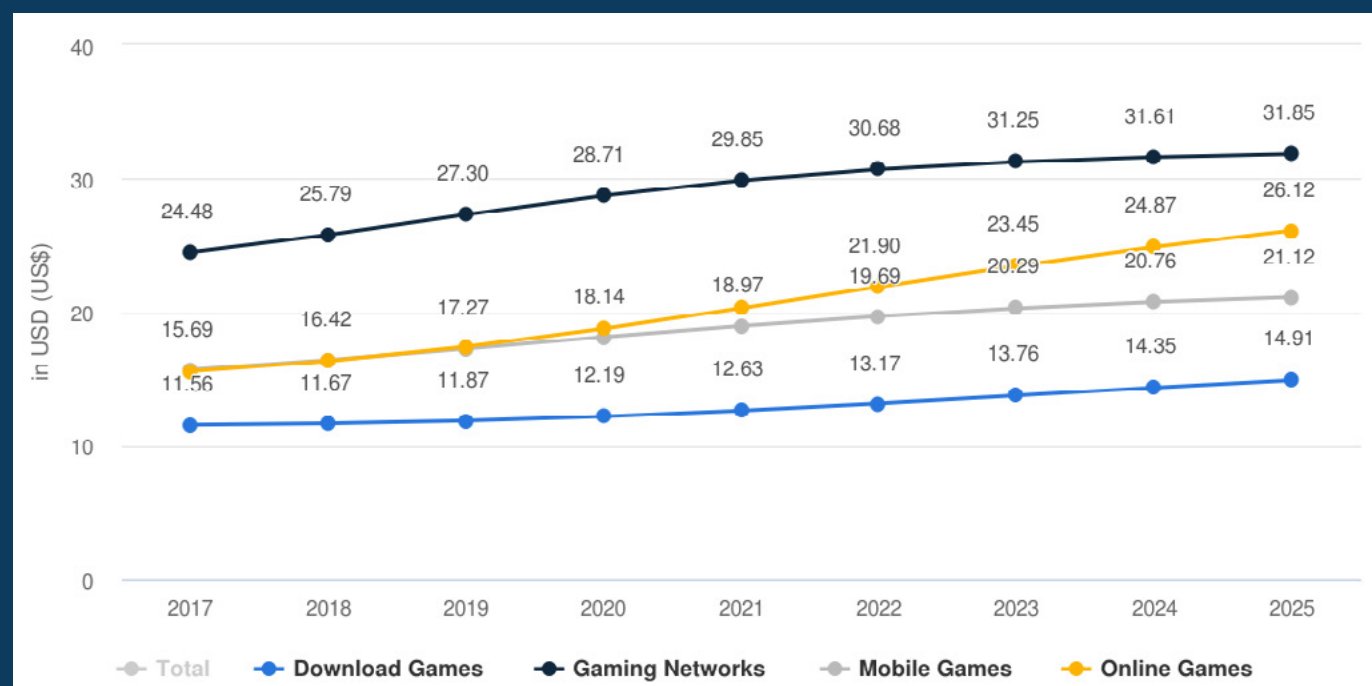


# GAMING INDUSTRY SNAPSHOT: TURKEY

## Video Games By Revenue



## Video Games ARPU by category



**8.37%**

Growth Rate (2021-2025)

**US\$885M**

by 2025

**US\$356M**

from Mobile Games, largest segment in 2021

**30.5%**

User penetration in 2021

**US\$24.76**

ARPU

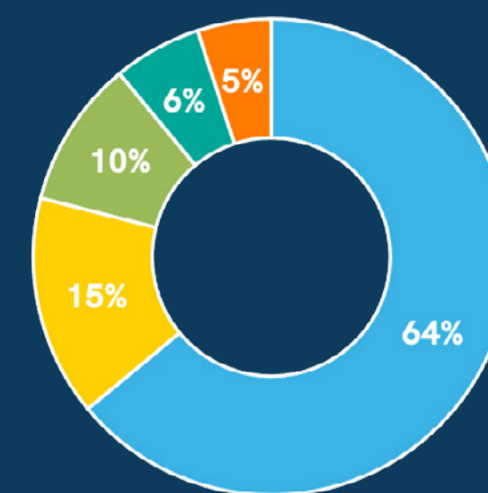
## Payment Ecosystem at a Glance

**US\$52.6B**

DIGITAL PAYMENTS TXN VALUE IN 2021

**16.88%**

ANNUAL GROWTH 2021-2025



## They Trust us



**80.8M**  
POPULATION

**69%**  
BANKED  
POPULATION

**64%**  
CREDIT CARD  
POPULATION

**64%**  
INTERNET  
PENETRATION

**49%**  
SMARTPHONE  
PENETRATION