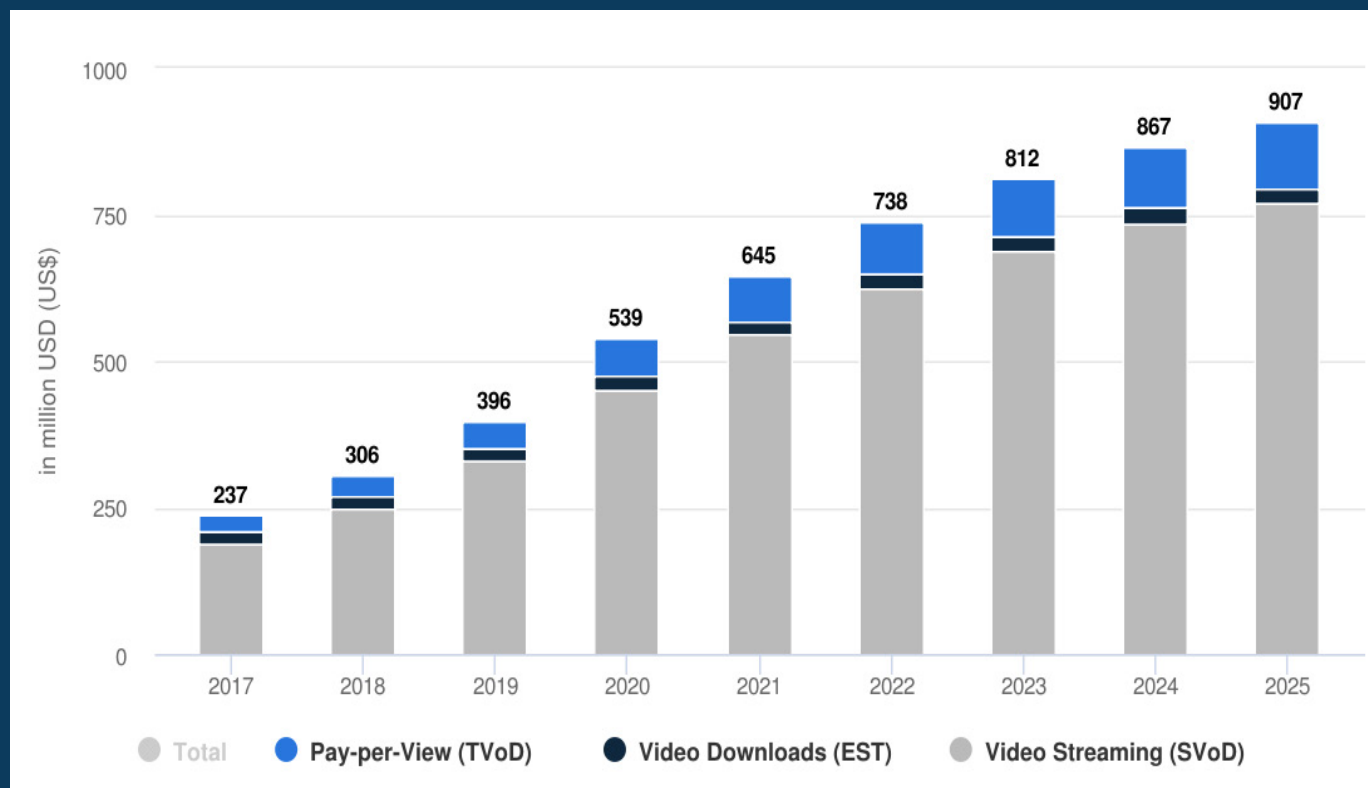
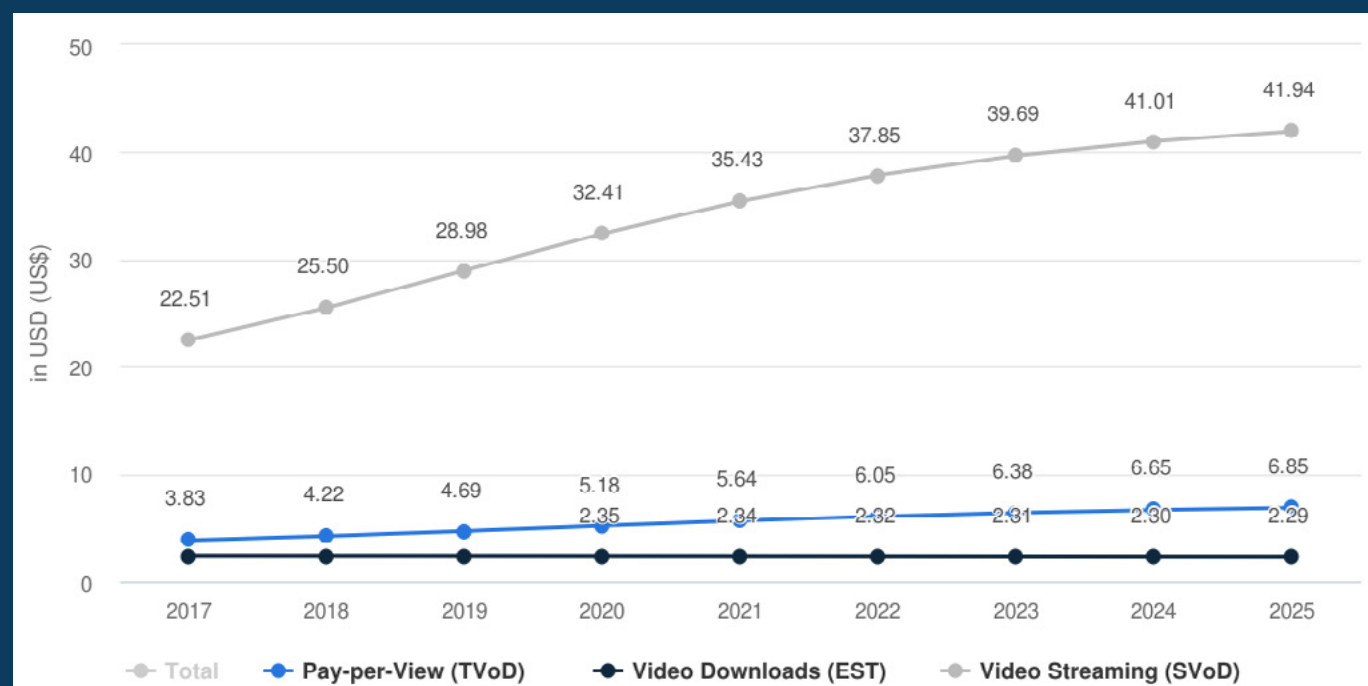


# VIDEO-ON-DEMAND INDUSTRY SNAPSHOT: TURKEY

## Video-On-Demand By Revenue



## Video-On-Demand ARPU by category



## They Trust us



**8.87%**

Growth Rate (2021-2025)

**US\$907M**

by 2025

**US\$544M**

from Video Streaming (SVoD), largest segment in 2021

**36.7%**

User penetration in 2021

**US\$20.70**

ARPU

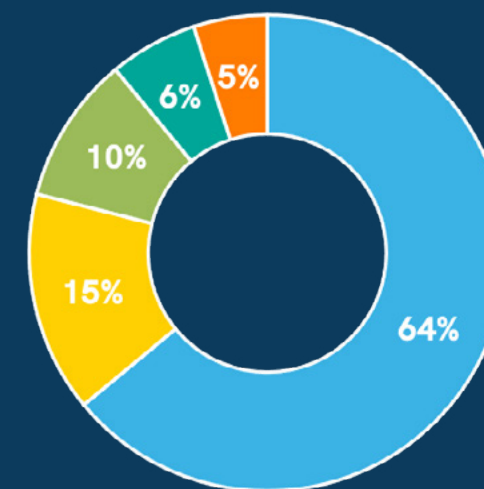
## Payment Ecosystem at a Glance

**US\$53.9B**

DIGITAL PAYMENTS TXN VALUE IN 2021

**16.88%**

ANNUAL GROWTH 2021-2025



**80.8M**  
POPULATION

**69%**  
BANKED  
POPULATION

**64%**  
CREDIT CARD  
POPULATION

**64%**  
INTERNET  
PENETRATION

**49%**  
SMARTPHONE  
PENETRATION