

TURKEY



79 million

Turkish

Ankara

Turkish lira (TRY)

SMARTPHONE PENETRATION



89%

SIM PENETRATION

CREDIT CARD PENETRATION



TRANSACTION TYPES

- Premium
- In-app purchases
- Subscriptions

PRE PAY VS POST PAY



PRICE POINTS

From 1 TRY to 50 TRY

18% Local tax

MARKET SHARE



Turkcell (48%)



Vodafone (29%)



Türk Telekom (23%)

Regulator: Information and Communication Technologies Authority (ICTA)