

RTUK Annual Progress Report 2014-2015

DEVELOPMENTS IN TURKEY

Radio and Television Supreme Council
RTUK



Yerevan, Armenia
19 November 2015



Developments in Turkey Landscape 2015



Television (T) : 21 national, 13 regional, 177 local

Radio (T) : 34 national, 84 regional, 828 local

Satellite : 360 TV channels, 107 radio channels

Cable : 157 TV channels, 7 radio channels

Public Service Broadcaster, TRT (Turkish Radio-Television Corporation) has 11 TV channels and 8 radio channels nationwide.

7 digital satellite platforms, 4 cable platforms and 4 IPTV platforms operate in Turkey.

Developments in Turkey

Organizational Developments



On 14 July 2015, The terms of
Prof. Dr. Davut DURSUN (Chairman)
Prof. Dr. Hasan FENDOGLU (Deputy Chairman)
Esat CIPLAK (Member) have ended.



Prof. Dr. İlhan YERLİKAYA

Arif FIRTINA

Esat CIPLAK (Reelected) are elected by Turkish Parliament.

Now; **Mr. Arif FIRTINA** is the Chairman as the oldest member of RTUK.

Developments in Turkey

Digital Terrestrial Broadcasting



- "National Digital Terrestrial TV License Ranking Tenders" was annulled by RTUK further to court decisions in March 2014.
- Regional (T2) and local (T3) Digital Terrestrial Television Broadcasting License Ranking Tenders were also annulled in August 2015.
- Accordingly, Transition Implementation Calendar and technical requirements and standards of the system are being updated.

Developments in Turkey Regulation



- Adoption of HECV Compression Technic
- Allocation of UHF Band 61-69 Channels to Mobile Services
- Rules on Loudness Level to be Applied in Commercial Communication Broadcasts
- New Regulation to the Advertisement Broadcasts during Sports Programmes

Developments in Turkey Election Periods



- RTUK monitored broadcasts during Parliamentary Elections on 7 June 2015 and the election renewed on 1 November 2015.
- RTUK monitors broadcasts during election periods according to the broadcasting principles determined by High Election Board.
- High Election Board gives the final decision with respect to the sanction whether to be applied or not.

Developments in Turkey

Media Literacy



- The media literacy education material is renewed and is used in the national education curriculum of this year.
- «Media Literacy Research 2015» was realized aiming to find out media consumption habits of students and the benefits of media literacy courses in schools by having the views and suggestions of the students.

RTÜK Communication Center



RTÜK
iletişim
merkezi



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www.rtuk.gov.tr



rtükmobil



RTUK MOBILE





- Instant Feedback from Mobile Devices
- Mini Questionnaires
- Demographic Information
- Data Sharing with the Broadcasters

Developments in Turkey

RTUK Mobile



- In June 2014, RTUK Mobile Project has started in order to update and improve the RTUK Communication Center.
- An application software called “RTUK Mobile” is designed and made available in relevant platforms such as Apple Store and Google Play Store. It can be downloaded by users to their smart phones for free and RTUK receives complaints, suggestions and views of the Public via this application.

Developments in Turkey

RTUK Mobile



Some of features, innovations and contributions brought by RTUK Mobile:

- It is much faster way to obtain feedbacks from Public. RTUK receives instant feedbacks in that sense.
- Online mini questionnaires via RTUK mobile are available.
- Through a form, some demographic information of users such as age, gender, education level and profession can be obtained and the feedbacks can be classified accordingly.
- The notifications or feedbacks are simultaneously conveyed to related monitoring experts at RTUK and also they are e-mailed to the relevant channels' viewers' representatives.
- Evaluated feedbacks are submitted as periodical (Daily, weekly, monthly, quarterly, and yearly) statistical report to the Supreme Council.
- These reports are shared with independent researchers and academicians.

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Thank You For Your Attention!



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