

RTUK Annual Progress Report 2013-2014

DEVELOPMENTS IN TURKEY

In the field of
Audio-visual Media Regulations
2013-2014
Radio and Television Supreme Council



Baku, AZERBAIJAN
10 September 2014



RTUK Annual Progress Report 2013-2014



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Developments in Turkey Landscape



- Television (T) : 21 national, 15 regional, 183 local
- Radio (T) : 38 national, 100 regional, 921 local

- Satellite : 293 TV channels, 92 radio channels
- Cable : 139 TV channels, 4 radio channels
- Digital : 2 digital platforms and 1 IPTV platform

* Public Service Broadcaster, TRT (Turkish Radio-Television Corporation) has 13 TV channels and 9 radio channels nationwide.

* There are 2 digital platforms and 1 IPTV operating in Turkey. They give numerous channel packages, movie channels, pay-per-view channels and interactive services.

Developments in Turkey Landscape



Years	Commercial Communication (CC) Revenues (mil \$)	GDP (mil \$)	CC/GDP (%)
2008	1.127	730,337	0,15
2009	878	614.553	0,14
2010	1.207	731.168	0,17
2011	1.537	774.754	0,19
2012	1.482	788.863	0,19
2013	1.650	820.206	0,20

Developments in Turkey

National Legislation



- ▶ Turkish Broadcasting Law No 6112 on the 'Establishment of Radio and Television and Audio Visual Media Services' was adopted by the parliament and entered into force after its publication in the Official Gazette No 27863 dated 3 March 2011.
- ▶ This law was prepared by RTUK through extensive consultations with stakeholders namely, broadcasting sector, public institutions, NGOs.
- ▶ The Law No 6112 introduced broad changes into its predecessor Law No 3984. It principally aims to compliance with EU AVMS Directive and addresses various sectorial issues including technological developments.
- ▶ In order to bring practicality to the implementation, numerous secondary legislation have been prepared by RTUK since the adoption of the new law.
- ▶ On 3 April 2014, to bring more clarity to various broadcasting principles and to solve the problems encountered in the implementation of the Law No 6112, RTUK has amended the by-law 'Regulation on the Procedures and Principles of Media Services' which was entered into force on 2 November 2011.
- ▶ This newly amended by-law brings broad changes to its predecessor in various subjects such as, "procedures and principles of retransmission", "commercial communications", "teleshopping broadcasts principles", "commercial communication of food supplements/herbal products", "product placement", "right of short extracts", "viewer representatives", "accessibility" and "European works".

Developments in Turkey with regard to Implementation



- ▶ In 2013-2014 period, seminars organized for broadcasters are carried on to solve the problems encountered in the implementation after the adoption of Law No 6112.
- ▶ In order to inform broadcasting enterprises about broadcasting principles and procedures to be complied during the election period and the decisions of High Election Board with respect to media service providers, seminars themed “Election Period” are organized in Izmir, Istanbul, Ankara and Diyarbakır.
- ▶ “2. International Product Placement Symposium” is organized in Istanbul between the dates 17-18 January 2014. The representatives of RTUK, Television Broadcasters Association (TVYD), Professional Union of Broadcasting Associations (RATEM), broadcasting enterprises and representatives of organizations active in the field of commercial communications and experts of product placement from USA, various countries of Europe have participated to this Symposium.
- ▶ During this period, regular monthly meetings of Supreme Council and presentation of expertise thesis of new experts at various universities have also been among the educational activities within the context of in service training programs for the staff.

Developments in Turkey Research Studies



- ▶ Research study on “*Children Media Consumption Trends in Turkey*” is done, which was presented in the “*1. Congress of Turkey on Children and Media*” that has taken place between the dates 14-15 November 2013 in Istanbul in cooperation with Directorate General of Press and Information and Child Foundation.
- ▶ Findings of the research studies of “*Sector-Specific Report for Radio and Television Broadcasting*” and “*Television Broadcasting Profile Research 2014*” are shared with public on the 20th Anniversary of RTUK, celebrated on 28 April 2014. Both studies contain data concerning audio-visual media in Turkey. For further info: (<http://www.rtuk.gov.tr/Home/SolMenu/26#>)

Developments in Turkey Strategy Planning



- ▶ Sector-Specific Report for Radio and Television Broadcasting is prepared.
- ▶ RTUK 2013 Activity Report is prepared.
- ▶ RTUK Strategic Plan of 2011-2015 is updated.
- ▶ Work on RTUK Quality Management System has been carried on.
- ▶ Work on Corporate Profile Manual is carried on.
- ▶ Work on Monitoring Report of 2013 has been carried on.
- ▶ Work on Performance Program of 2014 has been carried on.

Developments in Turkey

Digital Terrestrial Broadcasting (1)



With regard to Transition to Digital Terrestrial Television Broadcasting;

- ▶ Turkey Digital Terrestrial Television (DVB-T2) National Frequency Plan is prepared.
- ▶ For the transition period in which Analogue Terrestrial Television Broadcasting and Digital Terrestrial Television Broadcasting will make parallel broadcasting; Analogue Television Implementation Plan and Digital Terrestrial Television Broadcasting Transition Implementation Calendar is prepared.
- ▶ In order to award licenses from terrestrial medium Digital Terrestrial TV License Ranking Tenders are realized as below;
 - ▶ **national** level on the dates 16-17-18 April 2013,
 - ▶ **regional** level on the dates 29-30 April 2013 ve 02-03 May 2013,
 - ▶ **local** level on the dates 24-28 June 2013 ve 01-02 July 2013,

Developments in Turkey

Digital Terrestrial Broadcasting (2)



- ▶ After the Digital Terrestrial TV License Ranking Tenders realized, judicial process has started;
 - ▶ Annulment decision has been given by the Court with regard to National Digital Terrestrial TV License Ranking Tender.
 - ▶ Stay of execution decision with regard to some Regional tenders.
 - ▶ Concerning these court decisions, appeals process is started by the Court of State, after the decision of the Court of State the process will be reassessed and Digital Terrestrial Television Broadcasting Transition Implementation Calendar will be made public with updating.

Developments in International Arena (1)



RTUK participates in/holds regular meetings with;

- ▶ Council of Europe, CDMSI, Expert Groups
- ▶ European Audiovisual Observatory, Conferences and Workshops
- ▶ European Union, Contact Committee Meetings and Working Group Meetings for various chapters and harmonisation of Acquis
- ▶ OSCE, Study Visits and Meetings on Freedom of Media
- ▶ Various International Broadcasting Forums;
 - ▶ EPRA
 - ▶ MNRA
 - ▶ BRAF
 - ▶ IBRAF

Developments in International Arena (2)



- ▶ EPRA (European Platform of Regulatory Authorities)
 - ▶ The 38th EPRA meeting held in Vilnius, Lithuania, on 2-4 October 2013 at the invitation of the Radio and Television Commission of Lithuania
 - ▶ The 39th EPRA meeting held in Budva, Montenegro, on 4-6 June 2014 at the invitation of the Agency for Electronic Media of Montenegro
- ▶ MNRA (Mediterranean Regulatory Authorities Network)
 - ▶ The Technical Commission of MNRA met in Nouakchott, Mauritania on 12 May 2014 on the invitation of the President of the Haute Autorité de la Presse et de l'Audiovisuel (HAPA) of Mauritania
- ▶ IBRAF (Organisation of Islamic Cooperation - OIC Broadcasting Regulatory Authorities Forum)
 - ▶ The Third Annual Meeting of the IBRAF hosted by The High Authority for Audiovisual Communication (HACA) was held in Marrakech Morocco on 19-20 December 2013.

Other Ongoing Studies



- ▶ Within this period work has been carried on for the further development of measurement of audience feedback coming from RTUK Communication Centre 444 1 178 Line and Viewer Representatives
- ▶ Routine and complementary studies about Smart Signs and SKAAS (Digital Recording, Archiving and Analyzing System) projects.

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THANK YOU FOR YOUR ATTENTION

TURKISH DELEGATION



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