



VIDEO MONETIZATION

I N T H E P L A T F O R M E R A

Founded in 2007

180 Members



Objective: To develop digital advertising and grow its share among overall marketing investments in Turkey

Internet Population



40 Million People
55% Penetration

Digital vs. Total Media Investments

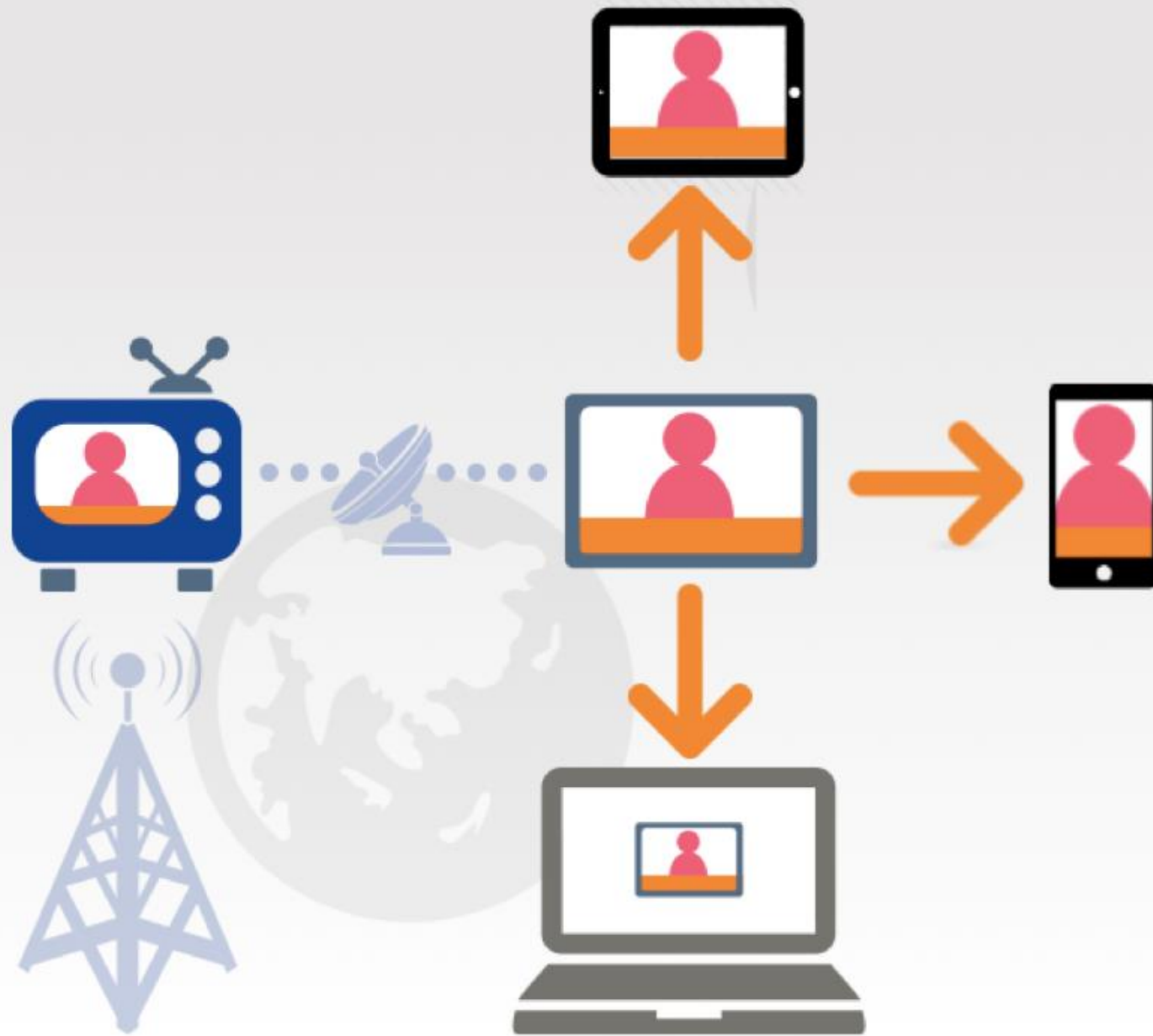


Total : 2.1 Billion Euros

Digital: 531 Million Euros

Share : 24%



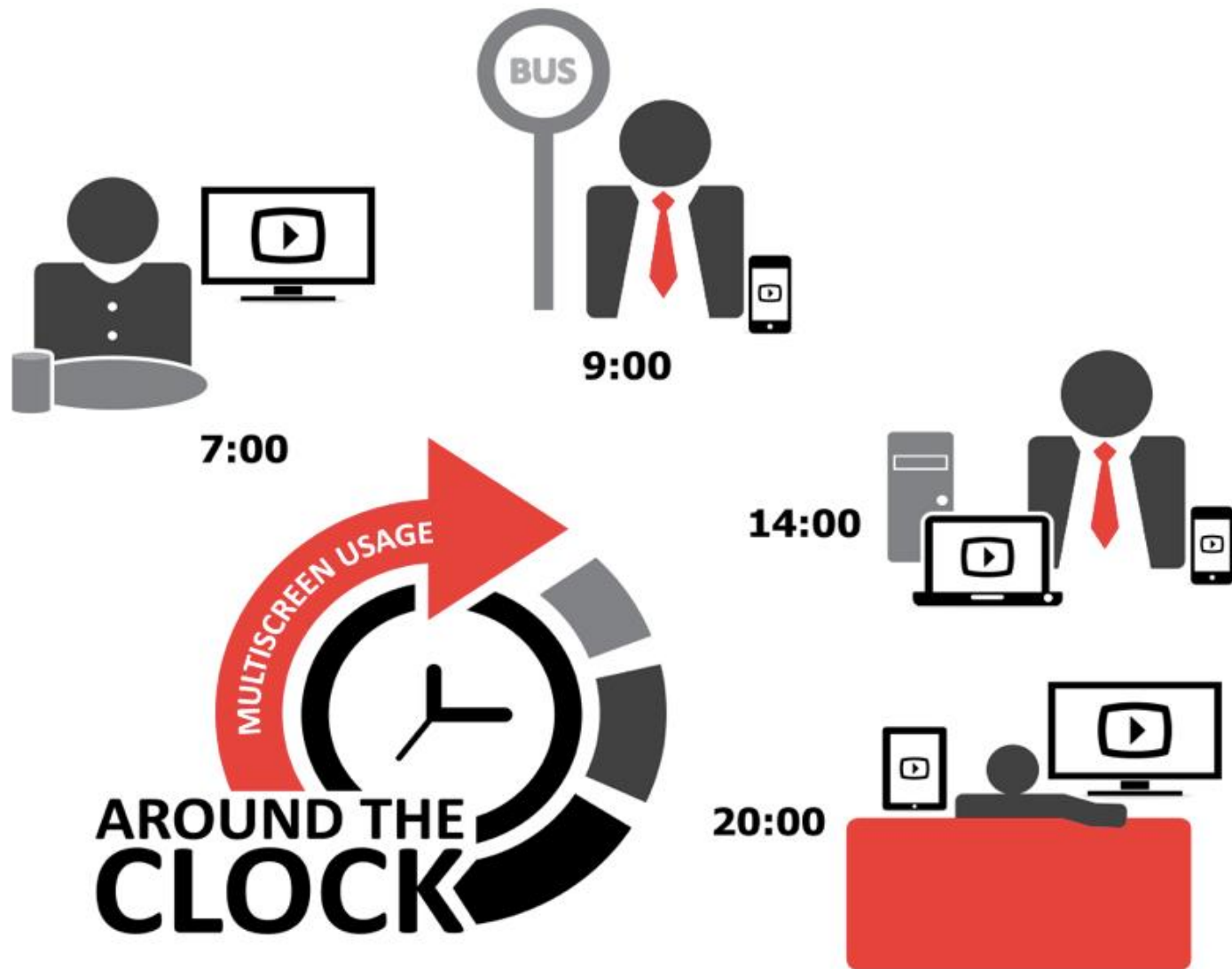




2010 **90.1%**
47M Viewers **9.8%**
5,1M Viewers **0%**
0 Viewers **0.1%**
52K Viewers **0%**
0 Viewers

2015 **73.5%**
55.4M Viewers **8.5%**
6.4M Viewers **1.3%**
1M Viewers **8%**
6M Viewers **8.7%**
6.5M Viewers





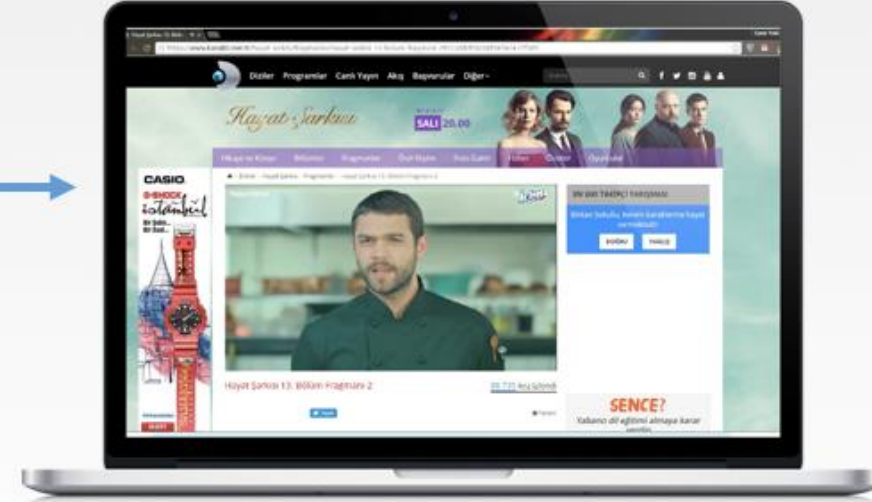


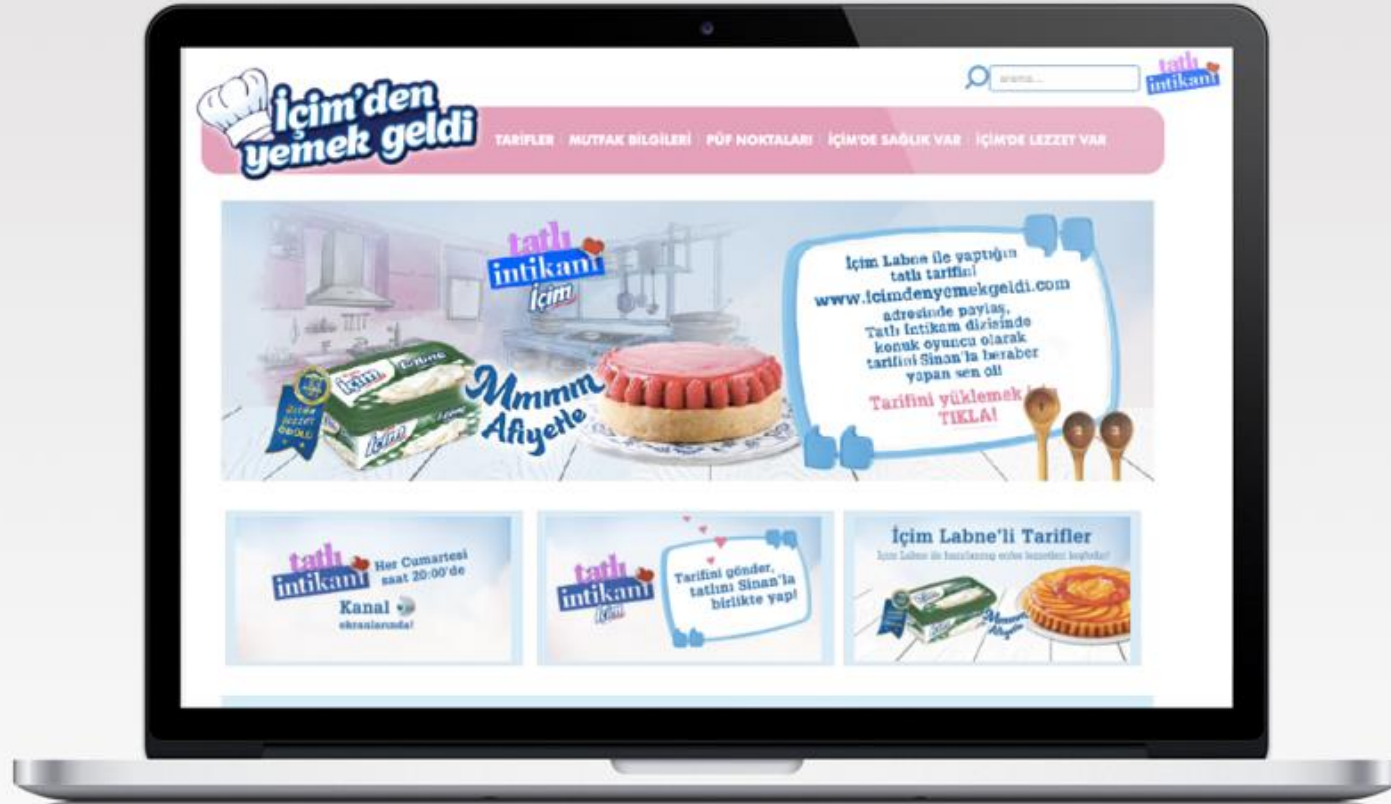
Social Media Penetration

Advertorial

Scenario Integration and Advertorial on TV

Preroll&Midroll on VOD



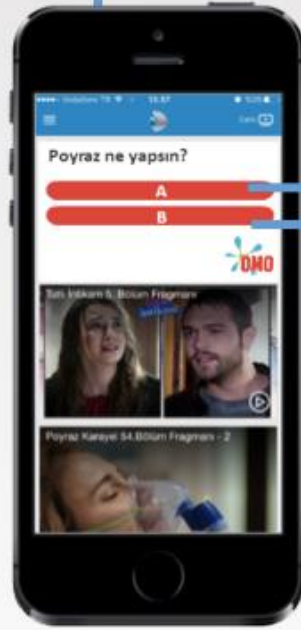


All Redirects to Campaign Site



Call To Action On TV

Online Survey



Scene A %35



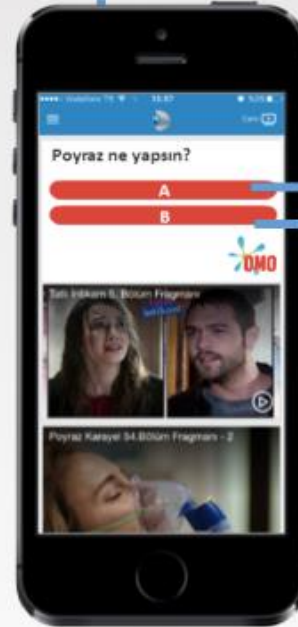
Scene B %65



Scene B on TV



Online Survey

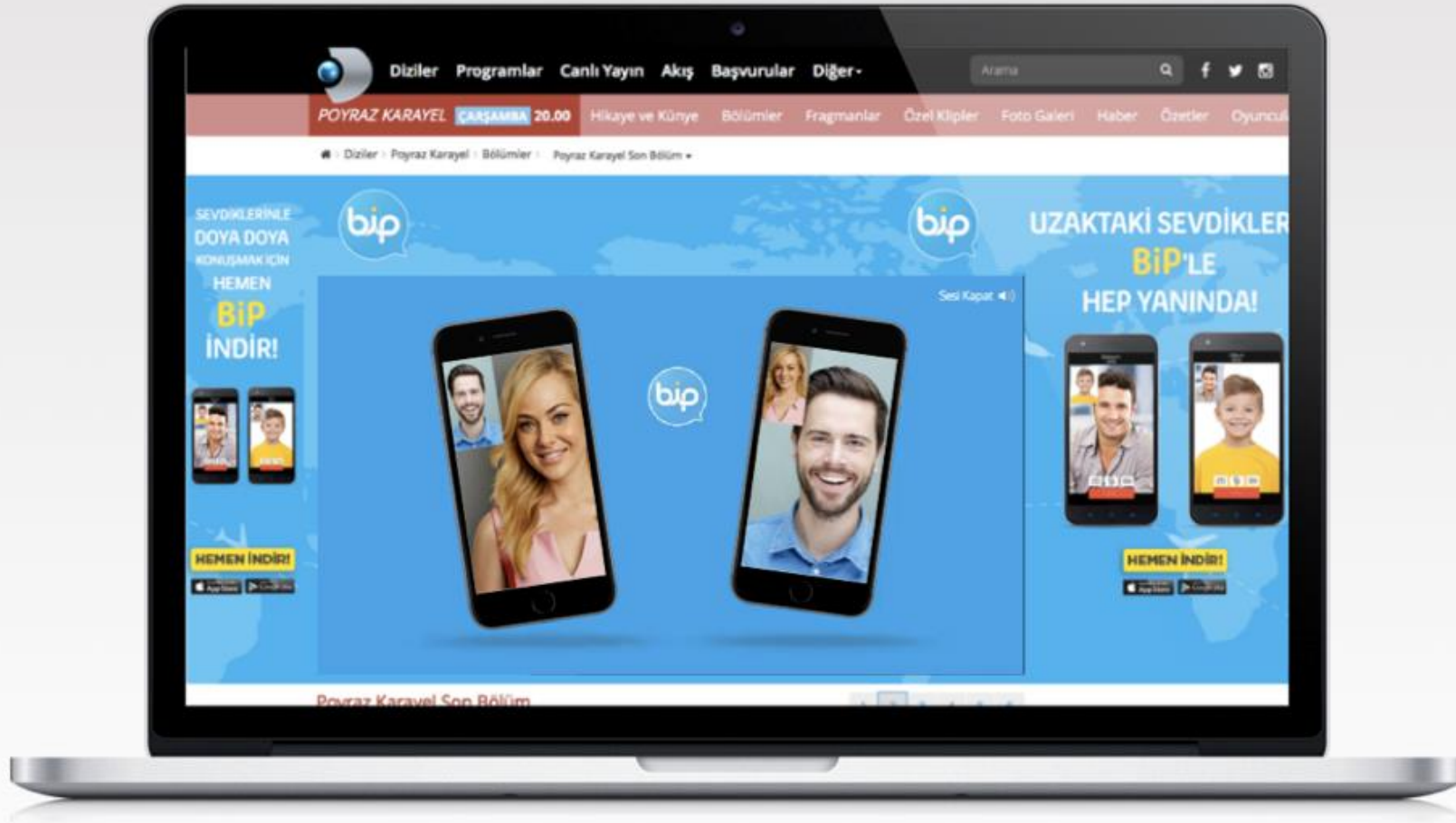


Scene A on Internet



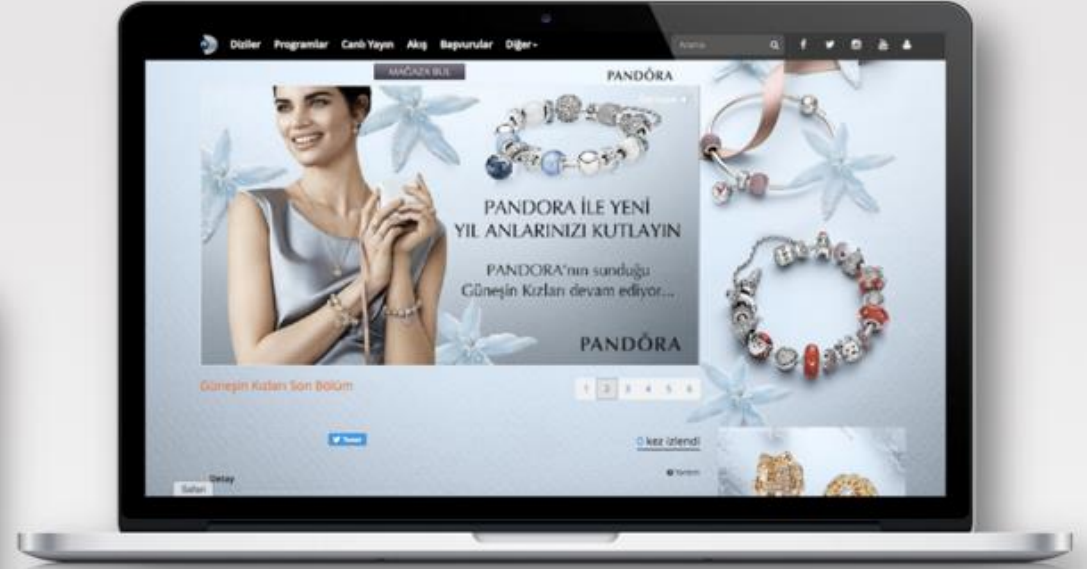
Call To Action On TV





Entegreded Multi Screen Advertisement Campaign





Short Content

707K Subscribers

4 Minute Content

77,8M Views

Episode Teasers



No Full Episodes

200M Monthly Video Views



10K Comments

190K Likes



1B
Monthly Video Views

Channel Art
Branding

Push
Notification

Mailing
to Subscribers

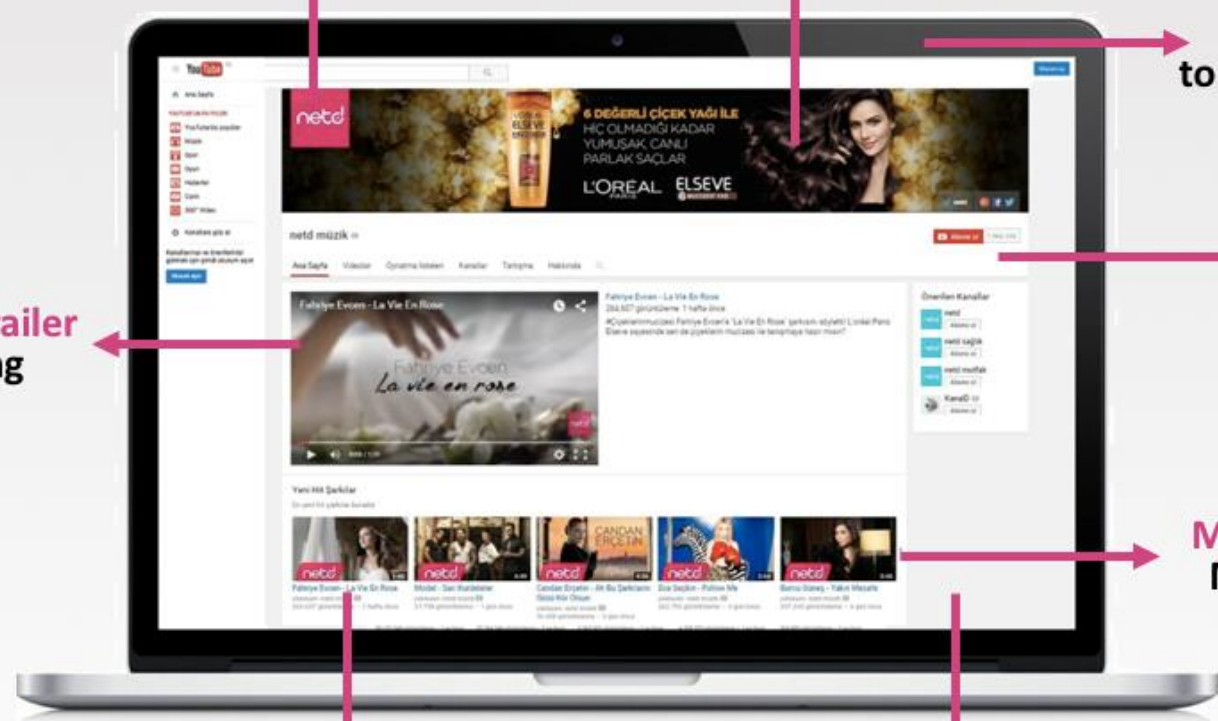
3M
Subscribers

More Than 45K
Music Videos

First Content
of Channel

More Than 800K
User Generated Content

Channel Trailer
Branding



şantiye
fikir üretim bölgesi



TOY UNBOXING



STREET INTERVIEW



BEAUTY

oyuncu

GAMING



CHALLENGE

TEKNOPEĐİ

TECHNOLOGY



**Live Video Embedded
News Content**

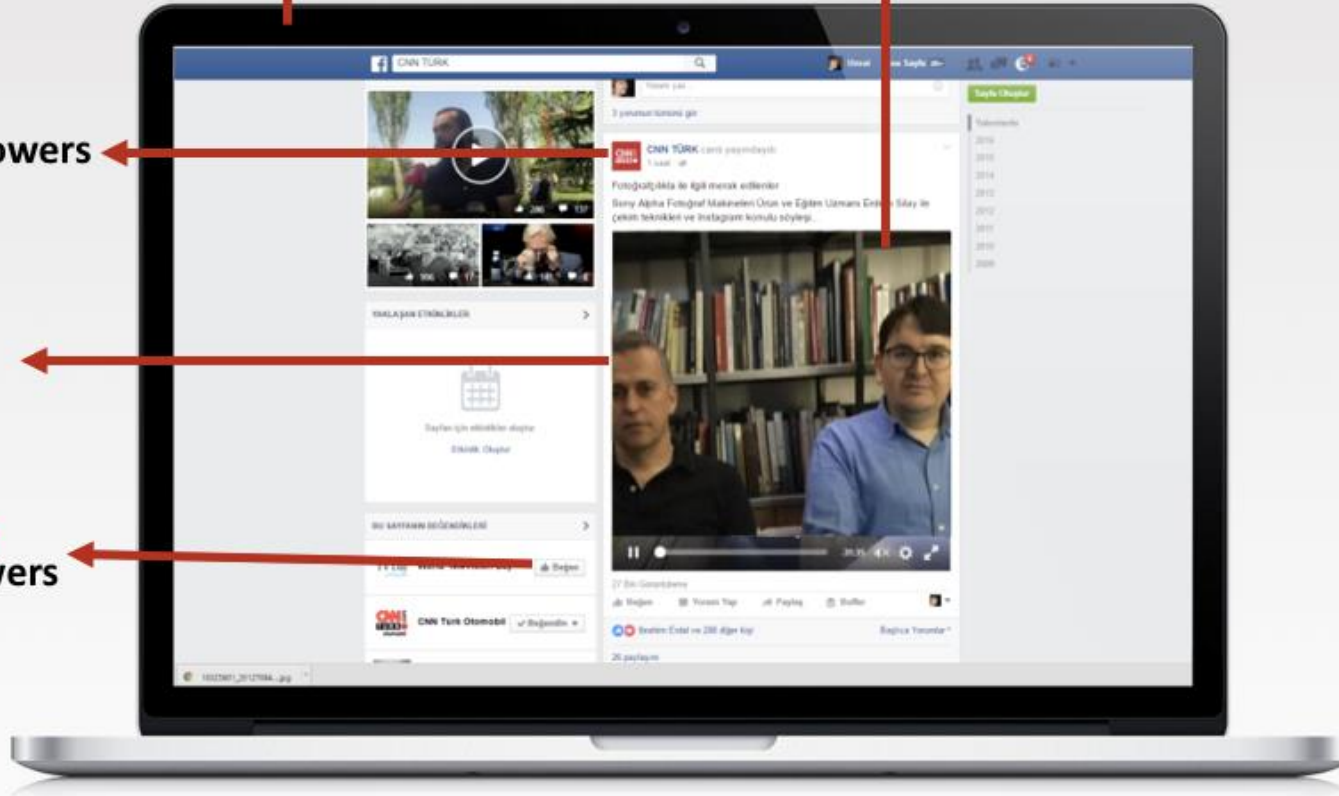
70K Live Viewers

**Redirection From
All Social Media Accounts**

1.2M Facebook Followers

250K Total Views

**Twitter Redirection
3.3M Twitter Followers**



Sponsored Facebook Live Broadcast



Thank You

