



TÜRKİYE GAME MARKET 2023 REPORT

2023 GAMEGID



TÜRKİYE

GAME

MARKET '23
REPORT

We are still deeply saddened by the earthquakes in Kahramanmaraş on February 6, 2023, which devastated 11 provinces of our country. We wish God's mercy to our citizens who lost their lives in these massive earthquakes and our condolences once again to their relatives. We hope that these wounds we have received as a country will be healed as soon as possible by joining hands.

GET WELL TÜRKİYE

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Love That Game
Love That Chicken



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GEFORCE NOW POWERED BY GAMEPLUS

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More play.



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We extend our heartfelt thanks to our strategic partners who have stood by us with their unwavering support.



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Game and Game Technology
Center



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The Present State of the Game Market

OZAN AYDEMİR

PRESIDENT / CEO

Just like every year, I am delighted to present our report shedding light on the gaming market in Türkiye. 2023 was a year filled with challenges and opportunities for the game industry. As you know, the economic and political turbulence in the post-pandemic period brought about both positive and negative impacts on our sector.

The earthquake we experienced in Türkiye has deeply saddened and shaken us to our core. This tragic event once again demonstrated the strength and unity of our society. As a part of the gaming sector, we have successfully undertaken various social responsibility projects aimed at supporting and bringing together our communities during these challenging times. These projects highlighted that the games are not merely tools of entertainment but also platforms of cooperation and support.



The Present State of the Game Market

OZAN AYDEMİR

PRESIDENT / CEO

The 2023 earthquake in Türkiye has significantly influenced the general elections and the economic and political climate. The outcomes of the elections and the economic policies have directly impacted investment areas and consumer confidence. And the gaming industry closely monitored these changes. Investment decisions and consumer expenditures fluctuated according to political and economic uncertainties.

Political events such as the Palestine-Israel conflict on the international stage also had a broad impact on our market. Such international developments paved the way for revising game content and market strategies.

Once again, we have come to understand the vital importance of global peace and stability for the game market as well as all other industries.



The Present State of the Game Market

OZAN AYDEMİR

PRESIDENT / CEO

The global **gaming market cap for 2023 was USD 185 billion**, nearly the same as 2022. Mobile games accounted for **USD 91 billion, representing 49% of the total income**. In terms of volume, **PC games reached USD 40 billion, while console games held over USD 53 billion, representing 22% and 29% market shares, respectively**. These data reveal the market dominance of mobile games and the consistent growth trend in the market. The achievements of the local developers in Türkiye and international collaborations have enhanced the global visibility of our market. However, unlike previous years, both local and global economic uncertainties, as well as the extended analysis scopes for investments, cannot be disregarded.

We will share the details of the Turkish game market's performance in 2023 later in our report. I hope that this report serves as a valuable resource for everyone interested, especially gaming professionals.

Overview of Türkiye

in 2023

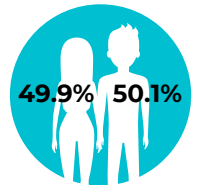
In 2023, Turkey's population increased slightly compared to the previous year. As of December 31, 2022, the population residing in Turkey increased by 92 thousand 824 people compared to the previous year, reaching 85 million 372 thousand 377 people.

While the annual population growth rate was 7.1 per thousand in 2022, it became 1.1 per thousand in 2023.

While the male population was 42 million 734 thousand 71 people, the female population was 42 million 638 thousand 306 people.

In other words, 50.1% of the total population were men, and, 49.9% were women.

İstanbul's population decreased by 252 thousand 27 people compared to the previous year and became 15 million 655 thousand 924. İstanbul, where 18.34% of Turkey's population resides, was followed by Ankara with 5 million 803 thousand 482 people, İzmir with 4 million 479 thousand 525 people, Bursa with 3 million 214 thousand 571 people, and Antalya with 2 million 696 thousand 249 people.



2023 Türkiye



**TOTAL
POPULATION**
85.372.377



**FEMALE
POPULATION**
42.638.305



**MALE
POPULATION**
42.734.071



**INTERNET
USERS**
74.360.000+



**SOCIAL MEDIA
USERS**
70.000.000+/-







POPULATION RATIO AGED 16 - 74
87.1%

BY GENDER
MAN 89.1%
FEMALE 80.9%



Estimated Media and Advertising Investments in Türkiye

According to the figures in the "Estimated Media and Advertising Investments in Türkiye for the First Half of 2023" report published by the [Association of Advertising Agencies](#), while the market share remained relatively unchanged, digital channels continued to dominate media investments, maintaining a 65.9% share in 2023, as they did in 2022.

Channel	Market Share 2023	Market Share 2022
 Television	26%	26%
 Press	0,9%	1,2%
 Outdoor	5,4%	3,9%
 Radio	1,6%	1,5%
 Cinema	0,2%	0,4%
 Digital	65,9%	67,2%



Estimated Media and Advertising Investments in Türkiye

Analyzing the platform-based distribution of media investments in digital advertising channels, we observed that 77.2% was allocated to mobile devices and 22.8% to PCs.



Digital Breakdown

Percent

Impressions / Clicks

35,7%



Video

34,6%

Search Engine

17,6%

Other

12,1%



Estimated Media and Advertising Investments in Türkiye

In Türkiye, the most significant development in media investments within digital advertising channels occurred in the "Other" category, as it did in the previous year. Its percentage rose to 12.1% in 2023 from 6.7% in 2022. Influencer marketing stands out as the largest segment in this category, followed by in-game advertisement.

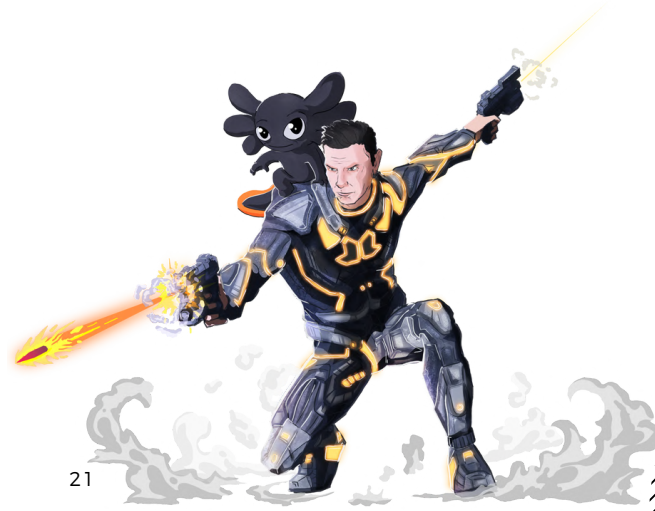
Digital Breakdown

Percent

Other (Sub-breakdowns)

12,1%

Influencer
Digital Audio
E-mail
Connected TV
In-Game Sponsorship



In-Game Advertising is Now a Part of Our Lives

I would like to talk about a reality of the modern world that we are about to face: Games have become a part of advertising.

Games used to be just entertainment. You would sit down with a friend, turn on your console or your phone and have hours of fun. Today, however, games have become an important element of companies' and brands' advertising strategies. Now we see advertisements in games that attract as much attention as the game itself.

It's not hard to notice this change in the gaming world. In-game advertising is everywhere, from the clothes characters wear to the brands in the game world. From the brand of drink in a character's hand to the billboards in the game, the impact of advertising is felt at every moment of the game.

So, is this change good or bad? How do these commercial elements in entertainment affect our gaming experience? Some gamers may think that ads make games more realistic and detailed. The brands we see in the game world can help us connect more with the real world.

But on the other hand, how much originality and creativity can be preserved in a game world where advertising is so intense? Being bombarded with advertisements from the beginning to the end of a game gets boring over time. Instead of being a source of escape and entertainment, games can make us feel as if we are walking through a shopping mall.



**OZAN EMRAH
ÜNAL**
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FOUNDER & CEO

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In-Game Advertising is Now a Part of Our Lives

Perhaps this requires game developers to strike a more careful balance. It's good that ads enrich the game experience, but I don't think they should be allowed to detract from the essence of the game. Games with creative and balanced advertising strategies that can maintain their identity in the gaming world can keep gamers interested for longer. Ads can enrich this experience, but they should never replace it.

Games have become an effective advertising platform for many brands and companies. This evolution in the world of gaming is attracting the attention of not only gamers, but also advertisers. So why have games become an integral part of the advertising landscape?

With in-game advertising becoming more and more prevalent, games are no longer just games, but a tool for brands to promote their products and services. The passage of time in the gaming world has made in-game ads not just an accessory, but an intrinsic element of the game. Beyond increasing the realism of the game, brands and products that appear in the game can be used to impress the audience and enrich the story.

The in-game advertising market was worth \$6.8 billion in 2021 and is expected to reach \$17.6 billion by 2030, at a CAGR of 11%. There are 3.6 billion video game gamers worldwide, and gamers spend an average of 8 hours and 27 minutes a week playing games.



**OZAN EMRAH
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In-Game Advertising is Now a Part of Our Lives

The full valuation of the gaming industry is estimated to exceed \$300 billion, which means huge potential for advertisers.

This evolution has taken gaming beyond being just an entertainment arena. Games are no longer just for gamers, but can also be an effective advertising tool that can reach a wide audience. In-game ads are organically embedded within the game, allowing the viewer to have a real experience, not an annoying bombardment of ads.

In this context, collaboration between advertisers and game developers is on the rise. In-game ads are used as a tool that supports the story of the game and offers more interaction opportunities to the gamer. Brands in the gaming world are going beyond being part of the in-game world and trying to establish a deeper connection with the audience.

These advertising models not only market a product but also immerse the viewer in the game and allow brands to tell their stories more compellingly. These merging worlds offer a richer experience for gamers and allow advertisers to reach a wider audience.



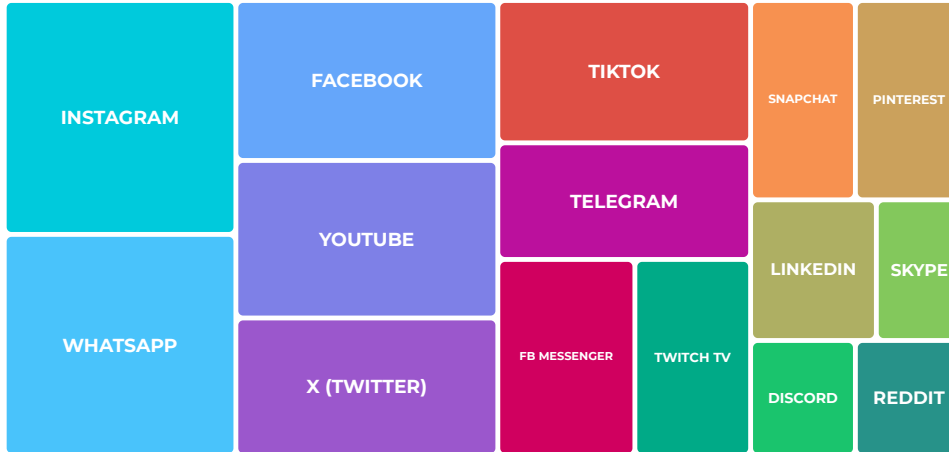
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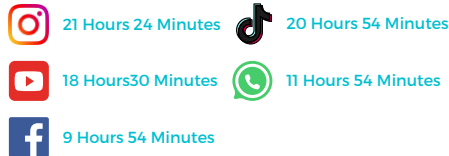
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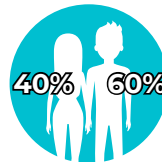
Most Used Social Media Platforms in Türkiye



Monthly average platform usages of Turkish users on Android



Demographic Breakdown



Monthly Social Media Platform Usages



Main Reasons for Social Media Use in Türkiye

Main Usage	Usage Percentages
Following the News	51%
To Communicate with Friends and Family	50.1%
Leisure	45.1%
Product Search and Purchase	33%
Searching for Inspiration for Pastimes and Purchases	32.3%
Searching for Content (e.g. videos)	30.9%
Sharing and Discussing Opinions	29.5%
Viewing Brand Content	27.9%
Watching Livestreams	26.9%
Following Sports	26%
Keeping up with Daily News	24.9%
Sharing Private Content	24.7%
Searching for Professional Contacts	24.3%
Following Celebrities and Influencers	22.6%
Meeting New People	22.4%



Types of Social Media Accounts Followed in Türkiye

Account Types	Usage Percentages
Friends, Family and Acquaintances	42,4%
Brands of Purchased Products	35,2%
Brands of Products to Be Purchased	33,4%
TV Programs or Channels	27,7%
Entertainment, Meme or Parody Accounts	24,3%
Sports Players or Teams	23,6%
Actors, Comedians or Other Performers	23,3%
Restaurant, Chef, or Food Related Accounts	22%
Music Group, Singer, or Musician Accounts	21%
Journalists or News Channels	20,2%
Accounts Related to Business People	18,7%
Cosmeticians	17,7%
Gaming Experts or Gaming Studios	17,4%
Accounts Related to Businesses	17,3%
Writers or Literary Groups	15,9%



Primary Uses of the Internet in Türkiye

Main Usage
Finding Information
Keeping Up with News and Events
Learning How to Get Things Done
Searching for Products or Brands
Staying in Touch with Friends and Family
Finding New Ideas or Inspirations
Gaming
Watching Videos, TV Shows or Movies
Listening to Music
Education and Work Goals
Leisure Time Activities
Finance and Savings Management
Searching for Health-Related Information or Finding Healthy Products
Job Related Research
Location, Vacation and Trip Searches



NEWS

INFORMATION

VIDEO

BRAND

COMMUNICATION

GAMING



Key Considerations About the Internet Use in Türkiye

- 87% of individuals in the 16-74 age group use the internet.
 - Internet usage percentages based on gender: Male 90.9% - Female 83.3%
- Daily average internet usage of internet users in Türkiye
 - 7 Hours 36 Minutes
- Nearly all mobile phone users and 65-70% of computer users are connected to internet.
- In Türkiye, over 96% of internet users access subscription-based streaming service platforms such as Netflix and Prime Video.
- In Türkiye, 48% of the internet users listen to music online. (Spotify, YouTube Music, Shazam etc.)
- In Türkiye, 33.8% of internet users utilize online translation services.
- In Türkiye, 60% of internet users watch educational videos.



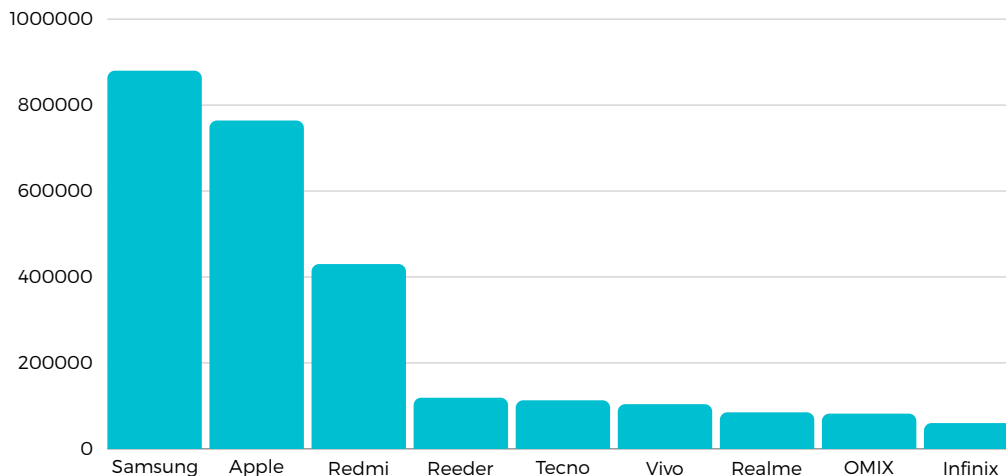
Key Considerations About the Internet Use in Türkiye

- In Türkiye, only a small percentage (18%) of internet users listen to podcasts.
- In Türkiye, 20% of internet users have some form of cryptocurrency. **We are ranked first globally in this regard.**
- In Türkiye, 60% of internet users review products and follow brands' social media accounts. (*Instagram is the leading platform in this regard.*)
- In Türkiye, 12% of internet users follow influencers.
- In Türkiye, 55% of internet users use internet to access news. **We are ranked first globally in this regard.**
- In Türkiye, 65% of the internet users shop online weekly. We are ranked 4th in the world in this category.
- In Türkiye, 66% of internet users purchase digital content online.



Most Preferred Brands in Türkiye

Türkiye has a relatively high rate of smartphone and regular phone usage. Analysis of the second quarter of 2023 reveals that over 2.8 million mobile devices were registered with IMEI numbers. When evaluated by brand, nearly 73% of these devices are products from Samsung, Apple, and Redmi.



Number of Mobile Devices with IMEI Registration by Brands (Thousands)

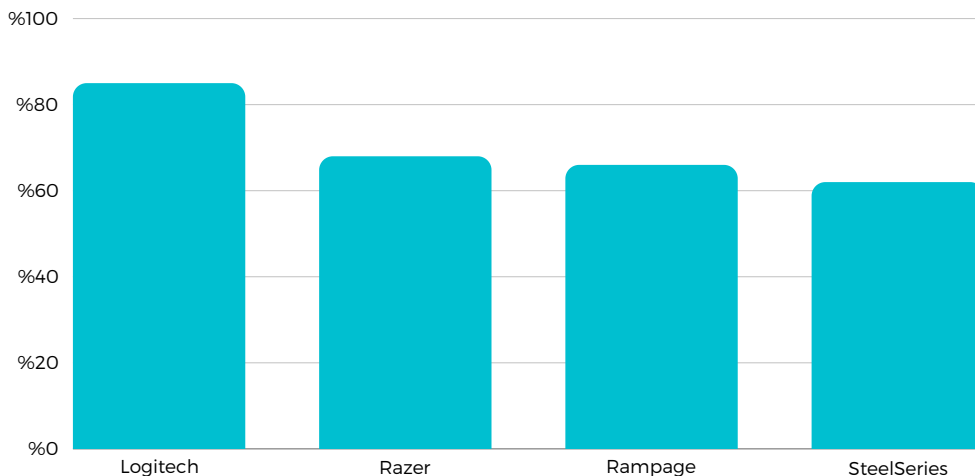
2023



Most Preferred Brands in Türkiye

When it comes to gaming equipment such as mice, keyboards and mousepads, it is safe to say that gamers know their brands. According to the research, Logitech takes the first place in popularity among these brands.

Popularity - Gaming Accessory



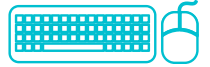
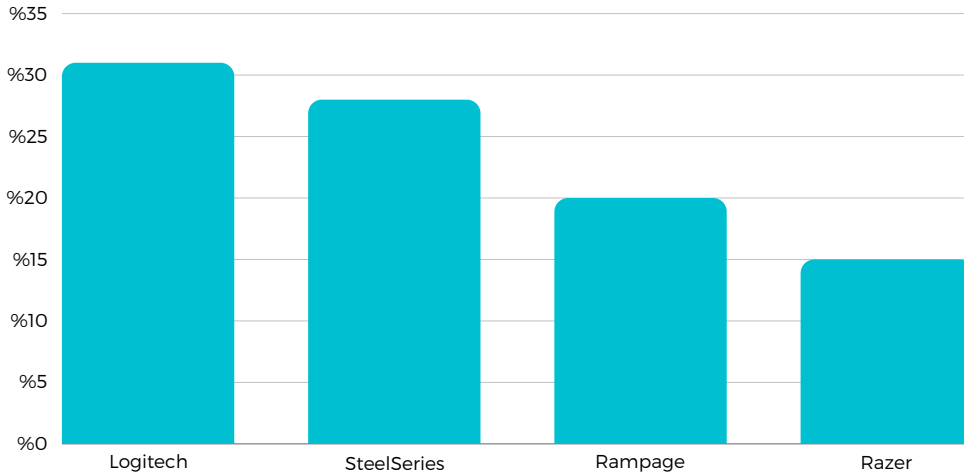
Methodology: In the research conducted by Marketing Türkiye, the digital data collection method used is the InfluenceMe approach by VeriNays. In this approach, the influencer selected according to the project's topic invites their followers using a video story. Thus, even the most challenging field studies are completed within 24 hours. It takes only 24 hours to gather potentially thousands of data with respect to the partner influencer's follower count. In this project, the gamer Ebonivon (Ismail Dalgıç), who has 316,000 followers on Twitch and 120,000 on Instagram, invited his followers to participate in the study through a story. 1,680 gamers from 77 cities have participated in the study in 24 hours.



Most Preferred Brands in Türkiye

In terms of owned accessories, Logitech once again ranks first in popularity according to the study. However, the difference between the brands is noticeably smaller.

Owned - Gaming Accessory



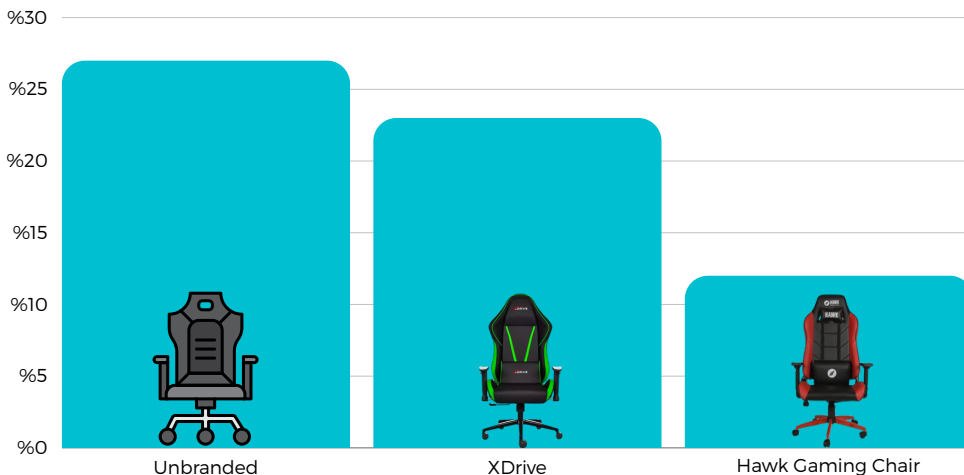
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Most Preferred Brands in Türkiye

According to the study, 1 in every 4 gamers owns a personal gaming chair (25% - Gamers who use gaming chairs). While unbranded chairs are commonly used, XDrive emerges as the leading brand among gaming chair manufacturers.

Gaming Chair



Methodology: In the research conducted by Marketing Türkiye, the digital data collection method used is the InfluenceMe approach by VeriNays. In this approach, the influencer selected according to the project's topic invites their followers using a video story. Thus, even the most challenging field studies are completed within 24 hours. It takes only 24 hours to gather potentially thousands of data with respect to the partner influencer's follower count. In this project, the gamer Ebonivon (Ismail Dalgıç), who has 316,000 followers on Twitch and 120,000 on Instagram, invited his followers to participate in the study through a story. 1,680 gamers from 77 cities have participated in the study in 24 hours.



Factors Influencing Purchases in Türkiye

The leading factor influencing gamers' product purchases is the price-performance ratio, which is quite understandable when considering the economic environment in Türkiye from a gamer's perspective.

Factors Influencing Purchases

- Cost Effective Performance
- Trust (Trust in the Purchasing Platform and the Brand)
- Brand Familiarity
- Brand Quality
- Design
- Recommendations of Friends and Peers
- Technical Features / Technology
- Positive / Negative Product Reviews
- Product Score (on Purchasing Platforms)
- Review Videos / Blogs (Influencers / Technology Channels and Websites)
- Support / Customer Satisfaction
- Payment Convenience / Payment Options
- Delivery Method (in Online Purchases)



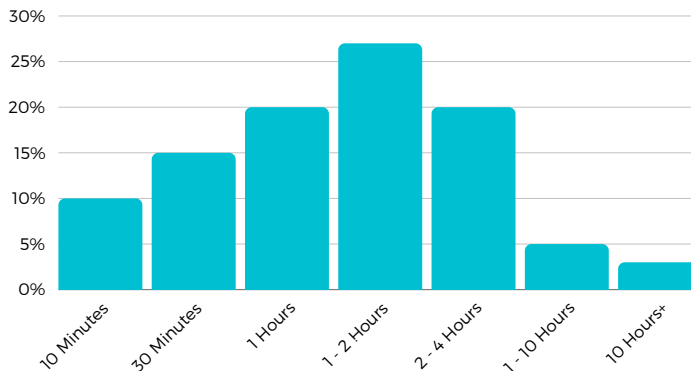
Turkish Mobile Gamer Habits

People of nearly all ages play mobile games in Türkiye. Considering the demographics of mobile gamers in Türkiye, we see that gamers aged 18 to 35 constitute the majority of the mobile game users.

Mobile games cater to diverse age groups due to their varied content and easy playability, offering entertainment regardless of time or location. (ages between 13-18 and 35-50).



Daily Time Spent on Mobile Games



Age Range

Aged 18 - 24	25% - 30%
Aged 25 - 34	35% - 40%
Aged 35 - 44	25% - 27%
Aged 45 - 65	10% (+ / -)

Average numbers are provided due to lack of available data. The data is based on the averages of player demographics provided by our partnering game companies. Various game and player types are not distinguished; the global average is calculated during the averaging process. Age and gender ratios may change according to game genre.



Turkish Mobile Gamer Habits

The favorite game genres among mobile gamers in Türkiye show similarities across both IOS and Android platforms, with some minor differences.

Why Do They Play Mobile Games?

- To Enjoy
- To Relax / Relieve Stress
- To Feel Free
- To Progress / Develop / Master
- To Create / Invent
- To Accomplish
- To Socialize / Make Friends

Personal Interests and Simultaneous Activities

- Listening to Music
- Watching TV
- Social Media
- Movie / Series
- Watching Online Videos

(Ranked by the number of downloads.)

ANDROID - Category	IOS - Category
Casual	Casual
Simulation	Simulation
Action	Action
Puzzle	Puzzle
Arcade	Strategy
Educational	Racing
Racing	Role Playing
Strategy	Adventure
Adventure	Board
Role Playing	Sports
Sports	Family
Music	Card
Other	Other



Turkish Mobile Gamer Habits

In addition to choosing game genres based on personal preference, another important aspect, which is age-dependent, is the selection of games and the in-game factors that appeal to mobile gamers.

Which In-Game Motivations Influence Gamers' Choices?

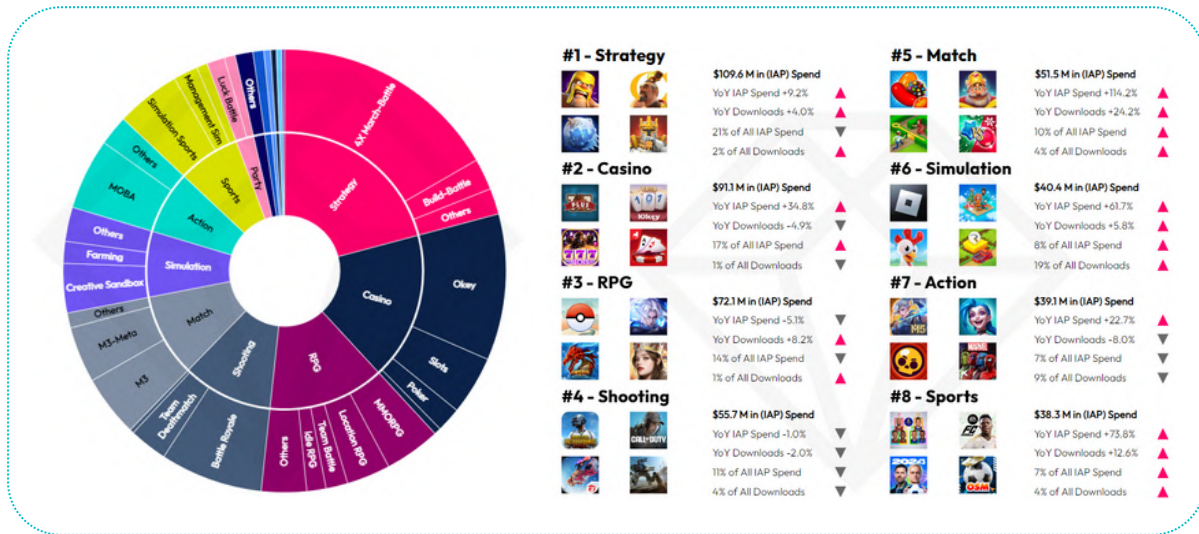
- Being Free to Download
- Game Art and Graphics
- Narrative
- In-Game Reward Systems
- Having No Disturbing In-Game Ads
- Featuring Multiplayer Mode for Online Co-Op with Friends
- Featuring Single Player Mode for Playing Offline
- Ability to Make Friends / Chat
- Familiarity and Trust in the Producing Company
- Continuous Innovation
- Fostering a Competitive Environment
- Platform Agnostic Playability
 - Cross-Play / Cross-Platform



Turkish Mobile Gamer Habits

Mobile Game Genres by Consumer Spending

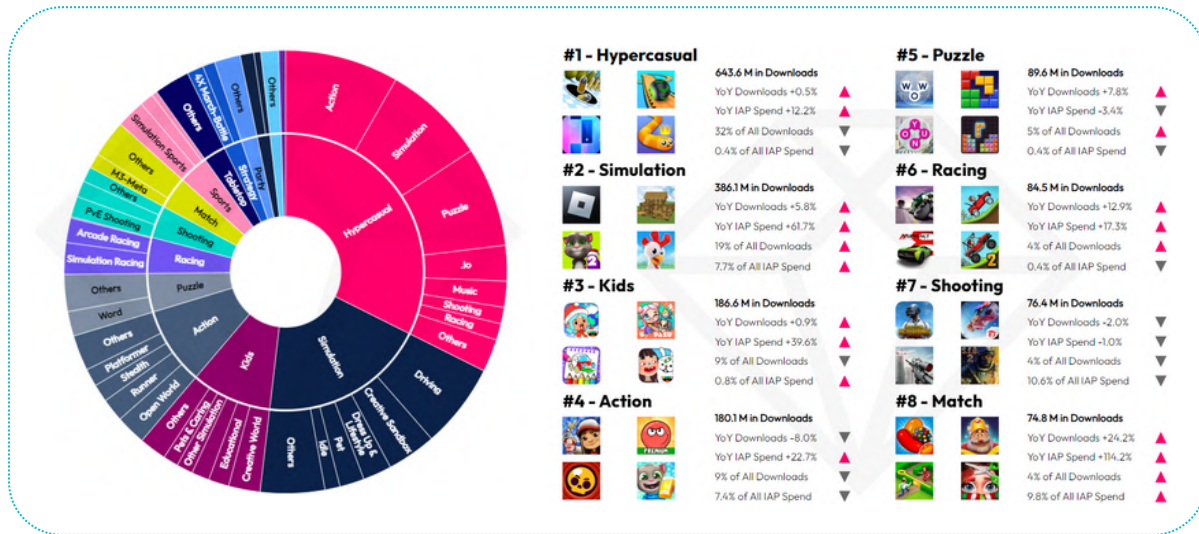
When examining the spending habits of gamers, it becomes evident that strategy games, RPGs, Battle Royales, and MOBA-like games rank highest in terms of expenditure. Particularly, online cross-platform/cross-play games, which can be played across different platforms, have a positive impact on spending.



Turkish Mobile Gamer Habits

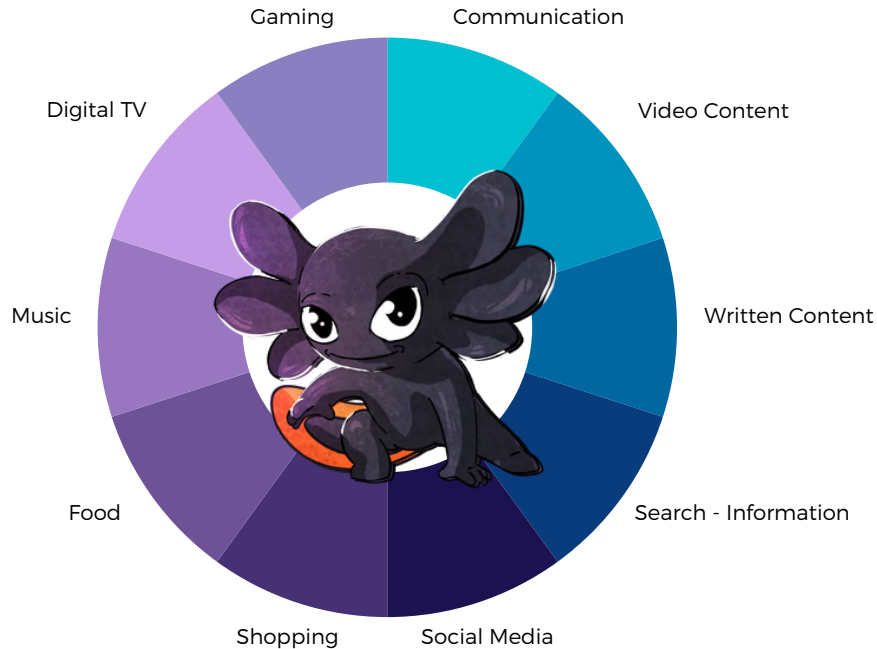
Mobile Game Genres by Number of Downloads

When we examine the download statistics of games, it is evident that hypercasual games rank first among the games downloaded to our phones. Hypercasual games serve as excellent tools for many gaming companies to establish a user base. In the simulation category, Roblox stands out as the most played and downloaded game in Türkiye.



Turkish Mobile Gamer Habits

General Mobile Application Preferences of Turkish Gamers (Based on Active Users)



The World of Android Games in Türkiye

There are over **2,516 Turkish publishers**, accounting for 2% of the 167,256 active game publishers on Google Play. *(In 2022, there were over 2,943 Turkish publishers among 192,025 game publishers.)*

Turkish publishers offer over **9,658 games** out of 458,235 games on Google Play. *(In 2022, it was 10,893.)*

The average score of over 9,658 games offered by Turkish publishers on Google Play is 3.95 out of 5. *(In 2022, it was 3.99.)* This score is better than the overall average score (3.91) of all mobile games.

3% of the games published by Turkish publishers are in the paid category. *(In 2022, it was 1-2%.)* 75% of games contain in-game ads. *(In 2022, it was 76%.)* 22% of the games published by Turkish publishers utilize in-app purchases. *(In 2022, it was 23%.)*

26% of the games published by Turkish publishers are available both on Google Play and App Store. *(In 2022, it was 19%.)*



The World of Android Apps in Türkiye

There are over **5,634 Turkish publishers**, accounting for 1% of the 1,013,195 publishers on Google Play. *(In 2022, there were over 5,872 Turkish publishers among 998,300 game publishers.)*

Turkish publishers offer over **21,374 applications** among 3,263,079 applications on Google Play. *(In 2022, there were over 22,045 applications among 3,263,079 applications.)*

The average score of over 21,374 applications offered by Turkish publishers on Google Play is 3.84 out of 5. *(In 2022, it was 3.86.)* This score is better than the overall average score (3.75) of all mobile applications.

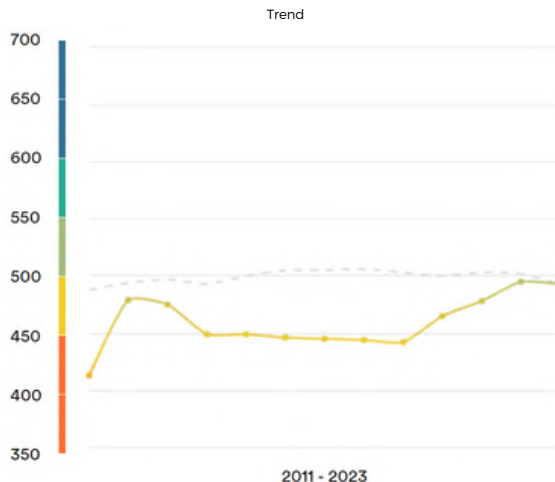
6% of the applications published by Turkish publishers are in the paid category *(compared to 5% in 2022)*, and 39% contain ads. *(In 2022, it was 43%.)* 13% of the applications utilize in-app purchases. *(In 2022, it was 13% as well.)*

In terms of application distribution of Turkish publishers, we observe that 69% consist of various category applications, while games make up 31%. *(In 2022, it was 67% and 33%, respectively.)*



Why is Localization Essential for Turkish Gamers?

According to the 2023 English Proficiency Index conducted by **Education First English Language School**, with participation from 113 countries worldwide, Türkiye shows a slight decline compared to the previous year. According to the table, the Netherlands maintains its top position in terms of English speakers, as it has in previous years. However, Türkiye has experienced a two-level drop, declining from 64th to 66th place in the list, which includes 113 countries.



 Turkey

#66



Why is Localization Essential for Turkish Gamers?

Türkiye dropped by 11 levels and ranked 73rd in 2018. In 2019, we ranked 79th. Declining year by year since 2012, when we ranked 32nd, our country climbed 10 levels at once in 2020. Ranking 64th in 2022 again with rising momentum,

Türkiye ranks 66th in 2023. The game market is well aware of the significance of localization for our country. Large and mid-scale gaming companies are particularly focused on reaching Turkish gamers through various means, including dubbing, translation, and even incorporating in-game cultural items.



It's crucial to understand that localization goes beyond mere translation or the inclusion of Ottoman items in games; it's a significant factor in achieving success.

We can point out several key details contributing to successful localization, such as having a specialized team for each game's content translation, ensuring the absence of spelling errors, utilizing fonts that support special Turkish characters (like Ö, Ç, Ş, İ, Ü, Ğ), adjusting text length to fit interface layout, accommodating Turkish sentence structures where the verb comes at the end, selecting suitable voice actors, and omitting in-game content that could potentially offend Turkish gamers religiously or politically. These factors collectively contribute to effective localization.



Music is an Indispensable Part of Gaming

We've learned from Spotify's 2022 data, as well as personal experiences, that listening to music while gaming has become a ritual for gamers. In 2023, Spotify did not provide a dedicated list for top singers, albums, and songs played via game consoles in Türkiye. However, based on general data, we believe that Spotify's overall list, given its young and dynamic user base, will serve as a valuable guide.

Top Singers Played in Türkiye in 2023

- Semicenk
- UZI
- Sezen Aksu
- Motive
- Lvbel C5
- BLOK3
- cakal
- Mabel Matiz
- Emir Can İğrek
- Ezhel



UZI, cakal, Lvbel C5 and Ezhel were the top singers played via game consoles in Türkiye in 2022.

Spotify's "Top Singers, Albums and Songs Played via Game Consoles in Türkiye in 2022" list has not been published in 2023. We will edit this section if it is published or the data is provided.



Music is an Indispensable Part of Gaming

Top Songs Played in Türkiye in 2023

- Aşkın Olayım - Simge
- Yana Yana - Semicenk, Reynmen
- NKBİ X YAPAMAM - Remix - Lvbel C5, Güneş
- AFFETMEM - BLOK3
- Pişman Değilim - Semicenk, Doğu Swag
- Sevecek Sandım - Semicenk
- Canın Sağ Olsun - Semicenk, Rast
- Antidepresan - Mert Demir, Mabel Matiz
- VUR - BLOK3
- 24/7 - ALIZADE, BEGE

Lvbel C5 and Güneş, were the top singers played via game consoles in Türkiye in 2022.

Spotify's "Top Singers, Albums and Songs Played via Game Consoles in Türkiye in 2022" list has not been published in 2023. We will edit this section if it is published or the data is provided.



Characteristics of Turkish Gamers



01

Gamers Aged 30 - 40



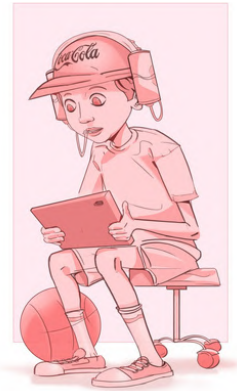
02

Gamers Aged 25 - 30



03

Gamers Aged 18 - 24



04

Gamers Aged 12 - 18



Characteristics of Turkish Gamers

01

Gamers Aged 30 - 40

- Employed, well-dressed, 30-40 years old and a gamer.
- Has all the technological tools; good phone, console, PC.
- Spends most of the day working and playing games after spending time with their family in the evening.
- Has limited time.

02

Gamers Aged 25 - 30

- Employed and prefers sports clothing, 25-30 years old and a gamer.
- Sleeps late.
- Plays games on many platforms.
- Their primary choice is a good phone and a computer.

03

Gamers Aged 18 - 24

- University student, prefers sports clothing, 18-24 years old and a gamer.
- Uses laptop.
- Likes listening to music.
- Stays up late.

04

Gamers Aged 12 - 18

- 12-18 years old and a gamer.
- Attending high school / secondary school.
- Plays games on their phone.
- Is in school during the day and has limited free time.
- Goes to bed early, is a morning person.



Characteristics of Turkish Gamers

Perspectives of Turkish Gamers Regarding Games

- A Visual World / Universes with Different Visuals
- Inspiring with Its Story
- A Taste of Every Style
- Experiencing Every Emotion Intensely
- The Beauty of Exploring the Intricacies of Trading Within Game Worlds
- Friendship and Teaming
- Entertainment / Hobby
- Rivalry; Winning / Losing
- Prestige / Being Famous In-Game
- Constantly Renewed Worlds, Discoveries
- Becoming a Hero in the Worlds of Your Dreams
- Opportunity to Become a Professional Player

Emotions

- Excitement
- Stress
- Victory
- Pleasure
- Anger
- Sadness
- Wonder
- Happiness
- Impatience
- Ambition
- Struggle
- Collapse
- Responsibility
- Habit



Characteristics of Turkish Gamers

Why Do Turkish Gamers (and Gamers in General) Spend Money?

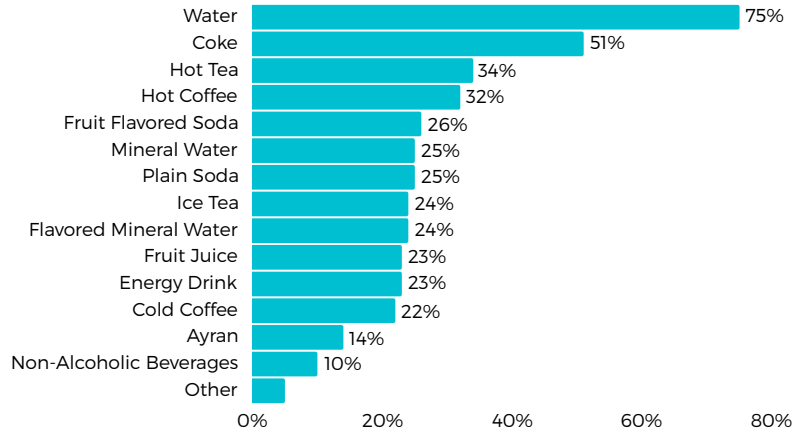
- **Entertainment and Pleasure (Hobby and Joy)**
- Social Prestige and Status
- Faster and Easier Game Progression
- Competition (Including Esports)
- Enhancing In-Game Experience (In-Game Customization)
- Accessing Seasonal Content
- Benefiting from Subscription Perks
- Avoiding In-Game Ads while Playing
- Supporting a Favorite Game or Developer
- Discounts or Special Offers
- Extra / Special Playable Content
- In-Game Collections (Rare or Unique Items)



Beverages Consumed by Turkish Gamers While Gaming

Comparing beverage consumption rates during gaming, it's evident that mobile gamers consume significantly less, especially when compared to PC gamers. Among gamers, gaming on computers is perceived as a more special and comprehensive activity compared to playing games on mobile platforms. Therefore, the prolonged duration spent at the desk significantly influences eating and drinking behaviors. It is observed that the most preferred beverage among gamers is water, followed by coke as the second choice. Coffee and tea are also among the leading choices. For coffee and tea consumption, hot alternatives are preferred over cold ones.

General Category Based



Brand Based



Although both study sources (Marketing Türkiye - VeriNays / Twintify) show similar percentages, they differ in category counts. Thus, the ranking is calculated by averaging the results of these studies.*

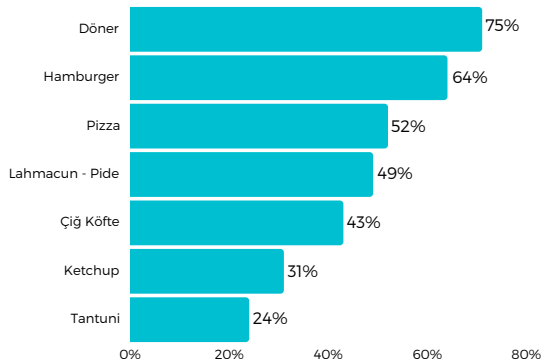
Original Reports
[Marketing Türkiye - VeriNays](#)
[Twintify](#)



Eating Habits of the Turkish Gamers

Contrary to the social misconception that gamers eat "quite unhealthy," global research indicates that gamers' eating habits are not significantly different from those of their peers. While chips are the most preferred snack, nuts and fruits are also among the preferred options.

Gamers' Food Preferences



Top Fast Food Brands Consumed While Gaming



General Food Preferences

- Chips
- Nuts
- Chocolate / Chocolate Coated Wafers
- Fruits
- Popcorn
- Crackers / Saltines
- Cookies / Biscuits
- Homemade Desserts (cake, cookies etc.)
- Cakes (cupcakes, cold cakes etc.)
- Ice Cream
- Fries
- Homemade Salty Snacks (cracker etc.)
- Dried Fruits (dried apricots, raisin etc.)
- Desserts (Desserts made with milk or syrup)
- Pizza
- Hamburger
- Toasted Sandwiches
- Home-Cooked Meals
- Pide / Lahmacun
- Sandwiches
- Nuggets / Chicken Wings
- Onion Rings
- Mozzarella Sticks / Cheese Straws
- Other



What's the Status of the Turkish Gaming Market?

In 2023, the Turkish gaming market experienced dynamic and, despite challenges, positive progress. Despite a year marked by international political fluctuations and economic uncertainties, the Turkish game market managed to maintain its position again, even in the face of the weakening Turkish Lira against the Dollar.

GAMERS ARE LOOKING FOR NEW PLATFORMS DUE TO STEAM'S DOLLARIZATION



Gaming Market in Türkiye

In 2023, the Turkish gaming market experienced dynamic and, despite challenges, positive progress. Despite a year marked by international political fluctuations and economic uncertainties, the Turkish game market managed to maintain its position, even in the face of the weakening Turkish Lira against the Dollar.

In 2023, Türkiye generated a revenue of 580 million USD with its 47 million gamers. While there was a decline in revenue in USD terms compared to the previous year, the market experienced an increase in revenue in TL terms. The breakdown of revenue from mobile, PC, and console games remains similar to previous years, with mobile games continuing to dominate. Additionally, the industry celebrated an important milestone as Dream Games, one of Türkiye's first unicorns, saw its title "Royal Match" become the top-earning game globally. İstanbul hosting the globally recognized PUBG Mobile Global Championship further underscores Türkiye's respected position in the gaming arena.

Steam's decision to switch to USD is expected to benefit monthly subscription services such as Prime Gaming, PlayStation Plus, and Xbox Game Pass, as well as platforms that continue to use TL for purchases, such as Epic Games.

The 40 investments that took place in 2023 reflect the faith in industry, making us look to the future with hope. Overall, 2023 can be seen as a year of both challenges and opportunities for Türkiye's gaming market. Despite these challenges, the industry continues to thrive through innovation, competition, and the diversification of the gaming community, renewing our faith in the future achievements of the Turkish gaming industry.



Gaming Market in Türkiye

We wanted to provide a clearer picture of the market's size by adding a brief explanation here.

2022		2023	
Industry Size (In USD Terms)	Exchange Rate	Industry Size (In USD Terms)	Exchange Rate
625 Million USD	16,58 TL	580 Million USD	24 TL

Let's convert the industry's size for the past two years from USD terms to TL and make a comparison.

2022	2023
Industry Size (In TL Terms)	Industry Size (In TL Terms)
10.352.500.000 TL	13.920.000.000 TL

In conclusion, despite fluctuations in exchange rates, we can observe real development within the industry. While the market has nominally shrunk, considering the increase in exchange rates, a real growth can be observed.

This growth is 34.46% in TL terms.

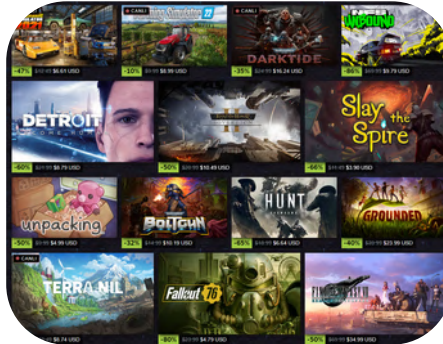


Gaming Market in Türkiye

The Most Remarkable Developments in 2023

Steam's Dollarization

Steam, long cherished by Turkish gamers and offering the TL option since 2014, officially discontinued this support by converting displayed game prices and wallet balances to USD, fully transitioning to the dollar on November 20, 2023. Although developers still have the option to adjust the new prices, this change is perceived as a negative development by Turkish gamers. Steam's decision to discontinue TL support and switch to USD for purchases is likely to usher in an economically challenging period for Turkish gamers, particularly considering the value of the TL compared to the USD.



Gaming Market in Türkiye

The Most Remarkable Developments in 2023

İstanbul Hosted PUBG Mobile Global Championship

PUBG MOBILE sparked excitement among esports fans by hosting the PUBG Mobile Global Championship (PMGC) Grand Finals in İstanbul for the first time in its history. The event took place between December 8th and 10th at İstanbul Ülker Sports and Events Hall, where 16 prominent PUBG MOBILE teams from 10 countries competed. Over the course of three days, the Grand Finals not only provided the audience with an esports feast but also featured various concerts. The event witnessed intense competition among IHC Esports, Stalwart Esports, and Alpha7 Esports. IHC Esports emerged victorious in the PUBG MOBILE Global Championship, accumulating a total of 142 points. And our last World Champion S2G Esports ranked 11th in the tournament with 98 points.



Gaming Market in Türkiye

The Most Remarkable Developments in 2023

Highest Revenue in the World - Royal Match

Dream Games, one of Türkiye's first unicorns, achieved a significant milestone as their title "Royal Match" became the top-earning game globally, generating 82.62 million USD in revenue. According to data collected from Statista reports, İstanbul-based Dream Games' title "Royal Match" became the top-earning game globally, generating 82.62 million USD in revenue in July 2023. Thus, Royal Match dethroned globally most downloaded Candy Crush Saga that has been in place for last 10 years with 76.13 million USD revenue.

Game	Revenue (million USD)
Royal Match	82.62
Candy Crush Saga	76.13
Gardenscapes	51.78
Homescapes	35.56
Fishdom	27.67
Puzzle&Dragons	22.02
Candy Crush Soda Saga	19.38
Empire and Puzzles: Match-3RPG	15.23
Toon Blast	14.12
Triple Match 3D	12.2



Gaming Market in Türkiye

The Most Remarkable Developments in 2023

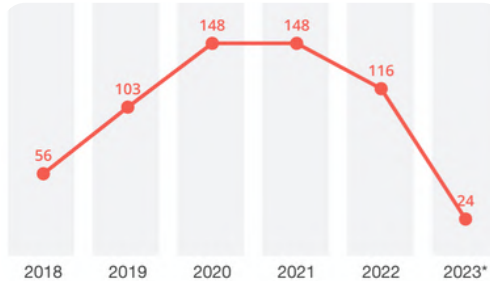
Papara Acquired the Esports Club "Supermassive"

Papara, one of Türkiye's most prominent payment platforms, has acquired Papara SuperMassive, the esports club it has been sponsoring since 2020. Papara SuperMassive, founded in 2016, has achieved 19 championships across various fields during this seven-year period. Papara's acquisition of Supermassive was finalized and announced at the end of 2023.



Investments in the Gaming Industry

Start-ups Found in Türkiye over the Years

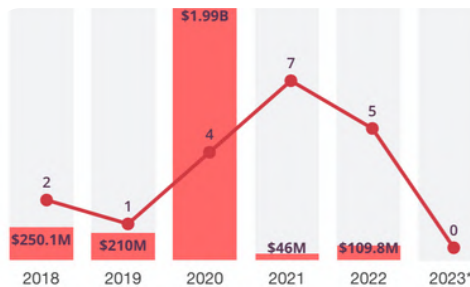


- 2018 - 56 Gaming Start-Ups
- 2019 - 103 Gaming Start-Ups
- 2020 - 148 Gaming Start-Ups
- 2021 - 148 Gaming Start-Ups
- 2022 - 116 Gaming Start-Ups
- 2023 - 24 Gaming Start-Ups

Out of a total of 879 gaming startups established, 136 have closed, while 743 are still in operation.



Number of Companies Exiting the Domestic Gaming Sector in the Last 6 Years






- 2 in 2018, \$250 Million in total
- 1 in 2019, \$210 Million in total
- 4 in 2020, \$1.986 Billion in total
- 7 in 2021, \$46 Million in total
- 5 in 2022, \$109.8 Million in total
- There were no exiting companies in Türkiye in 2023.



Investments in the Gaming Industry

Most Funded Start-Ups in 2023 and Top Investors

TOP GAMING DEALS 2023*






	\$4M
	\$3M
	\$3M
	\$2.5M
	\$2.3M

- Ludus Ventures - 5
- WePlay Ventures - 5
- Boğaziçi Ventures - 4
- Bilişim Vadisi - 3



Top 5 Exits in the Turkish Gaming Sector

TOP EXITS (ALL TIME)

	\$1.8B
	\$250M+
	~\$200M
	\$180M
	\$100M

TOP ACQUIRERS (ALL TIME)

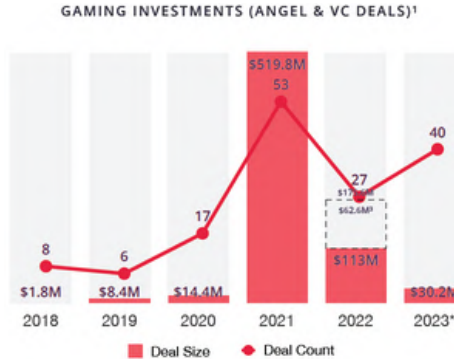
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- Peak \$1.8 Billion
- Gram Games \$250 Million
- Masomo \$200 Million
- Rollic \$180 Million
- Alictus \$100 Million



Investments in the Gaming Industry

How much money was invested in the Turkish gaming sector in 2023?



- 3 in 2017, \$0.6 Million in total
- 8 in 2018, \$1.8 Million in total
- 6 in 2019, \$8.4 Million in total
- 17 in 2020, \$14.4 Million in total
- 53 in 2021, \$519.8 Million in total
- 27 in 2022, \$113 Million in total
- **40 in 2023, \$30.2 Million in total**

Note 1: The numbers are calculated based on the companies located in Türkiye.

Note 2: Dream Games' investment was categorized under 2022 in the previous report, but in this new table, it is included in 2021.

Note 3: The additional \$62.6 million USD in 2022 is attributed to crypto investments.



- During the first nine months of 2023, a total of \$154 million USD was invested across 219 investment rounds in all sectors, including seed, early, and later phases. While the number and amount of investments in the first nine months of 2023 are higher than the pre-pandemic period, they remain significantly lower than during the pandemic period.
- Türkiye has **placed 4th** in the list of countries that have **received the most seed funding in the 3rd quarter of 2023** in Europe and the MENA region after England, Germany and France.
- The fields that received the most investment in the first nine months of 2023 in terms of investment amount were Video Games, Artificial Intelligence, SaaS, Energy and Fintech.
- Investment participation rate of foreign investors dropped down to 10% in 2023, reaching a record low number. (The first 9 months of 2023)



Investments in the Gaming Industry

Company	Investor	Amount Invested
Apphic Games	Lima Ventures, Weplay Ventures	1.4 Million Dollar Seed Funding
Arvis Games	Boğaziçi Ventures	500 Thousand Dollar Seed Funding
Fantazzie	Weplay Ventures, Sporttz, Mackolik, Acun Ilıcalı, Saran Holding, MTEK and Individual Investors	
Frantic Games	Vgames, 500 Emerging Europe and Akin Babayigit	2.4 Million Dollar Investment
Frozen Pawn	Boğaziçi Ventures	Financial Details Not Announced
Funverse Games	Weplay Ventures, Alfin VC, Yıldız Tekno GSYO, Mediterra Capital partner Orhan Ayanlar, Burak Aşçı from Astaş Holding.	6 Million Dollar Share-Based Investment through Dollar Appreciation
Fuse Games	NFX and Lakestar	2 Million Dollar Pre-Seed Funding
Gamester Kids	APY Ventures, Doping Hafıza kurucuları Semih Hakyemez, Ali Karakuş and N.Mert Kalkavan	850 Thousand Dollar Investment
Gleam Games	IstCaptial, Ludus Ventures and Tera Portföy	1 Million Dollar Investment
Culiver's Games	Boğaziçi Ventures and US centered on March Capital	1.5 Million Dollar Seed Funding
Hungri Games	Boğaziçi Ventures	500 Thousand Dollar Investment

Source: The list was compiled by researching the news. If the list is missing, it will be updated.



Investments in the Gaming Industry

Company	Investor	Amount Invested
Last Bite Games	Boğaziçi Ventures	1 Million Dollar Appreciation
Layer AI	Jim Payne, Akin Babayigit, Michele Attisani, Dilpesh Parmar, The Games Fund, The Games Syndicate, GFR Fund, Laton Ventures, 500 Global, Elena Silenok and Taimur Rashid	1.8 Million Dollar Investment
Ludus Eğitim Teknolojileri	Kidolog	600 Thousand Dollar Investment
Lumier Games	Hakkı Alkan	7 Million TRY Appreciation - 1 Million TRY Seed Funding
Mega Fortuna	APY Ventures, Vestel Ventures and Tacirler Portföy Future Impact Fund	2.3 Million Dollar Seed Funding
Nerf IT!	StartersHub	100 Thousand Dollar Seed Funding
One Percent	WePlay Ventures	2.5 Million Dollar Investment
Passion Punch	Colendi, Turkcell Yeni Teknolojiler GSYF, Re-Pie Portföy and angel investors	4 Million Dollar Seed Funding
Paxie Games	Ludus Ventures, Alfa Games & Partners and Angel Investors	3 Million Dollar Investment
Pink Games	Alesta Yatırım and Geometry Venture Development	22.9 Million TRY Investment through TRY Appreciation
Ratic	The Ince Family under the leadership of Arisan Ince, OXO Finans and Alpcan Erdoğan	5.27 Million Dollar Appreciation



Investments in the Gaming Industry

Company	Investor	Amount Invested
Scoutli	Sercan Akkaş, Can Hiçbezmez, Mustafa Emre Gündüz, Kaan Karapınar, İrfan Ündevli, Gizem Nilay Tuna, Cem Büyükkaya, Fethi Ahmet Özbulut, Ali İlçi, Alesta Elektronik Teknoloji Yatırım A.Ş ve Sertaç Özinal	26.93 Million TL Valuation Over 800 Thousand TL Investment
Spektra Games	Ludus Ventures, The Games Fund, Alfa Games & Partners	1 Million 250 Thousand Dollars Investment
Studio Billion	Weplay Ventures, B4YO, Lima	
SuperGears Games	The TMRW Foundation, former vice president of Unity Ulaş Karademir, founder of Masomo and Webtekno İbrahim Akman, CEO of Ingame Group Genco Alp, Founder of Octopus Emre Yıldız and founder of ELA Game Studio Murat Alagöz, along with institutional investor Yıldız Tekno GSYO	10 Million Dollar Investment
Tiamo	Alesta Yatırım	22.5 Million TL Valuation
Toon Metal Games	Boğaziçi Ventures	250K USD Investment with 2.5 million dollar valuation
Trio Mobil	212 and 100th Year Initiative Capital	Financial Details Not Announced
Veloxia	INVEST 101 fund, Collective Spark and Boğaziçi Ventures	Bridge Investment Round (Financial Details Not Disclosed)
Wodo Network	VBT Yazılım	1 Million Dollar Investment
YAMY Studio	UP Venture Capital	4 Million Dollars Valuation



Investments in the Gaming Industry

2023 was a milestone year for the Turkish gaming industry. Similar to the global gaming industry and other industries, the Turkish gaming industry also experienced a year in which it became very difficult to access money. The main source of this situation is the recession in the world, but I think there are also special reasons for the Turkish gaming industry.

It would be useful to evaluate why 2023 was a milestone for the Turkish gaming industry by rewinding the film a bit. When we evaluate the sector from 2010 onwards, it is possible to divide it into periods as 2010-2015 period, 2015-2019 period, 2019-2022 period, 2023 and beyond. When we look at the first period, the Turkish gaming sector, which started to attract attention with the arrival of 100M USD+ exits such as Gram Games and Masamo, while it was in a position that was perhaps not yet called the sector, showed serious growth between 15-19. In 2019, the wind created by the hypercasual game genre in our country and the subsequent Peak exits and the emergence of Türkiye's first Unicorn company from the gaming industry was the beginning of the golden age of the gaming industry in Türkiye. Not only locally but also globally, the Turkish gaming industry has achieved a very serious position.

In this process, Türkiye became the 4th country with the most game initiatives in the world, while İstanbul became the 2nd and Ankara the 4th city. With the very positive impact of the pandemic, the gaming industry all over the world has become the fastest-growing sector in the world, while the growth trend in our country has been ahead of global figures. These extraordinary developments in the period of 2019-2022 gave the Turkish gaming industry its golden age, while at the same time causing the industry to grow much faster than natural. As with any sector that grows so fast, the Turkish gaming industry has also faced some risks.



BURAK YILMAZ
CEO
WEPLAY VENTURES

WePlay
ventures



Investments in the Gaming Industry

In this process, we have observed countless new players trying to enter the sector, both on the startup and entrepreneur side and on the investor side, which has made the right startup-investor meeting more difficult. While we are trying harder than usual to find the right entrepreneur and venture, entrepreneurs have started to think much more about the teams they will invest in. Because the gaming industry is different from all other industries. It has its own metrics, ways of working and processes. If there is not the right match here, the possibility of problems in the medium and long term is not small. The combination of this situation and the recession in 2023 disrupted investments in the gaming industry.

Of course, this comment actually makes more sense when we compare the Turkish gaming industry with the past years. Otherwise, even in 2023, the gaming industry is the 3rd most invested sector in Türkiye. However, we were used to being 1st or 2nd for the last 5 years. As I mentioned at the beginning of my article, I see this situation as a milestone rather than a negative one. The game industry in Türkiye has now largely completed the cooking phase. It should be a more mature sector in the coming years and act accordingly. Instead of telling the stories of the successes we have achieved in the past years, we should realize much more sustainable and long-term projects by using the popularity we have achieved correctly.

Without forgetting that we are competing in the most dynamic sector in the world, we must achieve deep-rooted success by keeping ourselves constantly updated as a whole sector. I think we have all the necessary muscles to do this.



BURAK YILMAZ
CEO
WEPLAY VENTURES

WePlay
ventures



Becoming a Unifying Force in the Digital Gaming World

Digital gaming, which has become a rapidly rising industry as many people turned to online activities to communicate with each other during the pandemic, has shown in 2023 that its progress is permanent with the increase in investment rate, number of players, business partnerships and the inclusion of different industries in the game despite the global recession.

2023 was also a year in which many large companies in the entertainment and technology sector increased their cooperation with digital games for sectoral development. Digital platforms, which are seen as the locomotive of the online entertainment world, started to include games in their content, and companies went one step further and started to establish their own game studios. Social media influencers, Hollywood and world-famous fashion brands also developed their own games. Even sectors that are not considered as close to digital gaming as the entertainment industry have started to form a bond with digital games, with automotive leading the way. For example, the world-famous Japanese company, the manufacturer of the PlayStation, announced its collaboration with a Japanese automobile brand at CES, one of the world's largest technology fairs, and shared the information that its new model electric vehicles include video games and use Unreal Engine 3D technology in these games. The fact that TOGG, Turkey's domestic automobile, is also working in this direction is one of the exciting developments related to the industry in 2023. Digital games were also used to appeal to the sensitivity of the Z generation, which is more sensitive to social responsibility and sustainability than previous generations. Many institutions both in Turkey and around the world have included digital games in their sustainability programs and started to design special games to instill environmental sensitivity in their consumers.



**MUSTAFA CİHAAT
DURMUŞ**
CEO
STARTGATE

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Becoming a Unifying Force in the Digital Gaming World

In 2023, many success stories from Türkiye made international headlines. The fact that the games developed by the digital game studio founded by three brothers in Bilişim Vadisi started to be played in 177 countries, including the USA, China, the Netherlands, and France, is one of these examples of success. Towards the end of the year, the "Royal Match" game became the highest-grossing mobile game in the world, a development that proudly waved the Turkish flag in the industry.

Will Türkiye be able to add new ones to these success stories? This is the most important question for 2024. When we look at the future projections for Türkiye, we see that expectations and targets are very high. The figures predicted in industry reports mean that Turkey will become the fastest-growing video game market in Europe. This rapid growth of the digital game industry both in the world and in Türkiye creates an opportunity to get a share from global trade. Being a game developer provides the opportunity to serve billions of users and generate high revenues. The development of the game industry as a high value-added sector not only has a positive impact on Türkiye's foreign trade, but also paves the way for the development of the software industry. The fact that approximately 90% of the games produced in Türkiye meet users around the world in the gaming market reveals that the industry has a serious export potential.



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With the realization of all these advantages, the number of game developers, publishers and investors in the industry is increasing day by day. While this is an advantage for Türkiye, due to the speed of the industry's development and work intensity, new actors joining the digital gaming world may not have the opportunity to get to know each other, which causes stakeholders to remain in a limited network. However, the way to increase the success of the industry is through increased investment. This requires establishing the right partnerships, getting feedback from mentors who are experts in their fields, and increasing the number of opportunities for investors and industry actors to meet.

We took action to address the lack of "one-stop-shop" for industry stakeholders and established StartGate, Europe and the Middle East's Largest Digital Gaming and Game Technologies Entrepreneurship Center in June 2023. We have addressed the lack of a platform that is a "safe harbor" for both parties, which is necessary for stakeholders to meet each other and feed on each other's experiences, and for new and promising entrepreneurs entering the industry to meet the right investors. For Türkiye to become a country that makes a difference, it is of great importance for industry stakeholders to act together as well as to be fast. We aim to ensure that Türkiye is ahead of other countries in this regard by offering multiple solutions to stakeholders who come together under the roof of StartGate. Thanks to our ecosystem structure and unifying power, we believe that communication and cooperation between industry stakeholders in Türkiye will accelerate and this will have a positive impact on the figures.



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Our main feature that makes us different is our ecosystem structure. We have a structure that can support an entrepreneur at all stages from developing their game to commercialization. In other words, we offer entrepreneurs opportunities beyond space and equipment, we provide mentorship and full-time business coaching support from experts in their field, as well as the technical training they need, to help them gain the social qualities that a successful entrepreneur should have. We do all this through our subsidiaries within our ecosystem. The first of our affiliates is AcademyGate, which focuses on education in the industry, working both on the curriculum required for game developers and on the training needs of all stakeholders to raise the level of awareness in the industry. The digital game world is a highly dynamic industry due to the high density of young people. In order to get a significant share of the pie in international markets, we need access to trained manpower. For this, raising awareness about the industry is critical, and AcademyGate is creating a special curriculum to fill the gap in this area. Our other subsidiary, IdeaGate, was established to support game studios in their advertising and media efforts. Our third subsidiary, TalentUpGate, serves the purpose of "bringing together talented manpower and the right stakeholders in the industry", which is one of the most important shortcomings of the industry.

We have the capacity to host 50 studios at StartGate Campus, which we established in Maslak, the business center of İstanbul. We positioned 10 studios in the 6-month period from our launch date until the end of the year. We ensure that these studios, which work in the field of games, game technologies, blockchain, Web3, and the transformation of games into animation, become a part of the StartGate ecosystem by leading their academic and commercial development and transformation. In 2024, we will fill 10 of the remaining 40 studios with investments in studios ready to launch their games. We plan to allocate the other 30 studios to entrepreneurs who have successfully graduated from our pre-incubation, incubation, and acceleration programs.



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Becoming a Unifying Force in the Digital Gaming World

In line with our goal of becoming a meeting center for the industry; in the first 6 months, we hosted events where we hosted the leaders of the industry, and we enabled many game studios to benefit from the infrastructure, software, next-generation office facilities, mentoring, full-time business coaching, training, legal, marketing, media, HR, etc. in our 24/7 open center.

With our Venture Capital Investment Fund PlayGate GSYF, we invest in digital gaming and gaming technologies startups. While there is no restriction in the category of games and game technologies, our investments cover areas such as mobile, PC, and console games, esports technologies, NFT, cloud games, serious games (training and simulation), Metaverse, VR/AR, and AI.

These are all very important tasks to be realized in a short period of six months. In 2024, we will take our work one step further and focus on the emergence of the new success stories I mentioned above. Since the day we opened our doors, we have expressed our goal of creating 3 Unicorns in 5 years, and we will continue to support our entrepreneurs in this direction. We aim to be one of the locomotives of the digital game and game technologies industry in Türkiye's goal of creating 15 Turcorns and 5 Decacorns in 2025 and making İstanbul one of the top 20 centers of entrepreneurship in the world.



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Turkish Esports Federation

TESFED

A Brief Evaluation of 2023 by the President of the Federation

We are truly pleased with the achievements and significant progress we have witnessed in the recent period. Our national team took home the championship in VALORANT Spike Nations, which brought the esports talent and training discipline in our country to light. Similarly, the competition we have seen at the 5th annual TEFED Papara Türkiye Cup once again demonstrated that the caliber of our local talent is on par with the international arena.

On the global scene, our accomplishments in the eFIBA World Finals and IESF Esports World Championship demonstrated the development of esports in our country, as well as our capability to succeed in the international arena. Specifically, our victory in the IOC Esports Series NBA2K branch held in Singapore further solidified our position on the international stage. Our teams participated in 5 different branches at the Global Esports Games held in Riyadh, representing our country successfully and strengthening our presence in international esports platforms.

I've also been selected to be on the Board of Directors for the Global Esports Federation, which is a great honor and responsibility both for me and for our nation. This position will allow Türkiye to play a more active role in the global esports arena and help improve our international partnerships. In the upcoming period, we will continue working to advance our achievements, enhance our country's esports infrastructure, and represent our nation at the highest level on the international stage. I would like to thank our esports community for their support and contributions. I have no doubt that we will achieve more, together.



**ALPER AFŞİN
ÖZDEMİR**
PRESIDENT OF
TURKISH ESPORTS
FEDERATION

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Turkish Esports Federation

TESFED

TESFED Activities in 2023

2023 has been an important year for us. We consider this year as a turning point for TEFED. In light of the new sports law, we have held a plenary session that paved the way for us to move forward from our affiliate federation status, allowing us to take quick actions in the future.

We have represented our country successfully on numerous occasions on the international scene this year. Our significant and memorable achievements included securing First Place in the Valorant Spike Nations in Spain, Second Place in the PUBG Mobile IESF Championship in Romania, Third Place in the eFiba Season 2 World Finals in Sweden, Second Place in the eFootball Branch of the European Games in Poland, and First Place in the NBA2K World Esports Championship, coordinated by the Olympics Committee in Singapore.

Our TEFED Papara Türkiye Cup event allowed thousands of esports athletes from around the country to go head-to-head in a period of 2 months, after which we had our offline finals in Istanbul for 3 days with our finalists. With the 5th annual Türkiye cup that we will be organizing this year, our goal is to reach even more esports athletes and fans.



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Turkish Esports Federation

TESFED

What Strategies Will TEFED Follow in 2024?

The Turkish Esports Federation's strategy for 2024 involves playing a more active role on a global scale and furthering the achievements of our national teams who will be representing our country in the international arena. In this context, we aim to strengthen our connections with the Global Esports Foundation (GEF) and engage in an active manner. We are planning to have our teams participate in significant tournaments organized by international bodies such as GEF, IESF, EEF, and EEDF, aiming to improve our stature in the field.

Moreover, we will be having our national teams participate in Olympic esports events to help reinforce the idea that esports is an Olympic discipline and promote our country internationally.

In our country, we are in the process of introducing legal regulations concerning esports. We have already begun working on these regulations and aim to share them with the public soon. We firmly believe that these regulations will position our country as a global pioneer in this field and represent a significant step towards fostering the further growth of esports within our nation.



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Turkish Esports Federation

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What Strategies Will TEFED Follow in 2024?

We will be focusing on strengthening the esports ecosystem locally and spreading it to a wider audience with the Türkiye Cup, along with other events and summits that we will organize.

These events will allow local talent to be discovered and developed, as well as promoting connection and partnership between stakeholders in the industry. The Türkiye Cup and other national tournaments will also provide great opportunities for our national teams to prepare for international competitions.

In addition, esports summits will create an environment where industry leaders, athletes, fans and other interested parties come together and share ideas and discuss strategies that will shape the tomorrow of the industry.

All these endeavors will contribute to Türkiye's emergence as a pioneering nation in esports, both domestically and globally.



**ALPER AFŞİN
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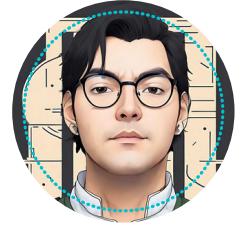
What Does the Future Hold for Esports?

Interview

How would you evaluate the esports ecosystem in 2023 and 2024?

Given the recent stagnation in the esports industry over the past years, it is reasonable to anticipate that 2024 will be a dynamic and exciting year. People are becoming more and more interested in on-site events, meaning that esports events and tournaments are garnering more attention. It is highly likely that the global audience will continue to grow. Since authorities in the industry have more experience, and technologies keep getting better, we may witness more interactive esports projects. It is also worth mentioning that there have been significant changes in how brands perceive the esports industry. Brands are now aware of the potential effects and audiences that esports can reach, leading them to view esports in a more positive light. With proper management, partnerships with brands often lead to win-win situations.

When we look at the athletes, it becomes evident that women became increasingly eager and prominent in esports in the past year. Investments made in recent years have started yielding results and this could potentially lead to a growing presence of female esports teams in the competitive arena, and in turn, an increase in female viewership. Last year, Türkiye hosted numerous esports events. We are aware that Türkiye has a huge esports fanbase. Foreign corporations have taken notice of this potential, leading to an increase in the number of events hosted by Türkiye in 2023. This year, we are hoping to see more and more of these events, especially with Turkish teams representing us in global events, which could further inspire the audiences. This is also crucial for the sustainability of this industry in our country.



TUGAY SAKAOĞLU
EMBED
CO-FOUNDER



ALİ BAKİ DUMAN
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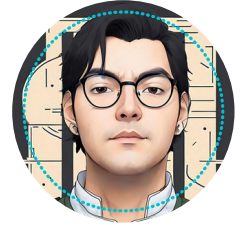
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However, whether these scenarios will be realized depends on various factors including the general dynamics of the esports industry, societal changes, and sponsorship tendencies. Efforts will need to persist so that women in esports can get more support and opportunities. Developments in this field will be better understood and evaluated in time. I hope that we will witness a better understanding of these subjects in 2024.

This year, we want esports in our country to develop further as well. Within this context, creating infrastructure and training programs in order to discover and develop young talent may lead to great outcomes. Esports clubs in schools, providing necessary support and focusing on these programs could perhaps pave the way for many young athletes. Investments and partnerships for solidifying the esports scene in Türkiye need to be supported by an increase in sponsor-targeted content. Moreover, these contents should be replaced with more interactive and creative ideas. Regarding the executives of organizations, we need to appeal to them. Furthermore, though this becomes a point of discussion every year, we need to encourage Turkish athletes to participate in international esports tournaments and support their achievements on the global stage. Receiving such support from the state would not only make things easier for the athletes representing us and the executives but also foster the growth of the industry. We hope that this year, we can incentivize the public to support this industry, emphasizing at every stage that esports is a competitive sports branch.



TUGAY SAKAOĞLU
EMBED
CO-FOUNDER



ALİ BAKİ DUMAN
EMBED
CO-FOUNDER



RIOT Games 2024

Interview

Riot Games' Evaluation of 2023 and Expectations for 2024

The year 2023 has been a period where inflation and other economic problems were felt profoundly because of the Covid-19 pandemic and global armed conflicts. In 2020, 2021 and 2022, interest in the gaming industry and growth expectations developed faster than anticipated, thanks in no small part to the effects of the pandemic. With waning interest levels returning to normal in 2023, the industry initiated global-scale normalization efforts. Unfortunately, armed conflicts and economic hardships caused this process to become more severe and rapid. Growth expectations for the global gaming industry decreased while expenses kept piling up.

While planning ahead for 2024, we took into consideration the negative impact that global armed conflicts, which might continue for the first six months of the year, may have on inflation. I believe that the first half of the year will be a difficult period, but I also believe that we will see a positive development for our country in the second half. The advancements in technological devices and the growing potential of the gaming industry are expected to make the last six months of 2024 more relaxed compared to 2023.

I have observed that PC sales and growth in the mobile gaming industry increased rapidly between 2023 and 2024. I anticipate that PC sales and the mobile gaming industry will surpass interest in consoles this year. Furthermore, I expect the economic investments made in Türkiye in 2023 to begin yielding results this year. The decrease in inflation rates will have a positive effect on gamers in our country, both within Türkiye and on a global scale, in 2024.



ERDİÑÇ İYİKÜL
RIOT GAMES
TÜRKİYE
COUNTRY MANAGER

**RIOT
GAMES**



RIOT Games 2024

Interview

Riot Games' Evaluation of 2023 and Expectations for 2024

In general, I have observed that the gaming and esports industries are continuing to grow despite all of these global difficulties. During the pandemic, people started spending more time indoors, placing greater emphasis on digital entertainment. Consequently, this trend contributed significantly to the growth of the gaming industry. We have experienced a similar growth in esports. Digital tournaments and online events allowed us to reach a wider audience. This draws the attention of brands and investors, resulting in more financial support for the industry.

I predict that technological advancements and widespread internet access will further develop the gaming and esports industries. Advancements in virtual reality (VR) and augmented reality (AR) will particularly enhance the interactive and immersive gaming experience. This will facilitate the growth in both the number of gamers and the gaming industry as a whole.

In conclusion, it can be said that the gaming and esports industries exhibit significant growth potential along with technological advancements and global economic recovery in 2024 and beyond. I expect to see these industries pull in more investment and interest both in Türkiye and around the world in the future.



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COUNTRY MANAGER

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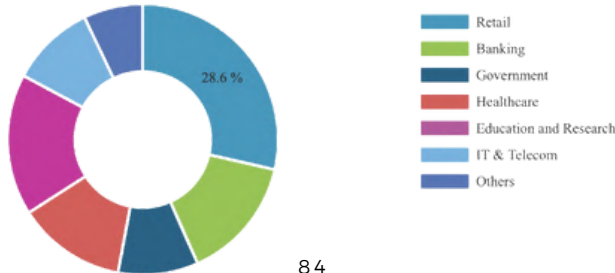


The Role of Gamification in Our Lives

An Evaluation of 2023 and 2024 by Ercan Altuğ Yılmaz

2023 was a highly anticipated year for the Republic of Türkiye, marking the 100th anniversary of our nation's foundation. It was expected to be remembered with amazing celebrations; however, the unprecedented earthquake we experienced made it a year of immense hardship for us. On a global scale, we can say that this year was a significant turning point with Artificial Intelligence being made available for end-users. Text-based portals such as ChatGPT and image-based platforms like Midjourney and Dall-E have notably spurred rapid changes in design and production processes. It appears that this change will only intensify over time.

The gamification market is approaching maturity in corporate retail and education industries according to recent studies in 2023. To this day, with a market share of 28.6 percent, retail is the primary industry to have adopted gamification solutions. Education is also a prominent industry as usual, since it targets young audiences. According to global research, the gamification market has reached numbers as high as 10 billion dollars, with a forecast of 30.3 billion in 2030. Thus, it is predicted that 87 percent of all businesses will adopt gamified methods in the next five years.



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REPRESENTATIVE



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Those who succeeded with the help of gamification in 2023 became pioneers in these fields:

- E-Commerce and Retail
- Finance and Banking
- Social Responsibility and Sustainability
- Education and Health
- New Technologies (Web 3.0, Metaverse, NFTs, etc.)

According to a research carried out in the US, more than 80% of workers are more open to and prefer experiences resembling games. Preferred gamification strategies for adults are listed as "completing levels, earning points and getting scores, getting immediate feedback, progression bars, event walls, competition with friends, being part of a story, avatars and virtual coins".

1 Gamification in training



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Gamification has been enjoying its golden age in e-commerce in Türkiye and has been utilized for creating "gamified" loyalty programs by many different businesses in order to manage the increasing demands after the pandemic.

In 2023, Hepsiburada, one of the biggest e-commerce platforms, combined the power of games with their loyalty program on their "Oynadıkça Kazan" (Earn As You Play) platform. There are many games on this platform. Including games that you can play continuously, as well as seasonal interactive experiences. Scratch games, find to win games, giveaways, bingo and other luck-based games can be played by regular customers. Nurturing games, designed for interactivity, incentivize customers using rewards, coupons and the element of surprise. Games and gamification have helped Hepsiburada achieve a return rate of 75% among those who have participated in the games in 2023. The volume of orders has doubled thanks to games. Hepsiburada, empowering its customers with the right to choose, has doubled its rate for sales conversion.

We had already discussed Bebeveyn Kulübü (Baby Parent Club) of E-bebek, which monitors, educates and rewards you and your baby from the pre-birth period all the way up to the age of 4 in our Achievers of 2022 article. During the Gamfed x Oniki Gamification in E-commerce Level 2 webinar, E-bebek had stated that participants in the research they conducted within the industry preferred applications that offer more rewards and entertainment. They had shared that the club reached over 130,000 members in 2023, and at the time more than 4,000 people were participating in the gamified Bebeveyn Kulübü. On this platform, where you can earn points by completing minigames and quests, the ball-catching game has awarded over 45,000 Bebeveyn points to customers, while daily trivia games have seen a participation number of over 137 thousand people. E-bebek has also gamified the shop experience in 2023, where more and more people have returned to physical shops after the pandemic. They have incorporated the feedback game on the platform, Dedektif Bebeveyn (Detective Baby Parent), which helps customers send direct feedback using photos. Through Bebeveyn Kulübü, E-bebek has become one of the companies that has utilized and received feedback for gamification with the intent of making the customer experience more entertaining and improving loyalty programs.



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Pegasus also uses gamification in its corporate culture as well as its products. They also use simulations and gamification for corporate education.

The game "Pegasus BolBol", which has been part of the Pegasus loyalty program for a year, attracts an average monthly player count of 640 thousand and has been played by a total of 4.6 million people over a span of 7 months. In 2023, over 2 billion BolPuan (reward points) have been awarded in this game played by 940 thousand unique players. During the gamification in e-commerce webinar, Pegasus has stated that people's spending and mobile application usage rates has increased in the period where they have incorporated gamification.

Another great example of gamification in 2023, after the pandemic, came from Karaca. Points earned by playing games within the app turned into sales. According to data provided by Karaca, over 1 million customers have played their games and earned millions of points. Karaca mentioned that their total sales went up 30%, with Bubble Blast being their most played game. They have also stated that the leaderboard-based reward system is highly effective. Karaca has managed to increase sales conversion rates while also pulling customers to their app using games and gamification in their loyalty programs.



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LC Waikiki: You are probably familiar with LC Waikiki's most famous mascot, the monkey, if you were born before 1990. In 2023, the monkey made a comeback for the brand. This avatar, used in many different marketing campaigns, also provides numerous opportunities. Reward opportunities through monkey cards, the Wai Wai Club, donation campaigns with comments to the LC Waikiki Memorial Forest and meet-and-greets with the legendary monkey are among the strategies they use to increase interactivity and loyalty among customers via games and gamification. With Waikikiland 3.0 envisioned in 2023, they have presented their metaverse dreams. Using gamification both in its corporate culture and its sales campaigns and products, LC Waikiki has earned its place as one of the companies that entertained and rewarded its customers through games in 2023.



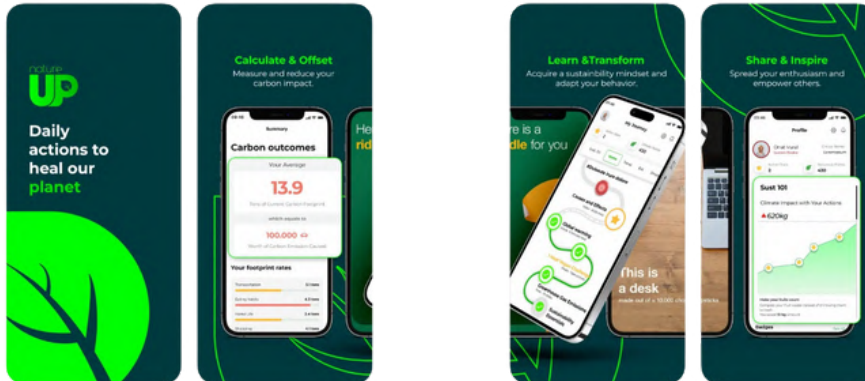
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Arçelik - Nature Up; The Nature Up app is an in-house gamification platform that aims to support our world's sustainability. The Nature Up app, which combines the power of Gamification and Sustainability, is a gamified mobile app that intends to raise awareness for sustainability. When you open the app, you are presented with a screen that lets you calculate your carbon footprint, after which you can start your journey on learning how you can reduce it. The app informs the user as they explore, trying to achieve a behavioral difference through quests and actions. The app will go live within the company towards the end of 2023. Game mechanics such as points, levels, badges, locked content and a tree growing minigame also support their gamification goals.



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Yapı Kredi Bankası - Step: Türkiye came 71st in a list of 163 countries according to the 2022 Sustainable Development report. Yapı Kredi Bankası has stated that it will take 7 years to complete the first step of their global goals according to their plans. In order to raise awareness for their sustainability goals, they launched "step", which stands for "Sürdürülebilir Tercih Programı" (the "Sustainable Choice Program"). The quests you can find inside the app include choosing sustainable options like electronic bank statements over printed ones or adding funds to your transport card using the Yapı Kredi Mobil app, which rewards you with Step Points. These points then get donated to the social responsibility project chosen by the user on the platform.

IBB - Yürü Be İstanbul: The Istanbul Metropolitan Municipality continued its "Yürü Be İstanbul" (Walk Now İstanbul) gamification efforts in 2023. Supported by over 150.00 people, the platform has led to behavioral changes. With the adoption of advanced technologies, gamification has had success in creating a link between donations and the campaign page and "leading athletes". Getting 30 million clicks on the Istanbul Marathon campaign and becoming "the best athlete" in the leaderboards creates friendly competition between non-governmental organizations. The "Yürü Be İstanbul" project strives for a "More Active and Happier" İstanbul. Once again, statistics provided in the gamification in e-commerce event were significant. While the average age in Türkiye is 33,5, it also has the highest diabetes and obesity rates with 12% and 32% respectively. İstanbul has a physical activity rate of 30% with Sarıyer being the most active district, and Başakşehir coming in last place. The Yürü Be İstanbul project has 200.000 downloads and has helped people take over 15 billion steps. The district with the most steps is Caddebostan, with the most active timeframe being between 15:00 and 16:00.



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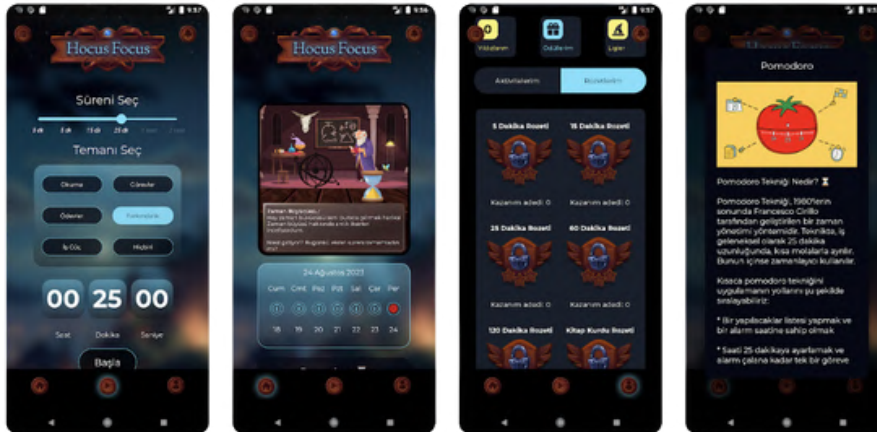
The Role of Gamification in Our Lives

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Gamfed - Hocus Focus: Screen time is considered a plague in the age of technology. While there is awareness regarding this issue in our country, we see short-term, dissuasive approaches that completely turn the screens off. As the Gamfed Türkiye teams, we have begun to look for solutions that turns off the screens when they are supposed to be turned off. In the "Hocus Focus" app, named by our teams and owing its development and interfaces entirely to voluntary sources, we have quests where you need to stay away from the screen for 15-30-60-120 minutes and badges corresponding to the work you do during this time. This app, which you can find on Google Play Store already, will be updated and put on Apple Store as well in 2024. It will provide a solution for an important problem in our country through gamification.



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The Role of Gamification in Our Lives

Ercan Altuğ Yılmaz ile 2023 ve 2024 Değerlendirmesi

Gamification also had to be utilized in education and employment, as it was used in e-commerce, during the pandemic. Employment processes in particular have used games for "psychometrics testing", allowing several businesses to save time and resources. The company HR Peak has already stepped into this field in our country with the local app and portal "Hiring Games - <https://www.hiringgames.com>". On this platform, candidates can play 4 different games, be analyzed for their competences and get a compliance report.

Many enterprises upgraded their business processes through gamification solutions as well. Bitoniş is one such example. Bitoniş streamlines the job-hunting process, making it faster and more effective through a highly innovative gamification approach that utilizes match rates with specific positions. If you want to improve your match rates, you can complete scripted quests provided by Bitoniş or the employer and get ahead of other candidates. Bitoniş distinguishes itself with a next generation human resources application and aims to introduce the concept of "recruitment", making recruitment processes more entertaining, to the industry.

We expect to see more experience-based e-commerce minigames that communicate with each other and other gamified experiences that are part of a bigger game in 2024. We will see holistic approaches containing coin type points earned from interactions such as shopping, commenting, sharing, and social shopping experiences, similar to the systems on Aliexpress and Pinduoduo. We will be seeing more text-based gaming experiences in applications with the advent of Artificial Intelligence as well. Above all, we wish you a healthy, happy, good and productive new year without any catastrophes.



**ERCAN ALTUĞ
YILMAZ**
GAMFED
TÜRKİYE
REPRESENTATIVE



Will Artificial Intelligence Shape the Future of the Gaming Industry?

Interview

Artificial Intelligence in the Gaming Industry

Two years ago, ChatGPT and other language models became part of our lives as a result of the GPT model developed by OpenAI making rapid progress. I believe that in 2024, we will be interacting with artificial intelligence systems not only on a text-based question and answer basis but also in video, sound and image formats. In addition to systems such as Google Gemini Ultra and GPT 4 Vision, open-source models such as Llava are demonstrating similar results.

This has multi-faceted effects on the gaming industry. Textures, objects, and pieces of music created by artificial intelligence are appearing in more and more games. Some companies have developed tools that can create 3D models directly from text prompts. The possibility of creating customizable characters that can adapt to player actions and present different experiences seems to be not that far away. Augmented and virtual reality technologies will allow players to use photos of themselves and their homes to personalize their characters and environments in games.

Artificial intelligence provides a myriad of advantages to game developers. Even smaller game studios will be able to catch up to large teams thanks to artificial intelligence models. Apart from game development, marketing and community management are also among the fields in which the utilization of artificial intelligence is becoming increasingly significant. Factors such as performance marketing, influencer marketing and social media usage will be suitable for optimization using artificial intelligence and data analysis.



ORKUN İŞITMAK
INVESTOR
INFLUENCER
FOUNDER
ORK DIGITAL



Will Artificial Intelligence Shape the Future of the Gaming Industry?

Interview

Artificial Intelligence in the Gaming Industry

Some of you might have heard of interactive text-based role-playing games such as AIDungeon. This game enables players to create and immerse themselves in nearly any story or scenario they can imagine. It responds dynamically to the players prompts, creating real-time text-based narration and events. It can also generate photos of the environment and characters using artificial intelligence and share them with the player. You can even play the game using your voice with the game master artificial intelligence. I am confident that we will see a variety of artificial intelligence-based games and characters this year. I intend to invest in this field as well.

2024 - The Season of Cloud Gaming

I believe that 2024 will be the year of companies that provide cloud gaming services. Cloud gaming eliminates the need for high-end PCs and consoles while enabling us to play latest games on any device we want without any issues. Companies such as Microsoft, Nvidia and Google have been investing in this field for a long time. I believe these will become even more popular in 2024.



ORKUN İŞITMAK
INVESTOR
INFLUENCER
FOUNDER
ORK DIGITAL



Latest Situation in the Cosplay Industry

Cosplay, in addition to being an increasingly popular hobby in Türkiye, has also managed to become an industry. Growing in line with the gaming industry, cosplay has achieved great success in its field. In 2023, cosplay took part in almost all game fairs in Turkey, attracting a lot of attention and achieving international success.

In August 2023, our representatives selected in the UpGameZone Cosplay competition went to the Middle Eastern Cosplay Summit and represented our country in the international competition held at Bahrain ComicCon with the participation of 9 countries. With our team bringing the first-place trophy to our country, Türkiye's name was announced in the global cosplay scene for the first time.

The importance of this first place was that it was Turkey's first success in cosplay. In 2023, we can see that cosplay and gaming are inseparable. We witnessed that game companies featured cosplayers portraying the characters of their games in their official events, and cosplay contests with bigger prizes than in previous years took place at fairs. We witnessed exciting cosplay stage shows before Hayko Cepkin and Ajda Pekkan concerts on the main stage of IstFest and brought cosplay together with music. With the increasing interest this year, we can say that municipalities are not indifferent to this interest. The cosplayers who appeared at the Mersin Municipality Youth Festival both performed entertaining shows on stage and managed to become one of the building blocks of the festival. For the Tarsus Festival Shahmeran Year, they created creative costumes to honor Shahmeran with their cosplay knowledge and created the most colorful images of the festival. Having their own private meet&greet area within Teknosa Gaming Parkour, Turkey's best cosplayers managed to be the most anticipated and popular element of the event. As of 2023, we can see that cosplay is no longer just one of the colorful sights we see at game fairs and has created a sector with its name. In 2024, we are sure that the cosplay industry will achieve greater success and continue to grow.



MELODİ KIZILGÜN
ME AGENCY
CO-FOUNDER



Manga and Anime in Türkiye

Manga and anime, rooted in the rich culture of Japan, have become a fast-growing phenomenon in recent years. Both are cornerstones of Japanese popular culture with their unique styles, stories and aesthetics. Although the term "manga" dates back an average of 70 years, it was first used in the 19th century to refer to the sketches and cartoons drawn by the artist Hokusai to depict everyday life. Anime, which emerged as an extension of manga culture, owes its main development to Osamu Tezuka's Astro Boy series published in the 60s.

The fact that manga and anime attract the attention of viewers and readers of all ages today is related to the styles of the works in this field and the fact that they are ahead of their alternatives. The journey of manga and anime, which have inspired the imagination and nourished the souls of people in many parts of the world, especially since the 80s, has also passed through different stages in Türkiye.

While manga culture was not yet widespread in Türkiye, popular animes such as Candy Candy (Kyandi Kyandi), Captain Tsubasa (Kyaputen Tsubasa), Sailor Moon (Bishoujo Senshi Sailor Moon), Dragon Ball and Pokemon started to be broadcast on local television channels. With the widespread use of the internet in the early 2000s, manga and anime lovers had the opportunity to both get to know this culture closely and create their own communities through various forums. Initially translated and circulated on the internet by volunteer fan communities known as "fansubs", manga and anime began to be officially included in the publishing world in the 2010s in exchange for licensing fees. In the anime industry, where we can talk about serious fees from dubbing to adaptation to the language of the country to be shown, we should not forget the opening-closing songs performed by popular musicians and bands of the period with high royalties.



DUYGU KALE
GEREKLİ ŞEYLER
RETAIL MANAGER



F. LÂMİA PEKZEREN
GEREKLİ ŞEYLER
DIGITAL MEDIA
SPECIALIST



Manga and Anime in Türkiye

With this rise over the years, the gaming and manga-anime sectors have become two important areas of entertainment that constitute important components of popular culture and are in exchange with each other. The relationship between the sectors has increased its impact on fan bases as similar themes, character designs and storylines have become intertwined. Video game adaptations of popular franchises such as Dragon Ball, Naruto and One Piece have been well received by a wide audience. Games inspired by anime such as Final Fantasy, Metal Gear Solid, Pokemon, Genshin Impact, League of Legends or anime adaptations have contributed to the enrichment of both sectors. Such adaptations enable manga and anime fans to interact with their favorite characters, strengthening the interaction between the sectors. This creative interrelationship has increased cultural interaction and contributed greatly to the evolution of popular culture.

The interest in anime and manga has also spread among the artistic community in our country. In the 2005s, manga drawing products and manga drawing books were introduced to the market. Another development in these years is the emergence of student clubs in universities where anime and manga lovers can come together. Since the 2000s, various screenings and festivals have been organized in many different cities, especially the Japanese Animation Days and the Japanese Film Festival. In the same years, anime and manga lovers in general have made it their mission to popularize this culture. However, since 2015, we can say that anime has spread through stream-based sources. During this period, there were hardly any productions on television.



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DIGITAL MEDIA
SPECIALIST



Manga and Anime in Türkiye

On the other hand, there has been a significant increase in the circulation and sales of licensed manga.

The partial lockdowns, which started in Türkiye in the first months of 2020 after the COVID-19 pandemic spread across the world and continued for more than a year, caused significant changes in the daily lives of individuals. It is an undeniable fact that individual-oriented variables such as spending time at home, the rise of digital platforms, turning towards individual activities due to social distancing rules, cultural diversity, and the need to get away from reality have accelerated the spread of manga and anime culture. In this period; manga and anime, which deal with many different subjects such as adventure, comedy, science fiction, horror, and romance with different drawing styles, have managed to reach people of all ages by going beyond their fan base.

Manga, anime and gaming fans connect and share their interests and passions through social media platforms, events and communities. In this context, these sectors have created a cultural infrastructure where people come together and share common interests.

As a result, the manga, anime and gaming sectors in Türkiye are shaped and supported by not only a consumer but also a productive and creative community. As the number of both producers and consumers in these fields grows, Türkiye's presence in these creative industries will become stronger and its important role in cross-cultural interaction will continue to grow.



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Protection Of Personal Data In The Gaming Industry

On 27 December 2023, the Turkish Data Protection Authority published recent decisions of the Personal Data Protection Board ("Board") on its web site. One of these decisions relate to a data controller from the Turkish gaming industry, which sheds light to data processing activities in the industry, the Board's findings with respect to those activities and compliance considerations under Personal Data Protection Law ("PDPL").

In summary, the complaint submitted to the Board by the data subject includes allegations regarding to the following matters: incomplete or incorrect privacy notices, cookies policy, unlawful international transfer of personal data, usage of third-party cookies without consent, usage of surveillance software during gaming and data controller's incomplete response to the data subject.

Board's Review and Opinions:

"Regarding the claim on "unlawful processing of personal data through surveillance software":

- The Board observed that there is a high likelihood of players engaging in fraud, cheating, and selling accounts to others, and are capable of automating the progression of the game through bot software without personally playing the game to carry out these activities. The proprietary software used by the data controller attempts to determine whether a player is using bot software by analyzing the execution of exe files that are opened or running on the computer as soon as the game is initiated. This software specifically aims to differentiate the types of open exe files on the computer and tracks IP changes, a sign of fraud and cheating. It has been noted that information is obtained through this software without actual data transfer over the internet, and the tracking involves monitoring the IP address. The Board concluded that the data controller uses the proprietary software to ascertain whether game users engage in cheating and/or fraud, and there is no unlawful processing of personal data by accessing personal data on the players' computers.



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Protection Of Personal Data In The Gaming Industry

Regarding the fulfillment of the obligation to inform;

- The Board observed that data subjects who wish to benefit from the online virtual gaming service are required to create a membership registration. During the registration process, data subjects are requested to check a box indicating that they have read, understood, and accepted the "Sign Up Privacy Notice" and "Privacy Policy." While the "Sign Up Privacy Notice" appears to be prepared for data subjects who will register as members and in general compliant with Article 10 of the PDPL and the Communique on Privacy Notices, is the Board noted that ambiguous expressions such as "...may be shared" should not be included.
- Upon the review of the text titled "Privacy Policy," is the Board observed that this text is an online privacy policy offered to visitors, users, and customers by the data controller's parent company, a major shareholder of the data controller, whom also should be considered as a data controller. The Board concluded that this text is not in compliance with Article 10 of the PDPL and the Communique on Privacy Notices, and therefore, it is necessary to amend this text which is also assumed to be accepted in the User Agreement in line with the PDPL and in consistency with other texts presented to data subjects during the membership registration or remove it completely.
- The Board observed that the "Personal Data Protection Policy" includes general information on the processing of personal data however, when compared to the other two document, it addresses a wider category of data subjects, the purposes of personal data processing activities carried out by the data controller, categories of personal data, categories of parties with whom personal data are transferred and the purposes of those transfers. The content is so general that makes the document incomprehensible and it is not clearly understood which group of data subjects, which personal data, for which purpose and on the basis of which legal reason are processed and which third parties the data are transferred to, therefore, the Board concluded the policy should be amended to be compliant with the Communiqué on Privacy Notices.
- The Board also pointed out during the on-site review that presenting three different documents creates a complex situation for the data subjects concerned.



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Protection Of Personal Data In The Gaming Industry

Regarding the cross-border transfer of personal data;

In addition to the review of the gaming company's defense, the Board inspected the Turkish Trade Registry Gazette regarding the foreign shareholding structure and the VERBİS query page with respect to the statements regarding the cross-border transfers in order to investigate the allegations in question.

Furthermore, the Board conducted an on-site review through a visit to the gaming company, since a determination could not be made on whether data subjects' email addresses and IP addresses were being transferred abroad.

As a result of this review regarding the issue on cross-border transfers of personal data by the data controller:

- The Board reviewed the Privacy Notice, Privacy Policy, and User Agreement available on the gaming company's website, scrutinized statements related to cross-border data transfers and concluded that the statements were in fact mentioned personal data are transferred abroad.
- Also, the Board reviewed the statements regarding international data transfers within the data controller's registration in the Data Controllers Registry System (VERBİS) and noted that the statements on VERBİS indicates the existence of international data transfers.
- However, based on the on-site review, the Board determined that "...the data controller company has purchased 11 game servers to be held domestically, a contract has been made with a company for security, hosting, etc. services related to the servers. Screenshots related to the backup of databases provided by the data controller have been examined, and it has been found that information within the scope of online virtual games (such as game level, items used in the game, etc.) is backed up on a cloud computing platform, but the personal data of players/members is not backed up on cloud. Therefore, the Board concluded that the data controller holds the game servers domestically and there are no international transfers of personal data of the data subjects who are gamers/members."



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Protection Of Personal Data In The Gaming Industry

On the lawfulness of personal data processing activities carried out via cookies;

- The Board noted that on data controller's website, mandatory cookies, functional cookies, and targeting/advertising cookies are used. On the cookie pop-up banner, two options are presented to web site visitors: "use only necessary cookies" and "allow all cookies" which means that for the processing of personal data via cookies other than necessary cookies, the option "allow all cookies" is presented, opting for the route of obtaining collective explicit consent without offering data subjects the option to choose. However, since explicit consent must be obtained through the "opt-in" method for each type of cookies requiring explicit consent, the data controller's explicit consent text is found to impair the elements of "specificity" and "given with free will" of explicit consent under Article 5 of the PDPL, and a lawful personal data processing activity is not carried out within the scope of Article 5.
- On the other hand, on the cookies table found in the "Cookies Statement" and "Cookies Policy" published on the website of the data controller, it is stated that various cookies are used by third party cookie providers in the category of "necessary cookies", but as stated in the Guidelines on Cookies Applications, in cases where third party cookies are placed on a website, visitors should be informed clearly and their consent must be obtained, and in cases where websites operating in Turkey carry out international data transfer activities via cookies provided by companies operating abroad, this international data transfer activity must be carried out in accordance with the conditions in Article 9 of the Law. The Board concluded that in this case explicit consents of the data subjects were not obtained and the personal data were transferred abroad in violation of Article 9 of the Law.
- **In terms of fulfilling the obligation to inform regarding the processing of personal data via cookies**, the Board determined that different information regarding cookies are provided on the tables in the "Cookies Policy" and "Cookies Statement" on the website. Therefore, the Board concluded that it is necessary to update and harmonize the cookies tables for properly informing the visitors of the website.



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Protection Of Personal Data In The Gaming Industry

The sanctions imposed by the Board:

Regarding Cookies:

- An administrative fine of 750,000 TRY is imposed on the data controller for the unlawful personal data processing activity regarding the international transfer of personal data using third-party cookies in the mandatory cookies category in violation of the conditions for lawful international data transfers, resulting in violation of data security obligations of the data controller.
- The Board instructed the data controller to update/amend the Cookies Policy and Cookies Statement documents to be consistent and harmonized with each other, while including information on international data transfer via cookies in accordance with the law and the Cookies Practices Guide.
- The Board instructed the data controller that necessary arrangements should be made on the website to obtain separate explicit consents from data subjects for the international transfer of personal data via the usage of cookies, and the Board should be informed accordingly.

Regarding the fulfillment of obligation to inform and keeping VERBIS Updated:

- The data controller is instructed to amend the documents titled "Privacy Notice," "Sign Up Privacy Notice," and "Personal Data Protection Policy" published on its website so that they correspond with each other, as well as with the information entered into VERBIS and ensure that they are in accordance with the law. The data controller is further instructed to inform the Board accordingly.



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Protection Of Personal Data In The Gaming Industry

- Considering that personal data of gamers/members are not transferred abroad through game servers due to the domestic location of the game servers, the data controller is instructed to update the sections relating to the international transfer of personal data in the "Privacy Policy," "User Agreement," "Sign Up Privacy Notice," and "Personal Data Protection Policy" published on the website, as well as in the VERBIS registration, and to inform the Board accordingly.

Regarding the international data transfers:

Given that the data controller purchased 11 game servers to be located within the country, entered into a Service Agreement with a company for security, hosting, and other services related to the servers, and pay a monthly service fee for these services, and considering that the numbers of the data controller's game servers in the company's server room match the numbers specified in the Service Agreement, and data relating to online virtual games (game levels, in-game items, etc.) within the scope of online virtual games is backed up in a cloud computing system, excluding the backup of personal data of gamers/members; the Board concluded that the data controller keeps the game servers within the country, and there are no international transfers of personal data conducted and no action is necessary against the data controller under the Law.

Regarding the unlawful processing of personal data through a monitoring software:

Considering the software in question, which is used by the data controller during online gaming, is designed to distinguish the type of ".exe" files with the purpose of detecting whether a software is being used for cheating and fraud by the game users; is the Board determined that there is no unlawful processing of personal data by accessing computers of data subjects who are gamers/members. Therefore, no action was taken against the data controller under the Law.



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What's the State of Serious Games in Türkiye?

An Evaluation of 2023 and 2024 by Afra Çalık

Employing serious games in end-user industries such as education, training, problem identification, advanced problem-solving skills, teamwork skills and decision making is reported to be quite beneficial.

The Serious Games Global Market Report 2024 offers a comprehensive analysis of the current and prospective status of the Serious Games industry, presenting a detailed evaluation.

The Serious Games Global Market Report 2023 showed that growth rates went up from 22.5% in 2022 with 8.31 billion dollars to 10.18 billion in 2023. It is estimated that this number will be 14.06 billion dollars in 2024. The serious games market is projected to experience a compound growth rate of 25.43% within the period from 2024 to 2029, reaching 43.65 billion dollars in 2029.

Smartphones and consoles shared first place in 2020 on the game platforms market rankings. However, smartphones will likely experience more substantial growth in the market in 2030.

- Smartphones
- Consoles
- PC
- Other



AFRA ÇALIK
TECHNOLOGY
GAMIFICATION AND
EDUCATION
ASSOCIATION VICE-
CHAIRPERSON OF THE
BOARD

**SERIOUS
GAMES**



What's the State of Serious Games in Türkiye?

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You can see the ranking for app-based market growth rates in 2030 here:

- Simulation and Education
- Research and Planning
- Advertisements and Marketing
- Human Resources
- Other

** The Simulation and Education segment is envisaged as one of the pivotal segments.*

In terms of regional growth, it is predicted that Middle East and Africa will experience the biggest Compound Growth Rate in the forecast period (2024-2029).

Global Serious Games Market: Segment Analysis

Serious games are digital applications, with their basic function being to inform, train, help memorize, and educate end-users. They are primarily used in education and training.

The Global Serious Games Market report is comprised of different segments based on region (country), company, genre and application. Understanding these segments helps identify the significance of different factors that contribute to the market's growth.



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What's the State of Serious Games in Türkiye?

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- Health
- Space and Defence
- State
- Education
- Retail
- Media and Entertainment
- Others

You can find information such as a detailed description on all of the factors that affect the growth of players in the serious games market as well as company profiles, product portfolios, marketing strategies, technology integrations and players in this specific market. Designing Digitally, Inc., Diginext, CCS Digital Education Ltd., Applied Research Associate Inc., and Grendel Games are the major companies operating in the Serious Games market.

Simofun, which began operations in our country as the gaming unit of Simsoft, has been developing five serious games since 2022 such as Mega Capital, wherein users can get realistic results for their strategies and decisions in a virtual ecosystem, and Presore, which aims to educate patient relatives and the public at large about the prevention of pressure sores, also known as bedsores.

Play Marmara Gıda game, as part of the Marmara Urban Forum 2023 (MARUF), presented joint decision making processes on the subject of the sustainability of food production and supply chains in the Marmara Region to users in the form of a serious game.



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HAVELSAN, one of the most prominent companies in the defense industry, is also involved in the serious games industry with the Malazgirt Project. They struck a deal with Epic Games last year to use Unreal Engine in their serious game's infrastructure within the Malazgirt Project. This will help support the project with a game engine that allows realistic rendering of real environments and war environments with outer world effects. It will provide a better understanding in terms of how it creates 3D images, the interactions between them and the project's benefits in education. The first phase of the project is already complete, and Bayraktar TB3 took its first flight in HAVELSAN Malazgirt, marking an important milestone.

Apart from academic studies conducted in universities on serious games, there is a growing interest in master's and doctoral theses focusing on this subject. Serious games in health and engineering are especially prominent as subject of the theses in 2023.

In the serious games competition organized by the Interservice/Industry Training, Simulation and Education Conference (NTSA's I/ITSEC Conference), 17 finalists competed in 7 different categories. Here are the winners for each category:

- Best General Audience Serious Game: Cardio Ex by Level Ex
- Best State Audience Serious Game: BORG Space™ by Boecore
- Best XR Serious Game: Firearm Safe Handling Virtual Reality Training by Booz Allen Hamilton
- Best Student-Developed Serious Game Limbitless Journey by Limbitless Solutions UCF
- The Innovation Award: Post Brain Injury VR-Based Rehabilitation by BlueHalo
- Students' Choice: Praxis: Till Next Bill by Canton de Vaud
- Public's Choice: Dyslexia Intervention Training for Educators by Ball Aerospace in partnership with AFRL GRILL®



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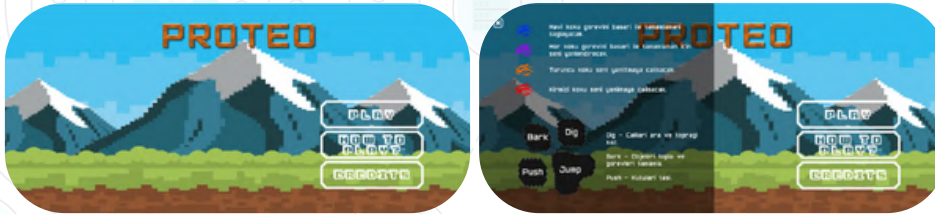


What's the State of Serious Games in Türkiye?

An Evaluation of 2023 and 2024 by Afra Çalık

Gamfed Turkey team published the game called "Protonor", which was developed in the "Earthquake Game Jam" event they organized after the February 6 earthquakes, on Android and App Store platforms under the name "Proteo" in 2023. Search and rescue support came from various countries to the earthquake zone. One of these countries, Proteo, the search and rescue dog accompanying the Mexican team, had lost his life in Türkiye as a result of his heroic efforts. For this reason, the name "Proteo" was chosen by the Gamfed team to express their gratitude and respect for him. The main objective of the game is to simulate a search and rescue dog receiving special training against earthquakes and rescuing those trapped under the rubble during an earthquake.

The "Training Track" in the game consists of 6 different tracks that allow players to explore the potential of the dog's endurance, speed, and strength. There are 3 different missions: Forest, Avalanche, and Earthquake. The rescue dog aims to fulfill its tasks by using skills such as sniffing, digging, and carrying.



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2022



2023

2022 - 2023 TÜRKİYE GAME MARKET COMPARISON





POPULATION

TÜRKİYE GAME MARKET REPORT 2023



- Population of Türkiye in 2022:

85.279.553

- 22% Aged 0 - 14
- 68.1% Aged 15 - 64
- 9.9% Aged 64 and above

2022

- Population of Türkiye in 2023:

85.372.377

- 21.4% Aged 0 - 14
- 68.3% Aged 15 - 64
- 10.2% Aged 64 and above

2023



INTERNET USERS

TÜRKİYE GAME MARKET REPORT 2023



- Internet Users:

72.000.000+

- 85% of the population is connected to the internet

* Individuals in the 16-74 age group

* Internet access at home 94,1%

* Internet usage percentages based on gender
Male 89,1% - Female 80,9%

2022

- Insternet Users:

74.360.000+

- 87,1% of the population is connected to the internet

* Individuals in the 16-74 age group

* Internet access at home 95,5%

* Internet usage percentages based on gender
Male 90,9% - Female 83,3%

2023



SOCIAL MEDIA USERS

TÜRKİYE GAME MARKET REPORT 2023



• Active Social Media Users:

69.000.000+

- The average amount of time internet users aged 16-64 spend every day on social media: **2 Hours 47 Minutes**
- Facebook: 54 Million Users (+/-)
- Youtube: 60 Million Users (+/-)
- Instagram: 64 Million Users (+/-)
- Tiktok: 34 Million Users (+/-)
- Twitter: 20 Million Users (+/-)
- Snapchat: 25.5 Million Users (+/-)
- Twitch TV: 5.7 Million Unique Monthly Users (+/-)
- Discord: 14 Million Unique Users (+/-)

2022

• Active Social Media Users:

70.000.000+

- The average amount of time internet users aged 16-64 spend every day on social media: **2 Hours 44 Minutes**
- Facebook: 65 Million Users (+/-)
- Youtube: 58 Million Users (+/-)
- Instagram: Million Users (+/-)
- Tiktok: 35 Million Users (+/-)
- Twitter: 20 Million Users (+/-)
- Snapchat: 20 Million Users (+/-)
- Twitch TV: 6 Million Unique Monthly Users (+/-)
- LinkedIn: 15 Million Users (+/-)

Figures are based on averages of data from different sources. It will be updated if more recent and clearer data are available.

2023



MOBILE USERS

TÜRKİYE GAME MARKET REPORT 2023



- Mobile Users: **90.778.328+**
- **107,2%** Mobile / Population
- **75 -80%** Smartphones / Mobile

• Smartphone Users:

Number of customers with a 4.5G compatible device and SIM card

64.300.420 (+ / -)

- Number of 4.5G Customers: 84 Million
- Number of 3G Customers: 4.4 Million
- Other: 2G and M2M

2022

- Mobile Users: **91.363.260+**
- **113,5%** Mobile / Population
- **75 -80%** Smartphones / Mobile

• Smartphone Users:

Number of customers with a 4.5G compatible device and SIM card

67.745.067 (+ / -)

- Number of 4.5G Customers: 84 Million
- Number of 3G Customers: 5.2+ Million
- Other: 2G ve M2M

2023



GAMERS AND REVENUE

TÜRKİYE GAME MARKET REPORT 2023



- Gamers: **44.000.000+**
- Total Gamer Revenue:
625.000.000 USD (+ / -)
 - Mobile: 275.000.000 USD (+ / -)
 - PC: 175.000.000 USD (+ / -)
 - Console: 175.000.000 USD (+ / -)

1 Dollar = 16.58 TRY

2022

- Gamers: **47.000.000+**
- Total Gamer Revenue:
580.000.000 USD (+ / -)
 - Mobile: 315.000.000 USD (+ / -)
 - PC: 145.000.000 USD (+ / -)
 - Console: 120.000.000 USD (+ / -)

1 Dollar = 24 TRY

2023



GAMERS BY PLATFORMS

TÜRKİYE GAME MARKET REPORT 2023

Breakdown of Gamers by Platform (*Estimated*)

• **MOBILE:** 42 Million Gamers (+ / -)



• **MOBILE:** 44 Million Gamers (+ / -)

• **PC:** 24 - 25 Million Gamers (+ / -)



• **PC:** 20 Million Gamers (+ / -)

• **CONSOLE:** 15 Million Gamers (+ / -)



• **CONSOLE:** 11 Million Gamers (+ / -)

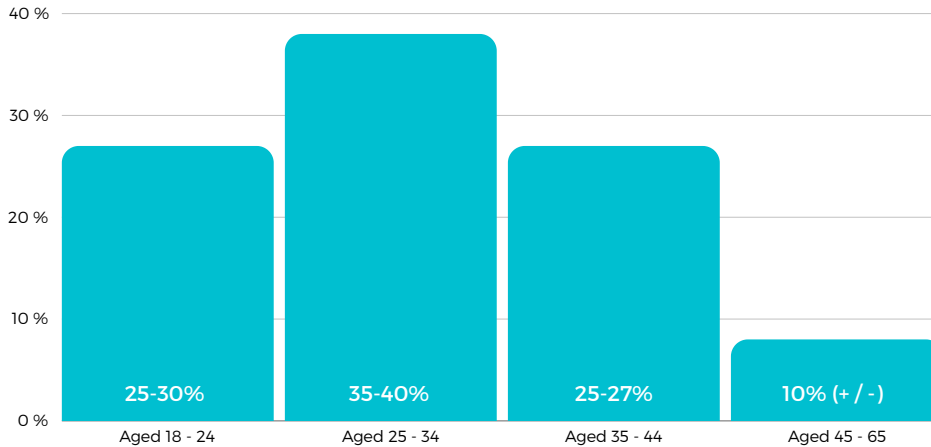
2022

2023



GAMERS BY AGE

TÜRKİYE GAME MARKET REPORT 2023



Gamers By Age 2022

Aged 18 - 24	27%
Aged 25 - 34	38%
Aged 35 - 44	30%
Aged 45 - 54	4%
Aged 55 - 64	1%

Gamers By Age 2023

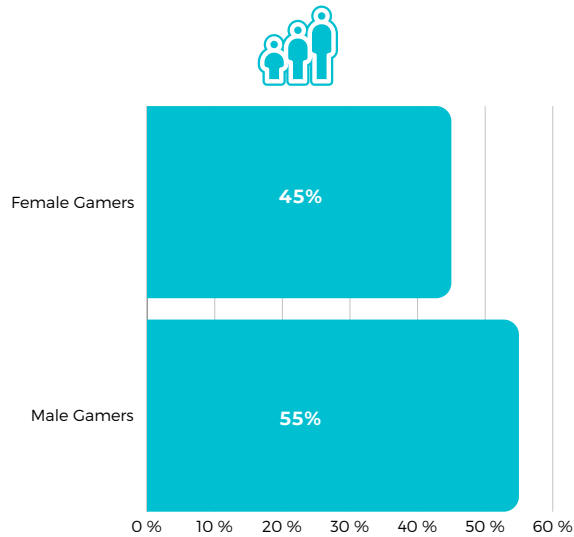
Aged 18 - 24	25 - 30%
Aged 25 - 34	35 - 40%
Aged 35 - 44	25 - 27%
Aged 45 - 65	10% (+ / -)

2023



GAMERS BY GENDER

TÜRKİYE GAME MARKET REPORT 2023

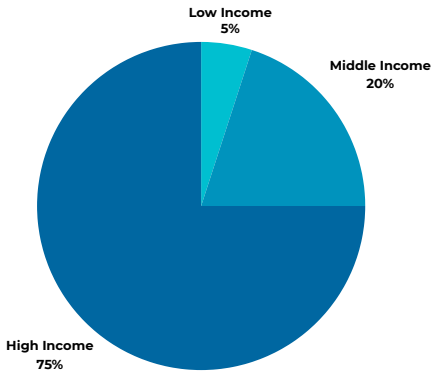


2023

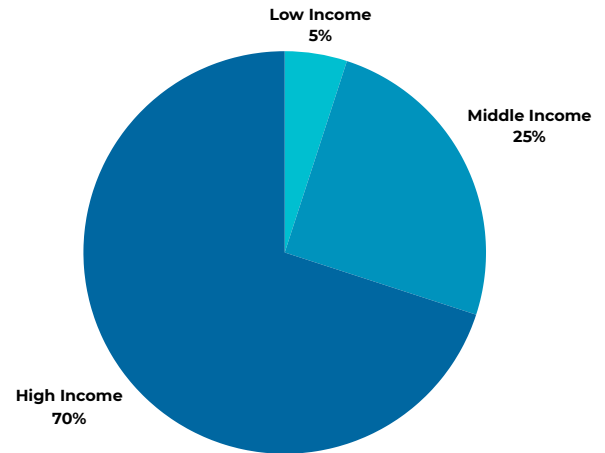


GAMERS BY INCOME

TÜRKİYE GAME MARKET REPORT 2023



2022



2023



TOP 15 MOBILE GAMES - FREE CATEGORY DOWNLOADS

TÜRKİYE GAME MARKET REPORT 2023



1	Roblox	Roblox Corporation	9.500.000 + / -
2	Subway Surfers	SYBO Games	8.500.000 + / -
3	PUBG MOBILE	Tencent	7.000.000 + / -
4	101 YüzBir Okey Plus	Zynga Inc.	6.000.000 + / -
5	Words of Wonders: Crossword	Fugo Games	6.000.000 + / -
6	Traffic Rider	skgames	5.500.000 + / -
7	Candy Crush Saga	King	5.000.000 + / -
8	EA SPORTS FC™ Mobile Soccer	Electronic Arts	4.500.000 + / -
9	Going Balls	Supersonic Studios LTD	4.500.000 + / -
10	My Talking Tom 2	Outfit7 Limited	4.500.000 + / -
11	Piano Star: Tap Music Tiles	Tinymax	4.500.000 + / -
12	Race Master 3D - Car Racing	SayGames Ltd	4.500.000 + / -
13	Royal Match	Dream Games, Ltd.	4.500.000 + / -
14	Stickman Party 2 3 4 MiniGames	PlayMax Game Studio	4.000.000 + / -
15	Hay Day	Supercell	4.000.000 + / -



TOP 15 MOBILE GAMES - FREE CATEGORY REVENUE

TÜRKİYE GAME MARKET REPORT 2023



1	PUBG MOBILE	Tencent	11.000.000 USD + / -
2	101 YüzBir Okey Plus	Zynga Inc.	10.000.000 USD + / -
3	Candy Crush Saga	King	7.000.000 USD + / -
4	Roblox	Roblox Corporation	7.000.000 USD + / -
5	Mobile Legends: Bang Bang	Moonton	6.000.000 USD + / -
6	eFootball™ 2024	KONAMI	5.000.000 USD + / -
7	Royal Match	Dream Games	5.000.000 USD + / -
8	Clash of Clans	Supercell	5.000.000 USD + / -
9	Rise of Kingdoms	Lilith Games	5.000.000 USD + / -
10	Gardenscapes	Playrix	4.000.000 USD + / -
11	101 Okey Yalla - Sesli Oda	Yalla Game	4.000.000 USD + / -
12	Lords Mobile Shrek Kingdom GO!	IGG.COM	3.500.000 USD + / -
13	Whiteout Survival	Century Games Pte. Ltd.	3.500.000 USD + / -
14	EA SPORTS FC™ Mobile Soccer	Electronic Arts	3.500.000 USD + / -
15	Pokémon GO	Niantic, Inc.	3.500.000 USD + / -



TOP 15 MOBILE GAMES - PAID CATEGORY DOWNLOADS

TÜRKİYE GAME MARKET REPORT 2023



1	Minecraft	Mojang	40.000 +
2	Grand Theft Auto: San Andreas	Rockstar Games	25.000 +
3	RFS - Real Flight Simulator	RORTOS SRL	15.000 +
4	Grand Theft Auto: Vice City	Rockstar Games	10.000 +
5	Monopoly	Marmalade Game Studio	10.000 +
6	Geometry Dash	RobTop Games	10.000 +
7	Aylık Distopya	Fatih Beceren	8.000 +
8	Mesih	Fatih Beceren	7.000 +
9	Stardew Valley	ConcernedApe	7.000 +
10	Plague Inc.	Ndemic Creations	7.000 +
11	Earn to Die 2	Not Doppler	5.000 +
12	Five Nights at Freddy's	Clickteam USA LLC	5.000 +
13	Human Fall Flat	505 Games	4.000 +
14	Terraria	505 Games	4.000 +
15	Five Nights at Freddy's 2	Clickteam USA LLC	3.500 +



TOP 15 MOBILE GAMES - PAID CATEGORY REVENUE

TÜRKİYE GAME MARKET REPORT 2023



1	Minecraft	Mojang	800.000 USD +
2	Grand Theft Auto: San Andreas	Rockstar Games	100.000 USD +
3	Farming Simulator 23 Mobile	Giants Software	75.000 USD +
4	RFS - Real Flight Simulator	RORTOS SRL	50.000 USD +
5	Grand Theft Auto: Vice City	Rockstar Games	50.000 USD +
6	Stardew Valley	ConcernedApe	40.000 USD +
7	Monopoly	Marmalade Game Studio	15.000 USD +
8	Age of History II	Lukasz Jakowski	15.000 USD +
9	Plague Inc.	Ndemic Creations	10.000 USD +
10	Human Fall Flat	505 Games	10.000 USD +
11	My Child Lebensborn	Sarepta Studio	10.000 USD +
12	Geometry Dash	RobTop Games	8.000 USD +
13	The Past Within	Rusty Lake	8.000 USD +
14	Earn to Die 2	Not Doppler	8.000 USD +
15	Bloons TD6	Ninja Kiwi	7.500 USD +



POPULAR TURKISH MOBILE GAMES IN 2023

TÜRKİYE GAME MARKET REPORT 2023

Turkish games before investment and/or purchase are also included.
(Based on Number of Downloads)

- Royal Match - Dream Games
- Words of Wonders: Crossword - Fugo
- Traffic Rider - Soner Kara - skgames
- 101 Okey Plus - Peak / Zynga
- Kafa Topu 2 - Masomo / Miniclip
- Traffic Racer - Soner Kara - skgames
- Bus Simulator - Zuuks Games
- Car Parking 3D: Online Drift - FGames
- Okey - Ahoy Games
- Truck Simulator : Ultimate - Zuuks Games
- TC Simülasyonu - Tiamo Games
- Çanak Okey - Zynga / Take Two Interactive
- Okey by Peak Games - Zynga / Take Two Interactive
- Critical Strike CS: Online FPS - Vertigo Games
- MentalUP Brain Games For Kids - MentalUP
- Kelimelik - He2 Apps



MOST DOWNLOADED MOBILE APPS IN TÜRKİYE

TÜRKİYE GAME MARKET REPORT 2023



1	TikTok	Bytedance	25.000.000 + / -
2	WhatsApp Messenger	Meta Platforms	20.000.000 + / -
3	Instagram	Meta Platforms	20.000.000 + / -
4	Trendyol	trendyol.com	14.000.000 + / -
5	Ziraat Mobil	Fintek AS	12.000.000 + / -
6	Telegram	Telegram	11.000.000 + / -
7	Snapchat	Snap	11.000.000 + / -
8	Turkcell	Turkcell	10.000.000 + / -
9	Threads	Meta Platforms	9.000.000 + / -
10	Facebook	Meta Platforms	9.000.000 + / -
11	Google Maps	Google	8.000.000 + / -
12	X	X Corp	7.500.000 + / -
13	Youtube	Google	7.000.000 + / -
14	Yemek Sepeti	Delivery Hero Holding	6.500.000 + / -
15	Pinterest	Pinterest	6.000.000 + / -



TOP-GROSSING MOBILE APPS IN TÜRKİYE

TÜRKİYE GAME MARKET REPORT 2023



1	TikTok	Bytedance	14.000.000 USD +
2	Azar	Hyperconnect	9.000.000 USD +
3	Tango	TangoMe	7.000.000 USD +
4	LivU	CLASH ARTS HK	6.500.000 USD +
5	Tinder	Match Group	6.500.000 USD +
6	YouTube	Google	6.500.000 USD +
7	Disney+	Disney	6.000.000 USD +
8	Bigo Live	YY Inc.	4.000.000 USD +
9	Chamet - Live Video	Chamet Team	3.500.000 USD +
10	Connected2.me	C2M	3.500.000 USD +
11	Instagram	Meta Platforms	3.000.000 USD +
12	Bumble: Dating & Friends	Bumble Holding	3.000.000 USD +
13	Happn - Dating App	Happn	2.000.000 USD +
14	Discord	Discord	2.000.000 USD +
15	Bermuda Video Chat	Bermuda Inc.	2.000.000 USD +



TOP RATED PC GAMES

TÜRKİYE GAME MARKET REPORT 2023

GAME	PUBLISHER	GENRE
Age of Empires	Microsoft	Strategy
Alan Wake II	Epic Games	Survival
Among Us	InnerSloth	Arcade
Apex Legends	Electronic Arts	Battle Royale
ARK: Survival Evolved	Snail Games	Survival
Baldurs Gate 3	Larian Studios	Role-Playing
Battlefield 1	Electronic Arts	Shooter - FPS
Battlefield 2042	Electronic Arts	Shooter - FPS
Battlefield V	Electronic Arts	Shooter - FPS
BeamNG.drive	BeamNG	Simulation
COD: Modern Warfare II / III	Activision Publishing	Shooter - FPS
Counter-Strike 2 & GO	Valve	Shooter - FPS
Cyberpunk 2077	CD PROJEKT RED	Role-Playing
Dead by Daylight	Behaviour Interactive	Adventure
Dead Island 2	Deep Silver, Plaion	Action-RPG





TOP RATED PC GAMES

TÜRKİYE GAME MARKET REPORT 2023

GAME	PUBLISHER	GENRE
EA Sports FC 24	Electronic Arts	Sports
Escape From Tarkow	Battlestate Games	Shooter - FPS
Euro Truck Simulator 2	SCS Software	Simulation
FIFA 23	Electronic Arts	Sports
FINAL FANTASY XIV Online	Square Enix	Action-RPG
Fortnite	Epic Games	Battle Royale
Genshin Impact	miHoYo	Role-Playing
Grand Theft Auto V	Rockstar Games	Adventure
Half-Life 2	Value	Shooter - FPS
Hogwarts Legacy	Warner Bros: Interactive Entertainment	Open World
House Flipper	PlayWay S.A.	Simulation
Knight Online	NTT Game	Role-Playing
League of Legends	Riot Games	MOBA
Lies of P	Neowiz Games, Fireshine Games	Role-Playing
Lords of the Fallen	CI Games	Action-RPG





TOP RATED PC GAMES

TÜRKİYE GAME MARKET REPORT 2023

GAME	PUBLISHER	GENRE
Lostark	Smilegate	Role-Playing
Mount & Blade II: Bannerlord	TaleWorlds	Open World
Metin2	Gameforge	Role-Playing
Minecraft	Mojang Studios	Sandbox
Need for Speed Unbound	Electronic Arts	Racing
Overwatch 1 & 2	Blizzard Entertainment	Shooter - FPS
PAYDAY 3	Deep Silver, Plaion	Shooter - FPS
PUBG: BATTLEGROUNDS	Krafton	Battle Royale
Rise Online	Roko Game Teknoloji AŞ	Role-Playing
ROBLOX	Roblox Corporation	Sandbox
Rocket League	Psyonix	Sports
RUST	Facepunch Studios	Survival
STAR WARS Jedi: Survivor	Electronic Arts	Open World
Starfield	Bethesda Game Studios	Open World
Street Fighter 6	Capcom	Fighting





TOP RATED PC GAMES

TÜRKİYE GAME MARKET REPORT 2023

GAME	PUBLISHER	GENRE
Stumble Guys	Scopely	Platform
Super Smash Bros. Ultimate	Bandai Namco	Fighting
Team Fortress 2	Valve	Shooter - FPS
The Legend of Zelda: Tears of the Kingdom	Nintendo Entertainment	Action-Adventure
The Sims 4	Electronic Arts	Simulation
The Sons Of The Forest	Newnight	Survival
Tom Clancy's Rainbow Six: Siege	Ubisoft	Shooter - FPS
Valorant	Riot Games	Shooter - FPS
World of Tanks Blitz	Wargaming	Action
World of Warcraft	Blizzard Entertainment	Role-Playing
World of Warships	Wargaming	Action





TOP RATED CONSOLE GAMES

TÜRKİYE GAME MARKET REPORT 2023

GAME	PUBLISHER	GENRE
Apex Legends	Electronic Arts	Battle Royale
Assassin's Creed® Mirage	Ubisoft	Action-Adventure
Astro's Playroom	Sony Interactive Entertainment	Platform
Call of Duty: Modern Warfare II / III / Warzone	Activision Publishing	Shooter
Diablo IV	Blizzard Entertainment	Action RPG
EA Sports FC 24	Electronic Arts	Sports
EA Sports UFC 4	Electronic Arts	Sports
eFootball 2024	Konami	Sports
eFootball PES 2021 Season Update	Konami	Sports
Fall Guys	Epic Games Publishing	Platform
FIFA 22	Electronic Arts	Sports
FIFA 23	Electronic Arts	Sports
FINAL FANTASY XIV Online	Square Enix	Action RPG
Forspoken	Square Enix	Action RPG





TOP RATED CONSOLE GAMES

TÜRKİYE GAME MARKET REPORT 2023

GAME	PUBLISHER	GENRE
Fortnite	Epic Games	Battle Royale
Forza Horizon 4	Xbox Game Studios	Racing
Forza Horizon 5	Xbox Game Studios	Racing
Forza Motorsport (2023)	Xbox Game Studios	Racing
Ghost of Tsushima	Sony Interactive Entertainment	Adventure
God of War: Ragnarok	Sony Interactive Entertainment	Adventure
Gran Turismo 7	Sony Interactive Entertainment	Racing
Grand Theft Auto V	Electronic Arts	Adventure
Hogwarts Legacy	Warner Bros: Interactive Entertainment	Open World
It Takes Two	Electronic Arts	Adventure
LEGO 2K Drive	Visual Concepts	Racing
Mafia II	2K	Adventure
Marvel's Spider-Man 2	Sony Interactive Entertainment	Adventure
Marvel's Spider-Man: Miles Morales	Sony Interactive Entertainment	Adventure





TOP RATED CONSOLE GAMES

TÜRKİYE GAME MARKET REPORT 2023

GAME	PUBLISHER	GENRE
Minecraft	Mojang Studios	Sandbox
Mortal Kombat 11	Warner Bros: Interactive Entertainment	Fighting
NBA 2K23	2K	Sports
PAYDAY 3	Deep Silver, Plaion	Shooter
Red Dead Redemption 2	Rockstar Games	Adventure
ROBLOX	Roblox Corporation	Sandbox
Rocket League	Psyonix	Sports
STAR WARS Jedi: Survivor	Electronic Arts	Open World
Starfield	Bethesda Game Studios	Open World
Street Fighter 6	Capcom	Fighting
Teardown	Tuxedo Labs	Sandbox
The Crew™ Motorfest	Ubisoft	Racing
The Legend of Zelda: Tears of the Kingdom	Nintendo Entertainment	Action-Adventure
Tom Clancy's Rainbow Six: Siege	Ubisoft	Shooter





TOP RATED GAME GENRES ON PC AND CONSOLE IN 2023

TÜRKİYE GAME MARKET REPORT 2023



Shooter - FPS



Strategy



Open World



Adventure



Sandbox



Fighting



Battle Royale



Racing



MOBA



Role-Playing



Platform



Survival



Sports



Arcade



Simulation



TÜRKİYE IN THE GLOBAL REVENUE RANKINGS

TÜRKİYE GAME MARKET REPORT 2023



- Global Rankings - Total

30 +/-

- Global Rankings - Mobile

30 +/-

2022

- Global Rankings - Total

34 +/-

- Global Rankings - Mobile

34 +/-

2023



POPULAR GAMING COMPANIES IN TÜRKİYE

TÜRKİYE GAME MARKET REPORT 2023

- 1SOFT
- 2K Games
- 37 Mobile Games
- 37GAMES
- 4399TH
- 505 Games
- 7road International
- Activision Publishing
- Afterverse Games
- Ahoy Games
- Aidana Kengbeill
- Appsyoullove
- Aviva Sun
- Axlebolt
- Ayasis
- Azur Interactive Games
- Bagelcode
- Bandai Namco
- Battlestate Games
- Beach Bum
- BeamNG
- Behaviour Interactive
- Bethesda
- Better Games
- Big Fish Games
- Billionaire Games
- Bingchuan Network
- Blizzard Entertainment
- Boombbox Games
- Boyaa
- Building-Blocks
- CamelStudio
- Candivore
- Capcom
- CarX Technologies
- CD Projekt Red
- Century Games
- Chengdu Warrior Tech
- Chess.com
- CI Games
- Clickteam USA LLC
- Coding Code Mobile
- Cognosphere
- ConcernedApe
- Critical Force
- Deep Silver
- Dgton
- DHGames
- DianDian Interactive
- Digitoy Games
- Dream Plus
- Droupnir Entertainment
- Electronic Arts
- Elex
- Epic Action LLC
- Epic Games
- Epic War LLC
- Exptional Global
- Facepunch Studios
- Farlight Games
- Fast Game
- Fatih Beceren
- FingerFun
- First Touch Games
- Fortegames
- Fugo
- Fun Games For Free
- Fungamer plus
- Funlinking
- FunPlus
- Funstage
- Galaxy Play
- Game Focus
- Gamebasics
- Gameforge
- Gameloft
- Carena
- Giants Software
- Goat Games
- Good Job Games
- Gram Games



POPULAR GAMING COMPANIES IN TÜRKİYE

TÜRKİYE GAME MARKET REPORT 2023

- Green Horse Games
- Habby
- Haegin
- He2 Apps
- HK Hero Entertainment
- Hong Kong Ke Mo Software
- HUUUGE Games
- ICCGame
- Iceberg Game
- IGG
- IM30
- InnerSloth
- Innplay Labs
- Jawaker
- jjgames
- Joker Game
- Kabam Games
- KamaGames
- Kefir
- King
- Konami
- Koramgame
- Krafton
- Larian Studios
- Level Infinite
- Lexiangco
- Life Is A Game
- Lilith Games
- Lockwood Publishing
- Lokum Games
- Long Tech Network
- LoveGame
- Lukasz Jakowski
- Machine Zone
- MadMans
- Magic Tavern
- Magmatic Games
- Manc
- Marmalade Game Studio
- Masomo
- Mat Apps
- Mattel163
- Melsoft
- MentalUP
- Metacore Games
- Mico World
- Microfun
- Microsoft
- Mig Studio
- miHoYo
- Miniclip.com
- Mobile War
- Mojang
- Moon Active
- Moonton
- Murka Games
- My Games
- MyBuddy.ai
- Mynet
- Ndemc Creations
- Nekki
- Neowiz Games
- Netease
- Netmarble
- Newnight
- Nexters Global
- Nfinity Games
- Niantic
- Ninja Kiwi
- Nintendo
- Nordeus
- Not Doppler
- NTT Game
- Nuverse
- Olzhass
- Onemt
- Onesoft
- Outerdawn
- Oyun Stüdyosu
- Panoramik Games
- Paradox Interactive



POPULAR GAMING COMPANIES IN TÜRKİYE

TÜRKİYE GAME MARKET REPORT 2023

- Peak Games
- Pearl Abyss
- Phantix Games
- Plarium LLC
- Playkot LTD
- Playnet
- Playrix
- Playsome
- Playtika
- PlayWay
- Product Madness
- Psyonix
- Riot Games
- Roblox Corporation
- RobTop Games
- Rockstar Games
- Rollic Games
- Roko Game Teknoloji
- Rortos
- Rovio Entertainment
- Rusty Lake
- Sarepta Studio
- SEGA
- Scopely
- Scorewarrior
- SCS Software
- Shiftup
- Skylb
- Smilegate
- Snail Games
- SNG Games
- Social Point
- Soner Kara
- Sony Interactive
- Special Gamez
- SpinX Games
- Square Enix
- StarFortune
- StarUnion
- Supercell
- Supertreat
- Take Two Interactive
- TaleWorlds Entertainment
- Tap4fun
- Ten Square Games
- Tencent
- TG Inc.
- TinyBuild
- Toca Boca
- Top Games
- Topwar Studio
- TTHmobi
- Tuxedo Labs
- U1 Game
- UAC Studio
- Ubisoft
- Userjoy
- Valve
- Value
- Vertigo Games
- Visual Concepts
- Vizor Apps
- Voodoo
- Vuvy
- Wargaming
- Warmest Good
- Warner Bros
- Warrior Game
- Watt Games
- Wemade
- Wildlife Studios
- Wooga
- X.D. Global
- Xbox Game Studios
- Xiamen Mechanist
- Yalla Game
- YG Technology FZ-LLC
- Yoozoo
- Yostar
- ZenLife Games
- ZeptoLab
- Zeroo Gravity
- ZigZaGame Inc.
- Ziipin Holdings HK
- Zuuks Games
- Zynga



LOCAL GAMING COMPANIES IN TÜRKİYE

TÜRKİYE GAME MARKET REPORT 2023

COMPANY	WEBSITE	CONTACT	LOCATION
2Medya Game Studio	http://2medya.com/	info@2medya.com	İstanbul
3K Mobile	https://trivians.io/	-	-
Aab Games	https://aabgames.store/	-	İstanbul
Abrakadabra Games	https://abrakadabragames.io/	https://abrakadabragames.io/	İstanbul
Ace Games	https://ace.games/	info@ace.games	İstanbul
Adeline Games	adelinegames.com	samet@adelinegames.com	Ankara
Aden Games	https://www.adengames.com/	info@adengames.com	İstanbul
Agave Games	https://www.agavegames.com/	https://www.agavegames.com/	İstanbul
Alberun Technology	https://alberun.com/home	info@alberun.com	İstanbul
Alfish Games	http://www.alfgames.com/	studio@alfgames.com	İstanbul
Ali Can Arite	linkedin.com/in/alican-arite-8924a6127	https://twitter.com/Can_Arite	Tekirdağ
Alictus	www.alictus.com	hello@alictus.com	Ankara
AlkameGames	http://www.alkamegames.com/	hialkame@alkamegames.com	Ankara
Alper Games	www.alpergames.com	info@alpergames.com	İstanbul
ALPER SARIKAYA	https://www.alpersarikaya.com/	game.alpersarikaya@gmail.com	İstanbul
Alsa Games	http://www.alsa.games/	contact@alsa.games	İstanbul
Alyaka	https://alyaka.mobi/	-	-
Analiz Games	https://www.analizgames.com/	-	Eskişehir
Anemo Games	http://anemogames.com/index.html	info@anemogames.com	İstanbul
Anisoft Games	https://www.anisoftgames.com/	contact@anisoftgames.com	İzmir
Anka Games	https://www.ankastudios.com/	info@ankastudios.com	İstanbul
Any Games	https://www.anygames.io/	info@anygames.io	İstanbul



LOCAL GAMING COMPANIES IN TÜRKİYE

TÜRKİYE GAME MARKET REPORT 2023

COMPANY	WEBSITE	CONTACT	LOCATION
Appgamedo	http://www.appgamedo.com/	info@appgamedo.com	İzmir
Apphic Games	www.apphicgames.com	info@apphicgames.com	İstanbul
Apps Mobile Games	https://apps.com.tr/	info@apps.com.tr	Ankara
ArcadeMonk	www.arcademonk.com	career@arcademonk.com	İstanbul
Arkhe Games	https://arkhegames.com/	contact@arkhegames.com	Antalya
Artha Game Studios	https://artha.dev/	info@artha.dev	İstanbul
Arvis Games	https://arvisgames.com/v2/	info@arvisgames.com	İstanbul
Aryas Games	www.aryasgames.com	https://www.aryasgames.com/contact	İstanbul
Ashina Studios	https://www.ashinastudios.com/	support@ashinastudios.com	İstanbul
Aslan Game Studio	https://aslangamestudio.com/	ahmet@aslangamestudio.com	Ankara
Atom Games	https://www.atom.gs/	info@atomgames.net	İstanbul
Awkay Technologies	https://www.awkaytech.io/	admin@awkaytech.io	İstanbul
Axell Studio	www.axellstudio.com	hello@axellstudio.com	İstanbul
Aylak Games	https://aylak.com/	contact@aylak.com	İstanbul
Babil Studios	www.babilstudios.com	info@babilstudios.com	İstanbul
Backpack Games	https://www.backpack.games/	jobs@backpack.games	İzmir
BadLabGames	https://www.badlabgames.com/	ulgergokturk@gmail.com	İstanbul
Bakodun Game Studios	https://www.bakodungamestudios.com/	what@bakodungamestudios.com	Ordu
Banba Games	https://banba.games/	info@banba.games	İstanbul
Barış Kaplan	instagram.com/bariskaplangames/	instagram.com/bariskaplangames/	-
batpad	https://www.batpad.co/	-	Denizli
Bermuda Games	https://bermuda.gs/	info@bermuda.gs	Ankara



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COMPANY	WEBSITE	CONTACT	LOCATION
Berzah Games	www.berzahgames.com	info@berzahgames.com	Ankara
Beyazay	https://www.beyazay.com.tr/	beyazayads@gmail.com	Balıkesir
BFK Games	https://bfkgames.com/	contact@bfkgames.com	Antalya
Big Mobile Games	https://www.bigmobilegames.com/	contact@bigmobilegames.com	İstanbul
Bigger Games	https://biggergames.com/	info@biggergames.com	İstanbul
BigPogo Games	www.linkedin.com/company/bigpogo/	-	İstanbul
Blackburne Games	https://www.blackburnegames.com/tr	gunes@blbrn.com	İstanbul
Blay Games	https://www.blaygames.com/	info@blaygames.com	İzmir
Blended Games	https://blendedgames.com/	ilke@blendedgames.com	İstanbul
Bloody Pixel	steam/developer/bloodypixelgames	-	-
Bluespy Studios	linkedin.com/company/bluespystudios	-	İstanbul
Boolmaca	https://boolmaca.com/	boolmaca@gmail.com	İzmir
Boom Games	https://boomgamestudio.com/	hello@boomgamestudio.com	İstanbul
BoomHits	https://boomhits.com/	support@boomhits.com	İstanbul
Bosphorus Digital	https://bosporusdigital.com.tr/	destek@bosporusdigital.com.tr	İstanbul
Bretzel Games	http://www.bretzelgames.com/	contact@bretzelgames.com	-
Brew Games	https://www.brew-games.com/	info@brew-games.com	İstanbul
Bucked Games	https://buckedgames.com/	contact@buckedgames.com	İstanbul
Budgie Games	https://budgiegames.com/	hello@budgiegames.com	İstanbul
BugFix Games	https://www.bugfix.games/	info@bugfix.games	Ankara
Burak Dabak	https://www.dbkgames.com/	https://www.dbkgames.com/	İzmir,
Bvt Bilişim Teknoloji Ltd. Şti.	https://www.bvtbillsim.com/	info@bvtbillsim.com	Kocaeli



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COMPANY	WEBSITE	CONTACT	LOCATION
Bycode Games	https://www.bycodegames.com/	contact@bycodegames.com	İstanbul
Bytetyper	http://bytetyper.com/	-	İstanbul
Candy Gaming	https://www.candygaming.xyz/	https://www.candygaming.xyz/	-
Cata Game Studios	https://www.catagamestudios.com/	catagamestudios@gmail.com	İstanbul
Catchy Games	https://catchy.games/	info@catchy.games	Ankara
Catpath Studios	https://www.cataeon.com/	hello@cataeon.com	İzmir
Caz Game Studio	https://www.cazgamestudio.com/	cazgamestudio@gmail.com	Ankara
Certain Games	https://www.certaingames.com/	certaingame@gmail.com	İstanbul
Champy Games	https://champygames.com/	info@champygames.com	Ankara
Cheesecake Dev	https://cheesekakedev.com/	-	-
Chef Game Studio	https://www.chef.gs/	info@chef.gs	Ankara
Chipmunk Games	https://chipmunk.games/	k.furkancaybasi@gmail.com	İstanbul
Ciconia Games	http://www.ciconiagames.com/	info@ciconiagames.com	İstanbul
Clap Games	https://clapgames.app/	info@clapgames.app	Ankara
Clay Token Game Studio	https://claytoken.net/	-	Ankara
Clock Wizard Games	https://www.clockwizardgames.com/	-	İstanbul
CO's Entertainment	https://www.cosentertainment.org/	cosindiestudios@gmail.com	İstanbul
Coconut Game	http://www.coconutgame.com/	contact@coconutgame.com	İstanbul
Codeway Studios	https://www.codeway.co/	hello@codeway.co	İstanbul
Core Engage	https://coreengage.com/	info@coreengage.com	İstanbul
CORE Studios	https://www.core-attacks.com/	attack@core-attacks.com	İstanbul
Coreup Apps	http://www.coreupapps.com/	coreupapps@gmail.com	İstanbul



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COMPANY	WEBSITE	CONTACT	LOCATION
Crania Games	www.craniagames.com	info@craniagames.com	İstanbul
Cratoonz	https://cratoonz.com/	info@cratoonz.com	İstanbul
Crealode Games	www.crealodegames.com	contact@crealodegames.com	İstanbul
Creasaur Entertainment	www.creasaur.net	info@creasaur.net	Ankara
Crescive Games	www.crescivegames.com	hello@crescivegames.com	İstanbul
Crew Game Studio	http://www.crewgamestudio.com/	info@crewgamestudio.com	İstanbul
CrossBone	https://www.wearecrossbone.com/	www.wearecrossbone.com/about	İstanbul
Crystal Shark Games	https://crystalsharkgames.com/	info@crystalsharkgames.com	İstanbul
Cubico Studios	https://cubicostudios.com/	turhan.civanmert@gmail.com	İstanbul
Cultic Games	http://cultic.games/	culticgames@gmail.com	İstanbul
Cypher Games	https://www.cyphergames.com/	info@cyphergames.com	İstanbul
Dabdaa Games	https://www.dabdaa.com/	-	Ankara
DaBomb Games	https://www.dabomb.games/	info@dabomb.games	İstanbul
Dalak Games	http://dalakgames.com/	egemen@dalakgames.com	Ankara
Dark Word Games	http://playingfest.com/	-	-
Dark Zone Game Studio	https://darkzone.com.tr/	-	İstanbul
Deguci Games	https://www.degucigames.com/	info@degucigames.com	Muğla
Digitoy Games	https://digitoy.games/	support@digitoygames.com	İzmir
DoDo Game	https://dodogame.co/	info@dodogame.co	İstanbul
DragonFlower Games	https://www.dragonflowergames.com/	dragonflower.games@gmail.com	İstanbul
Dream Games	www.dreamgames.com	info@dreamgames.com	İstanbul
Dream Harvesters	https://dreamharvesters.com/	contact@dreamharvesters.com	Antalya



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COMPANY	WEBSITE	CONTACT	LOCATION
Dream Oriented	https://dreamoriented.org/	info@dreamoriented.org	Ankara
Easy Clap Games	https://easyclapgames.com/	info@easyclapgames.com	Ankara
EFNSOFT	https://www.efnsoft.com/	info@efnsoft.com	İstanbul
Ela Game Studio	http://www.elagamestudio.com	info@elagamestudio.com	Izmir
Elite Game Studio	www.ingamegroup.com	contact@ingamegroup.com	İstanbul
Enrich Games	www.enrichgames.com	hi@enrichgames.com	İstanbul
Erik Games	www.erikgames.com	info@erikgames.com	Ankara
Error Thing	https://errorthing.myportfolio.com/	errorthing1752@gmail.com	Ankara
EYPONR GAMES	https://www.eyponr.com.tr/	-	Ankara
Fabrika Games	www.fabrikagames.com	contact@fabrikagames.com	İstanbul
Fantazzie Oyun Teknolojileri A.Ş.	https://fantazzie.com/	info@fantazzie.com	İstanbul
FE Games	http://www.fegames.co/	info@fegames.co	İstanbul
Fegac Studio	https://fegacstudio.com/	info@fegacstudio.com	Muş
Fernvaille	https://www.fernvaille.com/	info@fernvaille.com	Eskişehir
FIRE STUDIOS	https://firestudios.io/	info@firestudios.io	Ankara
Fiber Games	www.fibergames.com.tr	info@fibergames.com.tr	İstanbul
Flaky Games	https://flakygames.com/	flakygamesofficial@gmail.com	İstanbul
Flamingo Game Studio	https://flamingo.gs/	info@flamingogs	İstanbul
Flamingo Games	https://flamingo.gs/	info@flamingogs	İstanbul
Fluffy Games	https://thefluffygames.com/	fluffygamestr@gmail.com	Ankara
FLY FLO GAMES	https://flyflogames.com/	contact@flyflogames.com	Antalya
FMC Game Studio	http://www.fmcgamestudio.com/	info@fmcgamestudio.com	Ankara



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COMPANY	WEBSITE	CONTACT	LOCATION
Fomo Games	https://fomo.gs/	hello@fomo.gs	İstanbul
Forge Games	https://forgegames.co	info@forgegames.co	İstanbul
Fortune Mine Games	https://fortunemine.com/	contact@fortunemine.com	İstanbul
FoxPider Games	https://www.foxpidergames.com/	info@foxpidergames	Antalya
Frantic Games	https://www.franticgames.net/	info@franticgames.net	Ankara
Frostline Games	https://frostline.games/	info@frostlinegames.com	İstanbul
Frozen Pawn	https://www.frozenpawn.com/	https://www.frozenpawn.com/#contact	İstanbul
Fubu Games	http://fubugames.com/	tahatepedelen@fubugames.com	İstanbul
Fugo Games	www.fugo.com.tr	info@fugo.com.tr	İstanbul
Funjitsu Games	https://www.funjitsugames.com/	support@funjitsugames.com	İzmir
Funmoth Games	www.funmoth.com	info@funmoth.com	İstanbul
Funrika	https://www.funrika.com/	info@funrika.com	İstanbul
Funverse Games	https://www.funversegames.com/	hr@funversegames.com	İstanbul
Furtle Game	http://furtlegame.com/	http://furtlegame.com/	İzmir
Fuse Games	https://www.fusegames.io/	https://www.fusegames.io/contact-3	İstanbul
FUSEE	https://fusee.com/	info@fusee.com	İstanbul
FYK Bilgi Teknolojileri A.Ş.	https://fykmobile.com/	info@fykmobile.com	İzmir
Gabble Studios	http://www.gabblestudios.com/	info@gabblestudios.com	İstanbul
Gambol Games	https://www.gambolgames.com/	www.gambolgames.com/contact	İstanbul
Game Theory Games	https://www.gametheorygames.net/	info@gametheory.games	İstanbul
Gamebra.in	https://gamebra.in/	-	Ankara
Gamegine	https://www.gamegine.games/	info@gamegine.games	Ankara



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COMPANY	WEBSITE	CONTACT	LOCATION
Gamegos	https://www.gamegos.com/	info@gamegos.com	İstanbul
GameCuru	www.gameguru.net	hello@gameguru.net	İstanbul
Games United Yazilim	https://www.gamesunited.co/	hello@gamesunited.co	İstanbul
GamesMrkt	https://www.gamesmrkt.com/	-	Mersin
Gamester	www.gamester.com.tr	info@gamester.com.tr	İstanbul
Gamester Kids	https://gamesterkids.com	https://gamesterkids.com	İstanbul
Gametator	https://www.gametator.com/	team@gametator.com	İstanbul
Gamikro	www.gamikro.com	info@gamikro.com	İstanbul
Gamina Technology	https://gaminatechnology.com/	info@gaminatechnology.com	İstanbul
Gaminics	https://www.gaminics.com/	https://www.gaminics.com/contact/	İzmir
Gany Games	https://ganygames.com/	social@ganygames.com	İstanbul
Garawell Games	https://www.garawell.com/	info@garawell.com	İstanbul
Cedev	https://gedev.gs/	contact@gedev.gs	İstanbul
Cedev Games	https://gedev.gs/	contact@gedev.gs	İstanbul
Giant Avocado	https://giantavocado.games/	info@giantavocado.games	Antalya
Gigantic Games	https://gigantic.gs/	action.robot.games@gmail.com	Ankara
Ging Games	https://ging.games/	info@ging.games	Ankara
Gleam Games	https://www.gleamgames.com/	info@gleamgames.com	İstanbul
Gulliver's Games	https://gullivers.games/	https://gullivers.games/	İstanbul
Gnarly Game Studio	www.gnarlygamestudio.com	info@gnarlygamestudio.com	İstanbul
Good Job Games	www.goodjobgames.com	contact@goodjobgames.com	İstanbul
Good Mood Games	https://www.eyesofwar.org/	goodmoodyazilim@gmail.com	Ankara



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COMPANY	WEBSITE	CONTACT	LOCATION
Gorgonize Games	https://www.gorgonizegames.studio/	gorgonizegames@gmail.com	Eskişehir
Gorilla Softworks	http://gorillasoftworks.com/	info@gorillasoftworks.com	Izmir
Gram Games	www.gram.gs	other@gram.gs	İstanbul
GRAYPOW	https://www.graypow.com/	info@graypow.com	-
Gulliver's Games	https://gullivers.games/	support@gullivers.games	İstanbul
Cybe Games	https://gybegames.com/	info@gybegames.com	İstanbul
Cyroscooping Games	https://gyroscopinggames.com/	info@gyroscopinggames.com	Ankara
Hadi Games	https://www.hadi.gs/	info@hadi.gs	Remote
Hakan Nehir	www.riv3r.com	contact@riv3r.com	Ankara
Hamlet Games	https://hamletgamestudio.com/	info@hamletgamestudio.com	İstanbul
Hammurabi Games	www.hammurabigames.com	hammurabi.games@gmail.com	İstanbul
Hane Studios	https://hanestudios.co/	-	İstanbul
Happy Crab Game Studio	http://www.happycrab.com.tr/	http://www.happycrab.com.tr/	Kocaeli
Happy Game Company	https://www.happygamecompany.com/	hi@happygamecompany.com	Izmir
Harmonia Games	https://www.harmoniagames.com/	hello@harmoniagames.com	İstanbul
He2 Apps	www.he2apps.com	iletisim@he2apps.com	Ankara
Heisen Games	www.heisengames.net	info@heisengames.net	İstanbul
Heradon Studios	https://www.heradonstudios.com/	-	Izmir
Hero Concept	https://heroconcept.com/	info@heroconcept.com	İstanbul
Hero Games	https://www.herogamestudio.com/	hello@herogamestudio.com	İstanbul
Hey Games	www.hey.gs/tr/	info@hey.gs	İstanbul
Hidrojen Game	https://www.hidrojengame.com.tr/	musa_candir@hotmail.com	Kocaeli



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COMPANY	WEBSITE	CONTACT	LOCATION
HOGO Games	http://www.hogogames.com/	-	Kocaeli
Hoody Studios	https://digi.game/hoody-studios/	ninja@ninja.company	Izmir
HOUF Games	https://houf.games/	info@houf.games	Istanbul
Humbara Game Studio	https://www.humbaragames.com/	humbaragames@gmail.com	Karabük
Hungri Games	https://www.hungrigames.com/	info@hunrigames.com	Istanbul
Hypebive Games	https://www.hypebive.com/	-	Istanbul
Hyperlab	https://www.hyperlab.games/	hello@hyperlab.games	Istanbul
HyperMonk	https://www.hypermonkgames.com/	info@hypermonkgames.com	Ankara
Hypernova Technology & Gaming	https://www.hypernova-tech.com/	info@hypernova-tech.com	Ankara
IDSIGames	https://idsigames.com/	https://idsigames.com/#contacts	Antalya
Imaginite Studios	www.imaginitesoftware.com	info@imaginitesoftware.com	Istanbul
Indie-dir Games	www.indiedir.com	info@indiedir.com	Ankara
Inventuna Games	https://www.inventuna.com/	info@inventuna.com	Istanbul
IRONHEAD Games	https://ironheadvr.com/	art@ironheadgamestudios.com	Ankara
iBright Games	https://www.ibrightgames.com/	https://www.ibrightgames.com/	Istanbul
Jib Games			
J Meta	https://jmeta.games/	info@jmeta.games	Izmir
JOINTSOFT	https://jointsoft.net/index.html	support@jointsoft.net	Istanbul
Joingo Games	https://www.joingogames.com/	-	Izmir
Joker Game	http://jokergame.net/	corporate@joker.games	Istanbul
Jollify Games	https://jollifygames.com/	info@jollifygames.com	Istanbul
Joygame Oyun ve Teknoloji A.Ş.	http://www.joygame.com/	hr@joygame.com	Istanbul



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COMPANY	WEBSITE	CONTACT	LOCATION
KA Games	https://kagames.net/	info@kagames.net	İstanbul
Karga Games	https://www.kargagames.com	info@kargagames.com	Ankara
Keep Games	https://keepgames.co/	info@keepgames.co	İstanbul
KhoGames	http://www.kho-games.com/	infokhogames@gmail.com	İstanbul
Kiki Games	https://www.kikigames.fun/	https://www.kikigames.fun/	Antalya
KleinStein Games	https://kleinstein.games/	info@kleinstein.games	İstanbul
Koala Game Studio	http://www.koalagamestudio.com/	info@koalagamestudio.com	İstanbul
Kodobur	www.kodobur.com/tr	info@kodobur.com	Ankara
Konrul Game	http://www.konrul.com/	info@konrul.com	Ankara
Kontra Games	https://www.kontra.games/	hey@kontra.games	İstanbul
Kosk Games	https://www.koskgames.com/	contact@koskgames.com	İzmir
L8 Studios	https://l8studios.com/	info@l8studios.com	İstanbul
Labor Bilişim	https://laborbilisim.com/	info@laborbilisim.com	Ankara
Lacivert Digital Services & Game Studio	www.lacivert.org	destek@lacivert.org	İstanbul
Ladik Apps	http://www.ladikapps.com/	ladikapps@gmail.com	-
Lagot Games	https://www.lagotgames.com/	contact@lagotgames.com	İstanbul
Lama Games	https://www.lama-games.com/	contact@lama.games	Ankara
Laps Games	https://lapsgames.com/	play@lapsgames.com	Ankara
Last Bite Games	https://www.lastbite.games/	contact@lastbite.games	İstanbul
Leap Games	https://www.leapgames.mobi/	info@leapgames.mobi	İstanbul
Leartes Studios	https://leartesstudios.com/	jobs@leartesstudios.com	İstanbul
Lebleby Games	https://www.lebleby.com/	https://www.lebleby.com/contact/	Samsun



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COMPANY	WEBSITE	CONTACT	LOCATION
Lethe Studios	https://lethestudios.net/	info@lethestudios.net	İstanbul
Libra Softworks	www.librasoftworks.com	librasoftworks@gmail.com	İstanbul
Lokum Games	www.lokumgames.com	contact@lokumgames.com	İstanbul
Longhorn Games	https://longhorn.games/	hello@longhorn.games	İstanbul
Loop Games	https://loopgames.net/	support@loopgames.net	Ankara
Lost Panda Games	https://lostpandagames.com/	info@lostpandagames.com	Ankara
Lost Tales Studios	https://losttales.studio/	info@losttales.studio	Çanakkale
Ludu Games	https://www.luduarts.com/	info@luduarts.com	İstanbul
Ludus Eğitim Teknolojileri	https://ludusedtech.com/	-	Ankara
Lugal Games	https://www.lugalgames.com/	info@lugalgames.com	İstanbul
Lumier Games	https://www.lumiergames.com/	info@lumiergames.com	İstanbul
M8 Games	https://m8games.co/	info@m8games.co	İstanbul
Machina Games	http://machinagames.xyz/	info@machinagames.xyz	İstanbul
MadByte Games	www.madbytegames.com	contact@madbytegames.com	İstanbul
Madcraft Studios	www.madcraftstudios.com	https://madcraftstudios.com/contact/	İstanbul
Maestro Game Studio	https://maestro.gs/	-	İstanbul
Mafia Games	https://mafia-games.com/	info@mafia-games.com	İstanbul
Mage Games	https://www.magegames.com/	info@magegames.com	İzmir
MagicLab Game Technologies	www.maglab.com.tr	hello@maglab.com.tr	Ankara
Mai Games	https://www.mai.games/	hr@mai.games	İstanbul
Makemake	https://www.makemake.com.tr/	game@makemake.com.tr	İstanbul
Manc	https://mancgames.com/	-	İstanbul



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COMPANY	WEBSITE	CONTACT	LOCATION
Mangorama Studio	www.mangoramastudio.com	contact@mangoramastudio.com	İstanbul
Masal Games	https://masalgames.com/	info@masalgames.com	İstanbul
Masomo	www.masomo.com	support@masomo.com	İzmir
Mavis Games	www.mavisgames.com	saygin@mavisgames.com	İstanbul
Mayadem Teknoloji	www.mayadem.com	contact@mayadem.com	İstanbul
Mayaworks	https://maya.works/	iletisim@multiplayer.com.tr	İstanbul
Mega Fortuna	https://megafortuna.co/	yelda@megafortuna.co	Bursa
MentalUP - Learning Games	https://www.mentalup.co/	info@mentalup.net	İstanbul
Meta Sapien Games	https://metasapiengames.com/	info@metasapiengames.com	İstanbul
Metaverse Bilgi Teknolojileri A.Ş.	https://metaversebilgi.com.tr/	info@metaversebilgi.com.tr	İstanbul
Metavision Studio	https://metavision.com.tr/	info@metavision.com.tr	İstanbul
Midpoly Games	https://www.midpolygames.com/	info@midpolygames.com	İstanbul
Mil Game Studio	https://milgamestudio.com/	info@milgamestudio.com	Ankara
MildMania	https://mildmania.com/	hr@mildmania.com	Ankara
Mindeck Games	https://www.mindeckgames.com/	info@mindeckgames.com	İstanbul
Mindlabor	https://mindlabor.dev/	chisenoa@mindlabor.dev	İstanbul
Miracle Works Game Studio	https://miracleworks.com.tr/	info@miracleworks.com.tr	İstanbul
Misclick Games	https://misclickgames.com/	contact@misclickgames.com	İstanbul
Mixer Games	https://www.mixer.games/	hello@mixer.games	İstanbul
Mobge	www.mobge.net	support@mobge.net	Eskişehir
Mobilecraft	www.mobilecraft.net	support@mobilecraft.net	İstanbul
Momentum Digital Media Technologies	www.momentum-dmt.com/tr/	info@momentum-dmt.com	İstanbul



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COMPANY	WEBSITE	CONTACT	LOCATION
Momosh Studios	https://www.momoshstudios.com/	momoshstudios@gmail.com	Antalya
Mood Games	https://mood.games/	support@mood.games	Bursa
Moomoo Games	https://www.moomoo.games/	info@moomoo.games	İstanbul
Moon Punch Technologies	https://www.moonpunchgames.com/	https://www.moonpunchgames.com/	İstanbul
Moon Star Games	https://www.moonstargames.co/	info@moonstargames.co	İstanbul
MoonStar Games	http://www.moonstargames.com/	info@moonstargames.com	İstanbul
Moralabs	www.moralabs.com	info@moralabs.com	Ankara
Morii Games	https://morigames.com/	info@morii.games	İstanbul
Motion Blur	https://www.motionblur.com/	info@motionblur.com	İstanbul
Mythra Tech	www.mythratech.com	info@mythratech.com	İzmir
N-Path Games	https://npathgames.com/	hr@npathgames.com	Ankara
Narcade	www.narcade.com	https://www.narcade.com/contact	İstanbul
Naturepixel Studios	https://www.naturepixelstudios.com/	-	Denizli
NDG Studio	http://ndgstudio.com.tr/	-	Ankara
Negentra	www.negentra.com.tr	info@negentra.com.tr	Eskişehir
NiceTry Games	http://ntgstudio.com/	ahmetntg@gmail.com	İstanbul
Nirah Games	https://nirahgames.com/	hello@nirahgames.com	İzmir
Nitra Games	https://www.nitragames.com/	info@nitragames.com	İstanbul
Nitrid Game	www.nitrid.com	info@nitrid.com	İstanbul
njoyKidz	https://njoykidz.com/	hello@njoykidz.com	İstanbul
no-pact	www.nopact.com	info@nopact.com	İstanbul
NoExit Games	https://www.noexitgames.com/	info@noexitgames.com	Ankara



LOCAL GAMING COMPANIES IN TÜRKİYE

TÜRKİYE GAME MARKET REPORT 2023

COMPANY	WEBSITE	CONTACT	LOCATION
Noho Games	https://www.noho.games/	hello@noho.games	İstanbul
Nonsum Games	https://nonsumgames.com/	info@nonsumgames.com	İstanbul
NoSurrender Game Studio	https://www.nosurrender.studio/	hello@nosurrender.studio	İstanbul
Nowhere Studios	www.nowherestudios.com	info@nowherestudios.com	İstanbul
Nyctophile Studios	https://www.nyctophilestudios.com/	info@nyctophilestudios.com	İstanbul
Od Game Studio	https://www.odgamestudio.com/	info@odgamestudio.com	Ankara
OG Games Entertainment	www.oggamesentertainment.com/	oggamesofficials@gmail.com	İzmir
Omicron Games	https://omicron.games/	contact@omicron.games	İstanbul
Omnio Games	https://omniogames.com/	hi@omnio.gs	İstanbul
One Percent Game	https://www.onepercent.game/	info@onepercent.game	İstanbul
On Off Games	https://onoff.games/	info@onoff.games	İstanbul
ONIFUN Software	https://www.onifunsoftware.com/	info@onifunsoftware.com	İstanbul
Optimus Game Studio	https://optimusgamestudio.com/	-	Ankara
Oreon Studios	https://oreonstudios.com/	info@oreonstudios.com	Ankara
OTTO Games	https://www.ottogames.studio/	hi@ottogames.studio	Ankara
Ottoman Games	https://www.ottomangames.com/	info@ottomangames.com	İstanbul
OXO Games	https://www.oxogames.net/	oxogamestudio@gmail.com	İstanbul
Oyun	https://www.oyun.com/	info@oyun.com	İstanbul
Oyun Stüdyosu	www.oyunstudiosu.com	info@oyunstudiosu.com	İstanbul
Pan Games	http://pan.games/	support@pan.games	İstanbul
Panda Bear	https://www.pandabeargames.com/	hello@pandabeargames.com	İstanbul
Pango Games	http://www.pangogames.com/	info@pangogames.com	İstanbul



LOCAL GAMING COMPANIES IN TÜRKİYE

TÜRKİYE GAME MARKET REPORT 2023

COMPANY	WEBSITE	CONTACT	LOCATION
Panteon	https://www.panteon.games/	info@panteon.games	Ankara
Paper Pigeon Games	https://www.ppigeon.com/	info@ppigeon.com	İstanbul
Parma Games	https://www.parmagames.com/	-	İstanbul
Pasatempos Games	https://pasatemposgames.business.site/	https://pasatemposgames.business.site/	İstanbul
Passion Punch	https://passionpunch.co/	contact@passionpunch.studio	İstanbul
Pax Animi Games	http://www.paxanimigames.com/	info@paxanimigames.com	İstanbul
Paxie Games	https://www.paxiegames.com/	hey@paxiegames.com	İstanbul
Peak Games	www.peak.com	contact@peak.com	İstanbul
Pera Games	https://peragames.co/	https://peragames.co/contact-us	İstanbul
Petrolig Games	https://www.petroliggames.com/	info@petroliggames.com.tr	İstanbul
PheW PheW Games	https://pheaphepgames.com/	info@pheaphepgames.com	İstanbul
Pine Games	https://pinegames.com/	info@pinegames.com	İstanbul
Pink Games	https://pinkgames.net/	contact@pinkgames.net	İstanbul
Pinq Games	https://pinq.games/tr/	info@pinq.games	Ankara
Pipoza Games	https://pipoza-studio.business.site/	https://pipoza-studio.business.site/	Ankara
Pixega Studio	www.pixegastudio.com	info@pixegastudio.com	Ankara
Pixofun	www.pixofun.com	info@pixofun.com	Ankara
Planck Games	http://crossyword.planckgames.com/	info@planckgames.com	-
Playable Factory	https://playablefactory.com/	hello@playablefactory.com	İstanbul
Playstige Interactive	https://playstige.com/	https://playstige.com/	Ankara
Playumm	https://playumm.com/	admin@playumm.com	Bursa
Poison Software	https://www.poisonsoftware.com/	-	İstanbul



LOCAL GAMING COMPANIES IN TÜRKİYE

TÜRKİYE GAME MARKET REPORT 2023

COMPANY	WEBSITE	CONTACT	LOCATION
Pokuch	https://pokuch.com/	contact@pokuch.com	Trabzon
Ponyom Games	https://ponyom.com/	support@ponyom.com	İstanbul
POW Games	https://pow.games/	hey@pow.games	Bursa
Presto Games	https://www.prestogames.com/	-	İstanbul
Proud Dinosaurs	https://prouddinosaurs.com/	https://prouddinosaurs.com/contact	İstanbul
Pundun Games	https://pundun.co/	hi@pundun.co	Bursa
Pusu Games	linkedin.com/company/pusugames	-	Adana
Pyro Games	http://www.pyrogames.io/	hello@pyrogames.io	İzmir
Quok Games	https://quok.games/	info@quok.games	Ankara
Radiant Cat Studio	https://www.radiantcat.studio/	info@radiantcat.studio	İstanbul
Raising Game Studio	https://www.raisinggamestudio.com/	info@raisinggamestudio.com	Bursa
RappGames	https://www.rappgames.com/	info@rappgames.com	İstanbul
Rapture Games	http://rapture.com.tr/	info@rapture.com.tr	İstanbul
Ratic	https://ratic.io/	support@ratic.com	İstanbul
RealityArts Studio	www.realityartsstudio.com	info@realityartsstudio.com	İstanbul
Recontact Games	www.recontactgame.com	info@recontactgame.com	İstanbul
Red Axe Games	https://redaxegames.com/	contact@redaxegames.com	Kocaeli
Red Chameleon Game Studios	https://www.rclstudio.io/	hi@rclstudio.io	İstanbul
Red Ruby Studio	http://redruby.studio/	info@redruby.studio	İstanbul
RedPunch Studios	https://redpunchstudios.com/	games@aze-tech.com	Zonguldak
Remoob	https://remoobgames.com/	hello@remoobgames.com	Ankara
RestPlay	https://www.restplay.com/	support@restplay.com	İstanbul



LOCAL GAMING COMPANIES IN TÜRKİYE

TÜRKİYE GAME MARKET REPORT 2023

COMPANY	WEBSITE	CONTACT	LOCATION
Return Game Studio	http://returngamestudio.com/	contact@returngamestudio.com	İstanbul
Revel Games	http://www.revel.gs/	info@revel.gs	İstanbul
Ridgge	https://www.ridgge.com/	info@ridgge.com	Denizli
Roar Games Studio	http://roar.gs/	info@roar.gs	Ankara
Rocinante Games	http://www.rocinantegames.com/	info@rocinantegames.com	İstanbul
Rog Studios	www.rogstudios.com	contact@rogstudios.com	İstanbul
Roko Game Studios	https://www.rokosoftware.com/	info@rokosoftware.com	İstanbul
Rollic Games	www.rollicgames.com	info@rollicgames.com	İstanbul
Rooftop Games	https://rooftop-games.com/	-	Ankara
Rooster Games	http://roostergames.net/	info@roostergames.net	Denizli
Root Games	http://root-games.com/	http://root-games.com/#contact	İzmir
Rotatelab	https://rotatelab.com/	info@rotatelab.com	Gaziantep
Ruby Game Studio	www.rubygamestudio.com	rubygames.info@rovio.com	İzmir
Ruff Games	https://www.ruffgamestudio.com/	hello@roof.games	İzmir
Rune Games	https://runegames.com/	contact@runegames.com	İzmir
Rustle Games	https://rustlegames.com/	info@rustlegames.com	Kocaeli
S2SGAME	https://s2sgame.com/	info@s2sgame.com	Bursa
SAG GAMES	https://saggames.com/	support@saggames.com	Ankara
SekGames	https://sekgames.com/	info@sekgames.com	İstanbul
Semruk Games	https://semrukgames.com/	https://semrukgames.com/contact-us/	İstanbul
Seven Owl Games	https://sevenowlgames.com/	support@sevenowlgames.com	İstanbul
Shawty Games	https://www.shawtygames.com/	info@shawtygames.com	İstanbul



LOCAL GAMING COMPANIES IN TÜRKİYE

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COMPANY	WEBSITE	CONTACT	LOCATION
Siis Games	https://siis.com.tr/	games@siis.com.tr	Ankara
Simsoft	www.simsoft.com.tr	info@simsoft.com.tr	Ankara
Sincapp Games	https://www.sincappgames.com/	sincappstudio@gmail.com	İstanbul
SinginGiant	http://www.singiant.com/	info@singiant.com	İstanbul
Sir Studios	www.sirstudios.com	support@sirstudios.com	İstanbul
Sirius Games Yazılım	https://siriusgames.co/	info@siriusgames.co	İstanbul
Sisifos Games	https://www.sisifosgames.com/	sisifosgame@gmail.com	İstanbul
SKEB Studios	https://skebstudios.com/	info@skebstudios.com	İstanbul
skgames	https://www.skgames.net/	traffracercgame@gmail.com	Ankara
Skyloft	https://www.skyloftstudios.com/	https://www.skyloftstudios.com/contact/	İzmir
SNG ICT	https://www.sngict.com/	info@sngstudios.com	Ankara
SNG Studios	https://www.sngict.com/	info@sngict.com	Ankara
Soi Games	https://soigames.com/	contact@soigames.com	İstanbul
Spekra Games	https://spekra.games/	business@spekra.games	İstanbul
Spyke Games	https://spykegames.com/	support@spykegames.com	İstanbul
Stardust Games	https://stardust.gs/	info@stardust.gs	İstanbul
Steelion Studios	https://steelionstudios.com/	https://steelionstudios.com/bize-ulasin	İstanbul
Stormling Studios	https://stormlingstudios.com/	info@stormlingstudios.com	İstanbul
Stratera Games	https://stratera.co/	cv@stratera.co	İstanbul
Studio Billion	www.studiobillion.com/tr	info@studiobillion.com	İstanbul
Studio Gamebit	www.studiogamebit.com	contact@studiogamebit.com	İstanbul
Suji Games	https://suji.games/	info@sujiames.com	İstanbul



LOCAL GAMING COMPANIES IN TÜRKİYE

TÜRKİYE GAME MARKET REPORT 2023

COMPANY	WEBSITE	CONTACT	LOCATION
Super Gears Games	https://supergears.games/	contact@supergears.games	İstanbul
Superfly	https://superfly.gs	-	Ankara
SuperMesh Games	https://supermesh.games/	info@supermesh.games	İstanbul
Suup Games	https://www.suupgames.com/	https://www.suupgames.com/Contact	İstanbul
Taba Games	https://tabagames.com/	contact@tabagames.com	Ankara
TaleWorlds Entertainment	www.taleworlds.com	info@taleworlds.com	Ankara
Talus Studio	http://www.talusstudio.com/	info@talusstudio.com	İstanbul
Tayfa Games	http://tayfagames.com/	info@tayfagames.com	İstanbul
Team Machiavelli	-	-	İzmir
Teleporter	https://teleporter.gg/	partnership@teleporter.gg	İstanbul
Teos Games	https://www.teosgamestudio.com/	info@teosgamestudio.com	İzmir
THE BCR Games	https://thebgr.com/games/	info@thebgr.com	İstanbul
The Pack Studios	https://thepackstudios.com/	contact@thepackstudios.com	İzmir
The SA Game Studio	https://thesagamestudio.com/	info@thesagamestudio.com	Denizli
Tiamo Games	https://tiamogames.com/	info@tiamogames.com	İstanbul
Tick Interactive	https://www.tickinteractive.com/	info@tickinteractive.com	Bursa
Tinkerbox	https://www.tinkerbox.studio/	contact@tinkerbox.studio	Bursa
Tiplay Studio	www.tiplaystudio.com	info@tiplaystudio.com	Denizli
Tiramisu Studios	https://www.tiramisu.game/	info@tiramisu.game	İstanbul
Tool Games	http://www.toolgamestudio.com/	info@toolgames.com	İstanbul
Toon Metal Games	https://www.toonmetal.games/	support@toonmetal.games	İzmir
Tosby Games	https://tosbygames.com/	info@tosbygames.com	İstanbul



LOCAL GAMING COMPANIES IN TÜRKİYE

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COMPANY	WEBSITE	CONTACT	LOCATION
Triant Games	www.triantgames.com	-	İstanbul
Tricky Games	https://www.trickygames.com/	info@trickygames.com	İstanbul
Trifles Games	www.triflesgames.com	info@triflesgames.com	İstanbul
Tunga Games	https://tungasoft.com/	info@tungasoft.com	Eskişehir
Twenty Games	https://twentygames/	info@twentygames	Ankara
Two Page Games	https://twopagegames.com/	yagiz@twopagegames.com	Ankara
TwoDE Studios	https://twodestudios.com/	info@twodestudios.com	İstanbul
Ubik Studios	https://www.ubikstudios.com/	hello@ubikstudios.com	İstanbul
Udo Games	www.udogames.com	info@udogames.com	Ankara
Ultiox Studio Game	https://ultioxgamestudio.com/	reklamverse@gmail.com	İstanbul
Umuro Games	https://umuro.net/	me@umuro.net	Çanakkale
Unbound Game Studio	https://unboundgamestudio.com/	info@unboundgamestudio.com	İzmir
Uncosoft Yazılım	www.uncosoft.com	hello@uncosoft.com	İzmir
Unico Games Studio	https://unicostudio.co/	unico@unicostudio.co	İstanbul
Unipoly Games	https://unipolygames.com/	info@unipolygames.com	İstanbul
Unpredictable Games	https://www.unpredictablegames.com/	contact@unpredictablegames.com	İzmir
Upgrade Entertainment	www.upgrade-entertainment.com/	upgrade.entertainment.bv@gmail.com	İstanbul
Upperpik Games	http://upperpik.com/	info@upperpik.com	Adana
USPEX Games	https://uspexgames.com/	contact@uspexgames.com	Antalya
Vacuum Games	http://www.vacuumgames.com/	info@vacuumgames.com	İstanbul
Valvolex	https://www.valvolex.com/	https://www.valvolex.com/contact/	Ankara
VantaPlay Games	https://vanta.games/	hello@vanta.games	İstanbul



LOCAL GAMING COMPANIES IN TÜRKİYE

TÜRKİYE GAME MARKET REPORT 2023

COMPANY	WEBSITE	CONTACT	LOCATION
Vavraek Technology Inc	https://vavraek.com/	iletisim@vavraek.com	İstanbul
Vellichor Games	https://vellichorgames.com/	contact@vellichorgames.com	İstanbul
Velo Games	https://playvelogames.com/	support@playvelogames.com	İzmir
Veloxia	https://veloxia.co	hey@veloxia.co	İstanbul
Vercial Games	https://www.vercialgames.com/	info@vercialgames.com	İstanbul
Vertigo Games	www.vertigogames.co	info@vertigogames.co	İstanbul
Virtual Projects Co	https://virtualprojects.co/	info@virtualprojects.co	İstanbul
Vive	https://vivegames.co/	info@vivegames.co	Ankara
Volvox Games	linkedin.com/company/volvox-games	linkedin.com/company/volvox-games	İstanbul
Volly Game	http://www.vollygame.com/	info@vollygame.com	İzmir
Volx Games	http://www.volxgames.com/	hi@volxgames.com	İstanbul
Voxel Studio	https://www.voxelstudio.co/	info@voxelstudio.co	İstanbul
Voyant Games	https://voyant.games/	info@voyantsmart.com	İstanbul
Vuvy Teknoloji A.Ş.	https://vuvy.com/	-	İstanbul
Waker Games	https://wakergames.com/	contact@wakergames.com	İstanbul
Warlock Arts	https://warlockarts.com/	info@warlockarts.com	Ankara
Webperon Games	https://www.webperon.com/	info@webperon.com	Konya
Weez Beez	www.weezbeez.com	weezbeezgames@gmail.com	Ankara
Wendigo Games	https://wendigo.games/	hello@wendigo.games	İstanbul
Whoops Games	https://whoopsgames.com/	info@whoopsgames.com	İstanbul
Wily Pumpkin	https://wilypumpkin.com/	info@wilypumpkin.com	Ankara
Wolves Interactive	www.wolvesinteractive.com/home	info@wolvesinteractive.com	İstanbul



LOCAL GAMING COMPANIES IN TÜRKİYE

TÜRKİYE GAME MARKET REPORT 2023

COMPANY	WEBSITE	CONTACT	LOCATION
Xenolia	https://www.xenolia.com/	info@xenolia.com	Denizli
Yamy Studio	https://yamystudio.com/	info@yamystudio.com	İstanbul
Yeapp Game	https://yeapp.gs/	info@yeapp.gs	İstanbul
Yeti Game Studio	https://www.yetigames.net/	info@yetiinteractive.net	-
Yin Yang Games	https://yinyang.games/	hello@yinyang.games	İstanbul
Yolo Game Studio	https://www.yologamestudio.com/	contact@yologamestudio.com	İstanbul
yummy.io	https://yummy.io/	-	-
Yuyuto Games	https://www.yuyutogames.com/	info@yuyutogames.com	İstanbul
Zabaron Games	http://www.zabarongames.com/	zabarongames@gmail.com	İstanbul
Zegan Games	https://zegan.games/	info@zegan.games	İstanbul
Zerosum	https://zerosum.co/	info@zerosum.co	İstanbul
Ziga Games	https://www.zigagamestudio.com/	zigagamestudio.com	Denizli
Zinky Games	https://www.zinkygames.com/	info@zinkygames.com	İstanbul
ZK Survival Games	https://zk-games.com/	-	-
Zonex Entertainment Studios	https://zonexstudios.com/	-	İstanbul
Zuuks Games	www.zuuks.com	help@zuuks.com	İstanbul

We would like to thank **Senem Aksakal** who supported us from start to finish in the preparation of the list.

This list includes gaming companies of various sizes and levels of success in Türkiye's dynamic gaming industry. They range from those with large amounts of resources and assets to one-person startups. Each company is an important part of the country's gaming ecosystem, supporting diversity and innovation in the industry. Regardless of size or revenue level, each company contributes to the world of gaming with creativity, passion, and a spirit of collaboration.

- If you think that there are missing companies or information in our list, please contact us for an update.
-
-
-
-
-

The Importance of Direct Communication with Consumers for More Profitable Games

Learn how adding a direct-to-consumer approach to your distribution and sales can help level up your gaming business.

Gone are the days of one-size-fits-all monetization in gaming. The gaming world is changing fast, and what worked yesterday - traditional marketing and sales - might not cut it today. That's where the direct-to-consumer (D2C) business model comes in. It's a game-changer, allowing you to connect directly with players and unlock new revenue streams.

Read this article, and you'll understand why game developers are exploring this direct approach and adopting hybrid monetization models. We'll discuss trends in marketing and monetization, why going beyond the usual strategies isn't just optional but essential, what D2C is, and how you can use it confidently and maximize its impact on your gaming business.

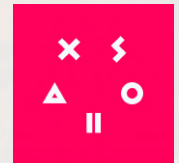
Game Marketing and Monetization Through The Years

The gaming market is booming, from \$32 billion in 1995 to \$184+ billion today. And it's not slowing down. Expect it to reach \$206.4 billion by 2025, with players growing from 100 million to 3.38 billion. But that's not all. Gamers are spending more, too, with average revenue per user jumping 24% in just this past year!



İLAYDA BAYARI
XSOLLA

COUNTRY MANAGER
TURKEY & MENA



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What's driving this growth, and what's next for selling in this dynamic market?

This massive shift is still reshaping how games are sold, but basically, the middleman is fading. Developers are taking control and forging direct connections with players. In the past, there has always been a reseller between developers and their players. So why has this usual setup been changing recently?

Why traditional marketing and distribution is not enough?

Think of game platforms like crowded shopping malls. While convenient and already established with a default shopping audience, they still limit who sees your game. They usually target specific markets and can make it harder for people to come across your products naturally.

They also have a limited number of payment methods, gatekeeping potential buyers who don't have access to them. And, of course, they will charge high platform fees because they command a large audience. That all leads to lower profit margins on those platforms due to those kinds of limitations and costs.

So it's no surprise that developers are venturing beyond the mall walls, setting up shop in unexpected places. Not only does that allow them to capture the markup that usually goes to third-party platforms, it gives them back more control.



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They can reach a bigger audience and improve retention with localized user experiences. They can have easy access and ownership to their customer data to better understand customer behavior and preferences, allowing them to improve products, UA, marketing, and more.

D2C also helps on the user side. It opens up exciting pathways and channels for players to discover new content and pay in ways they choose, outside of app stores or old distribution platforms. The numbers prove this trend: if we look at the SEA gaming market, 65% of total gaming revenue is mobile gaming revenue, and 21% is from alternative distribution channels, according to Niko Partners research.

Why you should go direct-to-consumer and how to do it?

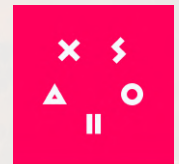
Direct-to-consumer in the games industry is a way of marketing, selling, and distributing a game directly to players apart from or in addition to third-party platforms. Big players in the gaming space, like Blizzard, Ubisoft, and EA have also used D2C. That's because the direct-to-consumer model doesn't compete with the existing distribution platforms - it complements them.

The traditional business-to-consumer, or B2C, gaming business model handles distribution and sales by relying on many external partners. It's almost like your game has to travel through a maze of other stores and distributors before reaching your players. You hand it off to someone else at each step and can't always control how they treat it or your customers. That means you have less power over things like pricing, customer service, and how your brand is presented. In turn, that can all make it harder for you to maximize your profits.



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You gain more control over the entire process with a direct-to-consumer approach. It's like selling your game directly from your own shop. You're in charge of everything, from product design to customer support. You can tailor the experience to your specific audience, generating more money and building a stronger relationship with your customers.

In short, D2C is like having your own store, while traditional B2C is like renting a shelf in someone else's. And according to industry data, players actually want direct interaction with the seller. 67% of consumers prefer to purchase directly from the brands they trust.

So, how do you implement D2C into your gaming business?

The five major steps for going direct-to-consumer

- 1 Connect to (many) payment providers to start accepting payments from your players.** Other than credit and debit cards, alternative payment methods (APM) constitute a significant portion of the global payments landscape: more than 50%. In addition, the average ticket size of an APM transaction is up to 25% higher than that of credit cards or PayPal in the US, Canada, Japan, South Korea, the United Kingdom, and Turkey!
- 2 Ensure your game is protected against fraud.** Fraudsters steal more than just money; they steal your good reputation. That's why protecting your players and brand from fraud is critical. A good anti-fraud solution uses in-game patterns and advanced algorithms to identify suspicious activity, block fake purchases, and cut off repeat offenders.

Source: Share of consumers who regularly make direct-to-consumer (D2C) purchases from brands worldwide in 2019 and 2022



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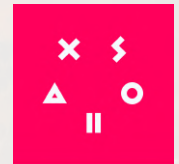
The Importance of Direct Communication with Consumers for More Profitable Games

- 3 **Meet local compliance and tax requirements.** Imagine selling your game across countries. It sounds great! But different countries have their own rules. You need to follow them to avoid trouble. Think of it like learning the local language, but that language consists of local tax laws, gaming regulations like spending or playtime limits, and payment regulations such as PCI DSS, PSD2 in Europe, and RBI in India.
- 4 **Acquire new loyal, paying gamers with a personalized user experience.** That's a fancy way to say: think about your customer's experience. To turn your players into loyal fans who fuel your game's growth, you need to do a few things. Get the basics right by ensuring secure payments and legal compliance. Customize your checkout to match your brand and operate smoothly. Make the UI pretty with good product visuals and localization. Talk to your players with in-game messages or banners, and share offers and updates to build up your direct relationship with them. Remember, happy players become loyal customers.
- 5 **Partner with a merchant of record.** Using an all-in-one solution that can guide you through all the complexities of global payments, taxes, and compliance will save you time and money. Xsolla is a gaming-specific merchant of record (MoR) that can help guide you through all these challenges and set you up with a direct-to-consumer model. [Check out all the details on how they can help set you up for D2C success worldwide.](#)



İLAYDA BAYARI
XSOLLA

COUNTRY MANAGER
TURKEY & MENA



Xsolla



Investment Processes for Early-Stage Studios

Accelerator Program for Early-Stage Studios: WePlay HUB

WePlay Hub Accelerator Program is a 12-week program aimed at developing and preparing early-stage game studios for the investment process. Targeting game studios in Europe, Central Asia, and Turkey, the program aims to increase the chances of success for participant studios on a global scale. The program offers significant support in areas such as strategic consulting, building industry networks, technical support, and financial resources. Participants receive training in areas such as business plan development, finance, law, team structure, and leadership, while also having the opportunity to receive one-on-one mentoring from experienced professionals.

Studios at various stages of development, from the initial stage to advanced levels, can apply to the program. During the application process, projects and business plans are thoroughly reviewed. Key requirements include a team size of at least four members and an advanced level of English proficiency. Evaluation is based on factors such as team competency, project status, level of innovation, and commercial potential.



BURAK YILMAZ
CEO
WEPLAY VENTURES

WePlay
ventures



Investment Processes for Early-Stage Studios

WePlay Hub supports the innovative development of game studios, encompassing a wide range of categories within the gaming ecosystem. The program focuses not only on traditional platforms such as mobile, PC, and console games but also includes augmented and virtual reality (AR/VR) technologies. Additionally, the program supports the development of games based on Blockchain and Web3.0, incorporating the latest trends in the gaming world.

The program lasts for three months and includes over 100 hours of training. The content covers a wide range of topics, from financial strategies to business model development, investment management to strategic planning. Ventures that successfully complete the program have the opportunity to receive investment from WePlay Ventures after presenting their projects at the Demoday event.

As a global accelerator, WePlay Hub has hosted 30 game studios from 8 different countries and achieved significant successes. Future plans involve expanding the program to host over 150 studios and building an ecosystem through WePlay Hub that ensures continuous interaction between studios, mentors, and our team. Our goal is to constantly improve our innovative methods and support to contribute to the dynamic of the gaming ecosystem and support the lasting success of ventures.

To apply to the program, you can contact us or visit [the WePlay Hub website](#) for more information.



BURAK YILMAZ
CEO
WEPLAY VENTURES

WePlay
ventures





POPULAR STREAMERS IN TÜRKİYE / TWITCH TV

TÜRKİYE GAME MARKET REPORT 2023

TWITCH

	FOLLOWERS	FOLLOWERS GAINED	VIEWING TIME (HOURLY)	AVG. VIEWS	MAX. VIEWS	STREAM TIME (HOURLY)
#1 ELRAENN	4.47M	745K	12.8M	28.045	110.428	459
#2 WTCN	2.92M	121K	9.3M	9.865	119.384	947
#3 KENDİNEMÜZİSYEN	2.59M	107K	3.2M	10.598	71.983	306
#4 JAHREIN	1.9M	177K	19.5M	13.864	147.761	1.407
#5 MITHRAIN	1.7M	33K	3.1M	2.386	12.957	1.334
#6 RRAENEE	1.13M	472K	6.1M	8.839	25.728	692
#7 ERAY	1.05M	308K	13M	9.646	33.855	1.350
#8 TOLUNAYOREN	914K	278K	3.09M	3.104	26.037	997
#9 RIOTGAMESTURKISH	849K	17K	2.3M	2.941	16.072	783
#10 LEVO	839K	73K	6.3M	2.773	46.921	2.271



POPULAR STREAMERS IN TÜRKİYE / TWITCH TV

TÜRKİYE GAME MARKET REPORT 2023

TWITCH

	FOLLOWERS	FOLLOWERS GAINED	VIEWING TIME (HOURLY)	AVG. VIEWS	MAX. VIEWS	STREAM TIME (HOURLY)
#11 HYPE	785K	188K	14.3M	13.232	83.333	1.081
#12 EBONIVON	610K	279K	2.5M	3.023	10.932	816
#13 VALORANT_TUR	503K	48K	3.1M	2.808	59.413	1.105
#14 PURPLEBIXI	477K	185K	10.4M	13.863	285.246	754
#15 HOLYPHOENIX	317K	27K	2.6M	1.654	5.670	1.621
#16 ATADOGANN	258K	207K	3.1M	3.959	23.128	790
#17 CASINOSAKULTAH	206K	191K	6.2M	3.475	22.528	1.789
#18 HASKOLOGLU	180K	62K	2.6M	4.563	29.764	579
#19 HTALKS	150K	74K	2.3M	3.319	18.634	702
#20 CAVS	105K	89K	3.4M	2.966	33.294	1.144



POPULAR YOUTUBE CHANNELS IN TÜRKİYE

TÜRKİYE GAME MARKET REPORT 2023

YOUTUBE

	SUBSCRIBERS	TOTAL VIEWS	NUMBER OF VIDEOS	AVG. VIDEO VIEWS	VIEWS OF MOST POPULAR VIDEO
#1 BETER BÖCÜK	43.2M	25.71B	3.75K	301.38K	12.633,424
#2 NETD MÜZİK	24.8M	58.58B	24.57K	5.42K	564.048,261
#3 ENES BATUR	16.1M	9.9B	1.9K	4.06M	166.337,517
#4 OYUNCAK AVI	15.2M	8.11B	537	5.82K	893.863,951
#5 CZN BURAK	14.4M	5.96B	502	3.09M	368.485,594
#6 ATV	11.9M	7.93B	27.05K	20.9K	154.806,568
#7 OYUNCAKOYNUYORUM	11.5M	11.23B	954	286.49K	1.060.130,534
#8 ORKUN İŞİTMAK	10.8M	3.7B	1.7K	1.06M	44.438,973
#9 MAŞA İLE KOCA AYI	9.71M	5.66B	1.15K	291.5K	267.824,816
#10 DELİ Mİ NE?	9.18M	2.28B	370	2.32M	29.741,118



POPULAR YOUTUBE CHANNELS IN TÜRKİYE

TÜRKİYE GAME MARKET REPORT 2023

YOUTUBE

	SUBSCRIBERS	TOTAL VIEWS	NUMBER OF VIDEOS	AVG. VIDEO VIEWS	VIEWS OF MOST POPULAR VIDEO
#11 SEVİMLİ DOSTLAR	9.03M	10.23B	1.17K	199.81K	435.654,905
#12 KURULUŞ OSMAN	8.62M	4.51B	7.63K	194.28K	32.295,871
#13 KANALD	8.3M	8.61B	32.82K	6.74K	172.775,454
#14 GÜLTEKİN AİLESİ	8.29M	7.18B	25.28K	427.97K	138.406,606
#15 KAFALAR	7.94M	2.48B	837	373.33K	18.787,881
#16 RUHİ ÇENET	7.91M	1.3B	421	2.82M	24.614,046
#17 KARADENİZLİ MACERACI	7.44M	2.81B	158	19.23M	319.644,136
#18 ZUUKS GAMES	7.29M	95.88M	69	1.68M	13.329,599
#19 ÇUKUR	6.75M	7.37B	4.45K	12.95K	130.480,099
#20 AFACANTV	6.67M	4.79B	406	503.68K	492.936,078



POPULAR INSTAGRAM INFLUENCERS IN TÜRKİYE

TÜRKİYE GAME MARKET REPORT 2023

INSTAGRAM

FOLLOWERS

#1 TUĞKAN "ELRAENN" GÖNÜLTAŞ	2.6M
#2 PQUEEN	1.2M
#3 BARIŞ CAN	1.1M
#4 ELANUR	958K
#5 KENDİNE MÜZİSYEN	812K
#6 ATABERK DOĞAN	808K
#7 WTCN	805K
#8 TUGAY GÖK	778K
#9 MEZARCI	751K
#10 DOCH	699K



POPULAR INSTAGRAM INFLUENCERS IN TÜRKİYE

TÜRKİYE GAME MARKET REPORT 2023

INSTAGRAM

FOLLOWERS

#11 MERVAN	680K
#12 RRAAENE	674K
#13 SESE GEL	637K
#14 DUYGU KÖSEOĞLU	629K
#15 MERTCAN BAHAR	614K
#16 HZ YASUO	608K
#17 EMRECAN ÖNAL	566K
#18 UNLOST	561K
#19 BATURAY ANAR	549K
#20 MIAFITZ	540K



ACTIVE PAYMENT INSTITUTIONS

TÜRKİYE GAME MARKET REPORT 2023



- Aypara Ödeme Kuruluşu A.Ş. (880)
- BRQ Link Ödeme Hizmetleri A.Ş. (898)
- Efix Ödeme Hizmetleri A.Ş. (876)
- Elekse Elektronik Para ve Ödeme Kuruluşu A.Ş. (855)
- Faturakom Ödeme Hizmetleri A.Ş. (858)
- Global Ödeme Hizmetleri A.Ş. (884)
- GönderAI Ödeme Hizmetleri A.Ş. (851)
- İşte Pay Ödeme Kuruluşu A.Ş. (918)
- Klon Ödeme Kuruluşu A.Ş. (881)
- Lidio Ödeme Hizmetleri A.Ş. (895)
- MoneyGram Turkey Ödeme Hizmetleri A.Ş. (871)
- Mypayz Ödeme Kuruluşu A.Ş. (859)
- Octet Express Ödeme Kuruluşu A.Ş. (874)
- Ödeal Ödeme Kuruluşu A.Ş. (868)
- Paragram Ödeme Kuruluşu A.Ş. (888)
- Paratika Ödeme Hizmetleri A.Ş. (865)
- Pay Fix Elektronik Para ve Ödeme Hizmetleri A.Ş. (882)
- Paynet Ödeme Hizmetleri A.Ş. (866)
- Ria Turkey Ödeme Kuruluşu A.Ş. (879)
- Sender Ödeme Hizmetleri A.Ş. (875)
- Sundus Elektronik Para ve Ödeme Kuruluşu A.Ş. (844)
- Trend Ödeme Kuruluşu A.Ş. (862)
- Tronapay Ödeme Hizmetleri A.Ş. (887)
- TRPOS Ödeme Kuruluşu A.Ş. (919)
- Vezne24 Tahsilat Sistemleri ve Ödeme Hizmetleri A.Ş. (885)
- Western Union Turkey Ödeme Hizmetleri A.Ş. (886)



ACTIVE ELECTRONIC MONEY INSTITUTIONS

TÜRKİYE GAME MARKET REPORT 2023



- A Ödeme ve Elektronik Para Hizmetleri A.Ş. (913)
- Ahlatıcı Ödeme ve Elektronik Para Hizmetleri A.Ş. (894)
- As Ödeme Hizmetleri ve Elektronik Para A.Ş. (911)
- Aköde Elektronik Para ve Ödeme Hizmetleri A.Ş. (836)
- Belbim Elektronik Para ve Ödeme Hizmetleri A.Ş. (828)
- Birleşik Ödeme Hizmetleri ve Elektronik Para A.Ş. (825)
- BPN Ödeme ve Elektronik Para Hizmetleri A.Ş. (850)
- Cemete Elektronik Para ve Ödeme Hizmetleri A.Ş. (826)
- Ceo Ödeme ve Elektronik Para Kuruluşu A.Ş. (878)
- D Ödeme Elektronik Para ve Ödeme Hizmetleri A.Ş. (830)
- Dinamik Elektronik Para ve Ödeme Hizmetleri A.Ş. (920)
- Dgpara Ödeme ve Elektronik Para Kuruluşu A.Ş. (893)
- DSM Ödeme ve Elektronik Para Hizmetleri A.Ş. (848)
- Erpa Ödeme Hizmetleri ve Elektronik Para A.Ş. (837)
- Fastpay Elektronik Para ve Ödeme Hizmetleri A.Ş. (891)
- Faturamatik Elektronik Para ve Ödeme Kuruluşu A.Ş. (861)
- Fzypay Elektronik Para ve Ödeme Hizmetleri A.Ş. (896)
- İninal Ödeme ve Elektronik Para Hizmetleri A.Ş. (832)
- İstanbul Ödeme ve Elektronik Para A.Ş. (883)
- İyzi Ödeme ve Elektronik Para Hizmetleri A.Ş. (864)
- Lydians Elektronik Para ve Ödeme Hizmetleri A.Ş. (890)
- Moka Ödeme ve Elektronik Para Kuruluşu A.Ş. (857)
- Moneyout Elektronik Para ve Ödeme Hizmetleri A.Ş. (917)
- Moneypay Ödeme ve Elektronik Para Hizmetleri A.Ş. (842)
- N Kolay Ödeme ve Elektronik Para Kuruluşu A.Ş. (852)
- Nomu Pay Ödeme ve Elektronik Para Hizmetleri A.Ş. (831)



ACTIVE ELECTRONIC MONEY INSTITUTIONS

TÜRKİYE GAME MARKET REPORT 2023



- Ozan Elektronik Para A.Ş. (839)
- Paladyum Elektronik Para ve Ödeme Hizmetleri A.Ş. (834)
- Papara Elektronik Para A.Ş. (829)
- Papel Elektronik Para ve Ödeme Hizmetleri A.Ş. (914)
- Parakolay Elektronik Para A.Ş. (847)
- ParaQR Elektronik Para ve Ödeme Hizmetleri A.Ş. (897)
- Parolapara Elektronik Para ve Ödeme Hizmetleri A.Ş. (846)
- Paybull Ödeme Hizmetleri ve Elektronik Para A.Ş. (892)
- Payco Elektronik Para ve Ödeme Hizmetleri A.Ş. (849)
- Paypole Ödeme Hizmetleri ve Elektronik Para A.Ş. (916)
- Payporter Ödeme Hizmetleri ve Elektronik Para A.Ş. (833)
- Paytr Ödeme ve Elektronik Para Kuruluşu A.Ş. (863)
- Pratik İşlem Ödeme ve Elektronik Para A.Ş. (860)
- Rubik Elektronik Para ve Ödeme Hizmetleri A.Ş. (899)
- Sipay Elektronik Para ve Ödeme Hizmetleri A.Ş. (838)
- Token Ödeme Hizmetleri ve Elektronik Para A.Ş. (840)
- Tom Pay Elektronik Para ve Ödeme Hizmetleri A.Ş. (912)
- TT Ödeme ve Elektronik Para Hizmetleri A.Ş. (870)
- TTM Elektronik Para ve Ödeme Hizmetleri A.Ş. (843)
- Turk Elektronik Para A.Ş. (827)
- Turkcell Ödeme ve Elektronik Para Hizmetleri A.Ş. (869)
- Turkonay Elektronik Para ve Ödeme Hizmetleri A.Ş. (915)
- UPT Ödeme Hizmetleri ve Elektronik Para A.Ş. (853)
- Vakıf Elektronik Para ve Ödeme Hizmetleri A.Ş. (921)
- Vepara Elektronik Para ve Ödeme Hizmetleri A.Ş. (845)
- Vizyon Elektronik Para ve Ödeme Hizmetleri A.Ş. (854)
- Vodafone Elektronik Para ve Ödeme Hizmetleri A.Ş. (835)



ASSOCIATIONS

TÜRKİYE GAME MARKET REPORT 2023



- **TOGED** (Turkish Association of Game Developers)
- **OYUNDER** (Association of Game Designers, Developers, Publishers and Producers)

2022

- **TOGED** (Turkish Association of Game Developers)
- **OYUNDER** (Association of Game Designers, Developers, Publishers and Producers)
- **DOGEB** (Professional Association - Establishment Phase)

2023



GAME EXHIBITIONS

TÜRKİYE GAME MARKET REPORT 2023



- GameX
- GIST (Gaming İstanbul)

2022

- GameX
- GIST (Gaming İstanbul)

2023



INCREASING NEED FOR SYNCHRONIZATION OF EDUCATION AND SECTOR

TÜRKİYE GAME MARKET REPORT 2023



We left another year behind. The gaming industry in Türkiye continues at full speed with investment news, games coming out, and new initiatives. With all this, finding and retaining qualified human resources has become a growing need. Employee retention is a separate issue, but finding the right and "loaded" human resources requires an enormous amount of time and therefore cash. Nowadays, when we focus (finally!) on developing casual and PC or even console games, there are not many developers, artists, and designers who can do what they say they can do. The hyper-casual wind not only created a great momentum but also left such a legacy. Of course, this is not the only reason. The lack of adequate and proper educational infrastructures also shows itself in this circulation.

Last year, new digital game design departments were opened or tried to be opened; we met with some of our valuable professors again. We talked about how they could create a program with the means at hand, we tried to help them with their teacher needs, but frankly, we couldn't do much. Because it is very difficult for such initiatives that do not catch up with the day, technology and students to progress. It is definitely not working to think that we can just fly blind and patch up the deficits later. A "master" plan is necessary much earlier. It seems that this will not be solved in time by waiting for various academic procedures. Finding lecturers with the appropriate PhD degree, adequate ALES score, aptitude for practical courses, etc. is a vicious circle at the moment.

EDUCATION
IN THE EYES OF
AN EXPERT



Assoc. Prof.
GÜVEN ÇATAK

BAU DIGITAL GAME DESIGN
DEPARTMENT HEAD
BUG LAB TEKMER GENERAL
MANAGER



EDUCATION INCREASINGLY NEEDS TO SYNC WITH THE INDUSTRY

TÜRKİYE GAME MARKET REPORT 2023



A different strategy is needed. We currently have successful incubation centers, each focused on transferring experience and knowledge in different ways, of course, there are shortcomings, but the beginnings are good. Concrete steps are being taken with accelerations, workshops, seminars, game development marathons called game jams, and even boot camps organized abroad. These steps are very valuable because most of them come directly from the industry; game companies themselves provide these training and mentorships. Many of them are based on best practices, what went well and what went badly, and data. At this point, there is another very critical action, which is to document and store all of this in some kind of memory. It is very important for the said incubation centers to do this; they can only do this kind of delicate operation with a university and academics. In other words, at this point, academics need to work closely with incubation centers and support them in both designing trainings and documenting them with the right methods.

After this stage, all the data and experience collected needs to be filtered, supported by learning-teaching methodologies and transformed into courses to be implemented in universities, and since it will be the academics who will manage this process, they can now take the initiative to teach the relevant courses. I am especially talking about practical and industry courses that should be in sync with the industry. It will be enough for courses such as Game culture and Game narrative to follow the industry. Of course, this synchronization is not a one-time process; iteration is a must.

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2023



EDUCATION INCREASINGLY NEEDS TO SYNC WITH THE INDUSTRY

TÜRKİYE GAME MARKET REPORT 2023



These "professional" academics need to follow the constant flow of data and experience coming from the incubation centers and update their courses accordingly. Speaking of which, if there is something much more important that game academics should do, it is to play games. You need to experience this field in a very versatile way in order to teach it. This is essential to be in sync with both the industry and the student. Also, we should not look at education and the industry only as the entertainment industry; we cannot expect every person trained in this field to work in production. We should also consider many side fields from public relations to journalism and include them in the curriculum. We should also consider not only B2C (business-to-consumer) but also B2B (business-to-business) areas, and we should be able to offer and even direct options such as developing vocational training games, which we call serious games for various industries, or producing social impact games that aim to raise awareness of problems in the world.

On a side note, we've had a fast start to this year, with some very good games coming out. Last year I said that the "Rise of the Indies" era was starting; it seems that this year we will be able to reap the fruits of last year. I think this momentum will also trigger education in a good direction; because good projects are only possible with teams that have the right equipment and experience. This time I wanted to make not only observations but also suggestions. Every year the challenges increase but so do our experiences. I think we will find a balance at some point. For now, keep working hard!

EDUCATION
IN THE EYES OF
AN EXPERT



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MANAGER



GAME DESIGN BACHELOR'S AND MASTER'S DEGREE PROGRAMS

TÜRKİYE GAME MARKET REPORT 2023

University	Type	Bachelor' / Master's Degree	Faculty / Institute	Department
Arkin University of Creative Arts and Design	TRNC	Bachelor	Faculty of Communication	Digital Game Design (English) (Paid)
Arkin University of Creative Arts and Design	TRNC	Bachelor	Faculty of Communication	Digital Game Design (English) (Scholarship)
Arkin University of Creative Arts and Design	TRNC	Bachelor	Faculty of Communication	Digital Game Design (English) (50% Off)
Bahçeşehir University	Foundation	Bachelor	Faculty of Communication	Digital Game Design (English) (Paid)
Bahçeşehir University	Foundation	Bachelor	Faculty of Communication	Digital Game Design (English) (Scholarship)
Bahçeşehir University	Foundation	Bachelor	Faculty of Communication	Digital Game Design (English) (50% Off)
İstanbul Beykent University	Foundation	Bachelor	Faculty of Communication	Digital Game Design (Scholarship)
İstanbul Beykent University	Foundation	Bachelor	Faculty of Communication	Digital Game Design (50% Off)
Beykoz University	Foundation	Bachelor	Faculty of Art and Design	Digital Game Design (Scholarship)
Beykoz University	Foundation	Bachelor	Faculty of Art and Design	Digital Game Design (50% Off)
Eastern Mediterranean University	TRNC	Bachelor	Faculty of Communication	Digital Game Design (English) (Paid)
Eastern Mediterranean University	TRNC	Bachelor	Faculty of Communication	Digital Game Design (English) (Scholarship)
Eastern Mediterranean University	TRNC	Bachelor	Faculty of Communication	Digital Game Design (English) (50% Off)
Doğuş University	Foundation	Bachelor	Faculty of Art and Design	Digital Game Design (Scholarship)





GAME DESIGN BACHELOR'S AND MASTER'S DEGREE PROGRAMS

TÜRKİYE GAME MARKET REPORT 2023

University	Type	Bachelor' / Master's Degree	Faculty / Institute	Department
Doğuş University	Foundation	Bachelor	Faculty of Art and Design	Digital Game Design (50% Off)
İstanbul Aydın University	Foundation	Bachelor	Faculty of Fine Arts	Digital Game Design (Scholarship)
İstanbul Aydın University	Foundation	Bachelor	Faculty of Fine Arts	Digital Game Design (50% Off)
İstanbul Bilgi University	Foundation	Bachelor	Faculty of Communication	Digital Game Design (English) (Scholarship)
İstanbul Bilgi University	Foundation	Bachelor	Faculty of Communication	Digital Game Design (English) (50% Off)
İstanbul Bilgi University	Foundation	Bachelor	Faculty of Communication	Digital Game Design (English) (Paid)
İstanbul Topkapı University	Foundation	Bachelor	Fine Arts, Design and Architecture	Digital Game Design (Scholarship)
İstanbul Topkapı University	Foundation	Bachelor	Fine Arts, Design and Architecture	Digital Game Design (50% Off)
İstinye University	Foundation	Bachelor	Fine Arts, Design and Architecture	Digital Game Design (English) (Scholarship)
İstinye University	Foundation	Bachelor	Fine Arts, Design and Architecture	Digital Game Design (English) (50% Off)
Muğla Sıtkı Koçman University	State	Bachelor	Bodrum Faculty of Fine Arts	Digital Game Design (TRNC National)
Muğla Sıtkı Koçman University	State	Bachelor	Bodrum Faculty of Fine Arts	Digital Game Design
İstanbul Nişantaşı University	Foundation	Bachelor	Faculty of Art and Design	Digital Game Design (Paid)
İstanbul Nişantaşı University	Foundation	Bachelor	Faculty of Art and Design	Digital Game Design (Scholarship)





GAME DESIGN BACHELOR'S AND MASTER'S DEGREE PROGRAMS

TÜRKİYE GAME MARKET REPORT 2023

University	Type	Bachelor' / Master's Degree	Faculty / Institute	Department
İstanbul Nişantaşı University	Foundation	Bachelor	Faculty of Art and Design	Digital Game Design (50% Off)
Kahramanmaraş İstiklal University	State	Bachelor	Engineering, Architecture and Design	Digital Game Design
Haliç University	Foundation	Bachelor	Faculty of Fine Arts	Digital Game Design (Scholarship)
Haliç University	Foundation	Bachelor	Faculty of Fine Arts	Digital Game Design (50% Off)
Hasan Kalyoncu University	Foundation	Bachelor	Faculty of Communication	Digital Game Design (Scholarship)
Hasan Kalyoncu University	Foundation	Bachelor	Faculty of Communication	Digital Game Design (Paid)
Hasan Kalyoncu University	Foundation	Bachelor	Faculty of Communication	Digital Game Design (50% Off)
İstanbul Esenyurt University	Foundation	Bachelor	Faculty of Arts and Social Sciences	Digital Game Design (Scholarship)
İstanbul Esenyurt University	Foundation	Bachelor	Faculty of Arts and Social Sciences	Digital Game Design (50% Off)
İstanbul Esenyurt University	Foundation	Bachelor	Faculty of Arts and Social Sciences	Digital Game Design (Paid)
İstanbul Gedik University	Foundation	Bachelor	Faculty of Architecture and Design	Digital Game Design (Scholarship)
İstanbul Gedik University	Foundation	Bachelor	Faculty of Architecture and Design	Digital Game Design (50% Off)
İstanbul Kent University	Foundation	Bachelor	Faculty of Art and Design	Digital Game Design (English) (Paid)
İstanbul Kent University	Foundation	Bachelor	Faculty of Art and Design	Digital Game Design (English) (Scholarship)





GAME DESIGN BACHELOR'S AND MASTER'S DEGREE PROGRAMS

TÜRKİYE GAME MARKET REPORT 2023

University	Type	Bachelor' / Master's Degree	Faculty / Institute	Department
İstanbul Kent University	Foundation	Bachelor	Faculty of Art and Design	Digital Game Design (English) (50% Off)
Lefke Avrupa University	TRNC	Bachelor	Faculty of Communication Sciences	Digital Game Design (English) (Scholarship)
Lefke Avrupa University	TRNC	Bachelor	Faculty of Communication Sciences	Digital Game Design (English) (50% Off)
Uluslararası Kıbrıs University	TRNC	Bachelor	Faculty of Communication	Digital Game Design (English) (Scholarship)
Uluslararası Kıbrıs University	TRNC	Bachelor	Faculty of Communication	Digital Game Design (English) (50% Off)
Bahçeşehir University	Foundation	Master	Institute of Education	Game Design (English, Thesis)
Bahçeşehir University	Foundation	Master	Institute of Education	Game Design (English, Thesis)
Bahçeşehir University	Foundation	Master	Institute of Education	Game Dev. Technologies (Turkish, Without Thesis)
Bahçeşehir University	Foundation	Master	Institute of Education	Game Dev. Technologies (Turkish, Without Thesis)
Hacettepe University	State	Master	Informatics Institute	Computer Animation and Game Tech. (Thesis)
Hacettepe University	State	Master	Informatics Institute	Comp. Animation and Game Tech. (Without Thesis)
İstanbul Teknik University (İTÜ)	State	Master	Institute of Education	Game and Interaction Tech. (With Thesis)
Muğla Sıtkı Koçman University	State	Master	Institute of Science and Technology	Digital Game Design and Tech. (Thesis) (30% Eng)





GAMING ENTREPRENEURSHIP CENTERS

TÜRKİYE GAME MARKET REPORT 2023

Name	Type	Location	Game Focus
Center of Animation Technologies and Game Development (ATOM)	Pre-incubation Center	Ankara	Yes
BAMBU Digital Game Studio D.O.S 4.0	Acceleration Center	İzmir	Yes
Information Commercialization Center (BTM)	Pre-Incubation, Incubation and Post Incubation Center	İstanbul	
BUG Lab TEKMER	Pre-Incubation and Incubation Center	İstanbul	Yes
CrazyHubs İstanbul	Acceleration Center	İstanbul	Yes
Cube Beyoğlu	Pre-incubation Center	İstanbul	
Digi Game Startup Studio	Acceleration Center	İzmir	Yes
Digital Animation and Game Aggregate Center (DIGIAGE)	Pre-Incubation and Incubation Center	Kocaeli	Yes
Game Circle	Pre-Incubation and Incubation Center	Ankara-İstanbul	Yes
Gamenter	Pre-incubation Center	İstanbul	Yes
Game Factory Hub	Incubation Center	Online	Yes
GameDev	Acceleration Center	İstanbul	Yes





GAMING ENTREPRENEURSHIP CENTERS

TÜRKİYE GAME MARKET REPORT 2023

Name	Type	Location	Game Focus
Gameograph	Acceleration Center	Çanakkale	Yes
GamesUnited	Acceleration and Incubation Center	İstanbul	Yes
İstanbul Game Entrepreneurship Academy: 9999in1Space	Acceleration Center	İstanbul	Yes
Küçükçekmece Entrepreneurship and Innovation Center (KÜGİM)	Incubation Center	İstanbul	
Guild Entrepreneurship Center	Incubation Center	İstanbul	
oFON 2.0	Acceleration and Incubation Center	Denizli	Yes
OYGEM - Game Development Center	Incubation Center	İzmir	Yes
Game Development Center (OGEM)	Incubation Center	İstanbul	Yes
STARTGATE	Acceleration, Pre-Incubation and Incubation Center	İstanbul	Yes
Udo Garage	Acceleration Center	Ankara	Yes
WorkupGaming	Acceleration Center	İstanbul	Yes
YTÜ Startup House GamesUP	Incubation Center	İstanbul	Yes





GAME DESIGN BACHELOR'S AND MASTER'S PROGRAMS

TÜRKİYE GAME MARKET REPORT 2023



In the 2023 - 2024 academic year, Digital Game Design undergraduate programs were opened in different universities, while some graduate programs were closed. When we look at up-to-date list, 8 universities that were not included in the "Turkey Game Sector 2022" report opened Digital Game Design undergraduate programs and 3 universities closed their master's programs.

Universities Added to Current Report

1. Kahramanmaraş İstiklal University
2. Haliç University
3. Hasan Kalyoncu University
4. İstanbul Esenyurt University
5. İstanbul Gedik University
6. İstanbul Kent University
7. Lefke Avrupa University
8. Uluslararası Kıbrıs University

Universities with Abolished Master's Programs

1. Işık University
2. İzmir Ekonomi University
3. Middle East Technical University (METU)



SENEM AKSAKAL

GAME DESIGNER
QA TEAM LEAD
FOUNDER OF GAME SECTOR
EVENTS (OSE)



2023



GAME DESIGN BACHELOR'S AND MASTER'S PROGRAMS

TÜRKİYE GAME MARKET REPORT 2023



In the list, you will find Digital Game Design bachelor's degree programs in 20 different universities and master's degree programs in 4 universities. These universities are located in 6 different cities in our country. The city with the most DGD departments is İstanbul. The cities with the most game design bachelor's and master's degree programs are respectively:

- İstanbul → 13 bachelor's, 2 master's
- TRNC → 4 bachelor's
- Muğla → 1 bachelor's, 1 master's
- Ankara → 1 master's
- Kahramanmaraş → 1 bachelor's
- Gaziantep → 1 bachelor's

As you may notice in the list, these departments are mostly at private foundation universities. In public universities, there are only two universities with DGD undergraduate departments.

- Muğla Sıtkı Koçman University
- Kahramanmaraş İstiklal University

If you want to study DGD at one of the private foundation universities, there are usually three options: paid, scholarship and 50% discount. Some schools also offer some of their courses in English. Therefore, they require an English prep course or a certain level of English proficiency.



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GAME DESIGNER
QA TEAM LEAD
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EVENTS (OSE)



2023



GAME DESIGN BACHELOR'S AND MASTER'S PROGRAMS

TÜRKİYE GAME MARKET REPORT 2023



If you want to do a master's degree, there are Turkish/English and thesis/non-thesis options. ITU and MSKU offer only thesis programs, while Bahçeşehir and Hacettepe also offer non-thesis programs.

Unfortunately, graduating from a department related to game design does not guarantee a job. It is much more important to improve oneself in this field. Of course, studying at a school that offers good education in this field will benefit in different ways. When we look at the increase in the number of universities with Game Design departments, unfortunately, we see that the quality of education has not increased at the same rate. It is difficult to find qualified people to teach in these departments. Therefore, when choosing a Digital Game Design department, it is useful to also research the university's curriculum and lecturers.

Not counting the new DOT departments to be opened in the future, more than 1000 DOT graduates will be graduated from these 20 universities in 4 years. Since the birth of the game industry in our country, industry employees were trained as apprentices. Now (about 20-25 years after the sector was formed in Türkiye), we started to see DOT graduates in the sector. In the near future, the number of employees graduating from game design departments will exceed the number of those who are trained in the field. Competition for jobs will increase. As I mentioned at the beginning, it will not only be enough to graduate from this department but it will be evaluated what you add to it. People who keep up with the dynamic structure of the game industry, do not stay away from new developing technologies, integrate them into their lives if possible and always try to do better, and constantly improve themselves in this sense will win.



SENEM AKSAKAL

GAME DESIGNER
QA TEAM LEAD
FOUNDER OF GAME SECTOR
EVENTS (OSE)



2023



PROFESSIONS IN GAMING INDUSTRY

TÜRKİYE GAME MARKET REPORT 2023



GAME DESIGN

- Direction
- Economy
- Interaction
- Level
- Narrative
- Quest
- Systems
- UI
- UX
- World

GAME PRODUCTION

- Executive
- Live Operations
- Project Management
- Prototyping
- Publishing
- Release Management
- Storyboarding
- Studio Management

GAME PROGRAMMING

- AI
- Engine
- Gameplay Graphics
- Graphics
- Network
- Physics
- Tools
- UI

ART

- Concept
- Environment
- Model
- Technical
- Texture
- UI
- VFX

ANIMATION

- Cinematics
- Generalist
- Motion Capture
- Particle
- Programmer
- Technical



PROFESSIONS IN GAMING INDUSTRY

TÜRKİYE GAME MARKET REPORT 2023



MARKETING

- Brand
- Community
- Content
- Digital
- Ecommerce
- Influencer
- Public Relations
- Product
- User Acquisition
- Social Media

QUALITY ASSUARENCE

- Analysis
- Automation
- Certification
- Compatibility
- Compliance
- Engineering
- Interrupt
- Lead
- Localization
- Performance
- Platform
- SDET
- Submission
- Testing

AUDIO

- Composition
- Design
- Direction
- Engineering
- Programmer
- QA
- Voice

CONTENT

- Cinematography
- Game Capture
- Graphic Design
- Motion Graphic Design
- Post-Production
- Video Editing

MANAGEMENT

- Creative Director
- Department
- Operations
- Product
- Program
- Project
- Strategy



PROFESSIONS IN GAMING INDUSTRY

TÜRKİYE GAME MARKET REPORT 2023



IT

- DevOps
- Networking
- Security Engineering
- System Administration
- Tech Support

LEGAL

- Compliance
- Counsel
- Employment
- Licensing
- Merger&Acquisition

COMMERCIAL

- Account Management
- Ad Operations
- Business Development
- B2B
- B2C
- Game Monetization
- Partnerships
- Revenue Strategist

HUMAN RESOURCES

- Business Partner
- Compensation & Benefits
- Diversity & Inclusion
- Employer Branding
- Health & Safety
- Training & Development
- Recruiter

DATA

- Administration
- Analysis
- Engineering
- Science

RESEARCH

- Academic
- Consumer
- Market
- UX

MEDIA

- Editor
- Journalist
- Photographer
- Videographer

CUSTOMER SERVICE

- Customer Support
- Developer Support
- Technical Support



PROFESSIONS IN GAMING INDUSTRY

TÜRKİYE GAME MARKET REPORT 2023

BROADCAST

- Camera
 - DOP
 - Supervisor
 - Director
 - Operator
 - Engineer
 - Assistant
- Floor Manager
- Graphics
- In-Game Observer
- Lighting
- Producer
- Scriptwriting
- Sound Engineering
- Steam Engineering
- Replays

EVENTS

- AV
 - Audio
 - Lighting
 - Set/Stage Design
 - Electrics
- Hospitality
- In-Game Observer
- Licensing
- Logistics
- Player Manager
- Talent Manager



COMPETITION

- Admin
- Analyst
- Coach
- Manager
- Nutritionist
- Physycal Trainer
- Player
- Psychologist
- Referee
- Scout

EDUCATION

- Program Development
- Teaching

ADMINISTRATIVE

- Administrative Support
- Executive Assistant
- Facilities Support
- Front of House
- Office

TALENT

- Agent
- Analyst
- Caster
- Content Creator
- Host
- Interviewer
- Streamer



INTERNET CAFES

TÜRKİYE GAME MARKET REPORT 2023



- **7.450** internet cafes

Many internet cafes were forced to close in 2021 due to the ongoing effects of the pandemic, costs and taxes. In 2022, the number of active cafes dropped significantly due to closures and job changes.

2022

- **6.250** internet cafes

In previous years, many of our internet cafes were forced to close their businesses due to the ongoing effects of the pandemic, costs and taxes. In 2023, the number of active cafes continued to decline due to similar economic conditions and business changes.

2023



INTERNET CAFE PC SYSTEM PROPERTIES

TÜRKİYE GAME MARKET REPORT 2023



• Processor	i3	i5	i7	i9	
• Percentage	10%	50%	30%	10%	
• Ram	4 GB	8 GB	16 GB	32 GB	64 GB
• Percentage	2%	40%	40%	10%	8%
• Internet Speed	16 MB	24 MB	32 MB	64 MB	100 MB
• Percentage	0%	0%	20%	20%	60%

2022

• Processor	i3	i5	i7	i9	
• Percentage	10%	50%	30%	10%	
• Ram	4 GB	8 GB	16 GB	32 GB	64 GB
• Percentage	2%	40%	40%	10%	8%
• Internet Speed	64 MB	100 MB	200 MB	300 MB	1000 MB
• Percentage	15%	25%	25%	30%	5%

2023



DAILY INTERNET CAFE STATISTICS

TÜRKİYE GAME MARKET REPORT 2023



• Peak Hours	15:00 - 23:00
• Peak Days (Weekends)	FRIDAY - SUNDAY
• Average Fee / Hour	9 TL - 25 TL
• Daily Average Pin Sales (Qty.)	1.500 - 2.500 TL
• Avg. Food Payment / Person	50 - 60TL

2022

• Peak Hours	15:00 - 22:00
• Peak Days (Weekends)	FRIDAY - SUNDAY
• Average Fee / Hour	30 TL - 75 TL
• Daily Average Pin Sales (Qty.)	7.500 - 12.500 TL
• Avg. Food Payment / Person	100 - 150TL

2023



MOST PLAYED GAMES IN INTERNET CAFES

TÜRKİYE GAME MARKET REPORT 2023



- PUBG: BATTLEGROUNDS
- Steam Oyunları
- League of Legends
- VALORANT
- Free Fire
- CS: GO
- GTA
- Call Of Duty

2022

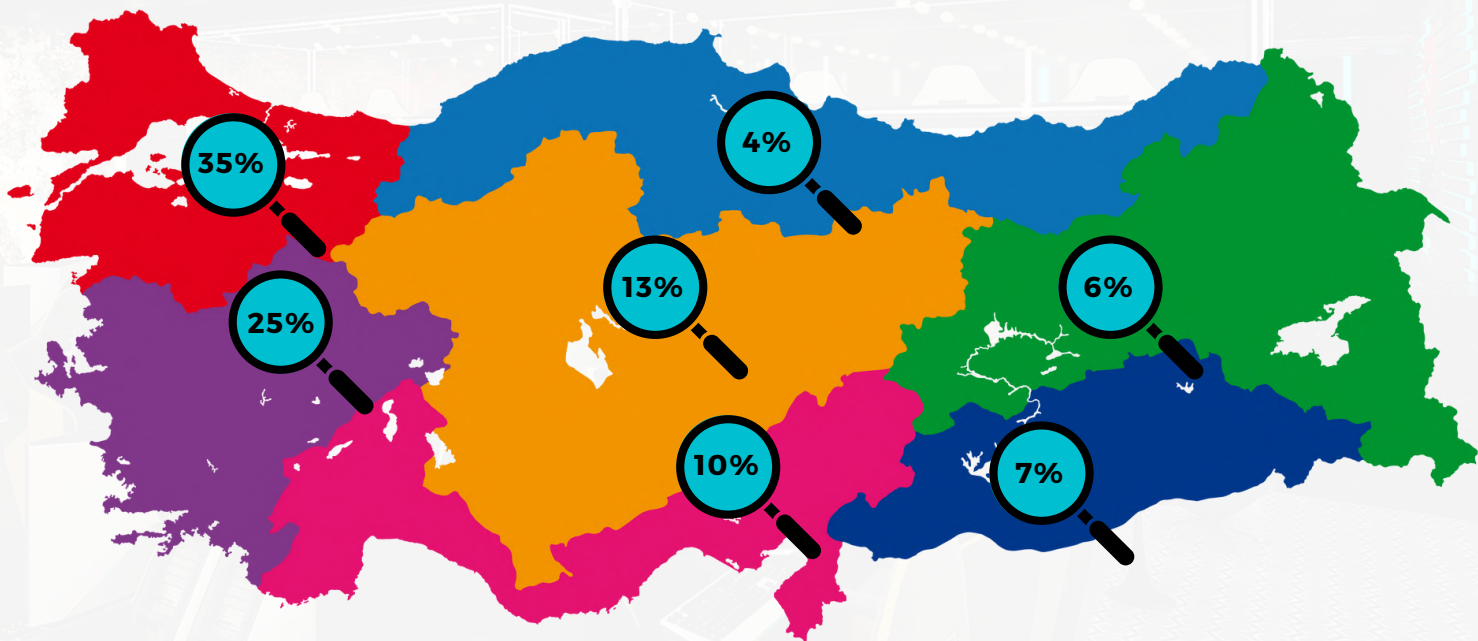
- PUBG: BATTLEGROUNDS
- Fortnite
- League of Legends
- VALORANT
- FC 24
- CS:GO / CS2
- GTA
- Call Of Duty

2023



BREAKDOWN OF INTERNET CAFES IN TÜRKİYE

TÜRKİYE GAME MARKET REPORT 2023





SOME IMPORTANT ESPORTS TEAMS IN TÜRKİYE

TÜRKİYE GAME MARKET REPORT 2023

ESPORTS TEAMS	GAMES PLAYED
Adanaspor	EAFC24
Altay	EAFC24
Antalyaspor	EAFC24
Balıkesirspor	EAFC24
BB Erzurumspor	EAFC24
BBL Esports	VALORANT
Beşiktaş Esport	League of Legends, VALORANT, PUBG Mobile, EAFC24
Mumia Esports	PUBG Mobile
Bursaspor	EAFC24
Çaykur Rizespor	EAFC24





SOME IMPORTANT ESPORTS TEAMS IN TÜRKİYE

TÜRKİYE GAME MARKET REPORT 2023

ESPORTS TEAMS	GAMES PLAYED
Dark Passage	League of Legends, PUBG Mobile
Denizbank İstanbul Wildcats	League of Legends, VALORANT, PUBG Mobile, PUBG: BATTLEGROUNDS, EAFC24, Wild Rift
Digital Athletics	VALORANT, PUBG Mobile, PUBG: BATTLEGROUNDS
Eskişehirspor Espor	EAFC24
Eternal Fire	CS:GO, CS2, VALORANT Kadın
Eternal Fire Academy	CS:GO, CS2
Fenerbahçe Espor	VALORANT, PUBG Mobile, PUBG: BATTLEGROUNDS, EAFC24
Fire Flux	VALORANT, PUBG Mobile
FUT Esports	VALORANT, PUBG Mobile, PUBG: BATTLEGROUNDS, EAFC24, League of Legends
Galakticos	League of Legends, VALORANT, PUBG: BATTLEGROUNDS, EAFC24





SOME IMPORTANT ESPORTS TEAMS IN TÜRKİYE

TÜRKİYE GAME MARKET REPORT 2023

ESPORTS TEAMS	GAMES PLAYED
Galatasaray Esport	PUBG Mobile, EAFC24
Gaziantep FK	EAFC24
Gençlerbirliği	EAFC24
Getso Esports	PUBG Mobile
Giresunspor	EAFC24
Hatayspor	EAFC24
HOWL Esports	VALORANT
Interrail Esport	EAFC24
İstanbul Başakşehir	EAFC24
İstanbulspor	EAFC24





SOME IMPORTANT ESPORTS TEAMS IN TÜRKİYE

TÜRKİYE GAME MARKET REPORT 2023

ESPORTS TEAMS	GAMES PLAYED
Karagümrük Esport	EAFC24
Karşıyaka Esport	EAFC24
Kasımpaşa	EAFC24
Kayserispor	EAFC24
Kocaelispor	EAFC24
Mavidance Esports	PUBG Mobile
Melise Esports	PUBG Mobile
NASR Esports	League of Legends, Wild Rift
Next Rüya Gaming	PUBG Mobile
Fury Ozarox Esports	PUBG Mobile





SOME IMPORTANT ESPORTS TEAMS IN TÜRKİYE

TÜRKİYE GAME MARKET REPORT 2023

ESPORTS TEAMS	GAMES PLAYED
Papara SuperMassive	League of Legends, VALORANT, PUBG Mobile, PUBG: BATTLEGROUNDS, EAFC24, Rocket League
PCIFIC Esports	CS:GO, CS2, VALORANT Kadın, League of Legends
Regnum Carya	VALORANT, PUBG Mobile, EAFC24
S2G Esports	PUBG Mobile, VALORANT
Sakaryaspor	EAFC24
Sivasspor	EAFC24
Tamaria Altunga Esport	CS:GO, CS2, VALORANT, VALORANT Kadın
Team Aurora	EAFC24
Team Demiral	VALORANT
Trabzonspor	EAFC24





SOME IMPORTANT ESPORTS TEAMS IN TÜRKİYE

TÜRKİYE GAME MARKET REPORT 2023

ESPORTS TEAMS	GAMES PLAYED
Yeni Malatyaspor	EAFC24
Yılport Samsunspor	EAFC24

UNIVERSITY ESPORTS TEAMS	GAMES PLAYED
AYBU Espor (AGM Espor)	CS:GO, CS2, VALORANT
BAU Esports	Hado, CS:GO, CS2, VALORANT, League of Legends
BAUN Esports	VALORANT
Biruni Esports	VALORANT





SOME IMPORTANT ESPORTS TEAMS IN TÜRKİYE

TÜRKİYE GAME MARKET REPORT 2023

UNIVERSITY ESPORTS TEAMS	GAMES PLAYED
BTU Espor	VALORANT, League of Legends
DOU Espor	VALORANT, League of Legends
Gazi Espor	CS:GO, CS2 VALORANT, League of Legends, TFT, WildRift
Hacettepe Esports	VALORANT, League of Legends
HBV Espor	CS:GO, CS2, VALORANT, League of Legends
IAU Espor	VALORANT, League of Legends
IKU Espor	CS:GO, CS2, VALORANT
ITU Espor	VALORANT, League of Legends





SOME IMPORTANT ESPORTS TEAMS IN TÜRKİYE

TÜRKİYE GAME MARKET REPORT 2023

UNIVERSITY ESPORTS TEAMS	GAMES PLAYED
MAU Esports	VALORANT, League of Legends
Medeniyet Espor	VALORANT
METU Esports	VALORANT, League of Legends
NISH Espor	VALORANT, League of Legends
Selçuk Esportlar	CS:GO, CS2, VALORANT, League of Legends, WildRift
TAUOK Esports	VALORANT
TEDU Esports	CS:GO, CS2, VALORANT





NUMBER OF LICENSED PLAYERS AND TEAMS

TÜRKİYE GAME MARKET REPORT 2023



TESFED
TÜRKİYE ESPOR FEDERASYONU



There are
308+ licensed
esports teams
in Türkiye.

There are
32.692+
licensed
esports players
in Türkiye.

** There are 308 sports clubs licensed to TEFED and a total of 32,692 licensed players, 12,686 of whom are women.*





ESPORTS TEAMS THAT MAKE BEST USE OF SOCIAL MEDIA

TÜRKİYE GAME MARKET REPORT 2023

INSTAGRAM

	FOLLOWERS	NUMBER OF CONTENT (ANNUAL)	AVG. POST LIKES	AVG. POST COMMENT	AVG. TOTAL ENGAGEMENT	AVG. ENGAGEMENT PER POST
S2G ESPORTS	264.718	370	8.353	251	8.604	23
GALATASARAY ESPORTS	253.433	256	2.974	26	3.000	12
BEŞİKTAŞ ESPORTS	243.088	202	3.320	34	3.354	17
FUT ESPORTS	156.961	1.505	5.494	84	5.578	4
BBL ESPORTS	104.565	201	5.751	57	5.808	29
ETERNAL FIRE	99.125	144	3.641	42	3.683	26
FENERBAHÇE ESPOR	73.748	225	642	9	651	3
FIRE FLUX ESPORTS	51.128	195	4.738	57	4.796	25
PAPARA SUPERMASSIVE	42.669	394	521	14	535	1
DENİZBANK İSTANBUL WILDCATS	38.887	479	347	9	357	1
PCIFIC ESPORTS	9.139	412	49	10	60	0,14
BAU ESPORTS	5.312	343	325	2	327	1





ESPORTS TEAMS THAT MAKE BEST USE OF SOCIAL MEDIA

TÜRKİYE GAME MARKET REPORT 2023

YOUTUBE

	SUBSCRIBERS	NUMBER OF VIDEOS (ANNUAL)	AVG. VIDEO LIKES	AVG. VIDEO VIEWS	AVG. VIDEO COMMENT	AVG. TOTAL ENGAGEMENT	AVG. ENGAGEMENT PER VIDEO
S2G ESPORTS	114.000	60	2.321	40.225	69	42.615	710
ETERNAL FIRE	70.900	156	758	22.900	91	23.749	152
FUT ESPORTS	61.300	85	652	13.680	36	14.369	169
BBL ESPORTS	50.100	75	1.723	31.024	78	32.825	438
FIRE FLUX ESPORTS	34.900	84	386	9.063	27	9.477	113
PAPARA SUPERMASSIVE	34.300	77	440	8.414	40	8.894	116





ESPORTS TEAMS THAT MAKE BEST USE OF SOCIAL MEDIA

TÜRKİYE GAME MARKET REPORT 2023

TWITTER (X)

	FOLLOWERS	NUMBER OF CONTENT (ANNUAL)	AVG. POST LIKES	AVG. POST COMMENT	AVG. POST RETWEET	AVG. TOTAL ENGAGEMENT	AVG. ENGAGEMENT PER POST
BBL ESPORTS	156.329	943	768	16	24	809	0,86
FENERBAHÇE ESPOR	113.963	284	75	4	3	82	0,29
FUT ESPORTS	97.439	3.331	633	24	24	682	0,20
GALATASARAY ESPORTS	95.166	584	273	10	16	299	0,51
ETERNAL FIRE	90.446	1.398	825	23	13	861	0,62
BEŞİKTAŞ ESPORTS	84.826	303	183	7	7	197	0,65
PAPARA SUPERMASSIVE	66.504	1320	142	10	8	160	0,12
S2G ESPORTS	40.581	671	124	6	5	136	0,20
DENİZBANK İSTANBUL WILDCATS	37.997	677	71	4	3	79	0,12
FIRE FLUX ESPORTS	31.078	542	324	12	8	345	0,64
PCIFIC ESPORTS	6.829	2.134	29	3	2	34	0,02
BAU ESPORTS	1.571	379	10	1	1	12	0,03





ESPORTS TEAMS THAT MAKE BEST USE OF SOCIAL MEDIA

TÜRKİYE GAME MARKET REPORT 2023

TIKTOK

	FOLLOWERS	NUMBER OF VIDEOS (ANNUAL)	AVG. VIDEO VIEWS	AVG. VIDEO LIKES	AVG. VIDEO COMMENT	AVG. TOTAL ENGAGEMENT	AVG. ENGAGEMENT PER VIDEO
FUT ESPORTS	234.300	560	131.406	3.286	37	134.728	241
S2G ESPORTS	86.300	117	81.809	5.672	48	87.530	748
BEŞİKTAŞ ESPORTS	43.600	21	146.069	2.769	92	148.930	7.092
GALATASARAY ESPORTS	32.900	50	43.154	2.531	17	45.702	914
FIRE FLUX ESPORTS	32.300	245	84.063	1.485	10	85.557	349
BBL ESPORTS	27.800	49	123.931	5.204	111	129.247	2.638
PAPARA SUPERMASSIVE	15.200	68	68.397	1.262	26	69.685	1.025
DENİZBANK İSTANBUL WILDCATS	7.008	31	17.856	1.167	21	19.044	614
FENERBAHÇE ESPOR	5.588	2	14.863	418	17	15.297	7.649
ETERNAL FIRE	1.002	19	14.138	470	10	14.618	769
BAU ESPORTS	677	34	2.193	23	1	2.216	65





ON/OFF ESPORTS AND GAME EVENTS ORGANIZED IN TÜRKİYE

TÜRKİYE GAME MARKET REPORT 2023

Event Name

- Ankara Herkes Tek - Zula Tournament
- Balıkesir DGM FIFA 2023 Tournament
- Balıkesir DGM VALORANT Tournament
- Başkent Espor Tournament
- BBL Esports vs FUT Esports 100th Year Showcase Match
- BLADE 2023 CS:GO Wingman Tournament
- ESA Open Fire All Stars 2023
- ESA Return of the Titans - End of the Chaos VALORANT Tournament
- ESA Return of the Titans - Fire VALORANT Tournament
- ESA Return of the Titans - Ice VALORANT Tournament
- ESA Return of the Titans - Nature VALORANT Tournament
- ESA Return of the Titans - Rain VALORANT Tournament
- ESA Return of the Titans - Thunder VALORANT Tournament
- ESL CS:GO Turkey Championship 2023
- ESL Pro League Eternal Fire vs Cloud9 Watch Party
- eSports360 Blade Supremacy Royale PUBG Tournament
- eSports360 New State Mobile 2023 Captains Cup
- eSports360 Protality Series - Season 6

Event Name

- eSports360 PUBG May 19th Youth and Sports Day Cup
- Frag'N Blade 2023 CS2 Wingman Tournament
- Fut Esports Watch Party & Pyjama Party
- GAMEX 2023
- Esports Tournament Among Youth Centers
- Genshin Impact Adventure Carnaval
- GIST 2023
- Güngören Municipality FIFA 23 Tournament
- Güngören Municipality League of Legends Tournament
- Harbiye Open Air Stage FUT Esports vs BBL Esports Watch Party
- Intel Monsters Reloaded 2023 Championship
- Keçiören Municipality Teknomer VALORANT Tournaments
- KFC Doritos Twister 2023 CS:GO Tournament
- League of Legends Turkish Championship League
- Lidoma Esports - Reborn 2023
- Mobile Legends Bang Bang Türkiye Championship
- Pastavilla PUBG Duo Tournament 2023
- Pendik Municipality Inter-High School VALORANT Tournament





ON/OFF ESPORTS AND GAME EVENTS ORGANIZED IN TÜRKİYE

TÜRKİYE GAME MARKET REPORT 2023

Event Name

- PUBG Mobile Global Championship 2023
- Red Bull Campus Clutch Grand Finals
- Red Bull Campus Clutch Online Qualifiers
- Red Bull Campus Clutch Regional Finals
- Red Bull Campus Clutch Türkiye Finals
- Red Bull Home Ground EMEA Qualifier
- Rize Municipality VALORANT Tournament
- TESFED Papara Türkiye Cup
- Türk Telekom GAMEON VALORANT Tournament
- Türkiye 100th Anniversary VALORANT Tournament
- UET Spring Semester Interuniversity VALORANT Tournament
- UET Interuniversity League of Legends Tournament 03 - 09 April 2023
- UET Interuniversity League of Legends Tournament 04 - 12 May 2023
- UET Summer Camp League of Legends 1v1 Tournament
- VALORANT Challengers League Türkiye Birlik: Split 1
- VALORANT Challengers League Türkiye Birlik: Split 2
- VALORANT Rebels #1
- VALORANT Rebels #2

Event Name

- VALORANT Rebels #3
- VCT EMEA BBL Esports vs Team Heretics Watch Party
- VCT EMEA FUT vs Vitality Watch Party
- VCT Lock-In FUT Esports vs RRQ Watch Party
- Volkswagen Arena BBL Esports vs FUT Esports Watch Party
- World of Warships New Ship Launch & Community Meeting

** The events we followed throughout the year have been added to the list. If there are any online or offline events that you think are missing, let us know and they will be added to the list.*





BRANDS INVESTING IN ESPORTS AND GAMING

TÜRKİYE GAME MARKET REPORT 2023

- ACER
- Adidas
- ALMİLA
- Altınyıldız Classics
- Amazon
- AOC
- Arko Men
- Asist Analiz
- ASUS
- AXE
- Bacar Automotive
- Bahçeşehir Üniversitesi
- Belpa
- Binance
- Biocore
- Bitci com
- Bitexen
- BKM Express
- Blade
- BMW
- Borusan Otomatik
- Burger King
- BursaGB
- ByNoGame
- CarrefourSA
- Chupa-Chups
- Coca-Cola
- Corsair
- Cupra
- Dell
- Doritos
- ESA
- FastPay
- Ford
- GameSatış
- Gillette
- Gökral
- GPLEX
- Grimelange
- Hawk
- HDI Sigorta
- Head & Shoulders
- Hepsiburada
- Hi2Games
- HP
- HyperX
- IGN
- Infinix
- İnce Hesap
- İninal
- İnovatif
- İtopya
- Karnaval
- Key Drop
- KFC
- Knorr Çabuk
- Kurtsystems
- Les Benjamins
- Little Ceasers
- Logitech G
- Lucky 7 Agency
- Maximum
- McDonald's
- Mercedes
- Migros
- Monster Energy
- Monster Notebook
- MSI
- Nescafe
- Nike
- Nimo TV
- Old Spice
- Olips
- OMEN by HP
- Papara
- Paribu
- Pastavilla
- Paycell
- Pepsi
- Puma
- Rampage
- Razer
- Razer Gold
- Red Bull
- Regnum Carya
- Samsun Odyssey
- Samsung
- Saran Grup
- SteelSeries
- Supradyn Energy
- TAB Gıda
- TEM
- TikTok
- Tosla
- Turkcell
- Turknet
- Türk Telekom
- Vestel
- Vodofone
- Wulfz
- X-Drive
- XPG
- Yemeksepeti
- Zio
- Zowie





ESPORTS GAMES

TÜRKİYE GAME MARKET REPORT 2023

- Age of Empires
- APEX Legends
- Arena of Valor
- Assetto Corsa Competizione
- Beat Saber
- Brawhalla
- Brawl Stars
- Call of Duty Mobile
- Call of Duty Modern Warfare
- Call of Duty Warzone
- Clash Royale
- Counter Strike 2
- Counter Strike: Global Offensive
- DOTA 2
- EA FC 24
- EA Sports UFC 3
- EA Sports UFC 4
- eFootball 2023
- eFootball 2024
- FIFA
- Football Manager 2023
- Football Manager 2024
- Fortnite
- Free Fire
- Halo
- Heartstone
- League of Legends
- League of Legends: Team Fight Tactics
- League of Legends: Wild Rift
- Legends of Runeterra
- Mobile Legends: Bang Bang
- Mortal Kombat 11
- NBA 2K23
- NBA 2K24
- OSU!
- PUBG Mobile
- PUBG New State
- PUBG: BATTLEGROUNDS
- Quake
- Rocket League
- Smite
- Starcraft 2
- Street Fighter V
- Tekken
- Tom Clancy's Rainbow Six Siege
- VALORANT
- World of Tanks
- World of Warcraft
- WWE 2K23



SOME KEY SECTORAL MEDIA CHANNELS IN TURKEY (2023 TRAFFIC)

TÜRKİYE GAME MARKET REPORT 2023

- Donanım Haber
- Technopat
- Shiftdelete
- Webtekno
- Tamindir
- Chip
- Merlinin Kazanı
- Türkmno
- PC Hocası
- Oyungezer
- IGN
- BSC
- 5Mid
- Hardware Plus
- Techno Today
- Atarita
- Teknobu
- İndir.com
- Teknodiot
- Gamer Papers
- Savebutonu
- Gamizm
- Mobidictum
- FRPnet
- Leadergamer
- Mavi Kol
- Player Bros
- Turuncu Levye
- Espor Times
- Teknobird
- Teknofeed
- Teknoroid
- Espor Gazetesi
- Level
- Technologic
- Misternoob
- Flank Esports
- Oyun Post
- Oyun Günlüğü
- Ogznet
- Tekno Hocam
- Esports360mag
- Gamerbase
- Fragtist
- Dijital Sporlar
- Oyun Dijital
- Başlat Tuşu
- İnceleme.co
- Karıkoca Gaming
- Ludenoid
- Geeklik ve Ötesine
- A'dan Z'ye Espor
- Esporin



*Gaming and esports media channels are listed according to their estimated annual traffic. Data taken from **Similarweb**.



TOP ONLINE E-PIN SALES WEBSITES (2023 TRAFFIC)

TÜRKİYE GAME MARKET REPORT 2023

- bursagb.com
- bynogame.com
- dijipin.com
- durmaplay.com
- epin.com.tr
- foxngame.com
- g2a.com
- gamesatis.com
- gold.razer.com/tr/
- litemsatis.com
- joyalisveris.com
- kbasakalonline.com
- klasgame.com
- kopazar.com
- midasbuy.com
- mtcgame.com
- oyunalisveris.com
- oyunfor.com
- perdigital.com
- playsultan.com
- vatangame.com
- yesilyurtgame.com



**Listed Alphabetically.*

** Listed by total estimated traffic. Data taken from **SimilarWeb**.*



TOP ONLINE GAMING PLATFORMS

TÜRKİYE GAME MARKET REPORT 2023

- Battle.net
- Epic Games
- COG
- Humble Bundle
- itch.io
- Kinguin
- Origin
- Play Station Store
- Playstore.com
- Rockstar Games - Social Club
- Steam
- Ubisoft Store

Subscription Model

- Amazon Prime Gaming
- EA Play
- GeForce Now
- Netflix Games
- Playstation Plus
- Xbox Game Pass



** Listed Alphabetically.*



GAMING MAGAZINES IN TÜRKİYE

TÜRKİYE GAME MARKET REPORT 2023

Oyungezer



Level



[Oyungezer Digital Archive](#)





2023

**GLOBAL
NUMBERS**



Global Numbers

GLOBAL GAMING MARKET 2018

- **138+/- Billion Dollars Total Revenue**
 - 70+/- Billion Dollars Mobile
 - 35+/- Billion Dollars Console
 - 33+/- Billion Dollars PC
- 2.3+/- Billion Gamers

GLOBAL ESPORTS MARKET

- 906+/- Million Dollars Revenue
- 225+/- Million Followers

GLOBAL GAMING MARKET 2019

- **152+/- Billion Dollars Total Revenue**
 - 70+/- Billion Dollars Mobile
 - 47+/- Billion Dollars Console
 - 35+/- Billion Dollars PC
- 2.5+/- Billion Gamers

GLOBAL ESPORTS MARKET

- 1095+/- Million Dollars Revenue
- 398+/- Million Followers

GLOBAL GAMING MARKET 2020

- **177+/- Billion Dollars Total Revenue**
 - 85+/- Billion Dollars Mobile
 - 50+/- Billion Dollars Console
 - 41+/- Billion Dollars PC
- 2.8+/- Billion Gamers

GLOBAL ESPORTS MARKET

- 947+/- Million Dollars Revenue
- 440+/- Million Followers

GLOBAL GAMING MARKET 2021

- **176+/- Billion Dollars Total Revenue**
 - 91+/- Billion Dollars Mobile
 - 49+/- Billion Dollars Console
 - 36+/- Billion Dollars PC
- 2.95+/- Billion Gamers

GLOBAL ESPORTS MARKET

- 1081+/- Million Dollars Revenue
- 440+/- Million Followers

GLOBAL GAMING MARKET 2022

- **182+/- Billion Dollars Total Revenue**
 - 92+/- Billion Dollars Mobile
 - 50+/- Billion Dollars Console
 - 40+/- Billion Dollars PC
- 3.1+/- Billion Gamers

GLOBAL ESPORTS MARKET

- 1.38+/- Billion Dollar Revenue
- 440+/- Million Followers

GLOBAL GAMING MARKET 2023

- **185+/- Billion Dollars Total Revenue**
 - 91+/- Billion Dollars Mobile
 - 53+/- Billion Dollars Console
 - 40+/- Billion Dollars PC
- 3.38 Billion Gamers

GLOBAL ESPORTS MARKET

- 1.5+/- Billion Dollar Revenue
- 445+/- Million Followers



Global Numbers

TOTAL OF 3.38+/- BILLION GAMERS WORLDWIDE 2023

Number of Gamers by Platform



2.856+/- Billion Mobile Gamers



892+/- Billion PC Gamers

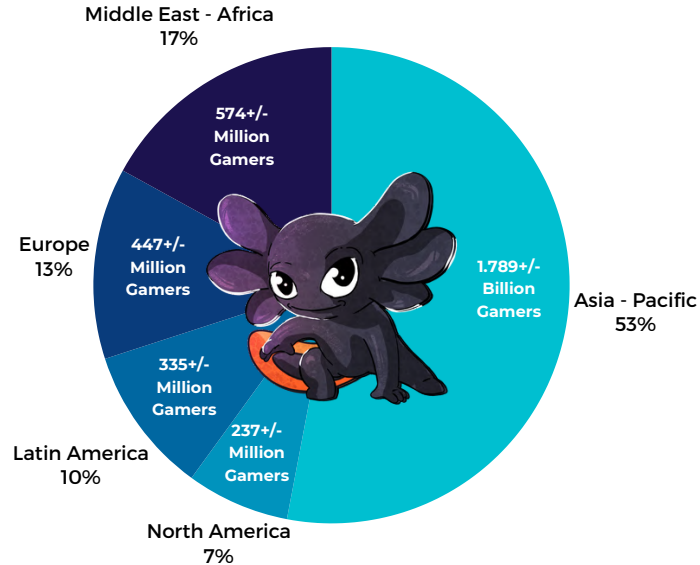


629+/- Billion Console Gamers

In 2023, the number of gamers worldwide reached 3.38 billion, an annual increase of 6.3%. The main source of this growth is mobile games. The increasing presence of games in the mainstream and the increase in the young population will increase the number of gamers in all areas.

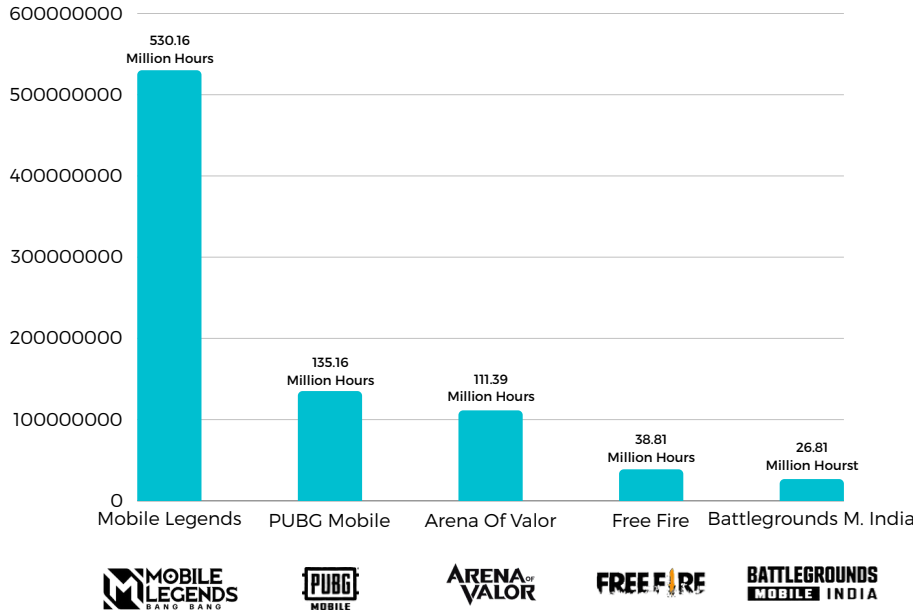
In 2023, the number of global paying users increased by over 7% to 1.47 billion.

Number of Gamers by Region



Global Numbers

MOST WATCHED MOBILE ESPORTS GAMES WORLDWIDE 2023



#1 Mobile Legends: Bang Bang
Most Watched Mobile Esports Game of 2023

TOTAL HOURS WATCHED: **530.16M**
100% Increase from 2022
 116,711,889

#2 PUBG Mobile
Most Watched Mobile Esports Game of 2023

TOTAL HOURS WATCHED: **135.16M**
100% Increase from 2022
 31,322,548

#3 Arena of Valor & Honor of Kings
Most Watched Mobile Esports Game of 2023

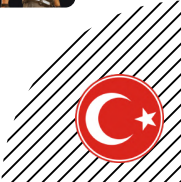
TOTAL HOURS WATCHED: **111.39M**
100% Increase from 2022
 28,397,207

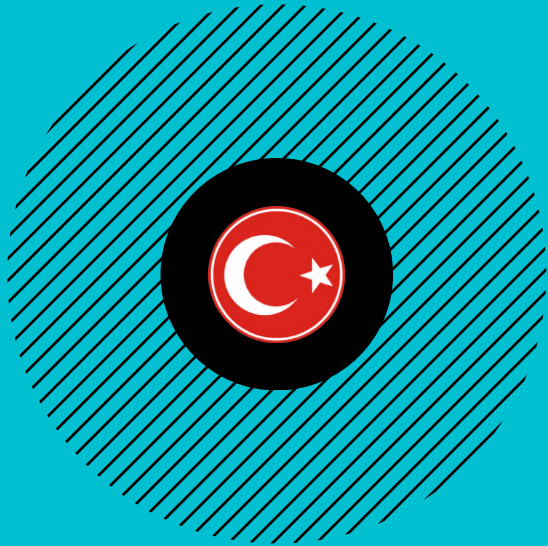
#4 Free Fire
Most Watched Mobile Esports Game of 2023

TOTAL HOURS WATCHED: **38.81M**
100% Increase from 2022
 7,671,208

#5 Battlegrounds Mobile India
Most Watched Mobile Esports Game of 2023

TOTAL HOURS WATCHED: **26.81M**
100% Increase from 2022
 5,911,796





2023



EXPERT OPINIONS

TÜRKİYE GAME MARKET EXPERT OPINIONS

TÜRKİYE GAME MARKET REPORT 2023



**ALPER AFŞİN
ÖZDEMİR**

TURKISH ESPORTS
FEDERATION
PRESIDENT

2023 was an important year for us. We also refer to this year as the year of TESFED's transformation. By holding our general assembly in line with the new sports law, we essentially left our affiliated federation status, and our federation transformed in a direction where we can take much faster action in the coming period. During the year, we achieved many international successes with our country's representation. We achieved memorable and valuable achievements such as Valorant Spike Nations World Championship in Spain, PUBG Mobile IESF Championship World Runner-up in Romania, 3rd place in eFiba Season 2 World Finals in Sweden, European Games eFootball Branch European Runner-up in Poland, World Championship in NBA2K World Esports Games organized under the coordination of the Olympic Committee in Singapore. In addition, my selection to the Board of Directors at the General Assembly of the Global Esports Federation is a great honor and responsibility both for me and for our country. This task will allow Turkey to take a more active role in the global arena in the field of esports and will carry our international collaborations even further. In the coming period, we will continue our efforts to carry our achievements even further, to strengthen the infrastructure of esports in our country, and to represent our country in the best way in the international arena. I would like to thank our entire esports community for their support and contributions. I strongly believe that we will achieve many other accomplishments together.



ERDİNÇ İYİKÜL
RIOT GAMES

TÜRKİYE COUNTRY
MANAGER

2023 was a period of inflation and economic hardship due to the Covid-19 pandemic and wars around the world. In 2020, 2021 and 2022, especially with the impact of the pandemic, the interest in the gaming industry and growth targets developed well above expectations. In 2023, as this interest started to normalize, steps were taken to normalize the industry on a global scale. Unfortunately, war and economic challenges have made this process even harder and faster. While growth expectations in the global gaming industry declined, expenses increased rapidly. Between 2023 and 2024, I've observed PC sales and mobile gaming growth in Turkey accelerating rapidly. My forecast is that PC sales and mobile gaming will overtake console interest this year. In addition, I think we will start to see the fruits of the economic investments made in Türkiye in 2023 this year. The easing of inflation will have a positive impact on the gamer base both in Türkiye and globally in 2024.

TÜRKİYE GAME MARKET EXPERT OPINIONS

TÜRKİYE GAME MARKET REPORT 2023



**FATİH MELİH
KUZZUNKAYA**
TAB GIDA

BRAND
COLLABORATIONS
AND PROJECT
DEVELOPMENT
MANAGER

2023 marked a significant evolution in the interaction between the gaming industry and brands. During this period, the gaming industry became a powerful consumer segmentation tool for brands.

Through brand collaborations and creative campaigns, quick-service restaurants in particular were able to reach potential consumers in the gaming world more effectively. These collaborations attracted attention with unique game content and special campaigns full of interactive experiences. The integration of brands with games went beyond just being a reward system, offering opportunities to build an emotional connection with consumers and create brand loyalty.

This transformation has led to games being seen not only as a marketing tool but also as a means to deeply engage with consumers and enrich the brand experience. By targeting young and tech-savvy audiences, games have given brands the chance to interact with a wide audience.

As TAB Gıda, we further strengthened our brands' organic relationship with the gaming world in 2023. Our communication with gamers has become even more important with the rapid growth of the gaming world. For this reason, we developed special campaigns, collaborations, and communication strategies that will appeal to a wide audience. 2023 was a year full of major projects we carried out in this direction. 2024 will be a year that promises even richer content, special events, and closer interaction with gamers. The strong bond we have established with the gamer audience has allowed us to further strengthen our brands' presence in the gaming world.

According to Verinays' research published in Marketing Turkey, gamers' preference for our Burger King® and Popeyes® brands shows that we are a remarkable player in the field. According to the research, although the rate of fast-food consumption while playing games is low, Burger King® is the favorite of 16 percent of the audience, while our Popeyes® brand continues to rise. For us, these results are an important indicator of the effective communication strategies and brand awareness of our Burger King® and Popeyes® brands in the gaming world. Burger King® and Popeyes® continue to stand out among gamer preferences thanks to the special bond with the gamer audience and the campaigns we organize.

As a result, the gaming industry of 2023 has been an important turning point for brands in terms of innovation and consumerization. These collaborations not only promoted products but also allowed brands to build closer and more meaningful relationships with consumers. This trend will continue to open new doors in shaping the gaming industry's marketing strategies and consumer engagement.

TÜRKİYE GAME MARKET EXPERT OPINIONS

TÜRKİYE GAME MARKET REPORT 2023



**OZAN EMRAH
ÜNAL**
PORTUMA
FOUNDER
CEO

In today's digital era, games have transcended their role as mere entertainment; they are now integral to the advertising industry, significantly influencing the gaming sector. In-game advertising, valued at \$6.8 billion in 2021 and expected to grow to \$17.6 billion by 2030, represents a trend that naturally blends into games without disrupting the flow. This market's growth is fueled by the 3.6 billion gamers globally, dedicating an average of over 8 hours weekly to gaming, in a sector worth over \$300 billion.

These advertisements don't just tap into a lucrative market; they enhance the gaming experience by mirroring in-game realities, adding depth and dynamism. This integration marks a pivotal change in how games are perceived - not only as a form of play but as immersive experiences encompassing strategic advertising.

As the founder of Portuma, Turkey's pioneering in-game advertising company, I'm proud of our approach to harmoniously integrating ads into games. This method transforms ads from being mere pauses to becoming core elements of the gaming experience, aligning with the game's natural rhythm. Our role in Turkey's burgeoning gaming scene is vital, and Portuma is at the forefront, exploiting this potential effectively.

In-game ads, in my view, don't detract but enrich gaming, bridging the gap between gaming and advertising industries. Portuma has embraced this philosophy, offering unique and engaging ad experiences, captivating players, and redefining in-game advertising's role.

To conclude, gaming's evolution integrates it seamlessly into the advertising landscape, with Portuma leading this transformative journey, adding significant value to the gaming world.

TÜRKİYE GAME MARKET EXPERT OPINIONS

TÜRKİYE GAME MARKET REPORT 2023



NİLAY ALTAN
TÜRK TELEKOM

FIXED SERVICES
MARKETING
DIRECTOR

The dizzying pace of technology and digitalization continues to exert a significant impact on the gaming industry. With new developments emerging daily, the experiences of players, distribution methods, and game development processes are undergoing substantial transformations. The gaming industry possesses a spirit that not only evolves but also reshapes the ecosystem around it, driven by its needs and dynamics, thus fostering innovation. Player expectations drive companies in the industry towards competition, creative collaborations, and new inventions. Türk Telekom GAMEON has introduced several innovations and pioneering initiatives in the gaming ecosystem. We consistently support gaming enthusiasts in this domain, offering comprehensive assistance and solutions across all aspects of gaming.

Two years ago, we launched GAMEON, the sole game-focused brand in the sector, and crafted a universe designed to meet all the needs of gaming enthusiasts. We address the necessity for high-speed internet, a priority in digital gaming, through our robust fiber infrastructure spread across Turkey. Our offerings include benefits such as fast fiber internet packages up to 1000Mbps, as well as player-specific Playstore wallet codes and Game Pass gifts.

Under the GAMEON initiative, our focus has been on improving internet performance by providing high-speed internet packages that offer fast download and upload speeds. Additionally, we have introduced an exclusive modem offer designed specifically for gamers. Additionally, we have initiated collaborations with Twitch, the live broadcasting platform widely followed by gamers, and PUBG: BATTLEGROUNDS, the online game that has garnered global popularity, marking a first in Turkey. Furthermore, we have organized campaigns in partnership with Playstore, our digital game shopping platform, where we provide over a thousand PC and mobile games, along with various game packages, simultaneously with the rest of the world. To consistently meet the needs of gamers and provide them with the GAMEON difference, we have also offered exclusive discounts from various brands to GAMEONers.

Through GAMEON, we provide continuous support to our players through our 24/7 online support team available on Instagram, Discord, and X. In 2023, 250 teams and 1,500 players participated in the GAMEON Valorant Tournament hosted by our brand. Additionally, we sponsored the Valorant Challengers TR: Unity League and Spike Nations tournaments. Furthermore, we participated in the Türk Telekom eSuper League organized by the Turkish Football Federation, with Türk Telekom serving as the title and broadcast sponsor. As Türk Telekom GAMEON, we remain committed to contributing to the digital gaming ecosystem and fostering the industry's development through our involvement in various projects.

TÜRKİYE GAME MARKET EXPERT OPINIONS

TÜRKİYE GAME MARKET REPORT 2023



İLAYDA BAYARI
XSOLLA

COUNTRY MANAGER
TURKEY & MENA

As we delve into the landscape of the Turkish mobile gaming industry in 2023, a notable transformation has emerged. The industry dynamics have shifted from hyper-casual to a more diversified space, embracing new platforms and more of a hybrid, IAP-based mechanics and monetization models on the mobile side.

This shift is underscored by a significant increase in the number of casual games published throughout the year, signaling a noteworthy trend. Casual games have prominently asserted their presence in the Top Grossings List, Dream's Royal Match crossing the remarkable \$1 billion mark, surpassing even the iconic Candy Crush. This success story is not isolated with recognized titles as numerous other games from local studios have found their place in the top grossings chart, painting a promising picture for the Turkish gaming industry.

Simultaneously, the growing interest towards PC gaming is unmistakable. Notable titles like BattleBit Remastered have made a substantial impact, reflecting a broader trend towards PC gaming. This shift is further emphasized by the dedicated focus of various gaming hubs on supporting PC game developers comprehensively, covering funding, distribution, and publishing aspects of this relatively new line of gaming.

In response to these industry shifts, we proactively established partnerships with key platforms and gaming hubs throughout 2023. Our commitment to supporting both mobile and PC publishers is reflected in our efforts to facilitate their transition to Direct-to-Consumer (D2C) models, enabling them to maximize revenue and reach a wider audience.

As we step into 2024, our dedication to the local market remains unwavering. We firmly believe that our services and solutions align perfectly with the evolving needs of the gaming industry. In the coming year, we aspire to assist publishers of all sizes and from all platforms to expand globally, enhancing their monetization and marketing strategies. The journey ahead is exciting, and we are poised to play a pivotal role in shaping the future of the gaming landscape.

TÜRKİYE GAME MARKET EXPERT OPINIONS

TÜRKİYE GAME MARKET REPORT 2023



FARUK UZUN
AMAZON

SR. AD SALES
MANAGER

Twitch goes beyond gaming, offering a service where diverse communities come together, even though it's widely celebrated for its gaming content. With 1.5 billion gaming hours watched globally each month, (1) and over 5.6 million unique monthly viewers in Turkey, Twitch stands as a vibrant hub for engagement. (2)

Twitch presents a variety of advertising opportunities, including premium ads, site integrations, sponsorships and partnerships with streamers, making it a standout choice in a dense advertising landscape. However, the essence of a successful partnership on Twitch lies in authenticity. It's not about the size of the audience but the genuine connection and enthusiasm for the brand that matters. When a streamer truly resonates with a brand's ethos, their endorsement feels more like a genuine recommendation than a paid promotion, leading to a more engaged and receptive audience. This authenticity-driven approach ensures that collaborations on Twitch not only engage audiences but also build meaningful relationships with the community.

Through Twitch's advertising solutions, brands have the chance to support passionate streamers, help forge authentic relationships, and become part of the unique live content experience. Twitch is a place where gaming is just the beginning, and its diverse communities offer a wider variety of opportunities for meaningful engagement.

1 - Twitch Internal Data. Global, Q4 2022.

2 - Global Web Index, TR, Q4 2022 to Q3 2023.

TÜRKİYE GAME MARKET EXPERT OPINIONS

TÜRKİYE GAME MARKET REPORT 2023



OĞUZ VURAL
AMAZON

AD SALES MANAGER

We're witnessing a new era of media and content consumption, shifting towards more community-focused, connected, and decentralized experiences. Initially rooted in gaming, this trend is now expanding across various content and cultural spheres. Communities on Twitch are at the forefront of this shift, including audiences from Millennials to Gen Z and Gen Alpha, collectively known as 'Generation Twitch.' This audience is digitally native, constantly connected, and seeks dynamic, shared experiences.

In Turkey, Twitch has over 5.6million monthly unique viewers who gather based on shared interests and hobbies, (1) highlighting the importance of community on the platform. Communities on Twitch naturally form around common interests, with live content being a key strength of the platform. In fact, 68% of users watch Twitch on a daily basis, (2) creating moments that bring people together in real-time, making them feel part of a unique event. Also, 61% of users agree that Twitch provides them with a strong sense of community. (3)

Furthermore, our insights show that active viewers in the MENAT region spend over two hours daily on Twitch, showcasing that Twitch communities enjoy long form content. It's also noteworthy that The Twitch community is composed primarily of Gen Z and Millennials, and nearly 70% of Twitch viewers are between the ages of 18 and 34. (4) This demographic data underscores Twitch's appeal to a young, engaged audience looking for more than just content consumption—they're seeking an interactive, communal experience that allows for deeper, more meaningful interactions, making it an ideal space for fostering long-term relationships.

1 - Global Web Index, TR, Q4 2022 to Q3 2023.

2,3 - Twitch RPG Report, TR, Nov 2023.

4 - Global Web Index, TR, Q4 2022 to Q3 2023

TÜRKİYE GAME MARKET EXPERT OPINIONS

TÜRKİYE GAME MARKET REPORT 2023



**FULDEN
ALTUNER
TÜRKEN**
TURKCELL

TURKCELL DIGITAL
ENTERTAINMENT
SERVICES DIRECTOR

Through our strategic alliance with NVIDIA GeForce NOW, the global leader in the cloud gaming business, we launched cloud gaming service under GAME+ brand as the one and only leading firm to offer it in Turkey. As GAME+, by bringing together gaming enthusiasts in Turkey with the superior service quality and technology, we quickly climbed to the top ranks in NVIDIA's country rankings with our large registered user base.

The cloud gaming technology stands out as the most advanced, transformative, and innovative service in the gaming industry. Game+ allows gaming enthusiasts to experience their favorite games anytime, anywhere, on any device (computer, mobile phone, tablet, and Android TV) without the need for high-cost hardware, game download and storage.

According to market data, while the total gaming market is expected to grow by 45% from 2023 to 2027, the cloud gaming market is projected to grow by 334%. In addition to the advantages that cloud gaming technology provides to gamers, rising costs of gaming hardware further enhance interest in this technology. Moreover, the improvement in internet infrastructure quality in Turkey, coupled with the advent of 5G and next-generation communication technologies, will further accelerate the growth of cloud gaming.

Moving forward, we plan to establish strategic partnerships with leading game companies to offer not only cloud gaming technology but also game subscription systems accessible to a variety of games under our umbrella brand, GAME+. As the GAME+ brand, our goal is not only to expand cloud gaming technology in Turkey but also to become a brand that meets all the needs of gamers.

TÜRKİYE GAME MARKET EXPERT OPINIONS

TÜRKİYE GAME MARKET REPORT 2023



ALİ

BARUTÇUOĞLU

LOCPICK GAME
LOCALIZATION
AUDIO

CO-FOUNDER
CEO

2023 may have been the best and the worst year for the gaming industry.

We witnessed incredible developments and frustrating setbacks almost simultaneously, both globally and in Türkiye.

This year saw the launch of numerous outstanding games that will be remembered for years to come. However, it also marked a period of layoffs, studio closures, and project cancellations.

In Türkiye, particularly due to saturation in the hypercasual industry, many mobile game studios had to shut down or downsize. On the flip side, there was an unprecedented surge in PC/console game developers.

The number of Turkish teams reaching out to us, LoCPick, for localization and voice-over support skyrocketed, surpassing previous years by several folds. The significant increase in PC games developed in Türkiye and reaching the global market, coupled with our support for their localization, is a source of great pride for us.

On the other hand, towards the end of the year, Steam's decision to discontinue TRY payment support had a significant impact on Turkish users of Steam. Other stores and subscription systems continue with TRY payment options, and whether Steam will backtrack on this decision remains uncertain.

Despite a decline in players' purchasing power, it wouldn't be accurate to say that foreign companies have given up on the Turkish market. We, at LoCPick, have localized dozens of games - 12 million words' worth - into Turkish this year. In a year marked by widespread layoffs, we even expanded our in-house team to 45 people. So, taking a holistic view of the industry, it's clear that international publishers haven't really dialed down their investments in Türkiye and the Turkish language.

Following a year of highs and lows, I believe there's no need to succumb to pessimism. A balancing year was inevitable after the industry's rapid growth spurred by the pandemic. Emerging markets like Türkiye and others around the globe will continue to expand, provided that we offer players localized and high-quality content.

TÜRKİYE GAME MARKET EXPERT OPINIONS

TÜRKİYE GAME MARKET REPORT 2023



BARIŞ ÖZİSTEK
BOĞAZIÇI VENTURES

CEO

The Turkish gaming industry, where we have seen at least one high valuation company sale every year since 2015, did not pass the year 2023 idle. We continue to be one of the markets with the most M&A activity with company sales or portfolio sales of gaming companies. There is a decline in early-stage new investments, but this change should be considered normal in a year when global investments decreased significantly. In the mobile gaming industry, there is a return to hybrid casual rather than hyper-casual, and we can say that the Turkish ecosystem has followed suit. It was also a year in which game development for the PC platform accelerated in Türkiye. It would be correct to say that our game development competence has increased rapidly.

2023 was of course marked by Dream Games. Having dethroned King's Candy Crush with Royal Match, Dream Games is making a very fast start to 2024.

As Boğaziçi Ventures, we were one of the most active investment companies in the field of gaming in 2023. We both invested in super-talented startups and supported our portfolio companies with follow-up investments.

The gaming industry will continue to grow, but global marketing is getting harder by the day. User acquisition costs continue to rise, forcing game companies to operate with much tighter profit margins. We will see more collaborations between early-stage game developers and game publishers. Game companies using artificial intelligence will clearly make a difference. We will see localization to different languages, story-based games, impressive visuals developed by AI in games much more. My expectation is that the use of artificial intelligence will move to the next level before the end of 2024, and we will become widespread in areas such as 3D designs and advertising videos. We can watch a year in which surprise game companies that will profoundly change the industry will gain an advantage in competition.

TÜRKİYE GAME MARKET EXPERT OPINIONS

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BERK ÜDER
STARTGATE

STARTGATE YÖNETİM
KURULU ÜYESİ & ORTAK

IDEAGATE CEO

Special Advertising Agency for the Gaming Industry: IdeaGate

IdeaGate, a subsidiary of StartGate, is a new media agency focused on the gaming industry. IdeaGate blends technology-driven products and growth strategies with data-driven player behaviors to provide integrated services for brands, game studios, advertising agencies and investors of the gaming industry under a single roof.

In this context, first of all, StartGate collects all the data for the game companies within its structure in a single center and supports the growth of the communication of the game companies with the target audiences created through this data through the "STARTGATE-IDEAGATE DATA GROWTH HUB". It also provides agency services by sharing the media experience of the IdeaGate team in the launch, marketing, and sustainable monetization processes of video, console, and mobile games developed by game studios all over Turkey. These studios can range from early-stage startups to professional corporate entities.

It is unthinkable for advertising agencies and brands to remain indifferent to "gaming", the fastest-growing digital channel. Therefore, IdeaGate develops various business partnerships with advertising agencies that want to reach target audiences in the gaming vertical. IdeaGate conveys the latest analyses, reports, and dynamics of the gaming ecosystem to these channels. We also deliver various organizations, presentations, and meetings to a higher number of industry professionals with IdeaGate sponsor support.

You can prepare your advertising-marketing activities, gamification, digital gift distribution, and loyalty campaigns in the gaming vertical with IdeaGate. You can share briefs with us for brand product promotions, including storytelling, design, in-game advertising, social media strategies, and featuring your brand on different platforms.

IdeaGate differentiates itself in the sector both within the scope of collaborations with brands and agencies and within the scope of services provided for the development of branded games. You can access this service with teams consisting of expert human resources of game companies within StartGate and game studios invested by Playgate GSYF. You can either have a game developed entirely for your brand or you can do product placement in an active game of your choice.

IdeaGate also organizes events such as Game Jam for all stakeholders of the game industry, launches of game industry-oriented brands, industry meetings at StartGate Maslak Campus. Especially for brands that want to reach the developer side of the game industry at an early stage, StartGate also finds the opportunity to sponsor these events or provide product and award support.

Investors, one of the important stakeholders of the gaming ecosystem, are also included in IdeaGate's scope of service. They can learn the business plan and success potential analysis for the type of game developed by game studios, local and global game industry reports, investment opportunities and trends in investment types from IdeaGate. They can meet with all our game studios in the pre-incubation, incubation and acceleration stages within StartGate, follow the investment stages and make one-to-one meetings on promotion days. In line with the main mission of our umbrella company StartGate, IdeaGate will continue to work to contribute to the goal of 3 unicorns in 5 years by providing the above services in the best way.

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**ASST. PROF. DR.
LAWYER
METE TEVETOĞLU**
TEVETOGLU LEGAL

When we look at the gaming industry from a legal perspective, we believe that it will be important to closely monitor the potential impact of technology regulations in 2024 at an early stage and take them into account in compliance efforts and business development. We believe that the key to competition, innovation and success will be fed by the innovations offered by legal frameworks. In this context, we expect important legal regulations in the field of artificial intelligence law, blockchain and crypto assets law this year. The EU's AI ACT and the stage reached in MICA are important for the gaming industry in this respect. The same situation can be observed in the regulation studies in our country. In this respect, artificial intelligence and blockchain are two important potential components in games.

We think that the legal regulations to be made for artificial intelligence and blockchain both in the EU and in our country will have significant effects on the gaming industry, and with the right and close analysis, this will turn into successful opportunities focused on competition. The important point here is to plan the successful regulation of disruptive technologies with the right application examples of gaming products and services and to plan the law-product compliance from the business development perspective. The impact of regulations and practices regarding the protection of personal data on the gaming industry can be taken as an example. In the last 3 years, there have been two different applications of data protection law in the gaming industry in our country. These examples should be carefully examined and taken into account in compliance and integration with artificial intelligence and blockchain regulations. If metaverse ergonomics is added to this in the coming years, we predict that gaming and gamification will become the most important component of daily life from education to economy.

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DR. ARZU AYDIN
STARTGATE

ACADEMYGATE CEO

What makes AcademyGate different in the ecosystem is that it addresses each segment with its own dynamics

One of the most fundamental problems facing the games industry today is a lack of talent. Recently, the UK's Independent Game Developers Association (TIGA) revealed that 68 percent of the UK's game studios suffer from a lack of talent, with 59 percent of them unable to grow.

While most industries have declined during the pandemic, the gaming industry has been one of the leading industries to grow and emerge stronger from this process. According to research, the rate of gaming increased by 45 percent during the pandemic, making it one of the strongest and most profitable industries of the future. Considering gaming as a powerful and lucrative industry also drew attention to the need for action on the education side. In recent years, universities and private educational institutions in Turkey and around the world have made significant progress in education in the gaming vertical. In our country, there are game departments in a total of 21 universities, 17 of which are affiliated to YÖK in Turkey and 4 in TRNC. Eight of these departments were opened last year; most of them were launched in 2021 and later.

The establishment of AcademyGate as a training academy under the roof of StartGate was born out of the needs of the industry. Our academy created its curriculum after R&D studies that not only teach but also make a difference and observe the development of the game industry.

We offer our participants the opportunity to specialize in game production, market analysis, game design, story design, game economy design, UX&UI design, revenue model design for games, game programming, 3D modeling, animation, game music. And we certify these trainings with e-Government approved certificates within the scope of our cooperation with universities.

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DR. ARZU AYDIN
STARTGATE

ACADEMYGATE CEO

At our Academy, we not only provide our trainees with professional competencies, but also train them in financial literacy, basic law, teamwork, communication techniques, entrepreneurship culture, and ethical values. We also enable them to put what they learn into practice through internships, workshops, and community events.

What makes AcademyGate different in the ecosystem is that it addresses each segment with its own dynamics and demands - families, children, youth, women, developers, players, investors. We have prepared special programs for these groups such as Investor Trainings, Game Awareness Trainings, Game Psychology and Kids Camps. Gamified Education projects are also among AcademyGate's services.

"We Aim to Increase Female Representation in the Game Industry"

The games industry is perceived as a male-oriented industry, with women making up only 22 percent of the workforce according to reports. On the other hand, according to Women in Games, half of gamers worldwide are women. The representation of iconic, bold and determined female characters in AAA and indie games is increasing, and female gaming influencers are impacting the industry. Our goal is to increase women's participation in the industry and thus break the vicious cycle of talent shortage, which is one of the industry's most fundamental problems.

Gaming plays an important role in communication, learning, strategic thinking, socialization, intercultural interaction and now career choice. And we want gaming to be a "playground" for everyone; a new investment field for investors, a part of the diversity and inclusion goal for the business world, a wider communication space for families with their children, a career for young people, a fun transition to technological literacy for society...

TÜRKİYE GAME MARKET EXPERT OPINIONS

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DORA
“STRATERA”
ÖZSOY

STRATERA GAMES

FOUNDER
CONTENT CREATOR

In fact, I feel like 2023 has suddenly become a critical year in which the prejudice against Turkish game producers - albeit largely justified - has been broken.

From an atmosphere where asset-flip / games that played on national emotions were talked about until today, this year we turned into an atmosphere where creative indie productions that made a worldwide impact were talked about.

Our game Cardboard Town was a finalist at IndieX, Pile Up! was nominated for the best student-made game at GDC, Land of the Vikings got good scores in both game media and user reviews, and these are just the ones I can think of off the top of my head - it's an interesting coincidence that all three of them are city-building themed, but before this year, it wasn't a genre that we had released many games in as a country - in short, it's been a year with a lot of success and a lot more exciting games announced.

There is a young population in Türkiye that is very enthusiastic and talented in making games. As both the production tools and the resources to learn about game production became more accessible over time, this population started to mobilize in terms of production, with hyper-casual, a little more investment entered the sector and now, with the learning and gains there, some teams can do good work on the PC side.

But of course, we flared up in a difficult year; in 2023, a record number of 14,523 games were released on Steam. Eventually, these tools and knowledge spread around the world and the "barrier to entry" lowered. The game industry in the world is becoming more and more difficult to see and stand out every day, beyond producing quality games, serious marketing efforts will be required to spread our games in such a crowded market and to continue production.

In 2024, maybe the "Steam game count record" will be renewed and even more games will be released, but I think the valuable part for us is that the same record will be broken in Türkiye, and a significant number of them will be productions that we can really enjoy and make a sound.

We still have a long way to go, but our momentum is great, and I am sure that much better days are ahead for the Turkish gaming industry.

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BURCU EROL
STARTGATE

TALENTUPGATE CEO

Talent Center of the Gaming Industry; TalentUpGate.

Expectations for human resources in the Turkish gaming industry diversify depending on the growth and changes in the industry. Among these expectations, finding and developing talent stands out in particular. The gaming industry is also striving to attract talented professionals with creative and technical skills. Companies are developing competitive recruitment strategies to hire people who specialize in areas such as game development, graphic design and software engineering. Although more talent is being attracted from the software industry, young people from other majors are also making the transition to this industry.

Companies in the sector aim to increase employee satisfaction by offering flexible working conditions and special employee packages. Attractive salary packages, bonuses and special health and well-being programs are offered to motivate employees and give them a competitive edge in the industry.

The gaming industry also focuses on creative collaborations and joint projects with other companies in the industry, universities or independent developers. These projects not only help the industry identify its needs but also provide a competitive advantage. The fact that the gaming world is a rapidly changing and evolving ecosystem requires professionals to keep themselves up-to-date and improve their skills.

For all these reasons, TalentUpGate, a StartGate subsidiary with the mission of making the digital gaming industry a more efficient and successful field, was established with the vision of finding the talents of the industry and bringing them together with the right companies.

The training and internship opportunities provided within TalentUpGate are among our important efforts to bring more talent to the industry. The gaming industry focuses on opening its doors to young talents and providing opportunities to newcomers. Internship programs, training events and collaboration projects support the development of young talents in the industry.

Translated with DeepL.com (free version)

TÜRKİYE GAME MARKET EXPERT OPINIONS

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LALE ERGİN
ESA ESPORTS
MEDIA

CO-FOUNDER
CEO

In 2023, the Turkish esports industry continued its growth momentum thanks to both increasing domestic organizations and international projects. Following last year's VALORANT Champions event, the FIFA eChampions League and PUBG Mobile Global Championship projects, which took place in our country in 2023 and which we hosted as ESA, were some of the important developments in Türkiye's mission to become a global esports center.

While esports activities of popular games are growing, monetization remains the most important problem in the global esports market. While our successful esports teams increase their followers thanks to their social media strategies and the content producers they incorporate, even esports teams with high fan bases, unfortunately, have monetization problems. In order to do better quality work in the esports industry, which is still in the growth phase, it is an important necessity to introduce new brands to the industry, to continue the investments of existing brands, and to create different revenue models for the industry. For this purpose, as the leading companies of the sector, we all need to take matters into our own hands.

As for my expectations about the trends for the upcoming period, I believe that innovative technologies and platforms will be the most important game-changing factors for the industry in esports as in every aspect of life. I believe that the esports industry will take a whole new turn, not only for pro-gamers, but also for all levels of competitive video games, thanks to platforms that allow monetization of competitive video game experiences and the ability to do it much cheaper, more efficiently and continuously thanks to technology. An environment where gamers are consolidated can create brand new opportunities for teams and pro-gamers, as well as for brands and game companies investing in this sector. We have been working on exciting projects to prepare for this new world. In 2024, we will start realizing these projects one by one.

As ESA Esports and Media, we achieved great success in 2023, doubling our growth in 2022. While breaking new grounds in the sector such as Türk Telekom eSuper League, eChampions League world finals, October 29th 100th Anniversary BBL - FUT VALORANT Match, we also successfully realized VALORANT Challengers Türkiye League, MLBB Türkiye League, VALORANT Return of the Titans Tournaments and many other projects that I cannot count. In 2024, our goal will be to take this momentum behind us and get one step closer to our goal of "becoming a brand that successfully represents Turkish esports in the world".

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EMRE DURSUN
MADROOSTER

CO-FOUNDER
BUSINESS MANAGER

In 2023, the gaming industry witnessed significant layoffs among major players and underwent policy changes. Currently, rapid changes are occurring in every sector. We observe the dramatic shifts that have taken place globally, including in Turkey, over the past few years. The gaming industry, seeking a stable position post-pandemic, has made a reasonable descent. Big players are laying off thousands of employees due to economic contractions. Policy changes by prominent companies like Unity and Steam have brought about certain transformations in the industry.

Turkey underwent a filtering process and enthusiastic teams began creating high-quality games. We witnessed the success of many teams focused on art and community. Now, it's the turn to transform this success into a norm. Government policies play a crucial role in making this happen and ensuring its sustainability. In the upcoming period, especially due to the broad talent pool on the PC side, we will see some excellent projects. For these to reach a substantial scale, the emergence of successful publishers from our country is essential.

In the coming years, there will be opportunities for service providers supporting growing teams. Growth will be inevitable for teams that can offer scalable and digitally deliverable products, ensuring continuity and placing artificial intelligence at their core, rather than being project-based. Wishing for a year of peace and harmony ahead.

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FARUK FURKAN

AKINCI

FIBER GAMES
GAMEDEV.IST

CO-FOUNDER

The mobile game ecosystem has become much more competitive especially after the IDFA process, where user costs have increased and marketing needs have increased. This year, we have observed that the vertical called "hybrid" has become more dominant, mobile game studios and publishers have entered production processes closer to casual, especially with the expectation of low user costs and high LTV. Nevertheless, it was seen that the testing and production processes are actually not much different from the hyper business model, and the most important element of surviving user cost tests has to come from the core mechanics of the game. For this reason, it is imperative to find innovative ideas and to raise the visual and audio standards of these ideas above a certain level. In this period, I think that studios specialising in certain genres will continue their path strongly.

On the other hand, we see that our country is becoming more and more assertive in the PC and console market. We are bringing local productions such as Anomaly Agent, Swarm Grinder, Once Alive, Hacked and Sodaman to the global market within Gamedev.ist, which has a long history but we have launched as a new brand. Our country has a long way to go in terms of both production and marketing in this field, but we are learning fast. Especially with the studios we will support in the production of intellectual property, we will try to make works that will arouse respect in the world market. Of course, we will see not only Gamedev.ist portfolio projects, but also more local PC and console experiences in the 2024 and 2025 world gaming market. The results of the marketing efforts in this field will shed light on the next process. For this reason, I think 2024 will be very decisive.

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ALİ BAKİ DUMAN

EMBED

CO-FOUNDER

Although we entered 2023 with high hopes, the earthquake disaster that shook our country caused great despair at the beginning. During this difficult period, it took some time for projects in the sector to regain their former vitality. However, I am proud to say that we managed the crisis in the best way possible and both myself and my team came through it almost unscathed. 2023 has been a year full of challenges and experiences. It has always been true to say that esports has an unpredictable future, and this year, I experienced this reality once again.

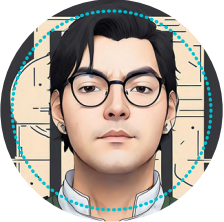
This year has been a period where I have not been afraid to take risks and have been open to new initiatives and different methods. In the past year, I had expressed my desire to break out of projects that had fallen into a boring routine, and I am happy that we realized this goal this year. It has been a valuable period for our company to take part in different projects with my team, to generate new ideas and to break out of the ordinary.

As we move into 2024, my main goal is to maintain this dynamism and offer my teammates within the company more chances for development and creativity. I want to create an environment where new ideas can emerge and each employee can develop themselves further.

I hope 2024 will be a year full of more success and good things for EMBED and the esports industry. Dealing with crises, learning from experiences, and always trying new ways make us stronger. With the teachings of this year, I look to the future with more hope and preparedness.

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**TUGAY
SAKAOĞLU**
EMBED

CO-FOUNDER

2023 stood out as a year in which a number of various events took place in the field of esports in Türkiye. It was extremely rewarding to contribute as part of these projects by hosting the world finals and the EMEA finals, as well as witnessing the emerging future of this industry. It was especially gratifying to see how Istanbul has a well-developed infrastructure suitable for esports.

As the year progressed, we were full of excitement with the desire to add innovation and difference to our goals. It was a great pleasure and satisfaction to move forward with different and contradictory ideas for the brands in the projects we were involved in, and to bring these ideas to life by being in constant communication with them. As EMBED, we were focusing on the goals we set for ourselves every year and striving to achieve these goals. I can proudly say that we successfully achieved our 2023 goals.

We left behind a year that started with great challenges. As Turkey, we came together and tried to overcome these challenges, shared the sorrows, and tried to learn how to cope. As a result, the year 2023 was somehow completed.

As we enter a new year, we will continue to develop our business in projects hosted by different ideas. At the same time, we will continue our operations, always keeping the player experience as our focus. I feel that 2024 is a year that desires a change in the dynamics of esports, and I believe that we can embellish it with AI technologies.

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**DAĞHAN
"DATMON"
ERYILMAZ**

CONTENT CREATOR

The gaming and esports industry has become one of the brightest stars in the media in recent years. Creating a market worth billions of dollars worldwide, this field has captivated not only younger generations but also people across a wide age range. Esports particularly refers to the professional playing of competitive games, with tournaments in this field attracting millions of viewers globally.

The interest of the media in this sector is not limited to viewership numbers. Traditional sports broadcasts have even started to feature esports events. For example, major broadcasting corporations like ESPN and BBC are now airing significant esports tournaments live and producing special programs in this area.

The power of social media also plays a significant role in the growth of this sector. Platforms like Twitch and YouTube offer players and teams the opportunity to reach and interact with millions of followers. This attracts the attention of brands, directing them to invest in advertising in this area. Esports teams and players are now evaluated not just for their gaming skills but also for their social media interactions.

These developments are very promising for the future of the gaming and esports sector. The interest of younger generations in technology and the widespread use of digital media ensure the continuous growth and development of this sector. In the coming years, esports is expected to reach the same level of popularity and influence as traditional sports. This will lead media companies, brands, and investors to focus more on this area. Consequently, the gaming and esports sector is becoming an indispensable part of both the economy and culture for the media and society.

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YÜKSEL TOKSÖZ

CONTENT CREATOR

2023 was a mixed year in every sense. As at the beginning of every year, it was a year that started with good hopes and then we struggled with turbulences right from the first months. With the tension caused by natural disasters and the election, of course, it was the games that comforted us gamers again. In my opinion, 2023 was very active and enjoyable for the general gaming industry. Many games that will be played and talked about for years to come were released; Baldur's Gate 3, Diablo 4, Marvel's Spider-Man 2, Alan Wake 2, Star Wars Jedi Survivor, Hogwarts Legacy, and many more that I couldn't play. We probably won't see such a full year of games again soon. It was as much fun to watch and talk about all the games as it was to play them. In addition to all these content-oriented issues, of course, the most negative aspect of the games for Turkish gamers was again the prices, while we were just getting used to 300-400 TL, +1000 TL started to become our normal, and when Steam withdrew TL support, we suffered the final blow. I think Steam will re-evaluate this decision at some point because a serious player community has suffered due to a system abused by a minority, we can easily say that game sales in numbers have been seriously affected by this situation, I hope that a re-evaluation will be made when full reports are received.

As a content creator, I have to devote more of my time to VALORANT, unfortunately 2023 was not a very enjoyable year when we only focus on VALORANT. Even though there were some good events on the esports side, it was a really boring year for the recreational audience of the game.

The innovations, new agents, most of the skins, etc. did not find the response I wanted them to find by the players and therefore did not bring extra excitement to the game. This is directly affecting the content creation, the views are dropping, so it's directly affecting my work as a single-game content creator. From the first hints, 2024 doesn't look like it's going to start very lively, but I'm hoping that the coming months will be eventful.

I expect that 2024, especially the first half of 2024, will not be busy and will not satisfy people much, but I think it will be a year of preparation for 2025. I think that the release of GTA VI in particular will breathe new life and momentum into both the gaming industry and content creation. 2024 will be more of a 'this will happen next year, such and such things will happen, get ready' kind of year. Even when we look at the movie industry, 2024 will be a transition year, even Marvel and DC productions chasing big box office will spend 2024 as a preparation year.

To summarize, 2023 was a very good year for the game industry worldwide, I don't think 2024 will be better than 2023 and I think we will spend it as a preparation year, so I don't have big expectations. In 2024, I will try to evolve my own business in this direction and be ready for 2025, and if Riot Games can lead us on this path, it will be extra sweet. Whatever the expectations, I hope 2024 will be a good year for all gamers.

TÜRKİYE GAME MARKET EXPERT OPINIONS

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**KIM
ABBASI**
LIDOMA

CMO & CO-FOUNDER

2023 was a year of significant challenges and expansion for LIDOMA as we ventured into international markets. Despite these challenges, our experience and the increasing recognition from our audience fueled our commitment to innovate and strategize for greater brand awareness and engagement. Impressively, last year, we achieved approximately 12 million viewerships and 70 million impressions, highlighting the growing interest and awareness in our brand and partnerships.

LIDOMA is strategically positioned to leverage this momentum. Our marketing plans extend beyond sustaining growth; they aim to create a lasting legacy. We are dedicated to nurturing a vibrant ecosystem that benefits players, partners, and the wider gaming community. Looking forward, LIDOMA is poised to redefine benchmarks in esports marketing, pushing the boundaries of innovation and community engagement to new heights.

As the gaming industry evolves, LIDOMA's accomplishments and strategic planning underscore a broader trend towards more interactive, community-focused experiences. Our success in 2023 exemplifies how brands can thrive by closely aligning with their audiences' expectations and continually adapting to the dynamic gaming landscape. As we step into the future, LIDOMA's journey reflects the potential for transformative growth and the importance of building meaningful connections within the gaming community.

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**PARHAM
RAAD**
LIDOMA

CEO & FOUNDER

In 2023, LIDOMA made remarkable strides in the esports sector, successfully amassing half a million players within a year, showcasing our commitment to quality and audience engagement. Our operations extended over 335 days, with 255 days of global online broadcasts, evidencing our rapid development and market growth. These achievements facilitated strategic partnerships with government and private entities, setting a solid foundation for a promising 2024.

This journey marks just the beginning. As the esports industry flourishes, we anticipate a year of substantial benefits for gamers and our industry partners alike. Our goal is to create a comprehensive esports and gaming ecosystem, designed to cover all aspects of brand needs, simplifying their market entry and growth.

The gaming industry's evolution in 2023 signals a shift towards more immersive and inclusive gaming experiences. LIDOMA is at the forefront, driving this transformation with our holistic approach to ecosystem development. By focusing on 360-degree support for brands, we aim to streamline their integration into the esports world, enhancing visibility, engagement, and ultimately, success.

As we look ahead, LIDOMA is committed to fostering a vibrant community that benefits all stakeholders. Our efforts are geared towards creating a legacy in the esports industry, one that champions innovation, inclusivity, and growth. The future is bright, and we are ready to lead the way in shaping the next era of gaming and esports.

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**CEVHER
ERYÜREK**

GAMING ISTANBUL -
INDIEWAY

EVENT DIRECTOR

CO-FOUNDER OF
UPGRADE
ENTERTAINMENT

After the pandemic B2B and B2C gaming & esports events changed face. That was an expected development, since the concept & design of the physical events were a little bit 'old school' so to speak. After the pandemic, like everything in our lives, the perception of physical events changed – For good. Now both visitors & professionals expect more from the events and evaluate events not with only entertainment factor, but also the viability of them.

We adapted our Gaming Istanbul | Indieway events according to this new perception. So at GIST | Indieway 2023, we welcomed 103 indie teams, with their new games. The rise of indies after the pandemic was also something we have been expecting, so now in our events there are more & more indie games every year.

Also, Turkish game development community is maturing. We've started to see more local titles going global with a high success rates. We've updated the content of our events accordingly. In addition to the public entertainment we provide to more than 100.000 visitors a year, now we deliver more, deep level game development content within Indieway.

What's new in 2024 is, well, the industry is also aware how physical events boost brand & product power. We already have various global brands sign their contracts for 2024 & 2025. I think the opening of IOI office in Turkey and success stories like Demonologist, Anomaly Agent & other local developments also triggered more global interest towards Turkish industry.

I think it's safe to say our gaming & esports community will see a GIST | Indieway updated for the needs of 2024 and beyond, content & entertainment wise. With our exhibitors, partners, long term sponsor Istanbul Metropolitan Municipality and our influencers, we will deliver a bigger & more entertaining yet educational GIST, and an Indieway with more business development & networking options at 2024.

TÜRKİYE GAME MARKET EXPERT OPINIONS

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**MERİÇ
ERYÜREK**

GAMING ISTANBUL -
INDIEWAY

MARKETING
DIRECTOR

BAHÇEŞEHİR
UNIVERSITY -
İSTİNYE UNIVERSITY
- NİŞANTAŞI
UNIVERSITY
INSTRUCTOR

I think 2024 will be the year the global & local gaming industry reaches a plateau – In a very positive sense. Last few years have been dramatically hectic for the market. With developments in web3, blockchain, NFT and businesses founded with the promise of delivering new generation of gaming, answer to the question of 'what is a game' was blurred.

But real industries always have an answer to hypes, dilemmas and urban legends. What was somewhat artificially boosted as the next generation of gaming did not live to see the next day. Developments like Lego Fortnite, studios including Larian, Pocketpair & successful titles like BattleBits Remastered, Lethal Company gave the answer to the one important question– In gaming, content & gameplay is the king. So bells & whistles may get kudos at investor meetings & media, but the result always depends on how good your game is – Given you developed a game, not a hype.

Therefore, in 2024 we will see more real games, compared to last 4-5 years in the industry, where simple applications were being promoted as ultimate future of gaming. In others words, we're going back to our origins – Developing good games & quality content is our job.

I think Turkey is getting ready for this. During last few editions of Indieway, we've seen results of what we call 'the rise of indies.' Better & better teams apply for GIST | Indieway, with solid designs & business plans.

I personally think & foresee 2024 will be a somewhat bumpy plateau for our local industry, but a good number of Turkish teams & games will not even survive, but succeed it. Part of this success will belong to the Turkish game development education system, which was pioneered by BUGLAB.

About global industry, well. King is not dead. Content is still the king. I think studios of every scale – From indie to AAA will rewind to their origins & restart from there. Considering the 2023 layoff, I can tell you that they're already on it.

I am expecting to see a lot of local & global success stories especially by the end of 2024, now that we realised marketing only works if your game is good, and a great presentation does not make a great game.

Long story short, Turkey now has a great pool of creative game developments studios & even a greater talent pool in its gaming ecosystem, and I think the global industry should tune its radars accordingly. Some AAA companies already started their presences in Turkey, I think more will follow.

TÜRKİYE GAME MARKET EXPERT OPINIONS

TÜRKİYE GAME MARKET REPORT 2023



**UMUT
ERARAÇ**

SENIOR GAMING
INDUSTRY
CONSULTANT

The wave of layoffs that began in 2023 and continued into 2024 has become the most important and, at the same time, the most crucial issue for the gaming sector. This period, where 10,500 people worldwide were laid off and were searching for jobs in the gaming sector in 2023, and 5,900 more joined in the first month of 2024 to this wave, should not only be seen as a loss of workforce but also as a problem affecting the entire industry. The current situation may lead to decreased interest in the sector and excitement for developing a new workforce in the gaming industry. Therefore, it is crucial to accurately convey the past and ongoing layoff processes to companies, especially those involved in the Turkish gaming industry and wishing to collaborate with companies affected by these processes. It is crucial to analyze the reasons behind each decision accurately and reflect them in a manner suitable for the gaming industry in Turkey. In addition, by offering the most diverse educational structure for the gaming sector with over 12 undergraduate and 8 graduate programs focusing on gaming in the MENA & Turkey region, our country should continue to support workforce development. Furthermore, with the additional training and guidance provided by our prominent incubation centers (12+) and acceleration programs (21+), we can overcome this period with the most negligible losses and contribute significantly to the global gaming industry workforce.

The gaming sector is expected to continue its growth and revenue increase both globally and in Turkey, as indicated by published reports and analyses (Global Revenue - 2026 expectation \$212.4 Billion). Although the mobile gaming sector (\$92.6 Billion Revenue, 49% Share according to 2023 Figures) remains the primary contributor to this situation, there is an expectation that the interest in PC/console games will further increase with the introduction of gaming consoles by well-known gaming PC / Console manufacturers (PlayStation Portal, ROG Ally, Steam Deck OLED, Lenovo Legion, etc.). In this context, Turkish game developers must make their games compatible with these platforms and consoles to support innovative approaches in the sector. Additionally, I believe that efforts towards gaming/technology technologies related to virtual and augmented reality, which have come to the forefront with Apple Vision Pro, will yield global results in the medium term. It should not be overlooked that the rapid adaptation and utilization of artificial intelligence solutions, which are rapidly penetrating all aspects of our lives by our studios, will also contribute to reducing production times and costs (2D Content Production, etc.). The latest trend I observe is the integration of next-generation technologies into games, particularly games integrated with web3 and blockchain, which now focus more on the game and the player. It is important to remember that integrating these technologies into games and gaining new revenue models through them will become increasingly important soon, despite being met with skepticism for various reasons in previous years.

TÜRKİYE GAME MARKET EXPERT OPINIONS

TÜRKİYE GAME MARKET REPORT 2023



**UMUT
ERARAÇ**

SENIOR GAMING
INDUSTRY
CONSULTANT

The growth of the gaming sector in recent years and its contributions to the economy, social life, and entertainment are seen as new creative business sectors in many areas. Developments in advertising, diversification of revenue models, investment processes, and the increasing importance of players and communities are crucial for the sector's future. We are entering a period where game studios and other stakeholders must move away from development environments or internal focuses, listen to players and communities, communicate with them, and ideally be closely intertwined. Just as the interest of a broad player base can make a game popular, it should not be forgotten that the dissatisfaction of the same audience can lead to the game's failure.

We are going through a period where more focus is needed on investment sources and processes in Turkey's gaming sector and globally. This implies that companies advancing for investment should be managed as more quality, conscious companies that determine correct goals/financial models. In 2024, I believe that our gaming companies should develop themselves in terms of technical developments and company management, project management, public relations, finance, law, and, perhaps most importantly, brand/company culture. In the absence of sufficient resources during these processes, it should not be forgotten that there are always opportunities for progress with the new generation of companies and programs providing mentoring, coaching, or consultancy. Additionally, gaming studios should increase their awareness of processes in these areas by closely following developments in state support and alternative investment channels (angel investors, crowdfunding, etc.).

Despite the challenging times, the sector is going through, I believe that the Turkish gaming sector will continue its path by increasing its dominance in both the games released and the investment news and mobile gaming sector this year, which started at the end of last year. It is vital to integrate the benefits and processes that will increase the continuity of this success and positive atmosphere into our companies and sector without ignoring them.



2023

WHAT DOES THE GAMING MEDIA SAY?

*Listed Alphabetically.

TÜRKİYE GAME MARKET MEDIA OPINIONS

TÜRKİYE GAME MARKET REPORT 2023



**KIVANÇ
YURDAKUL**
5MID

CHEF
EDITOR



5mid celebrated its ninth anniversary in mid-2023. Through our website and social media accounts, we presented the latest developments in various esports events impartially to our readers throughout the year. On our site, we embraced an approach that sees the unseen, reaches thousands, and writes the unwritten, covering a wide range from VALORANT to Age of Empires II, and even Minecraft.

In our "5mid Exclusive Interview" series with players and managers in the esports industry, we asked rarely posed questions. Additionally, through our "Player of the Month" contests, where thousands voted, we selected the best esports player and team each month.

For our readers looking for music to listen to while gaming, we released "5spotify" playlists on our Spotify account at the end of each month. 2023 marked a year of profound changes for us. Established in 2014, our site expanded beyond esports-focused content this year, also covering topics such as anime, artificial intelligence, and blockchain. At the end of 2023, 5mid also introduced a second language option for its users, alongside English.

TÜRKİYE GAME MARKET MEDIA OPINIONS

TÜRKİYE GAME MARKET REPORT 2023



**ORÇUN KAMİL
KABADAYI**

A'DAN Z'YE ESPOR

BRAND FOUNDER



Turkey is trying to shine in the gaming and esports industry, you might see the light!

Investments in the gaming and esports industry continued exponentially in 2023. There are many advantages of investing in the sector. Economically in the world countries that want to reach the first places where should also invest in the gaming sector one of the important reasons behind this is that the country's economy is not just centred in one place. We have also seen that there is a desire to reduce dependency. This year these countries especially by investing in large game companies, they have confirmed this desire The

contribution of the gaming industry to economic growth is increasing. For this you can look at GTA 6, which has already caused quite a stir with the trailer alone.

As a game lover in this sector, which I have been involved in since I was little besides engineering, this scene both entertains me and keeps me up to date. Esports has a great contribution to my catching technological trends.

Turkey has come a long way in 2023 both in the gaming industry and in the field of esports. Especially this year, our world championship achievements in esports have been proud. Turkish esports teams achieving success in the international arena are making Turkey a

global player. I think that these achievements should be supported and the value of the gaming industry should be recognised more. I firmly believe that our country can become an important player in the gaming world in an environment where local talents and creativity are at the forefront.

The Turkish gaming industry should play an important role not only as a consumer but also as a producer. However, we can overcome these challenges with more co-operation and support among stakeholders in the industry.

As AZES, we are trying to reach and touch every person in the industry with our blog. AZES will continue to be here and always with you as of 2019.

I would also like to thank Ozan Aydemir and GaminginTurkey team for preparing this report.

TÜRKİYE GAME MARKET MEDIA OPINIONS

TÜRKİYE GAME MARKET REPORT 2023



**EREN
EROĞLU**
ATARITA

FOUNDER OF
PIONI MEDIA AND
ATARITA

Atarita

When I look at 2023 in Atarita's perspective, I can say that it was a very special year for us. Not only did we celebrate the first anniversary of our brand, but we also introduced many big projects that we think will contribute to our country's gaming industry, such as the Turkish Gaming Museum. We strongly believe in the huge potential that Türkiye's gaming media holds within itself, and we see the way to unlock this potential in the rise of the gaming industry in our country. Thus, we are aware that we need to walk this path together with our valuable developers. Since the day we were founded, we continue to pursue our current path.

We have established Atarita on an innovative, creative and professional approach, and although we have just completed our first year in this adventure, we have managed to achieve more than 100 million accesses with all our platforms. We know very well how difficult conditions our country's gaming media is going through, we are all struggling with the same conditions. We know that these days will be left behind and that much brighter times await us. As Atarita, we will continue to develop projects, offer an innovative approach for our readers and take big steps forward.

TÜRKİYE GAME MARKET MEDIA OPINIONS

TÜRKİYE GAME MARKET REPORT 2023



**EMRE OZAN
ŞİRİN**
BAŞLATTUŞU

EDITOR IN CHIEF

As the Baslat Tuşu team, in the 10 years we have been in the press, we have focused on covering analyses, guides and reviews on our website. The gaming industry, which is constantly on the rise in the global market, has a great potential for the future of our country. In this respect, we have supported local game projects, which we attach great importance to, with interviews with the developers, as well as the promotions and reviews we published.

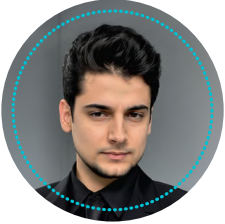
Based on our observations throughout the period we have been in the industry, we foresee that game developers will have a greater impact on global competition in the coming years as their skills and experience in software and design have gradually increased over the past years, and they are able to reach a wider audience through social media and the press.



We hope that the development in the gaming industry will open new doors for other business areas such as design, software, voice-over, animation, advertising and marketing. We are sure that it will increase employment in our country, which has a high youth population compared to most European countries, and thus we hope that the importance of the gaming industry as a major factor that will prevent the brain drain will be understood more in 2024, and we keep working to follow the developments in the industry closely.

TÜRKİYE GAME MARKET MEDIA OPINIONS

TÜRKİYE GAME MARKET REPORT 2023



**ABDULLAH
KESKİN**
BPT OYUN

HEAD OF GAMING



As BPT Oyun, 2023 was a very active and productive year for us. In this year alone, we managed to reach tens of millions of players through our social media accounts. In addition, we took part in many events in Turkey and abroad as a press partner. The increase in the number of physical gaming events was an extremely pleasing development for us.

2023 was a year in which artificial intelligence started to play an essential role in our daily lives. AI-powered solutions made our lives easier, while also playing an important role in providing personalised experiences. The gaming industry has also kept pace with this trend, taking steps to integrate AI into its products to make the gaming experience richer and more personalised. For example, AI powered NPCs and dynamically adjusting game difficulty levels according to players' skills were among the notable developments.

Of course, we witnessed many important events in the gaming industry this year, the biggest of which were the first trailer for GTA 6 and the completion of the acquisition of Activision Blizzard by Microsoft. Such major events once again showed how dynamic and variable the gaming industry is.

As BPT Oyun, we congratulate all gamers and game lovers on the new year and wish them a successful and enjoyable year.

TÜRKİYE GAME MARKET MEDIA OPINIONS

TÜRKİYE GAME MARKET REPORT 2023



SİNAN AKKOL
DİSKET KUTUSU

FOUNDER

FIBER GAMES &
GAMEDEV.IST
CO-FOUNDER



The year 2023 has, unfortunately, brought news of major layoffs from some of the biggest gaming and technology companies. In particular, the news of the cancelled projects of the Embracer Group, which until a few months ago had excited us all by collecting famous IPs one by one, but failed to make it to the end, is like a harbinger of contraction, but the situation shows the opposite for independent game developers. While the time and financial costs of AAA projects continue to rise, major game publishers have begun to reduce their monthly operating costs. As a result, we see innovation being minimised in large projects and iterative work being favoured. This situation offers great opportunities for the AA and indie market.

We have started to achieve significant success with Gamedev.ist, which we launched in the second half of 2023, where we support initiatives that produce for PC and consoles and present them to the global market. Gamedev.ist is the only one of its kind to have become a complete "go-to-market machine" with the partnership agreements it has signed worldwide, the marketing tools it has developed and the sales know-how it has acquired in a short time.

With the decline of mobile game development in our country, developers started to focus on the console and PC side. Some of the projects we have seen have the potential for global success. With the shrinking of the AAA side, we expect the AA and independent scene to literally explode in the coming period, bringing new players to the market. Our country will be one of the hair legs of this explosion.

TÜRKİYE GAME MARKET MEDIA OPINIONS

TÜRKİYE GAME MARKET REPORT 2023



MUSA SAĞLAM
ESPOR GAZETESİ

FOUNDER / CEO



As Espor Gazetesi crew which is founded in 2018 and providing news as fast as possible for it's followers for over 5 years, we had a very efficient year for us and for Turkish esports scene in 2023. Before this year we were mostly writing news about global teams but the flattering success of teams that are representing Turkey in 2023 made us able to increase our number of contents about them. We hope that in the new year, our teams will achieve higher success and we will be delivering those news with the fans.

The contribution of esports reporters to make teams more approachable for brands with their impartial news about their success is huge. The value of reporters is unspeakable in esports scene.

The number of esports news agencies, which have been quite few when Espor Gazetesi was founded, is significantly increased. This growing effected did not stopped as agencies and made a huge effect on number of fans, quality and quantity of contents and attraction of the esports sector for brands. It is not wrong to say that the increase in the number of people who is not related to any company and still trying to do reporting or content creating is very pleasing.

Also i am thankful to Gaming in Turkey crew for making Turkey Gaming Industry Report a tradition. Lastly i want to add "Why not Turkey Esports Industry Report in 2024?".

I wish a new year with new names coming in to the adventure with us and the competition will be at the highest level.

TÜRKİYE GAME MARKET MEDIA OPINIONS

TÜRKİYE GAME MARKET REPORT 2023



ONUR ŞAHİN
ESPORTIMES

EDITOR IN CHIEF



Since our establishment, we have been producing high-quality content for readers in the esports industry. Taking a peek at our 2023 stats, we've hit a growth rate of over 400% compared to the previous year. In a period when global actors were closing down, we managed to expand steadily. By combining written media with visual media, we completed the year 2023 by bringing esports superstars together with Turkish esports enthusiasts.

With the year 2024, we anticipate a significant increase in investments in the sector. We believe that some of the budget used by FMCG brands for traditional sports will be allocated to esports. As Esportimes, we will continue to create new projects for both industry and our brand to grow exponentially in the coming years, and we will share this with esports enthusiasts.

TÜRKİYE GAME MARKET MEDIA OPINIONS

TÜRKİYE GAME MARKET REPORT 2023



**EMRE "R4Z"
KOCABIYIK**
FLANK ESPORTS

HEAD OF CONTENT

The year 2023 was a successful and developmental year for Turkish esports. The avalanche of investments by teams, large-scale sponsorships, and partnerships made success inevitable. Turkish teams, trying to keep up with the evolving era of esports, took significant steps in moving from local to global. In light of all these developments, the richness of the Turkish player pool began to emerge.

With the increasing importance of roster engineering, many young Turkish players found opportunities to prove themselves and were introduced to the industry. The victories of 18-year-old Alfajer and the transfers of numerous young players to significant clubs worldwide were the biggest representatives of this success. The year 2023 was a year of proving itself for Turkish esports.

Europe championships in PUBG and PUBG Mobile, FUT Esports making it to the top 8 in the VALORANT World Championship, Eternal Fire rising to 11th in the Counter-Strike world rankings, Papara SuperMassive dominating the NBA2K scene, and Fire Flux Esports playing in the Mobile Legends World Championship playoffs marked a golden era for Turkish esports. These achievements will light the way for new successes, and Turkish esports will continue to progress and build upon them.

FLANK

TÜRKİYE GAME MARKET MEDIA OPINIONS

TÜRKİYE GAME MARKET REPORT 2023



**BURAK GÜVEN
AKMENEK**
SINGIN GIANT
FRACTIST
CO-FOUNDER

I am writing this article on January 16th, the day we launched our tactical FPS game Contain on the Steam platform. 2023 was a very challenging year for our country. Both the disasters and the healing of the wounds and the economy entering even more difficult bends naturally affected the industry.

2023 was also very painful for companies producing mobile games. We witnessed the closure of many companies. But we can say that this painful period paved the way for the birth of PC games. Especially in 2024, we will see many quality PC games coming out of our country. I also wish that next year will be a year in which the experienced software developer deficit in our country will be closed to some extent.



Last year was also a year in which industry partners came together more frequently and game fairs continued to be held. Events were organized in many universities of our country. Some institutions emerged to guide the industry, especially for indie companies. Yes, as you may have noticed, I can't make very encouraging comments about 2023, but as long as one hopes, one lives. That's why I hope that we will enter a year 2024 in which we will cover the deficits of all these difficulties in 2023 many times over.

TÜRKİYE GAME MARKET MEDIA OPINIONS

TÜRKİYE GAME MARKET REPORT 2023



KAYRA KERİ KÜPÇÜ

FRPNET

EDITOR IN CHIEF /
FOUNDER



FRPNET

2023 was a year of changes for the gaming world. The gaming industry, which rose much higher than expected during the pandemic, started to return to its predicted standards in the post-pandemic period. Digital games became the biggest entertainment for people who did not leave their homes during the pandemic. Even people who have never played video games have started to play games, and gaming hardware and game sales have increased more than expected. The year 2023 was like a return to normalcy. In this process, nearly 10 thousand game industry employees were laid off from big companies around the world, and the Hypercasual gaming trend, which suddenly rose in the pandemic in mobile games, declined.

The year 2024 will be a year when the game industry will start to renew and grow again. It seems that we will start to see the concept of Generative AI, which has entered our lives very quickly, in games. Games using Generative AI can offer content from instantly creating new items based on the player's actions, to creating new levels and in-game characters that interact like humans. Games can then evolve into dialog and stories that have the depth of a tabletop role-playing game. Another innovation will be the rise of handheld gaming PCs. The Nintendo Switch's huge impact on the market and the fact that people can now carry the game with them with both Cloud Gaming and mobile devices has paved the way for the development of handheld gaming PCs. Even in 2023, many big companies have introduced handheld gaming PCs to gamers. Powerful devices such as SteamDeck, ASUS ROG Ally, Legion GO allow gamers to carry their gaming experience anywhere, while devices such as Razer Edge and Logitech G Cloud provide gaming experience through cloud gaming services. 2024 seems to bring developments that will change the habits of gamers.

In terms of the industry, we will see a year full of creative games developed by independent studios while big companies continue to acquire other studios. AR technology, cloud gaming, handheld gaming PCs and, of course, artificial intelligence will be heard more and more in the technology and gaming industry in 2024.

TÜRKİYE GAME MARKET MEDIA OPINIONS

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REŞAT DİKER

GAMIZM

FOUNDER

In 2023, the gaming industry drew attention with technological advancements and an increase in content diversity. In Turkey, the gaming industry exhibited significant growth as local studios began to have a greater influence on the international stage. International collaborations and projects by local game developers contributed to the global recognition of the sector.

The growing realism in games and the integration of artificial intelligence offer players deeper and more interactive experiences. It is expected that this trend will further strengthen in the coming years. Game streaming platforms and cloud gaming services are revolutionizing the industry by providing players with access from anywhere.

The future of the gaming industry in Turkey could be even brighter when supported by education and infrastructure investments. The increasing interest in game development education could empower young talents to contribute to the sector. In the upcoming years, Turkey's role in the gaming industry has the potential to create more impact on a global scale.



TÜRKİYE GAME MARKET MEDIA OPINIONS

TÜRKİYE GAME MARKET REPORT 2023



HASAN YAŞAR

İMZA.COM SEO AJANSI

MANAGING PARTNER

The emergence of major game companies from Turkey, with some of them making exits, had led to the birth of small game firms. In 2023, rather than new companies, we can see existing firms striving to operate with a profit-driven approach.

Additionally, we notice that the gaming sector is gradually taking more scalable steps. It's also worth noting the gratifying development of an increase in the number of teams and games in the esports arena.

Specifically, in 2024, I anticipate a significant movement in the gaming sector, excluding mobile, within the context of Turkey.



TÜRKİYE GAME MARKET MEDIA OPINIONS

TÜRKİYE GAME MARKET REPORT 2023



AYŞE NUR YILDIRIM

LUDENOİD

FOUNDER



In the year 2023, the Turkish gaming industry was in interaction with the dynamics of the global gaming industry and local economic factors. During this period, Turkish game developers took significant steps towards gaining more recognition and success on the international stage. Many Turkish games that underwent successful production processes became more appealing in the international gaming community. Examples include Turkish indie games at Gamescom, where the number of games and the level of interest increased, and the first-ever event featuring Turkish games on Steam.

Despite these positive developments, the transition of Steam to the dollar negatively impacted the Turkish gaming sector, making access to games more difficult for local players due to rising prices. Decreased sales as a result of this situation created conditions where developers had to adapt and find ways to re-enter competition. Although Steam allows regional pricing, Turkey is no longer considered a standalone region but is included in the MENA region for pricing, leading to changes in revenue expectations and sales-marketing policies for local game developers. After this point, sales in Turkey became a secondary focus even for domestic game developers.

In conclusion, 2023 proved to be a year of many ups and downs for Turkish game developers, with fluctuating economic balances alongside developing production capacities. These processes particularly affected many producers making rapid transitions from mobile platforms to PC and console platforms. However, ultimately, we witness the emergence of a market where producers creating quality games manage to survive due to the factors experienced.

TÜRKİYE GAME MARKET MEDIA OPINIONS

TÜRKİYE GAME MARKET REPORT 2023



**ALP HAZAR
BÜYÜKÇULHACI**
MARKETING TÜRKİYE

MEDIA AND STRATEGY
DEVELOPMENT
SUPERVISOR

**Marketing
Türkiye**

The overarching narrative of marketing and corporate communications activities has undeniably gravitated towards the theme of "sustainability."

Here, could the current phase in the gaming industry be aptly labeled a "sustainability crisis"?

In these days, when the significance of intellectual property is paramount—where delivering distinctive and enjoyable experiences to gamers, while ensuring the replicability of successes and returns is the key—it becomes apparent that the path ahead is intrinsically tied to the sustainability of business models.

Turkish game industry, particularly in the hypercasual gaming market, has made progress in positioning itself as a capable producer. Amidst the present constraints faced by the hypercasual games market, leveraging our accumulated expertise to craft robust intellectual properties, pivoting towards casual and core games productions, and venturing into non-mobile platforms presents a strategic opportunity.

This opportunity not only forecasts the possibility of forging more entrenched and potent cross-sector partnerships but also anticipates a surge in communication investments to the gaming industry and gaming media. Simultaneously, fortifying Türkiye's stature as a producer in the gaming industry emerges as a pragmatic solution to combat price policies hindering accessibility to games by Turkish consumers; hence addressing sustainability issues at many levels.

At Marketing Türkiye, our longstanding commitment to elevating the visibility of the gaming industry's potential within the marketing landscape remains unwavering. Our pledge extends beyond mere observation; we are dedicated to fostering collaboration between the gaming ecosystem and other stakeholders in the Turkish economy, and propelling sustainable growth within this dynamic sector.

TÜRKİYE GAME MARKET MEDIA OPINIONS

TÜRKİYE GAME MARKET REPORT 2023



MURATCAN ÖS
MISTERNOOB

EDITOR IN CHIEF

As MisterNOOB enters its seventh year, we continue our efforts to make ourselves more established in the press medium. Within the scope of the Turkish video games press, we have worked with all our strength to inform our audience quickly about video game news circulating globally while meticulously following what is happening in the industry with transparent and impartial journalism. We worked to promptly inform our audience that we have established beneficial relationships with developer and publisher studios in the Turkish gaming industry, which is becoming stronger and adding quality games to its portfolio daily. We have always adhered to the rules of journalism and have never stopped working for our audience as a press company and content creator website. We did all this by using the power of social media with our editorial team, which is like a family.



As of 2024, we propose to continue our work without slowing down while being more determined to stay within our goal always. Although the Turkish gaming industry has proven that it is open to development, economic situations can lead to unexpected circumstances. Therefore, despite all this, we will continue our unprejudiced and accurate journalism to enlarge our audience and contribute to the gaming industry. In addition to wanting to be remembered with enjoyable and creative content, we will strive to strengthen our location under the roof of Turkish game journalism.

TÜRKİYE GAME MARKET MEDIA OPINIONS

TÜRKİYE GAME MARKET REPORT 2023



BATUHAN AVUCAN
MOBIDICTUM

FOUNDER & MANAGING
DIRECTOR

MOBIDICTUM

The Turkish games industry has undergone significant changes recently. Türkiye has managed to blend the ease of hyper-casual gaming with sustainable growth, spawning numerous game companies of varying sizes. Despite global economic challenges, local game companies have shifted focus to long-term projects and diversified into the PC market, creating a more balanced ecosystem. Notably, indie game studios have risen to prominence, adding creative depth to the industry.

However, 2023 brought its share of troubles, with layoffs hitting the games industry as a response to global economic uncertainties. In 2024, more layoffs are expected in the first half of the year. Nevertheless, signs of recovery emerge in the latter half, indicating resilience within the industry.

The Turkish games industry remains vital, attracting international interest and investment. The scene is dynamic, offering opportunities for newcomers, but understanding the local business culture and building partnerships is crucial for success.

As Türkiye navigates these challenges and opportunities, the industry's future holds promise, making it a compelling journey to follow closely.

TÜRKİYE GAME MARKET MEDIA OPINIONS

TÜRKİYE GAME MARKET REPORT 2023



**ŞEREF KEREM
TÜFEKÇİ**
OYUN DİJİTAL
FOUNDER

We completed our second year under the Oyun Dijital brand and our third year as a publication and reached more than 1 million players in 3 years. 2023 was an important year for the gaming industry. The industry reached record levels in terms of both revenue and number of players.

Factors such as the success of mobile gaming, the rise of new trends such as the metaverse, and major investments in the gaming industry contributed to this growth. The completion of Microsoft's acquisition of Activision Blizzard was the biggest event in the gaming industry. Technology giants such as Netflix and Amazon also invested in the gaming industry, increasing competition in the sector.

In the light of these developments, the gaming industry is expected to grow and develop further in the coming years. As Oyun Dijital, we will increase our activity by expanding our team and fields of activity in 2024.



TÜRKİYE GAME MARKET MEDIA OPINIONS

TÜRKİYE GAME MARKET REPORT 2023



ÖMER FARUK AKTAŞ
OYUN GÜNLÜĞÜ

EDITOR IN CHIEF



In 2023, Turkey became the fifth most video game playing country in the world. With 42 million players in Turkey, investments are increasing day by day.

While the Turkish video game industry has become onto a winner in mobile, it continues to grow with smaller steps on the PC. I am sure that we will follow exciting developments in the new year with our developing technologies and growing video game industry.

As Oyun Günlüğü, we have been keeping our finger on the pulse of the Turkish gaming industry for the last three years and continue to share the joys of all stakeholders. We are proud to be a part of the Turkish gaming industry with our digital magazine, which we started publishing last year.

TÜRKİYE GAME MARKET MEDIA OPINIONS

TÜRKİYE GAME MARKET REPORT 2023



TANER AYDOS
PC HOCASI TV
EDITOR IN CHIEF



Since 2021, the hardware industry has continued to rise positively, and the increase in graphics needs in the gaming industry and the system requirements reaching "higher" positions have led to the need for renewal in the computers used by gamers. Especially when we take the year 2022 as a basis, the need for new hardware, which increased by 35% compared to 2023, continues to progress in the same line with innovations in this sense.

As technology editors and Hardware Testers, we think that we are making the right choices for players in games that require new graphics, new system requirements, much more power and performance, and that investments are provided correctly in this sense.

When we take a look at the ranges for each user in Turkey, we see that the 13-24 age group prioritizes gaming, while the 25-32 age group prioritizes the need to collect systems for graphic animation, rendering and graphic design work. These two giant sectors have been interconnected for years. However, they are now intertwined and working together to announce innovations to end users.

As PC Hocası TV channel, we continue to work to provide 3.6 million gamers, hardware lovers and users who closely follow technology with guidance, correct guidance and the habit of qualified hardware. In 2023, we enabled more than 9,400 gaming computers to meet with gamers. We plan to continue in 2024 with new targets in this field.

TÜRKİYE GAME MARKET MEDIA OPINIONS

TÜRKİYE GAME MARKET REPORT 2023



TUNÇ AFŞAR
PLAYERBROS

CO-FOUNDER



In the gaming and esports industry, 2023 was a year in which we left the effects of the Covid-19 pandemic behind. We saw esports and gaming events, watchparties and fairs gain momentum, bringing together players and industry experts.

Especially when we look at the electronic sports sector, the success of BBL Esports and FUT Esports in the EMEA region as a partner within the scope of VALORANT Champions Tour 2023, and S2G Esports becoming the PUBG Mobile World Champion at the beginning of the year played an important role in announcing the name of our country to the world.

In 2024, while the rise of esports teams that can create brand value in our country continues, the importance of local leagues will increase even more for new teams. At this point, strengthening local leagues will be a step that will accelerate the inclusion of new teams and new players in the sector.

In the gaming industry, as in the past, we will see the rise of big companies that listen to players and Indie studios with a spirit that attracts players.

When we take a look at the esports media, we foresee that the organizations that produce content instantly, especially on social media platforms, will continue to stand out. Among such organizations, it will continue to be an area where those who systematically produce content, sign special content and are stable can survive.

As PlayerBros team, we will continue to share the developments in the world of esports and gaming with our readers in 2024 as we have been doing for the last 6 years.

TÜRKİYE GAME MARKET MEDIA OPINIONS

TÜRKİYE GAME MARKET REPORT 2023



ERAN KÜÇÜK
SAVEBUTONU

FOUNDER & CEO



The gaming industry in our country is advancing with changing momentum each year. This progress has now been noticed by elite companies and investment groups in other sectors. However, for 2023, it's fair to say that a significant spark has been ignited this year. Our industry is now characterized by large sales numbers rather than just starting efforts. Many of our studios have moved past their initial unsuccessful launches and are now enticing with their sales figures. Tomorrow seems brighter than ever, and many of the steps leading to this were taken in 2023.

As we leave behind 2023, a year significant for the history of our industry where we showcased our games to millions of international players, we have no choice but to look towards 2024 with even greater hopes. It remains to be seen how much our industry will expand this year, how employment will increase across all its branches, and what new knowledge we will add to our collective expertise. More than just hopeful wishes, this is a reality, and for this reason, we at SaveButonu are excitedly anticipating the bounties of the dream-like year ahead.

TÜRKİYE GAME MARKET MEDIA OPINIONS

TÜRKİYE GAME MARKET REPORT 2023



CANER BAYRAKTAR
TAMİNDİR & TURUNCU
LEVYE

FOUNDER

As we have a media role in the gaming industry, we follow new developments closely and have been sharing game world related news and reviews with our gamer base on TuruncuLevy.com and Tamindir.com for years. We can say that the most important steps of 2023 for the gaming industry are AI and AR/VR developments. While mobile gaming was dominating the sector again, interest in PC and console games began to increase again in Turkey. A decline was observed in the hyper casual sector on mobile, and many developers in this sector leaned towards hybrid and casual games. TL currency being unsupported by Steam and EA also affected gamers. Some Turkish gaming companies participated in major gaming events abroad, publisher participation in GIST was high, and there were some Turkish publishers making progress in the field of blockchain and Web3.



AI generated 3D models have developed globally, NPCs have become more realistic, and hyper realistic game landscapes have been created. Cloud gaming's been on the rise, led by companies such as Google, GeForce and Microsoft. There were Turkish-made games that integrated AI chatbot plugins to enable communication with the characters. Meta Quest3 was released with affordable pricing and satisfactory innovations, and attracted attention. In 2024, we'll see many new companies offering technology and services on AI Gaming. There will be Generative AI models for the necessary assets in game production and many AI-supported games will emerge from micro game studios. I foresee that the number of AR/VR games and players and the rate of Hybrid and Casual games on mobile will increase with the innovations of glasses technologies.

TÜRKİYE GAME MARKET MEDIA OPINIONS

TÜRKİYE GAME MARKET REPORT 2023



**MELİH BAYRAM
DEDE**
TECHNOLOGIC

FOUNDER & EDITOR IN
CHIEF



Since 2012, gaming has consistently been a primary focus at TechnoLogic.

Our content covers news about the gaming industry, new games, gaming PCs, consoles, and their accessories, as well as gaming tournaments.

Today, the gaming industry stands out with its substantial economic size and broad audience.

We maintain close collaborations with brands offering products and services that align with the gaming sector.

We take pride in tracking the global success of esports teams and players in Turkey, recognizing it as our duty to share news of these accomplishments widely.

Turkey hosting major global esports events and producing internationally successful esports players are promising signs for the future.

Looking ahead, I anticipate that esports will continue to gain momentum, achieving greater successes with stakeholders contributing to the entire ecosystem.

TÜRKİYE GAME MARKET MEDIA OPINIONS

TÜRKİYE GAME MARKET REPORT 2023



ALİ GÜNGÖR
TECHNOPAT

EXECUTIVE EDITOR



In 2023, developers in the Turkish gaming industry continue to think export-oriented. Players, on the other hand, turned more intensively to discounted platforms such as Epic Games and third-party game key sales after Steam changed TL pricing to USD.

GamePass is very successful and widespread among game subscription models. However, platforms that offer access to a powerful system with cloud gaming by renting have been a little slow in developing.

The gaming PC space is still strong. Local artificial intelligence applications are coming. 2024 model computers are faster and more capable than ever. Thanks to LLMs, production processes, the flexibility of small teams are increasing and the tools are becoming more democratized. For gamers and streamers, new devices also offer additional capabilities in 2024.

TÜRKİYE GAME MARKET MEDIA OPINIONS

TÜRKİYE GAME MARKET REPORT 2023



UĞUR AYDEMİR
TEKNODIOT

EDITOR IN CHIEF

2023 was a year full of important developments for the global and Turkish gaming industry. Technological advancements in the gaming world, new generation consoles and groundbreaking games caused significant changes in the industry. During this time, we had the opportunity to interact with readers by providing gaming news and content.

As the Turkish gaming industry strengthened internationally, the success of local developers and the loyalty of gamers contributed to the growth of the industry. At the same time, developer interactions and collaborations at the global level have moved to a promising state for the future of the industry.

As we step into 2024, we are determined to keep this energy going. With innovative projects, special events and interviews with industry experts, we will continue to provide readers with accurate, informative and enjoyable content. We aim to grow together by closely following and sharing developments in the global and Turkish gaming world. We hope to achieve many more successes together in 2024. We will continue to keep our finger on the pulse of the gaming world by following the major changes and pioneering developments in the industry over the past year.



TÜRKİYE GAME MARKET MEDIA OPINIONS

TÜRKİYE GAME MARKET REPORT 2023



EMRAH GÜNDÜZ
TÜRKMMO

FOUNDER



The year 2023 has been extremely active for the gaming industry. Although the interest in mobile games has decreased somewhat, the increasing interest of local developers in publishing games on Steam has led to the rise of computer games in our country. The increase in new game announcements from independent game developers, especially in the last quarter of the year, was one of the things we were most happy about for the industry. At the same time, although the removal of Turkish Lira pricing by Steam was a negative situation for players, it did not have the same effect on the motivation of local game developers to develop new games.

As Turkmmo.com, we continue our broadcasting life in our 15th year. Since the day we were founded, our biggest priority has been the stakeholders of the Turkish gaming industry. We especially supported local independent game developers without the slightest expectation, and did our best to announce it to the wider market. With our work, we achieved the highest number of visits and page views of all time in 2023, while our community reached 2.3 million members. In 2024, we will continue to contribute to the development of the industry by continuing to provide the best support we can to the stakeholders of the Turkish gaming industry.

TÜRKİYE GAME MARKET MEDIA OPINIONS

TÜRKİYE GAME MARKET REPORT 2023



MERT CAN ORHAN
UPCORN MEDIA

FOUNDER

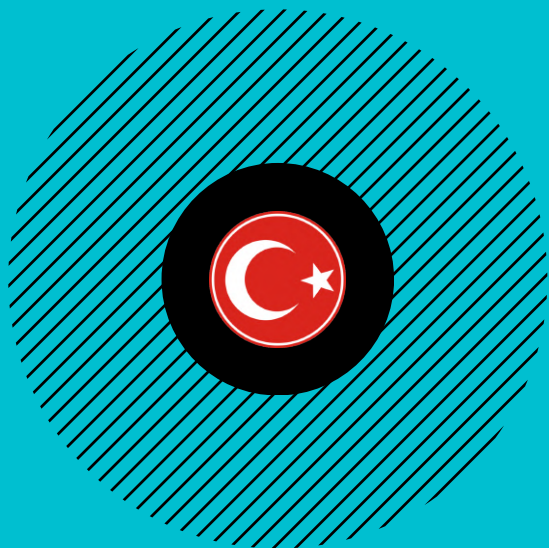
Since 2020, Turkey's gaming industry has really taken off, making a splash on the international stage. This period has been marked by a surge in popularity, especially for mobile games, which in turn has fueled investments and new gaming ventures. The increasing number of game studios has opened the doors for more people to enter the industry, boosting our talent pool. This has laid a solid foundation for the growth of our global gaming companies.

At upcorn Media, our content focused on the gaming industry has made it clear that we, as a society that loves playing games, also love creating them.

Naturally, this passion from dedicated game studios is setting us up for even greater successes.

Looking ahead, we expect the popularity of mobile games to hold steady; meanwhile, we're gearing up for a rise in Web 3, virtual reality, augmented reality, and PC games.





2023

**GAMING IN
TURKEY | MENA | EU
WHAT DO THEY SAY?**

WHAT DO GAMING IN TURKEY SAY?

TÜRKİYE GAME MARKET REPORT 2023



**ALPER ÇAĞRI
DOĞAN**

GAMING IN TURKEY
MENA | EU

INFLUENCER MARKETING
MANAGER

2023 has been a truly diverse experience for the gaming world. Big releases such as Hogwarts Legacy, Baldur's Gate 3, Resident Evil 4 Remake, and many more excited gaming fans. However, there were also games that fell short of expectations, especially troubled releases like Kerbal Space Program 2 and Payday 3. Expected games like Starfield and LoTR: Gollum, on the other hand, have yet to fully disappoint.

I had the chance to try Baldur's Gate 3, Hogwarts Legacy, Diablo IV and Kerbal Space Program 2, some of the most anticipated games released this year. Baldur's Gate 3 was a true masterpiece. Even I, who am not familiar with RPGs, couldn't stop myself from spending hours on it, and Hogwarts Legacy did a great job despite not owning the rights to the main series. But it was Diablo IV that impressed me the most. The launch in Turkey made me feel personal feelings for the game. I enjoyed it a lot, even though I had never tried a Diablo game before. Kerbal Space Program 2 was also one of the games I was looking forward to, but after a troubled early access, they managed to bring their score from 25% to 70%.

This year has been a challenging time for the gaming industry. Layoffs at major companies, major players such as Unity, Twitch, Discord, etc. have been struggling under tough economic conditions. However, along with these challenges, change and adaptability in the industry have also become important.

It remains to be seen how the gaming world will respond to these challenges and evolve in the coming period. This dynamic environment brings a constant process of learning and adaptation for game developers, publishers and even gamers.

WHAT DO GAMING IN TURKEY SAY?

TÜRKİYE GAME MARKET REPORT 2023



BATUHAN ÖZMEN
GAMING IN TURKEY
MENA | EU

DIRECTOR OF
OPERATIONS &
COMMUNITY

In 2023, the Turkish gaming industry showed significant growth and transformation despite the challenges of the past years. Despite economic fluctuations, the industry's turnover is estimated to reach around 750 million dollars in 2023, up from 625 million dollars in 2022. This increase can be attributed to local game developers gaining more visibility in the international market with their quality and innovative projects.

In terms of developing local talent, the increase in the number and quality of university programs in game education and development has enabled Turkey to reach a more qualified workforce in the gaming industry. This has increased the competitiveness of local game studios and opened the doors to international collaborations and investments.

Innovations in technology and gaming platforms also affected the industry. Increasing interest in artificial intelligence applications, which grew in number throughout the year, enabled Turkish game developers to produce innovative games in these areas and make a difference in the global market.

In terms of social media and community management, brands' activities and interactions with player communities on Discord and similar platforms continued to increase. In 2023, these platforms started to play a more strategic and integrated role in the interaction between brands and gamers.

As a result, in 2023, the Turkish gaming industry took important steps towards both adapting to technological innovations and becoming a competitive player in the global market. These developments signal that the industry will grow even stronger in the coming years.

WHAT DO GAMING IN TURKEY SAY?

TÜRKİYE GAME MARKET REPORT 2023



**BEGÜM ÖZGİRGİN
ÖZMEN**

GAMING IN TURKEY
MENA | EU

CREATIVE DIRECTOR

In the gaming industry, AI, which is one of the new players in the gaming world, has become one of the most important factors affecting every aspect of the design world. In 2022, artificial intelligence programs, which slowly started to show their effect, came to the forefront in 2023. These AI-based design tools save time by accelerating some design processes. They also benefit designers by adding different perspectives, encouraging extra creativity and offering new possibilities. However, the use of these design tools and the designs created with them are still a matter of debate in many areas, including copyright.

Towards the middle of 2023, the design capabilities of artificial intelligence became more prominent and started to lead the design periods in game production processes. Games designed with game maps, characters and design elements created with artificial intelligence came to the spotlight. As we enter 2024, I think that the developments in this field will gradually take more and more share of the market. Perhaps by the end of this year, we will be able to talk about the existence of games created entirely with the blessings of artificial intelligence.

WHAT DO GAMING IN TURKEY SAY?

TÜRKİYE GAME MARKET REPORT 2023



BEYZA MELEKOĞLU
GAMING IN TURKEY
MENA | EU

JR. GRAPHIC DESIGNER

The game world, which is full of elements that appeal to all ages and all segments from past to present, is developing itself more and more by the day. Although the developments in games aim to provide a positive and good experience for the player, they can also bring along negativity.

If we consider the games developed in the game world, we can see that some of them fit both positive and negative definitions. For example, we can talk about a game that has been played and popularized by everyone for years, the Sims. The Sims, which has advanced itself well in terms of design, content, and interface over time, manages to attract the attention of the player. With the design of both the character design and the design of the items in the home decoration, it approaches the present day and catches the trends day by day. However, Sims, which is offered for free sale on most platforms, charges high prices for the DLC, that is, additional packages to be used in the game. This restricts the player's access and causes them to not get enough efficiency from the game.

As a result, we can come across such situations in many popular games today. We can see that the improvements made by appealing only to the player's eyes are insufficient. Therefore, attention should be paid to factors that will keep the player in the game in every aspect. This will create a more enjoyable game world.

WHAT DO GAMING IN TURKEY SAY?

TÜRKİYE GAME MARKET REPORT 2023



ELİF CEYLANER
GAMING IN TURKEY
MENA | EU

VP OF FINANCE & HR

Despite various challenges, 2023 witnessed a dynamic and positive development process for the Turkish gaming sector. In a year where global political fluctuations and economic uncertainties affected Turkey, the gaming sector showed significant resilience, particularly against the challenges brought by the depreciation of the Turkish Lira against the US Dollar. This resilience once again demonstrated how dynamic and adaptable the sector can be.

With 47 million players, Turkey achieved a revenue of \$580 million in 2023. Although there was a decline in dollar terms compared to the previous year, there was an increase in Turkish Lira terms. When we look at the revenue distribution among mobile, PC, and console games, it is evident that mobile games continue to be the backbone of the sector.

The 40 investments in 2023 also reflected confidence in the sector, giving us hope for the future. Overall, 2023 can be considered a period of strengthening for Turkey's gaming sector, despite being a year filled with challenges.

While the sector reached a size of \$625 million in 2022, it declined to \$580 million in 2023. However, when we evaluate this situation in terms of the exchange rate, we can see that the sector actually grew in real terms. Considering the increase in the exchange rate, it can be said that the sector continued to grow by showing resilience.

This assessment increases our confidence in the strength and future potential of the Turkish gaming sector. I hope the sector will continue this successful performance.

WHAT DO GAMING IN TURKEY SAY?

TÜRKİYE GAME MARKET REPORT 2023



**EYÜP GÖKHAN
HAZIR**

GAMING IN TURKEY
MENA | EU

ART DIRECTOR

As a gamer and game industry professional, I would like to share with you some of my expectations for 2024.

More localization:

In 2024, I hope that Turkish game developers will start to include more local elements in their games. I hope that we will see more games inspired by Turkish culture, history and mythology.

On the mobile side, with hyper-casual game producers turning to PC and console platforms, I hope to see a year where we can experience games where the budgets are not so big but offer different and exciting new concepts in terms of mechanics and game design.

These developments will support the growth and development of the Turkish gaming industry. I think Turkish game developers who embrace their essence and culture and try different concepts will become more competitive in the global game market and reach more players with these differences.

I also expect to see the following trends in design in the Turkish gaming industry in 2024:

Artificial intelligence:

Artificial intelligence (AI) is becoming more and more widely used in the gaming world. This technology will be used more in the Turkish gaming industry in 2024. This will make games more challenging and realistic.

Personalization:

Personalization is becoming increasingly important in the gaming world. Players want to be able to customize and modify games according to their preferences. This trend will be reflected in the Turkish gaming industry in 2024. In this way, players will be able to play games by customizing them according to their personal liking and preferences.

WHAT DO GAMING IN TURKEY SAY?

TÜRKİYE GAME MARKET REPORT 2023



FUAT TÜRETKEN
GAMING IN TURKEY
MENA | EU

MARKETING & BUSINESS
DIRECTOR

2023 was a year full of challenges not only for the gaming industry, but across all sectors, and many local brands had to reshape their strategies. This had a direct impact on marketing operations, especially in the gaming sector, and on brands that aspire to reach gamers. Despite the challenging start to the year, we witnessed major gaming companies making significant investments in the Turkish market, and with local brands resuming communications mid-year, the Turkish gaming industry is quickly catching up with the momentum of the beginning of the year.

When we look at the projects and collaborations produced and announced throughout the year, it proved once again how great Turkey's potential in the gaming industry is. 2023 was also a year in which overseas companies, which recognized this potential but had previously been hesitant to take action, broke this behavior and started to invest. We could clearly see that there was a significant increase in these investments, especially in the middle and towards the end of the year. We can already say that other companies that see their competitors achieving success in Turkey will take similar steps in the coming period.

Brands that can adapt to the gaming world and gaming culture, whose communication and interaction power is increasing day by day, can effectively benefit from this power. Gaming plays an increasingly important role not only in marketing strategies, but also in brand interaction and the desired connection with the user. It is quite possible to say that these effects we are already seeing will increase. Being in this world and being visible is a great opportunity for brands.

WHAT DO GAMING IN TURKEY SAY?

TÜRKİYE GAME MARKET REPORT 2023



**İREM PEÇEL
YILMAZER**

GAMING IN TURKEY
MENA | EU

SOCIAL MEDIA
SPECIALIST

The year 2023 was a year remembered for its challenges and defiance of the usual all over the world. Even though the pandemic has physically disappeared, we still feel its social and economic effects. The economic troubles that affected many sectors also deeply affected the gaming industry, and we have seen downsizing even in major world-famous companies and a decrease in the time and money spent on games. But despite all this, the gaming industry has continued to progress and develop.

All crises have always created bubble growth opportunities for some sectors. Our recent crisis, the pandemic, created this opportunity for the gaming industry, and together we witnessed unprecedented growth in our industry. We are now leaving this crisis behind and going through a period of relatively slower growth. Although this situation creates some unintended and frightening consequences, it also creates the foundation that will enable us to move forward by getting stronger. As a matter of fact, we can see this situation more clearly when we look at the growth figures of the gaming industry for 2023. We witness that our stakeholders who know the sector, are professionals in their business, have a high level of knowledge, and are qualified, have survived this period with minimal damage, and I believe that this will remain the case.

Apart from the difficulties we have observed as professionals, as Turkish gamers, we have added 2023 to our memories as a challenging and memorable year. The biggest event of the year for Turkish gamers was the announcement by the popular gaming platform Steam stating that it would no longer take payments in TL. This news shocked the gaming world and was followed by EA Play not accepting TL transactions. Although these events took place towards the end of the year, they had the power to radically change the face of the gaming community in our country. I think we will see the effects of these changes even more dramatically in the coming years.

After 2023, which we closed with these events that challenged the gaming world and gamers, we have now entered a period where we can take a deep breath and continue to move forward calmly. I always keep my faith and hope alive that 2024 will bring new opportunities for all gamers and our industry.

WHAT DO GAMING IN TURKEY SAY?

TÜRKİYE GAME MARKET REPORT 2023



KEZBAN EMNİYETLİ
GAMING IN TURKEY
MENA | EU

HR & FINANCE
ASSISTANT

2023 was a transformative year for the Turkish gaming industry in terms of finance and human resources. With the increasing digital transformation momentum in the post-pandemic period, investments in the gaming industry and employment rates in the sector increased significantly. In particular, the increased visibility of local startups in the international arena attracted the attention of foreign investors. This strengthened the financial flow into the sector.

On the HR side, the widespread adoption of remote working and flexible working hours have had a positive impact on talent acquisition and employee satisfaction. These developments in the sector continue to strengthen Turkey's position in the global gaming market.

WHAT DO GAMING IN TURKEY SAY?

TÜRKİYE GAME MARKET REPORT 2023



MELİS AKINCI
GAMING IN TURKEY
MENA | EU

MARKETING & BRAND
COMMUNICATIONS
MANAGER

NON-ENDEMIC BRANDS AND THE POWER OF THE GAMING INDUSTRY UNITE

2023 was a very successful year for the gaming industry. The global gaming market regained the growth momentum lost from the pandemic in 2023, growing by around 10.5%. Among the most important drivers of this growth are the increasing appeal of games to a wider audience, the growing popularity of mobile games, and the support of independent developers in console games.

In 2023, after the earthquake disaster that hit our nation, the economy stagnated and the gaming industry experienced a slowdown, just like every other sector. With the fourth quarter, growth gained momentum and started again.

Among the most important driving forces of this growth are the easier access to games, the increasing popularity of mobile games and the increasing number of successful games coming out of Turkey.

In 2023, when we take a look at the prominent marketing trends in the gaming industry, we see that the importance of targeted and personalized marketing has increased. Brand-specific personalized campaigns and the increase in brand-specific tournaments have started to attract people's attention more.

Gaming companies are using technologies such as data analytics and artificial intelligence to better understand players' interests and behaviors. In this way, they can reach players more effectively and attract them to the game. Content produced about games attracts the attention of players. This content can be in a variety of formats such as game promotional videos, game reviews, game blogs and game podcasts.

WHAT DO GAMING IN TURKEY SAY?

TÜRKİYE GAME MARKET REPORT 2023



MERT BARUT
GAMING IN TURKEY
MENA | EU

ACCOUNT MANAGER

The gaming sector is a dynamic and ever-expanding terrain in the dynamic field of marketing, with a wealth of chances for anyone who can successfully manage its complexities. The gaming community is becoming more diverse in terms of age, gender, and interests, therefore having knowledge in this area is essential to developing an effective marketing plan.

Fundamentally, having a thorough grasp of the gaming environment is necessary for developing a strong marketing plan. This entails keeping up with the most recent releases, trends, and platforms that the industry is experiencing. It is similarly important to acknowledge the differences in preferences among various gaming genres since customizing tactics to particular groups increases engagement.

It's critical to comprehend game culture. It is imperative that marketers acquaint themselves with the vernacular, memes, and cultural subtleties prevalent in the gaming community. Marketers may create messages that truly resonate with their target audience by embracing the distinctive identity of gaming culture.

Platforms are essential to the marketing of video games. Every platform, including mobile devices and PCs and consoles, has its own dynamics. An experienced marketer may effectively design campaigns by having a thorough understanding of how users interact with information across various platforms.

The integration of in-game advertising offers a notable chance for marketers, however it must be executed with skill to avoid interrupting the gaming experience. Striking a balance between promoting brand messages and maintaining user immersion is key to producing favorable outcomes.

Platforms such as Twitch, YouTube Gaming, and Discord are essential channels for engagement through social media. Adapting interaction methods towards specific attributes unique to each platform promotes connectivity within gaming communities requires meticulous handling.

The domain of gaming known as eSports is experiencing a swift surge in growth, presenting opportunities for sponsorships and partnerships to arise. It's crucial that marketers comprehend the impact of this trend and seek out collaborations that complement their brand.

To sum up and add on the growing importance of gaming for marketers I'd like to add that agility is the ultimate factor to consider here. The gaming industry transforms speedily, and triumphant marketers are expected to adjust quickly with new developments. By unifying proficiency in these fields, advertisers can organize comprehensive plans that genuinely connect with a wide-ranging gaming audience exploiting the colossal potential within this agile market.

WHAT DO GAMING IN TURKEY SAY?

TÜRKİYE GAME MARKET REPORT 2023



**OĞUZCAN
AMATARLAR**

GAMING IN TURKEY
MENA | EU

ART DIRECTOR

Artificial Intelligence (AI) is revolutionizing the game development process and making the gaming world richer, more dynamic, and more personalized than ever before. The integration of AI into the gaming industry is taking the expectations of game developers and gamers to a new level.

AI is being used to enhance in-game experiences and increase the level of realism. Managing the behavior of game characters, enemies and NPCs more intelligently and adaptively gives players a more realistic and interactive world. This enriches games not only visually, but also with an intellectual depth.

Another important role of AI in the gaming world is providing personalized experiences. By analyzing players' preferences, play styles, and past performance, games can personalize in-game content. This allows each player to have a unique experience, while also helping game developers engage players more effectively.

Another benefit of AI in game development is its ability to optimize adaptive difficulty levels. Games can automatically adjust difficulty levels based on players' skill levels, ensuring a satisfying gaming experience for everyone.

In conclusion, integrating AI into game development processes is evolving the gaming world and delivering not only fun, but also deeper, interactive, and personalized experiences. This alliance is likely to make the gaming industry even more exciting in the future.



**YOU KNOW US
BY OUR TASTE**

**Y Y Y Y
U U U U
M M M M**

A pile of golden-brown french fries is scattered over the letters in the "YUM" graphic.



Burger King®, one of the world's most popular delicacies, "the king of the flame grill fire", which started to serve in Turkey in 1995 when TAB Gıda acquired the main developer and producer rights, gained the appreciation and loyalty of consumers in a short time and steadily increased the number of restaurants.

Today, Burger King®, one of the leading brands in the quick service sector in Turkey, serves with more than 700 restaurants. From past to present, Burger King® has repeatedly been selected among Turkey's most popular and reputable brands.

Recent highlights include awards such as "Technology Brand of the Year", "Reputation of the Year", "Turkey's Symbol Brand" and "Number One Self-Service Restaurant Brand".



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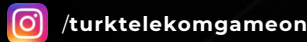
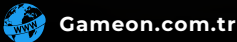
Show Your Power with Türkiye's fiber power Türk Telekom's gaming and gamers exclusive brand **GAMEON!**

SHOW YOUR POWER!



GAMEON, Türk Telekom's exciting brand that blends the power of technology with the gaming world, offers gamers a unique experience with uninterrupted, fast, and secure internet access in the gaming universe. Türk Telekom's robust infrastructure and technology leadership converge with GAMEON's motto 'Show Your Power' to provide gamers a world full of unique benefits and numerous privileges.

In addition to its high-speed fiber internet offers for gamers, **GAMEON** launched its game/company collaborations, which include in-game benefits on Twitch and PUBG: BATTLEGROUNDS, marking the first of their kind in Turkey. Standing by and supporting gamers with its 24/7 internet support team on Instagram, Discord, and X, GAMEON has become a beloved brand among gamers. Additionally, thanks to its high-speed fiber internet connection, players perform at their best in online games, while GAMEON's world full of content and advantages brings gamers together and enhances the pleasure of gaming. In 2023, GAMEON, participating in the esports ecosystem with numerous projects, assumed the role of communication sponsor for the Valorant Challengers TR: Unity League and Spike Nations tournaments. Additionally, GAMEON organized the GAMEON Valorant Tournament and 205 esports teams and 1,500 players participated. Focused on addressing the needs and desires of gamers, GAMEON will persist in its endeavors to enhance the gaming passion through its robust infrastructure and unique advantages.



Türk Telekom is Turkey's leading telecommunications company in the field of technology, boasting over 180 years of experience. Dubbed "Turkey's Multiplayer" for its investments, support for startups, R&D activities, and numerous other technology-oriented initiatives, Türk Telekom serves 52.9 million subscribers across fixed telephone, fixed broadband, TV, and mobile products. In 2022, Türk Telekom intensified its efforts in the gaming segment, and the GAMEON brand, launched by Türk Telekom, attained numerous successes and innovations throughout the past year.

Türk Telekom aims to enhance the internet and gaming performance for gamers through GAMEON, ensuring consistent support for their needs. The company continues to contribute to gaming industry with its wide experience and knowledge. Türk Telekom GAMEON prioritizes gamers' requirements and delivers comprehensive solutions, including game-focused fiber internet campaigns, in-game opportunities, and brand benefits to its customers. Additionally, GAMEON engages with gamers, shares enjoyable experiences with them, and contributes to the ecosystem's development through tournaments and sponsorships, marking the first occurrence among telecommunications sector brands in Turkey.

In 2023, GAMEON further strengthened its strong position in the industry by collaborating with gaming companies, leading brands of the industry, influencers, and publishers in addition to all marketing and communication activities. GAMEON made a name for itself with its campaigns and events throughout the year.



HOST
HUB OF STREAMING

WE'RE CONNECTING
STREAMERS and
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Hub of Streaming is a new-generation digital campaign platform that brings together streamers who produce content by broadcasting live on Twitch and Youtube platforms with brands.

It is positioned as a platform where you can reach users with ads that do not disturb the user and do not get caught in Adblock instead of ad models that cannot be skipped and cover the entire screen, which mainly includes mid-level broadcasters.

The main purpose of the HOST system, which includes many different models, is to show your ads in a native way in streams, while at the same time allowing you to show your campaign message and CTA link as if the streamer where the ad is currently appearing is sharing it himself.

It mainly appeals to Generation Y and Z in the 18-34 age range. Campaigns can be considered as a general digital marketing platform that can be used by brands in every category for all actions such as promotion, awareness, sales, downloads, etc., not only for games in terms of platforms.

With the instant reporting system, many statistics such as the number of publishers participating in the campaign, CTR rates, total number of link clicks, total ad impressions, and demographic information can be tracked from a single panel from the moment the campaign is launched.



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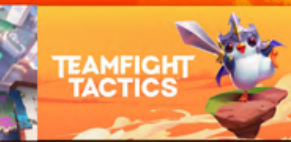


Locpick

Game Localization & Audio

Unlock a new market

Reach markets worldwide with high-quality game localization





Locpick is an acclaimed game localization company offering services in 30+ languages.

Founded in Istanbul in 2016, Locpick was initially focused on Turkish text localization, localization quality assurance (LQA), audio production and voice-over services. The company's primary goal was to break down the language barrier for Turkish players.

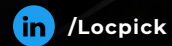
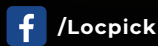
Locpick swiftly evolved into a key Turkish localization partner for industry leaders, building long-term partnerships with game publishers like Riot Games, Epic Games, Blizzard Entertainment, EA, Krafton, Tencent Games, Techland and many more.

Since its inception, Locpick has localized hundreds of titles, ranging from blockbusters like League of Legends, Fortnite and VALORANT to story-rich games like Disco Elysium, Dying Light and Alan Wake, as well as numerous indie gems of all genres and complexities.

In 2021, Locpick expanded its horizons by initiating its multilingual localization services. This signified a new goal for the company: aiding game companies in expanding into international markets.

Currently, Locpick provides multilingual localization, LQA and audio services in over 30+ languages. The company is carrying out its operations with a team of 45+ in-house Locpickers including 15 Project Managers and collaborating with hundreds of highly-vetted Freelance Linguists.

Locpick is partnered with dozens of game publishers and localization service providers, continuing its efforts to unlock new markets for game developers around the world.





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Turkey's First In-Game Advertising Company!

www.portuma.com



Portuma is Turkey's first in-game advertising company, aiming to create a collaborative network among gamers, the advertising sector, brands, and game studios.

A technopark company supported by the government, Portuma is a member of IAB Turkey and a registered vendor of IAB EU, representing the largest digital marketing and advertising sector association in the world. Exporting its technology internationally, the company enables advertising displays in 177 countries through integrated games in its ecosystem. With over 15 million active users and more than one million downloads, it plays a significant role in the gaming market.

Connecting four different sectors and offering each a gain or advantage, the Portuma ecosystem, recognizing the global gamer population of 3.7 billion, also aims to introduce its users to the blockchain/crypto world. Portuma has developed a unique technology enabling in-game ad displays, which has been integrated with blockchain (P2E). It has received approval for both in-game ad and P2E integration from the Apple Store and Google Play Store. Currently, Portuma has five different games with blockchain (P2E) integration on both stores. Portoken, the world's first in-game advertising token, holds vast potential in the \$3.5 billion gaming sector.



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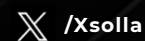
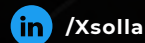
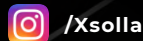
Xsolla

Xsolla is a global video game commerce company with a robust and powerful set of tools and services designed specifically for the video game industry. Since its founding in 2005, Xsolla has helped thousands of game developers and publishers of all sizes fund, market, launch and monetize their games globally and across multiple platforms.

As an innovative leader in game commerce, Xsolla's mission is to solve the inherent complexities of global distribution, marketing, and monetization to help our partners reach more geographies, generate more revenue, and create relationships with gamers worldwide.

Headquartered and incorporated in Los Angeles, California, with offices in Berlin, Seoul, Beijing, Kuala Lumpur, Tokyo, and cities around the world, Xsolla supports major gaming titles like Valve, Twitch, Roblox, Ubisoft, Epic Games, Take-Two, KRAFTON, Nexters, NetEase, Playstudios, Playrix, miHoYo, and more.

For additional information and to learn more, please visit: xsolla.com





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THURSDAY
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DAILY ESPOR GAZETESİ

The Big Excitement in TESFED Papara Turkish Cup is Over!

In the final stage of the TESFED Papara Turkish Cup, competitions were held in 10 categories last weekend. The teams and athletes who ranked highest in their categories received a total prize of 1 million TL.

The finals of the TESFED Papara Turkish Cup, which was held for the 5th time this year within the scope of the Turkish Esports Federation, have ended. As a result of the qualifying matches that started on December 1, the finals of the Turkish Cup will be held on December 22-24. It was played at Papara SuperMassive Gamer Hub located in Metropol AVM. In the finals, which attracted great attention from esports enthusiasts, the teams that ranked in 10 categories received their awards.



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4TH PAGE

FEATURED

The champion of Superdome 2023 is BBL Esports!
2nd Page

Papara Super-Massive became the champion in the Season Cup
3rd Page

S2G Esports has announced their 2024 VALORANT SQUAD.
4th Page

VALORANT Challengers TR: Birlik format announced.
Participating Teams: Digital Athletics, S2G Esports, Galatasaray Esport, Team Galatasaray Supermassive.

An Era is Ending!
BBL Esports parted ways with Ali Osman "AslanMahadov" Balta, whom it had for 3.5 years.

The new team of AslanMahadov, who left BBL Esports, is S2G Esports, whose squad has been awaited for days.



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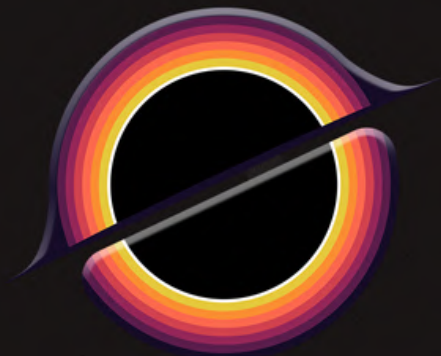
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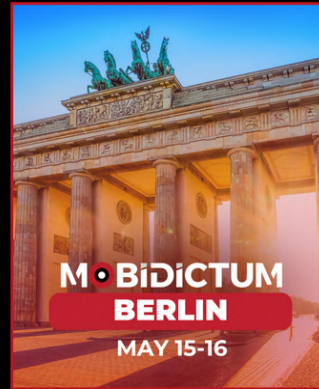
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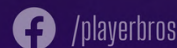
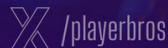
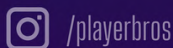
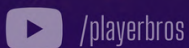
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