TÜRKİYE
GAME MARKET
2025 REPORT

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GAMING IN TÜRKİYE | MENA | EU

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Thank You

We extend our deepest gratitude to all our valued supporters who have contributed to the 2025 edition of the Türkiye Gaming Industry Report, which we have meticulously prepared for the past ten years by analyzing data from numerous sources. Thanks to their invaluable contributions, this report has become an even more comprehensive and powerful resource for the industry.
(Our sponsor logos are listed alphabetically and categorized according to their sponsorship tier.)

Legendary Sponsors

Thank You

We would like to extend our deepest thanks to our valued media sponsors, who contributed to both the reach and the content of the Türkiye Game Market 2025 Report.
(Our media sponsors are listed in alphabetical order.)

Media Partners

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(Our media sponsors are listed in alphabetical order.)

Media Partners

INTRODUCTION AND OVERVIEW

2025's Mark on Gaming

As we do every year, we return with our report that takes the pulse of Türkiye's gaming industry and helps guide the strategies shaping our path. For us, this is no longer just an "annual routine"; it's a living guide, documenting the industry's transformation, supporting stakeholders, and presenting Türkiye's gaming ecosystem to the world in its clearest form.

This year is also special as the Gaming in Türkiye | MENA | EU family proudly celebrates its 10th anniversary, an ideal moment to reflect on how the industry has grown and matured, both globally and locally.

The story of the global games market in 2025 can be summed up in one sentence: the era of uncontrolled expansion is over; we are now in the era of depth and mastery. Growth is increasingly defined not by new player acquisition, but by retention, how deeply players stay connected, how long they engage, and how well communities are managed. Newzoo's 2025 outlook points to a global player base of **3.6 billion** and total revenues around **$188.8 billion**, reinforcing a key reality: there are no automatic winners anymore. The game today is about capturing share, retaining players, and building true loyalty.

This shift is already visible in the market. **PC is gaining strong momentum**, while on consoles, new hardware cycles and established mega-IP strength are more influential than ever. In 2025, success belongs less to those who simply release more games, and more to those who deepen the worlds players already value—powered by strong live-service execution, smart community management, and creator-driven growth.

OZAN AYDEMİR   **MANAGING PARTNER**

GAMING IN TÜRKIYE | MENA | EU

2025's Mark on Gaming

On the Türkiye side, we continue, as always, to navigate two parallel realities. On one hand, our digital infrastructure and user behaviors are evolving rapidly. On the other hand, we are operating in a period of tougher global competition, higher costs, and rising consumer sensitivity. TÜİK's 2025 figures, showing internet usage reaching 90.9% and e-commerce adoption rising to 55.7%, tell us something important. Reaching players has never been more technically possible, yet **the battle for their time and spending priorities** has never been more intense.

Infrastructure is a key part of this equation. BTK data points to growth in fiber access and broadband penetration, which directly shape the quality of the gaming experience through critical factors such as latency and connection stability. Gaming is no longer just content. It is an experience package delivered through access, service, and community.

On the entrepreneurship and investment front, the climate is more selective and, for lack of a better word, more intelligent. As the Gaming Snapshot report, based on Startups.watch data, indicates, investment rounds in 2025 have been more cautious than in previous years. However, major exits and secondary movements continue to keep Türkiye's potential in the headlines. Instead of expanding purely in numbers, the ecosystem is maturing through a much tougher quality filter. Our core intention in preparing this report has remained unchanged for the past 10 years. We aim to present data not as a pile of numbers, but as a decision-ready narrative that helps you move with confidence. This year, once again, we've brought together every key layer, from user behaviors to investment dynamics, from infrastructure to emerging opportunities, through a perspective designed to be as clear and actionable as possible.

OZAN AYDEMİR　　　**MANAGING PARTNER**

GAMING IN TÜRKİYE | MENA | EU

2025's Mark on Gaming

Finally, we should not forget this: this industry grows not only through those who create games, but through the shared effort of publishers, investors, brands, content creators, and the community leaders who are truly committed to this world.

On behalf of myself and my team, I would like to sincerely thank everyone who has contributed to Türkiye's gaming ecosystem, no matter how small that contribution may be. I hope this report helps spark new collaborations, sharper strategies, and even bolder creations than ever before.

Enjoy the read.
Ozan Aydemir

OZAN AYDEMİR   **MANAGING PARTNER**

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Overview of Türkiye in 2025

In **2025**, Türkiye's population increased compared to the previous year. The resident population in Türkiye, as of 31 December 2025, increased by **427 thousand 224 people** compared to last year, reaching **86 million 92 thousand 168**.

While the annual population growth rate was **3.4 per thousand** in 2024, it became **5 per thousand** in 2025.

The male population became **43 million 59 thousand 434**, while the female population became **43 million 32 thousand 734.** In other words, 50.02% of the total population was male and 49.98% was female.

Istanbul's population increased by **52 thousand 451** compared to the previous year and became 15 million 754 thousand 53. Istanbul, where 18.3% of Türkiye's population resides, was followed by Ankara with 5 million 910 thousand 320 people, Izmir with 4 million 504 thousand 185, Bursa with 3 million 263 thousand 11, and Antalya with 2 million 777 thousand 677.

49.98%   **50.02%**

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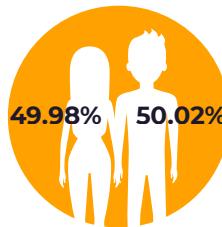
2025 Türkiye

TOTAL POPULATION

86.092.168

FEMALE POPULATION

43.032.734

MALE POPULATION

43.059.434

INTERNET USERS

77.000.000 (+/-)

- -

POPULATION RATIO

16 - 74 AGE | 90.9%

BY GENDER

MALE | 93.6%   FEMALE | 88.2%

SOCIAL MEDIA USERS

65.000.000 (+/-)

GENERAL AND SECTORAL INFORMATION

Estimated Media and Advertising Investments in Türkiye

According to the 2024 year-end report by **Advertising Association and Deloitte Digital**, total media investments in Türkiye rose to TRY 213.0 billion, and total media plus advertising investments reached TRY 253.6 billion, representing 78.9% nominal growth year over year.

Channel	Market Share 2024
	Total Media Investments by Channel Share (2024)
Television	18,3%
Press	0,8%
Outdoor	5,1%
Radio	1,6%
Cinema	0,1%
Digital	74,2%

Since the official report on total media investments for 2025 has not yet been published, this section is based on the finalized 2024 year-end figures released in April 2025. The 2025–2026 assessments are therefore framed around broader industry trends.

Digital has reached a dominant position in Türkiye's media market, accounting for 74.2% of total spend. Planning is no longer centered only on reach, but increasingly on efficiency, precise measurement, and performance-driven outcomes.

In particular, video content that directly engages with the gaming ecosystem, along with programmatic buying models, stands out as a top priority area where brands are seeking the highest efficiency in their 2025–2026 strategies.

2024 Year-End Final Figures (April 2025)

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Source: Advertisers' Association and Deloitte Digital, 2024 Media and Advertising Investments Report (April 2025)
Source: Marketing Türkiye, Nilgün Burcu Özdemir, President of the Advertisers' Association

Estimated Media and Advertising Investments in Türkiye

As of year-end 2024, digital media investments in Türkiye reached TRY 158.03 billion, accounting for 74.2% of total media investments.

Digital Breakdown	Percent
Video	35%
Impressions / Clicks	30%
Search Engine	19%
Advertorial	7,5%
Other	4,3%
Influencer	4%

Digital Audio
E-Mailing
Connected TV
In-Game Sponsorship
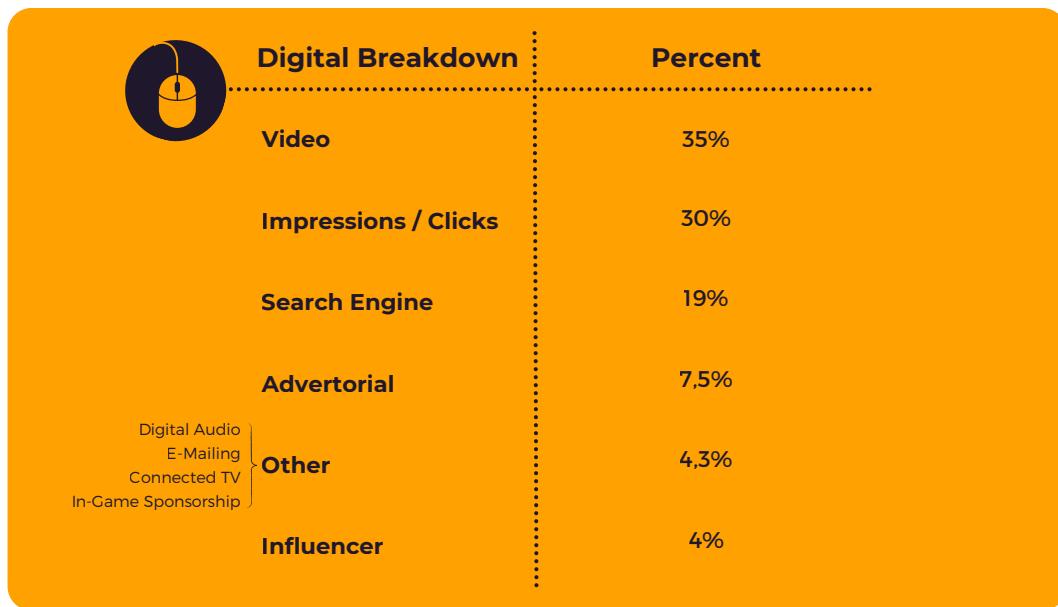
Estimated Media and Advertising Investments in Türkiye

When digital media investments in 2024 are analyzed by platform, 79.4% of total digital advertising spend is seen to have occurred on mobile devices, while 20.6% took place on PC. On mobile, the largest investment category was Video at TRY 44.00 billion, followed by impression and click-based advertising at TRY 38.13 billion. On PC, the biggest share of spend went to impression and click-based advertising, totaling TRY 11.50 billion. Video at TRY 9.85 billion and Search Engine advertising at TRY 5.57 billion were the other key categories on PC. Since the stated figures are based on weighted averages derived from mobile and PC sub-breakdowns shared by stakeholders by channel, the platform split may not match the same ratios for every format one-to-one.

Platform	Mobile (Billion TL)	PC (Billion TL)
Video	44,00	9,85
Impressions / Clicks	38,13	11,50
Search Engine	24,11	5,57
Advertorial	9,25	1,93
Influencer	5,91	2,60
Other	4,82	0,36

Brands in the Gaming World

In this era where digitalization is not merely accelerating but has become an inseparable part of everyday life, the gaming ecosystem has evolved far beyond being just "a channel where ads are shown" for brands. For us, gaming is now a massive cultural space where communities are built, identities are expressed, user-generated content sits at the center, and most importantly, purchasing decisions are shaped. In short, for brands, gaming is the epicenter where one-way communication ends and participation, experience, and authentic connection begin. Today, players do not simply play a game. They engage with it as a lifestyle. They watch, share, discuss, create content, and most importantly, socialize within that world. This is what makes gaming one of the highest-attention and highest-engagement environments available.

Globally, the number of players reached 3.6 billion in 2025, and the market size climbed to $188.8 billion. *The most critical point, however, is this, as we also highlighted at the beginning of this report.* As the market matures, growth is increasingly driven not only by acquiring new players but by retention, content continuity, and depth of experience. This is where the real value lies for brands. Gaming is not a channel that briefly shines through one-off campaigns and then fades. When designed thoughtfully, it becomes a 365-day, always-on touchpoint. As players move fluidly between mobile, PC, and console throughout the day, they remain part of the same community. For brands, this means the opportunity to scale a story across multiple screens through a single smart partnership.

Source: Gaming in Türkiye | MENA | EU

Brands in the Gaming World

In-game integrations are still extremely powerful, but they are no longer enough on their own to stand out. Players no longer want an ad from a brand. They expect the brand to add value to their experience. That value can take many forms, such as in-game status items like skins or cosmetics, a meaningful contribution to the community, or even a reward or real-world experience that extends beyond the game.

Players are sending brands a very clear message: **"Don't try to sell me something. Give me a unique experience."** When you build around this mindset, you can achieve something traditional channels simply cannot. Not just visibility, but genuine loyalty. For brands, the challenge is no longer simply entering the gaming world. It is about becoming a lasting part of it through a value proposition that players want to keep, talk about with friends, and truly own. In other words, it is not enough to be inside the game. You need to become part of the game.

In 2025, global brands' approach to this ecosystem evolved from a simple advertising model into a form of economic partnership. IKEA pushed the boundaries of digital commerce by employing real paid staff for its Roblox store. Mercedes-Benz expanded its 2025 digital cockpit technologies, redefining the car as both a living space and a gaming terminal. Gucci, meanwhile, set 2025 standards for phygital commerce by aligning physical-world luxury with digital identities.

Brands in the Gaming World

Collaboration Opportunities for Brands in the Gaming World

In-Game Integrations	Community and Content
Programmatic Static and Dynamic Ad Placements	Always-On Influencer and Streamer Collaborations
Playable Ads and Interactive Panels	Community Platform Design (missions, rewards, roles, etc.)
Product Placement and Branded Items	Game-First Creative Content Series (video, short-form, formats)
Branded Missions, Mini-Events, and Seasons	Integrated Social Media and Website Channels
Custom Cosmetics (skins, emotes, stickers, avatars)	Phygital Mechanics (QR, loot, enter-to-win)
UGC Worlds and Maps (Roblox, Fortnite, etc.)	Community-Driven Activations (campus, events, meetups)
Esports, Broadcast, and Major Partnerships	**Sales-Driven**
Esports League and Tournament Sponsorships	Promotional Game Code Campaigns
Esports Team and Player Sponsorships	Bundle and Surprise Reward Mechanics (bundle plus random reward)
Brand-Owned Tournaments and Live Events	Cashback, Reward Models, and Subscriptions
Major Partnerships: IP Licensing and Transmedia Projects	Brand-Owned Loyalty Programs (points, badges, levels)
Branded Games and Experiences (including AR/VR)	Direct-to-Purchase Redirects (web shop, landing pages, QR, etc.)
Joint Event and Expo Participation (B2B and B2C)	Gamification Across the Brand's Own Channels
Endemic Ecosystem Partnerships (gaming vertical brands)	Cart and Checkout Integrations
End-to-End Experience Design (360°) *Long-term, large-scale projects where every touchpoint is designed to reinforce the others.*	

Remember, what matters is not which channel you are in, but how naturally you enter the player's world and how much value you bring to it.

Most Used Social Media Platforms in Türkiye

Social Media Landscape in Türkiye (2025): Most Used Platforms

INSTAGRAM	WHATSAPP
TIKTOK	X (TWITTER)
TELEGRAM	
FB MESSENGER	
PINTEREST	LINKEDIN / TEAMS
FACEBOOK	YOUTUBE
TWITCH TV	KICK
BIP / SNAPCHAT	
REDDIT / DISCORD	

Average monthly time spent by users in Türkiye on social media platforms in 2025.

- 📷 **32** Hour **36** Minutes
- ▶️ **23** Hour **31** Minutes
- 🎵 **26** Hour **26** Minutes
- 💬 **11** Hour **54** Minutes
- f **9** Hour **45** Minutes
- 𝕏 **5** Hour **4** Minutes

Monthly figures reflect time spent on each platform; the box sizes in the map are based on a different metric.

Most Time Spent
App Store and Google Play, Social Category (2025)

	App	Subgenre
1	TikTok	Social Media
2	YouTube	Social Media
3	Instagram	Social Media
4	WhatsApp Messenger	Social Messaging
5	Facebook	Social Media
6	X	Social Media
7	Telegram	Social Messaging
8	WePlay	Social Media
9	Snapchat	Social Media
10	YouTube Kids	Social Media

Average Monthly Usage of Social Media Platforms

7,12

Demographic Distribution

46.6% **53.4%**

Most Used Social Media Platforms in Türkiye

According to October 2025 data, internet users in Türkiye actively use an average of 7.12 social media platforms per month. This level places Türkiye 15th globally, while the top of the ranking is led by the United Arab Emirates (8.67), the Philippines (8.39), and Malaysia (8.34).

Source: Meltwater, Digital 2026 Global Overview Report

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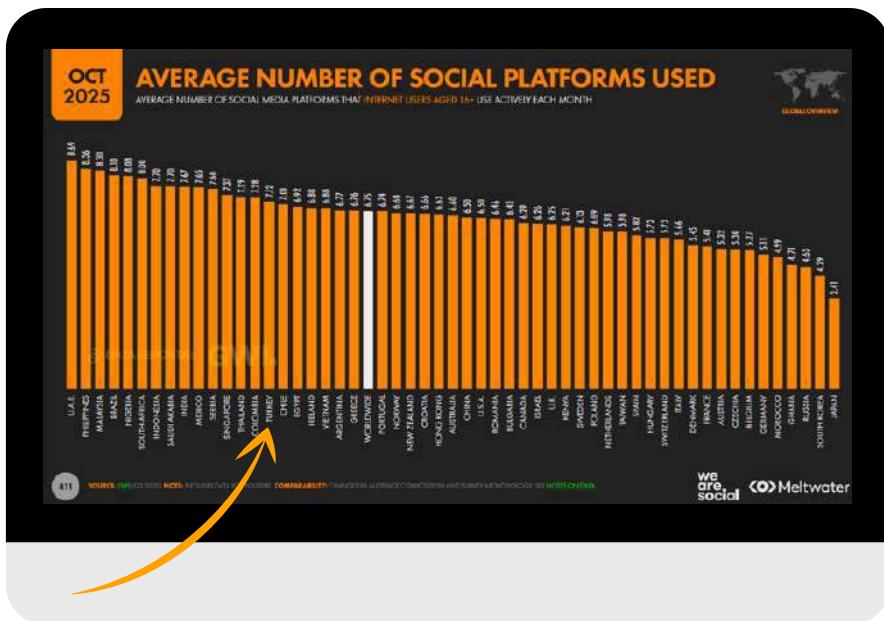
Most Used Social Media Platforms in Türkiye

In Türkiye, users spend 9 hours 57 minutes per week on social media activities such as posts and stories. This is above the global average (7:06), positioning Türkiye among countries where social media is consumed regularly and intensively rather than checked briefly.
This metric does not include time spent watching videos.

Note: The daily chart shows total time spent on social media, while the weekly chart shows social media browsing time excluding video. Therefore, the figures are not directly comparable.

Source: Meltwater, Digital 2026 Global Overview Report
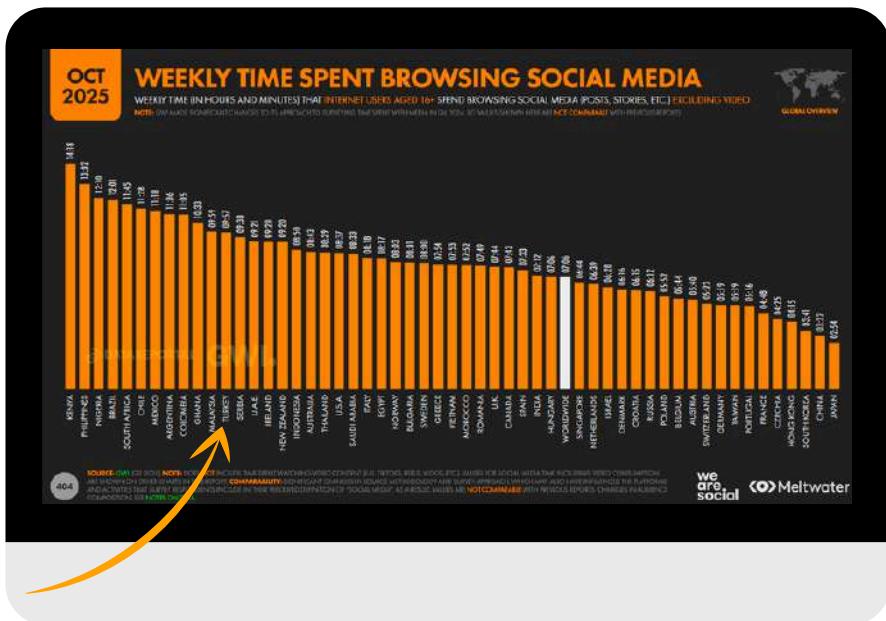
Most Used Social Media Platforms in Türkiye

As a country, we spend a significant amount of time on social media platforms in our daily lives. On average, users in Türkiye spend 2 hours 43 minutes per day on social media. *(In 2024, this figure was 2 hours 37 minutes.)*

Note: *The daily chart shows total time spent on social media, while the weekly chart shows social media browsing time excluding video. Therefore, the figures are not directly comparable.*

Source: Meltwater, Digital 2026 Global Overview Report
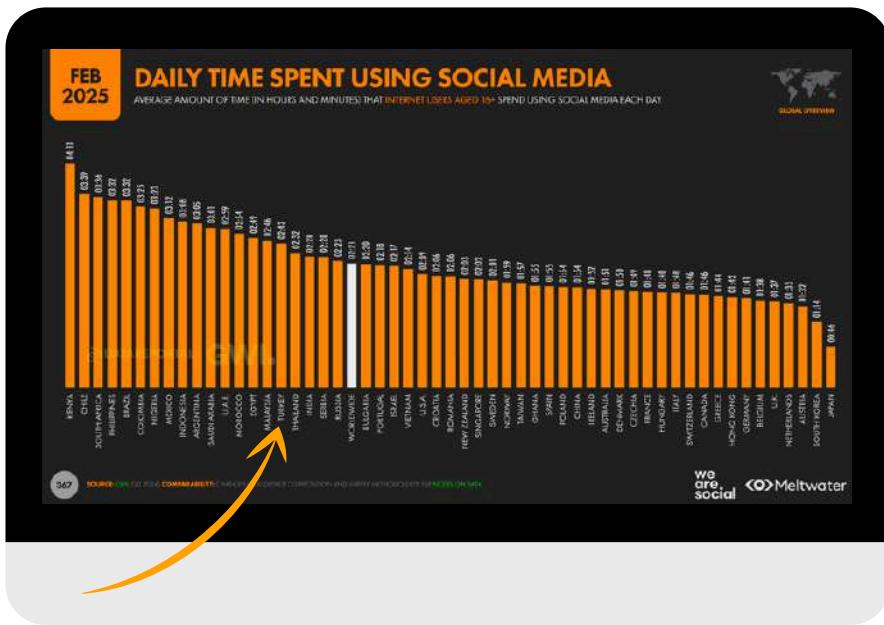
Main Reasons for Social Media Usage in Türkiye

Main Usage	Usage Percentages
Staying in touch with friends and family	54,50%
Reading news and following current affairs	50,70%
Filling spare time	47,20%
Finding products to buy	33,10%
Finding inspiration for things to do or purchase	31,80%
Discovering content (e.g., articles, videos)	31,70%
Watching live streams	26,60%
Sharing opinions and discussing with others	26,10%
Seeing content from brands you like	25,70%
Networking or researching for work	23,60%
Seeing what people are talking about (following trends)	22,60%
Sharing updates from your life	22,50%
Watching or following sports	22,50%
Meeting new people	20,20%
Following celebrities or influencers	19,00%

In Türkiye, social media is used mainly for news and staying in touch with close circles. It is a daily channel for information and connection, and for brands it now influences both discovery and purchase decisions.

Source: We Are Social - Meltwater Digital 2026 Turkey

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Types of Social Media Accounts Followed in Türkiye

Account Types	Usage Percentages
Friends, family, or people you know	47,20%
Companies and brands you buy from	33,10%
Companies and brands you are considering buying from	30,10%
TV shows or channels	25,90%
Athletes and sports teams	24,70%
Entertainment, meme, or parody accounts	22,70%
Restaurants, chefs, or food creators	22,40%
Journalists or news organizations	22,30%
Actors, comedians, or other performers	22,20%
Bands, singers, or other musicians	20,10%
Politicians, royalty, or other public figures	18,10%
Companies related to your work	17,40%
People related to your work or professional connections	17,40%
Beauty experts	16,60%
Travel writers and travel companies	16,30%

"People you know" ranks first, but brands are also a major force overall. Purchase behavior is clearly reflected in social media following: visibility leads to trust, and trust drives decisions.

Source: We Are Social - Meltwater Digital 2026 Turkey

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Main Reasons for Internet Usage in Türkiye

Main Usage
Searching for information
Looking up how to do something
Following news and current developments
Staying in touch with friends and family
Finding new ideas or inspiration
Researching products and brands
Watching videos, series, or films
Listening to music
Passing time and general browsing
For education and learning
Researching places, holidays, and travel
Managing finances and savings
Researching health topics and health products
Work-related research
Gaming

http://

NEWS

INFORMATION

VIDEO

BRAND

COMMUNICATION

GAMING

Source: We Are Social - Meltwater Digital 2026 Turkey

Key Highlights on Internet Usage in Türkiye

- In Türkiye, the internet is now the "default" channel: 90.9% of people aged 16–74 use the internet.
  - Male: 93,6% | Female: 88,2%

- Home internet access is almost standard: 96.2% of households have internet access..

- Home internet access is now almost standard: 96.2% of households in Türkiye have internet access.
  - 4 hours 04 minutes on mobile
  - 3 hours 09 minutes on computer/laptop
    - *(Summary: mobile-first, but PC still accounts for a significant amount of time.)*

- Video is now the primary content format: 96.7% of internet users watch online video weekly.

- Streaming is mainstream: 94.8% use TV, film, or series platforms every month.

- Learning and self-improvement content draws strong interest: 52.8% watch educational or learning videos weekly.

- Music is part of the daily flow: 48.8% use music streaming services weekly.

- Utility-driven behavior is common: 35.5% use online translation tools weekly.

In Türkiye, the internet flows through video, streaming, and a mobile-first daily routine.

Key Highlights on Internet Usage in Türkiye

- Social media is now a "product research engine": 76.3% of internet users in Türkiye research brands and products via social platforms.

- Influencer impact exists, but audiences are selective: 16.5% watch vlogs or influencer videos weekly. Not everyone watches, but those who do are more focused.
  - *(News still flows through the internet: 43.4% use digital news services monthly.)*

- E-commerce is a habit: 62.5% shop online weekly.

- Online grocery is rising: 40.1% do online grocery shopping weekly.

- 34.9% of internet users own a smartwatch.

- 35.3% use VPN services monthly.

- 23.7% own cryptocurrency.

- Podcasts remain niche but loyal: 17% listen to podcasts weekly.

Overall, internet usage in Türkiye is growing around a triangle of discovery (social), purchase (e-commerce and grocery), and digital convenience (VPN, crypto, smart devices).

Preferred Brands in Türkiye 2025

Mobile Phone (BTK, IMEI Registration Data)

According to BTK data, more than 2.6 million devices were registered via IMEI in the second quarter of 2025. Approximately 75.8% of these new registrations are concentrated in Samsung, Apple, and Redmi. BTK also notes that the majority of IMEI-registered devices are smartphones, while registrations also include other devices such as IoT devices, modems, and tablets.

This shows the brand share of devices registered in Türkiye's Mobile Device Registration System (MCKS) in Q2 2025. In other words, the ranking reflects which brands dominated newly registered devices during that quarter (imports plus domestic production). It does not represent the overall distribution of phones currently in use across Türkiye.
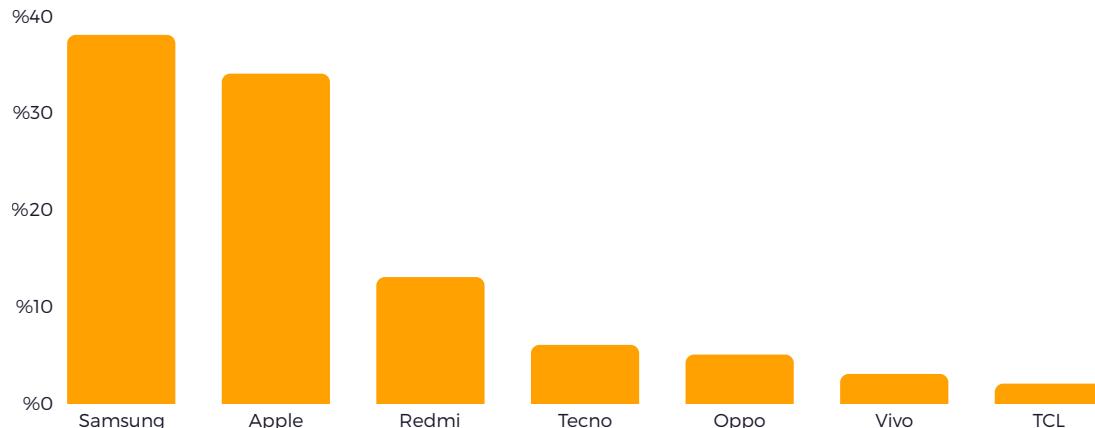
Source: BTK, Türkiye Electronic Communications Sector Quarterly Market Data Report, 2025 Q2

Preferred Brands in Türkiye 2025

Mobile Phone (StatCounter, Active Usage Share)

StatCounter's Mobile Vendor Market Share data reflects brands' active usage share in Türkiye based on web traffic from devices connecting to the internet. In the December 2025 snapshot, the "Unknown" category holds the largest share at 43.79%, followed by Apple (23.26%), Samsung (14.68%), and Xiaomi (11.14%). Lower shares include Huawei (1.40%) and Oppo (1.31%). The Jan–Dec 2025 chart also indicates that the "Unknown" share increased noticeably over the year.

This ranking does not reflect "new devices entering the system this quarter," like BTK's IMEI registrations. Instead, it represents active usage share as reflected in internet traffic. The "Unknown" category does not necessarily mean "unbranded phones." It covers traffic where the vendor cannot be reliably identified, which can happen due to factors such as browser or OS privacy settings, user-agent limitations, and cases involving VPN or proxy usage.
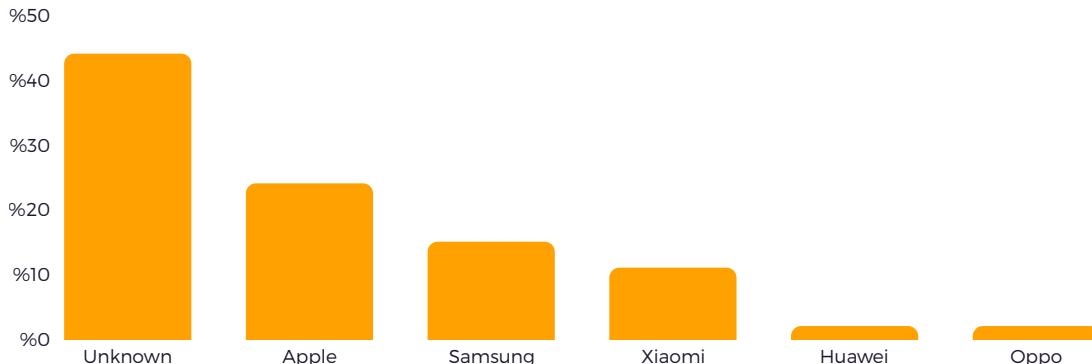
Source: StatCounter Global Stats, Mobile Vendor Market Share in Türkiye, Jan–Dec 2025

Preferred Brands in Türkiye 2025

Gaming PCs

Performance and durability are now baseline expectations for gaming PCs. In 2025, we also observe that factors such as price-to-performance, service experience, ecosystem strength, and, to some extent, AI-enabled processors have become more visible in players' purchase decisions. Monster continues to hold a strong position thanks to its local service advantage and accessibility, while global brands such as Lenovo, Asus, and HP are intensifying competition through new product lineups and pricing moves.

The table below is based on the Marketing Türkiye and VeriNays 2024 Gamer World study, and provides a forward-looking view interpreted through late-2025 market signals.

Brand Awareness - Gaming Computers
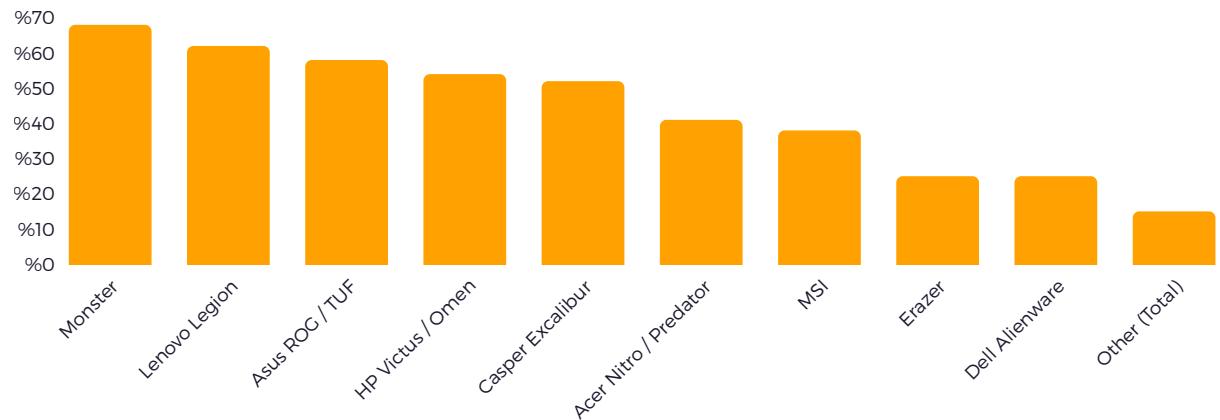
Methodology: The 2024 Gamer World study, conducted by VeriNays for Marketing Türkiye, was carried out with 400 gamers in Türkiye aged 15 to 45 who play games on mobile, PC, or console. The sample consisted of 400 women (25%) and men (75%) living across provinces nationwide. Interviews were conducted using the CAWI data collection method. The 2025 figures are estimated projections updated from the 2024 baseline in line with 2025 market signals, and do not represent a new field study.

Most recent publicly available field research: 2024

Source: Brands That Capture Gamers' Hearts - Marketing Türkiye & VeriNays Report
Source: Gaming in Türkiye | MENA | EU

Preferred Brands in Türkiye 2025

Gaming PCs

Our 2025 projections suggest that gamers' preference to "own" a gaming PC is shaped not only by technical performance but also by economic accessibility, service quality, and resale value. Based on current market signals, we see more rational criteria, such as service, warranty coverage, and long-term durability, becoming increasingly central to purchase decisions.

The table below is based on the Marketing Türkiye and VeriNays 2024 Gamer World study, and provides a forward-looking view interpreted through late-2025 market signals.

Ownership - Gaming Computers
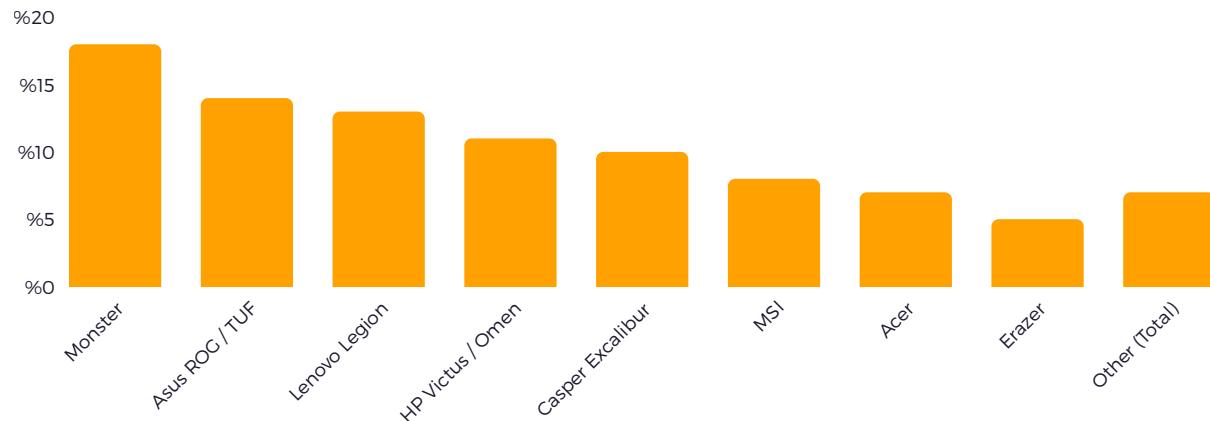
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Most recent publicly available field research: 2024

Source: Brands That Capture Gamers' Hearts - Marketing Türkiye & VeriNays Report
Source: Gaming in Türkiye | MENA | EU

Preferred Brands in Türkiye 2025
Gaming Equipment

In 2025, the focus in gaming peripherals appears to be shifting beyond pure performance toward ecosystem strength, brand trust, and the post-purchase experience. While global brands such as Logitech, Asus, and Razer maintain strong visibility through broad product lineups and robust distribution, the high presence of Razer, SteelSeries, and HyperX across e-commerce and the streamer/creator ecosystem helps reinforce their top-tier awareness.

The table below is based on the Marketing Türkiye and VeriNays 2024 Gamer World study, and provides a forward-looking view interpreted through late-2025 market signals.

Brand Awareness - Gaming Accessories / Equipment

Chart data (approximate values): Logitech %47, Asus %43, Razer %39, SteelSeries %37, HyperX %35, Monster %25, Corsair %17, Other %10

__Methodology__: The 2024 Gamer World study, conducted by VeriNays for Marketing Türkiye, was carried out with 400 gamers in Türkiye aged 15 to 45 who play games on mobile, PC, or console. The sample consisted of 400 women (25%) and men (75%) living across provinces nationwide. Interviews were conducted using the CAWI data collection method. The 2025 figures are estimated projections updated from the 2024 baseline in line with 2025 market signals, and do not represent a new field study.

Most recent publicly available field research: 2024

Source: Brands That Capture Gamers' Hearts - Marketing Türkiye & VeriNays Report
Source: Gaming in Türkiye | MENA | EU

Preferred Brands in Türkiye 2025
Gaming Equipment

Based on our 2025 projection update, Logitech continues to appear as a brand that maintains a strong position in gaming peripherals. Monster's Pusat line is also evaluated as one of the standout players on the ownership side in Türkiye, supported by an ecosystem effect driven by the accessibility of gaming PCs. In more specialized categories such as headsets and mice, global brands like Razer, Asus, HyperX, and SteelSeries show an increasing trend in both visibility and preference.

The table below is based on the Marketing Türkiye and VeriNays 2024 Gamer World study, and provides a forward-looking view interpreted through late-2025 market signals.

Ownership - Gaming Accessories / Equipment

Bar chart showing ownership percentages: Logitech ~37%, Monster ~23%, Razer ~19%, Asus ~17%, HyperX ~16%, SteelSeries ~15%, Corsair ~10%, Other ~5%. Y-axis from %0 to %40.

Methodology: *The 2024 Gamer World study, conducted by VeriNays for Marketing Türkiye, was carried out with 400 gamers in Türkiye aged 15 to 45 who play games on mobile, PC, or console. The sample consisted of 400 women (25%) and men (75%) living across provinces nationwide. Interviews were conducted using the CAWI data collection method. The 2025 figures are estimated projections updated from the 2024 baseline in line with 2025 market signals, and do not represent a new field study.*

Most recent publicly available field research: 2024

Source: Brands That Capture Gamers' Hearts - Marketing Türkiye & VeriNays Report
Source: Gaming in Türkiye | MENA | EU

Preferred Brands in Türkiye 2025
Gaming Chairs

Our sector observations for 2025 suggest that, in gaming chair preferences, the focus is shifting beyond ergonomics toward material quality (fabric versus leather) and after-sales support. In Türkiye's market, brands such as Rampage and xDrive tend to maintain strong awareness, while Hawk appears to have gained notable momentum recently through a user-experience-driven strategy. Global brands are also observed to be sustaining their influence, particularly in the premium segment.

The table below is based on the Marketing Türkiye and VeriNays 2024 Gamer World study, and provides a forward-looking view interpreted through late-2025 market signals.

Brand Awareness - Gaming Chairs
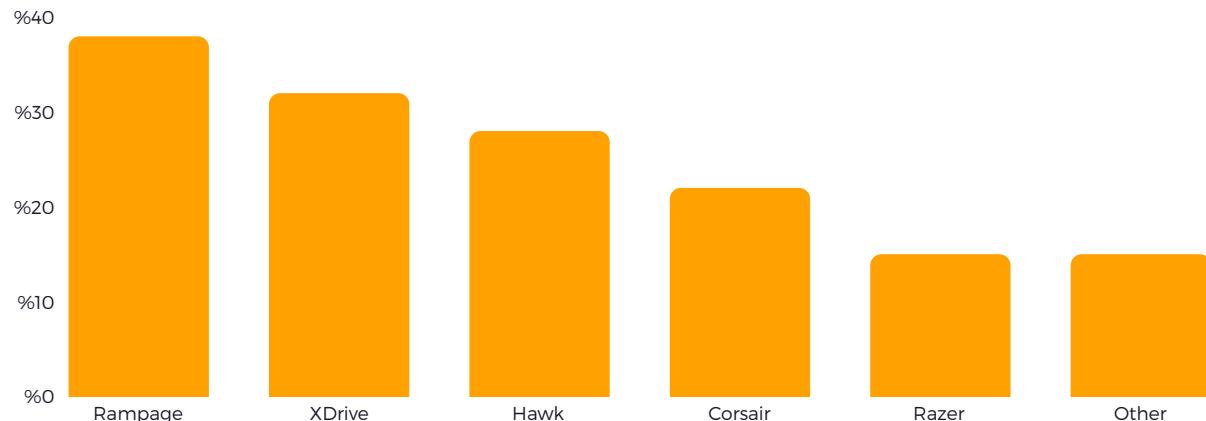
Methodology: *The 2024 Gamer World study, conducted by VeriNays for Marketing Türkiye, was carried out with 400 gamers in Türkiye aged 15 to 45 who play games on mobile, PC, or console. The sample consisted of 400 women (25%) and men (75%) living across provinces nationwide. Interviews were conducted using the CAWI data collection method. The 2025 figures are estimated projections updated from the 2024 baseline in line with 2025 market signals, and do not represent a new field study.*
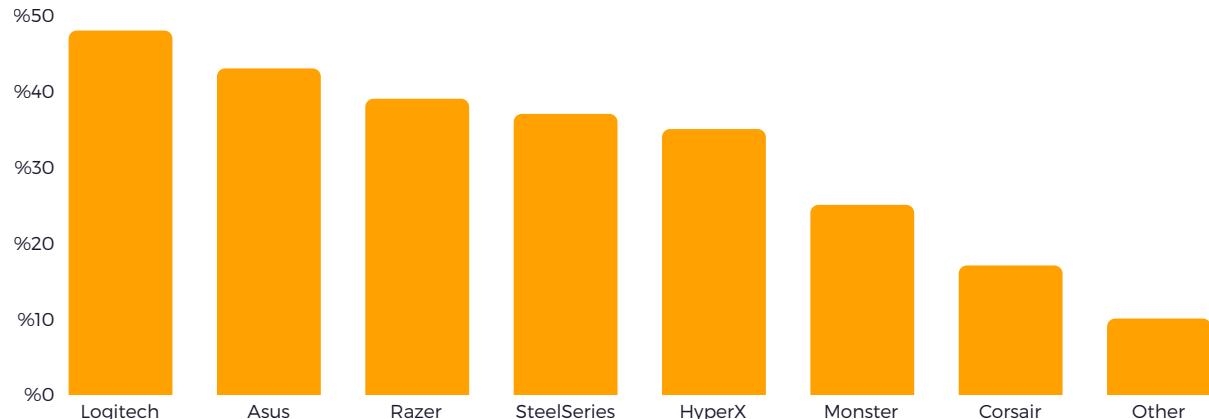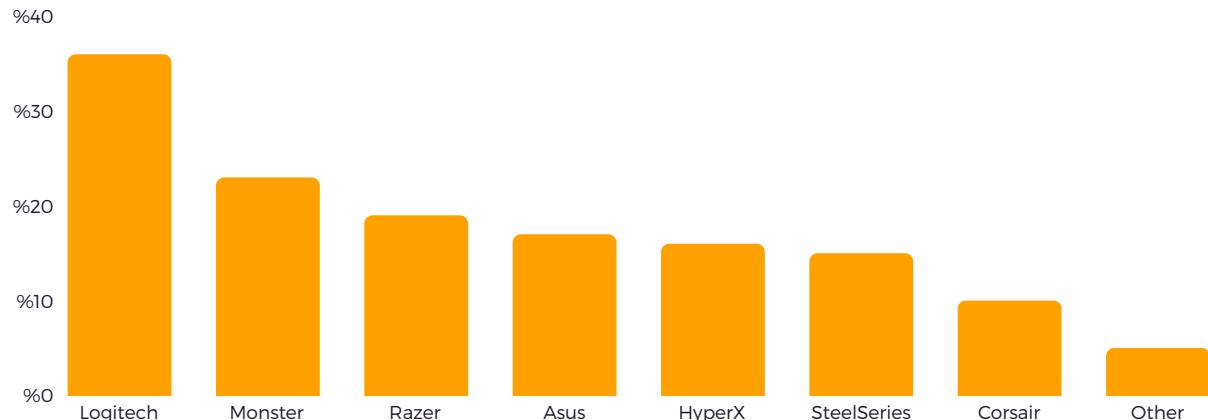
Most recent publicly available field research: 2024

Source: Brands That Capture Gamers' Hearts - Marketing Türkiye & VeriNays Report
Source: Gaming in Türkiye | MENA | EU

Preferred Brands in Türkiye 2025

The data in the "Most Preferred Brands in Türkiye" section is based on the 2024 Brands That Win Gamers' Hearts report by Marketing Türkiye and VeriNays, and has been reinterpreted in line with Gaming in Turkey's sector monitoring parameters and market signals listed below:

- E-commerce Signals: "Best Seller" rankings on leading channels such as Trendyol and Hepsiburada, and shifts in review volume and user feedback.

- User Preferences: A growing trend of gamers moving from entry-level products toward global lifestyle and high-performance brands such as Logitech G, SteelSeries, and Razer.

- Ecosystem Effect: The impact of PC sales volume on peripheral awareness, along with brand visibility within the streamer and influencer ecosystem.

These updates are projections prepared by our expert team to better reflect how the data translates into real-world market dynamics.

Note: These pages will be reviewed and updated by Gaming in Türkiye in line with any new field research conducted in 2026 or newly published market reports.

Criteria Influencing Purchase Decisions in Türkiye

In 2025, price-to-performance and promotions rank at the top of purchase drivers, especially under current economic conditions. However, for gamers, the decision no longer ends with the price tag. Review videos, influencer content, user comments, and store ratings increasingly serve as the final "approval step" before purchase. As online shopping becomes more widespread, fast and hassle-free delivery, easy returns or exchanges, and convenient payment options have also become critical. Simply put, no one wants to lose gaming time while waiting for gear or dealing with problems.

Purchase Drivers

- Price-to-Performance
- Discounts and Promotions
- Trust and Perceived Quality (brand trust, authorized seller, warranty)
- Product Experience (design, specs, customization)
- Social Proof (user reviews, ratings, recommendations from friends)
- Content Influence (review videos, blogs, influencer and tech channels)
- Payment Convenience (installments, payment options, fast checkout)
- Delivery Speed and Logistics
- Ease of Returns and Exchanges
- Support and Customer Satisfaction (after-sales service)
- Support for Local Brands
- Advertising and Marketing
- Eco-Friendly Products

Source: Gaming in Türkiye l MENA l EU

Turkish Mobile Gamer Habits

In Türkiye, mobile gaming is played by audiences across almost all age groups. Looking at the demographic distribution of mobile players, we see that the 18–44 age bracket makes up the majority of mobile game users. The 18–24 and 25–34 groups stand out as the two largest segments, followed by 35–44, while 45–65 holds a more limited share.

The main reason mobile games appeal to such a broad age range is their variety of genres and their ability to be played easily anytime and anywhere. This accessibility supports both quick, short-break play habits and more regular behavior spread across longer sessions.

Daily Time Spent on Mobile Games

10 Minutes	10%
30 Minutes	15%
1 Hours	20%
1 - 2 Hours	30%+
2 - 4 Hours	20%
4 - 10 Hours	5%
10 Hours+	
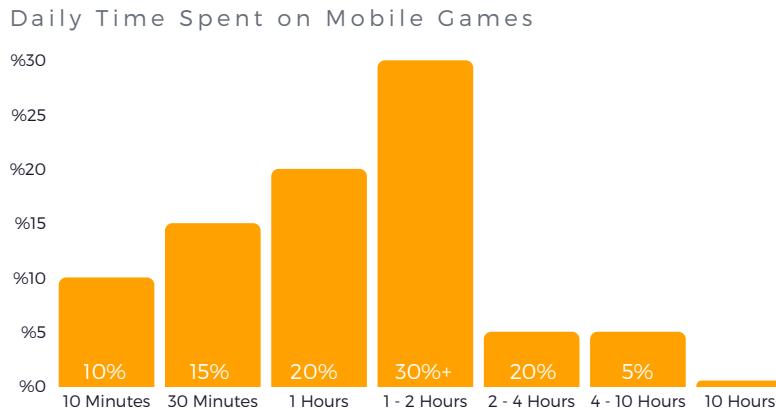
Age Range

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

Since information on this topic is limited, the figures provided are based on averages. The data was calculated using the averaged demographic profiles of players from the game companies we work with. No segmentation by game or player type was applied, and a general overall average was used. Age and gender shares may vary significantly by game genre.

Source: Gaming in Türkiye I MENA I EU

Turkish Mobile Gamer Habits

When we look at the mobile games that stood out in Türkiye in 2025, the distribution of genres by number of titles presents a clear picture. Simulation is the most represented category, followed by Action and Casual.

This pattern suggests that Türkiye's mobile market is shaped by both everyday entertainment and titles capable of building long-term engagement.

Simulation's lead indicates strong local demand for games that deliver a sense of managing, building, upgrading, and steady progression.

The strength of Action and Casual highlights the widespread appeal of games that offer fast-paced gameplay, competition, reflex-driven challenges, and satisfying experiences even in short sessions.

Overall, mobile gaming in Türkiye is not confined to a single genre. Both quick, easy-to-pick-up daily play and longer progression-driven experiences see strong demand at the same time.

Top Game Genres

iOS and Android
Genre distribution in the list, by number of games

Simulation
Action
Casual
Arcade
Racing
Puzzle
Sports
Strategy
Educational
Adventure
Board
Music
Word
Role Playing
Trivia
Entertainment
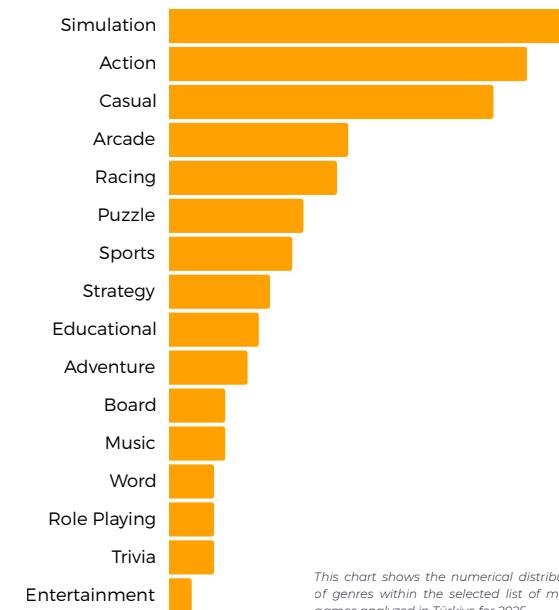
This chart shows the numerical distribution of genres within the selected list of mobile games analyzed in Türkiye for 2025.

Source: SensorTower, State of Mobile 2026
Methodology: Genre labels of the games included in the list were used.

Turkish Mobile Gamer Habits

Looking at the distribution of active users across mobile game genres in Türkiye, we see that while there are minor differences between iOS and Android, the overall pattern remains broadly similar.

Why Do They Play Mobile Games?

- Entertainment and Quick Escape (Short Breaks)
- Relaxation and Stress Relief
- A Sense of Progress and Growth
- Achievement and Rewards
- Competition and Challenge
- Socializing and Playing Together
- Creation and Personalization
- Exploration and Curiosity
- A Sense of Freedom and Control

Personal Interests and Simultaneous Activities

- Listening to music
- Watching TV
- Social media
- Movies and series
- Watching short-form videos
- Listening to podcasts
- Chatting with friends
- Food and snacks
- Education and learning

Genres by Active Users

iOS and Android, Total MAU by Genre

Genre
Action
Casual
Simulation
Arcade
Sports
Racing
Strategy
Adventure
Puzzle
Board
Educational
Word
Music
Role Playing
Trivia
Card
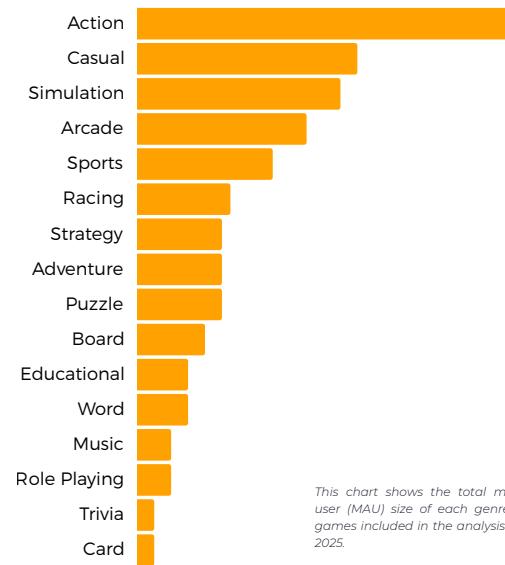
This chart shows the total monthly active user (MAU) size of each genre among the games included in the analysis in Türkiye for 2025.

Source: SensorTower State Of Mobile 2026
Source: Gaming in Türkiye I MENA I EU

Turkish Mobile Gamer Habits

Mobile players' game choices are shaped not only by genre preferences but also by a mix of factors such as the ad experience, social features, rewards, and performance. The importance of these factors can vary by age group.

Which In-Game Motivations Influence Gamers' Choices?

- Free to download and accessible
- Design, visual quality, and overall feel (including UI/UX)
- Story, progression, and motivation to advance
- Audio and music quality
- Performance, optimization (gameplay, compatibility with lower-end devices)
- Fair economy and low pay-to-win perception
- In-game reward structure, events, and seasons (Live Ops)
- Customization options (character, home, cosmetics)
- Ad frequency at a non-intrusive level
- Playing with friends (co-op) and social features (chat, clans)
- Solo and offline play options
- Community activity and creator influence (streamers, YouTubers)
- Publisher and brand trust, plus consistent update support
- Competitive structure (ranked) and tournament or esports support
- Account sync and cross-device continuity

Source: Gaming in Türkiye I MENA I EU

Turkish Mobile Gamer Habits

Mobile Game Genres by Consumer Spending

When we examine mobile players' spending habits in Türkiye in 2025, Strategy and Action emerge as the leading revenue genres. Strategy games increase monetization potential by keeping players engaged longer through long-term progression, resource management, clan or alliance dynamics, and competitive structures.

Strategy is followed by Action. In action titles, spending remains strong thanks to fast-paced gameplay, competition, and the impact of the live-service model, including events, seasons, and special bundles. Casual games rank third. With their broad reach and high replayability in short sessions, these titles continue to generate revenue, especially through affordable offers and continuity-focused content.

The overall picture shows that Türkiye's mobile spending economy is shaped around two main pillars. On one side are Strategy and Action games that drive long-term engagement and competition. On the other are Casual, Board, Puzzle, and Sports genres that grow through frequent, smaller purchases. This view suggests that mobile revenues in Türkiye are supported both by deeper, long-term experiences and by genres that build everyday play habits at the same time.

Bar chart of mobile game genres by consumer spending (highest to lowest): Strategy, Action, Casual, Board, Puzzle, Sports, Role Playing, Simulation.

Source: SensorTower State Of Mobile 2026

Turkish Mobile Gamer Habits

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

Mobile gaming is often consumed in parallel with social media, short-form video, and music.

Crypto
AI
Health
Digital TV
Navigation
Food
Shopping
Music
Life-Style
Photo Video
Entertainment
Social Media
Gaming

Source: SensorTower State Of Mobile 2026
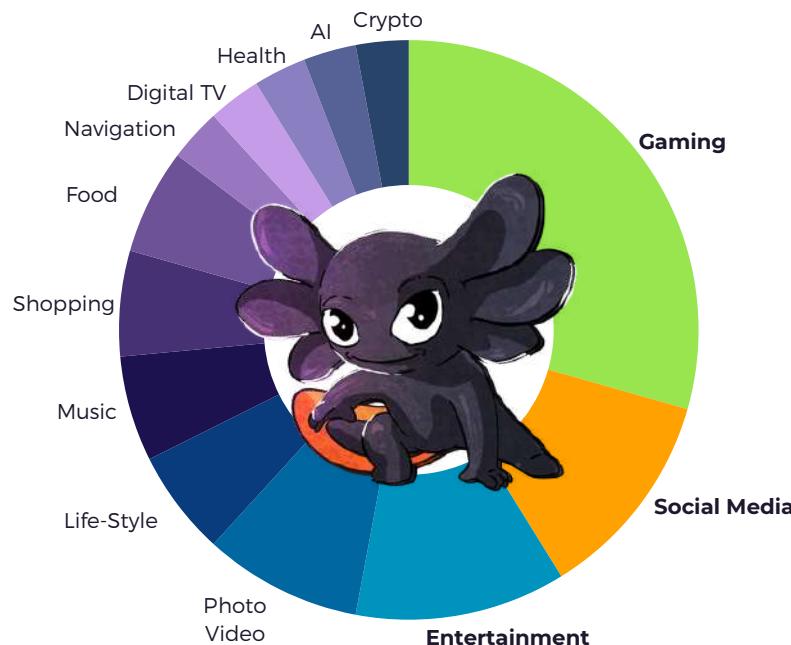
Android Ecosystem in Türkiye

Games

Among 72,489 active game publishers on Google Play, **1,282 are Turkish publishers** (2%). *(In 2024, this figure was 1,339 Turkish publishers out of 74,173 game publishers.)*

Out of 245,718 games on Google Play, **5,542** are published by Turkish publishers. *(In 2024, this figure was 5,783.)*

The average rating of the 5,542 games published by Turkish publishers on Google Play is 2.32 out of 5. *(In 2024, this average was 2.86.)* This is also lower than the overall average rating across all mobile games, which stands at 2.47.

3% of Turkish publishers' games are in the paid category. *(This was also 3% in 2024.)* 77% of the games include in-app advertising. *(Also 77% in 2024.)* Meanwhile, 31% of Turkish publishers' games offer in-app purchases. *(Also 31% in 2024.)*

Paid Games **3%**
In-App Purchases **31%**
In-App Advertising **77%**

37% of mobile game publishers in Türkiye publish their games on both Google Play and the App Store. *(In 2024, this share was 36%.)*

Methodology: *The data shared on this page has been compiled from open sources and reports, including 42matters.com. However, we cannot independently verify the absolute accuracy or comprehensiveness of the data.In particular, statistics such as the number of Turkish publishers and developers are limited by the scope of current data collection methods. Therefore, this information is provided to offer a general overview and should not be considered as a definitive assessment.*

Android Ecosystem in Türkiye
Apps

Among 534,563 publishers on Google Play, **3,301 are Turkish publishers** (1%). *(In 2024, this was more than 3,471 Turkish publishers out of 550,435 publishers.)*

Out of 1,825,140 apps on Google Play, **11,624** are published by Turkish publishers. *(In 2024, this was 12,024 apps out of 1,856,027.)*

The average rating of the 11,624 apps published by Turkish publishers on Google Play is 2.76 out of 5. *(In 2024, this average was 3.25.)* This is higher than the overall average rating across all mobile apps, which stands at 1.99.

7% of Turkish publishers' apps are in the paid category *(also 7% in 2024)*, while 41% include ads *(also 41% in 2024)*. 22% of the apps offer in-app purchases *(also 22% in 2024)*.

Paid Apps 7%
In-App Purchases 22%
In-App Advertising 41%

Looking at the distribution of Turkish publishers' apps, 68% are apps across various non-game categories, while 32% are games. *(This split was also 68% vs. 32% in 2024.)*

Methodology*: The data shared on this page has been compiled from open sources and reports, including 42matters.com. However, we cannot independently verify the absolute accuracy or comprehensiveness of the data.In particular, statistics such as the number of Turkish publishers and developers are limited by the scope of current data collection methods. Therefore, this information is provided to offer a general overview and should not be considered as a definitive assessment.*

Why is Localization Essential for Turkish Gamers?

According to **EF Education First's 2025 English Proficiency Index (EF EPI)**, Türkiye's position has declined compared to the previous year. The Netherlands remains the top-ranked country, as in prior editions, while Türkiye fell to 71st out of 123 with an EF EPI score of 488.

In the 2024 edition, Türkiye was ranked 65th out of 116 with a score of 497, meaning Türkiye dropped 6 places year over year in the EF EPI ranking.
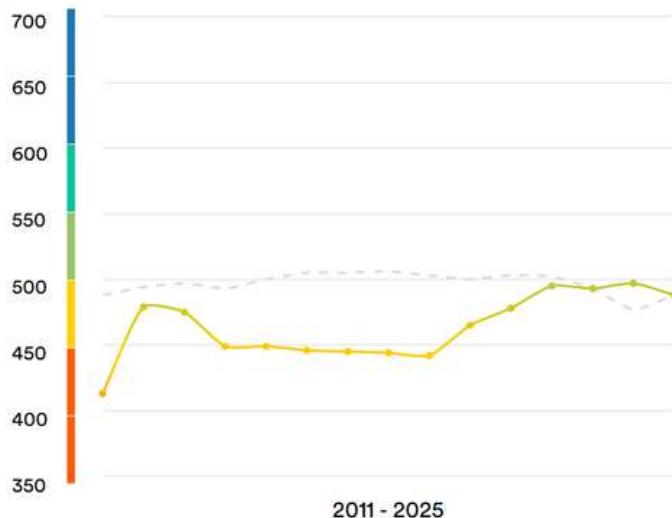
Global ranking: #71

Türkiye

2011 - 2025

Source: Education First English Language School English Proficiency Index List 2025

Why is Localization Essential for Turkish Gamers?

Türkiye delivered a strong performance in 2012, ranking 32nd, but experienced a decline in the years that followed. The country fell to 73rd in 2018 and ranked 79th in 2019. In 2020, Türkiye notably climbed by 10 places. Regaining momentum, Türkiye reached 64th in 2022, then placed 65th and 66th in 2023 and 2024, respectively, before dropping to 71st in 2025.

Localization holds significant importance in two key aspects: First, given that the foreign language proficiency rate in Türkiye is not very high, it is crucial to ensure that games are accessible to all players. Second, allowing players to experience games in their native language and with culturally relevant content enhances their overall enjoyment.

The gaming industry has recognized that localization is one of the most effective ways to reach Türkiye's dynamic player base and build a deeper connection with them. Large and mid-sized game companies are increasingly focusing on voiceovers, translations, and culturally adapted in-game elements to appeal to Turkish players. However, it is essential to understand that successful localization goes beyond translation, making a significant difference in player engagement.

Of course, understanding that localization is not just about translation or adding an Ottoman element to a game is a crucial factor for success.

Several key elements contribute to effective localization, including: working with an expert team, ensuring error-free translations, using fonts that support Turkish special characters (Öö, Çç, Şş, ı, İ, Üü, Ğğ), considering text length for proper UI placement, and adapting to Turkish sentence structure, where verbs appear at the end. Additionally, selecting the right voice actors, removing potentially sensitive religious or political content that may disturb Turkish players, and maintaining cultural accuracy are just some of the many factors that play a vital role in localization success.

Why is Localization Essential for Turkish Gamers?

- **Language and Writing Accuracy:** In localization efforts, ensuring grammatical accuracy and error-free writing is crucial for gaining players' trust. Therefore, translations must be handled by expert teams who are proficient in the target language. However, accurate translation alone is not enough. The natural flow of dialogues, clarity and readability of commands, and consideration of regional language differences are also essential. For example, spoken Turkish and formal Turkish have significant differences, and these distinctions must be adapted appropriately to match the tone and theme of the game.

- **Adaptation to the Characteristics of Turkish:** The unique features of the Turkish language influence both technical and aesthetic decisions in the localization process. For example:
  - Proper font selection and game engine compatibility are essential to support Turkish characters such as Ö, Ç, Ş, ı, İ, Ü, and Ğ.
  - In Turkish sentence structure, verbs typically appear at the end of the sentence, which can sometimes cause text overflow in UI elements. To prevent such issues, text length must be carefully optimized.
  - Correct alignment of menus and subtitles directly impacts the player experience. Misaligned text or missing Turkish characters can disrupt immersion and distract players.

- **Voiceover Quality:** Voiceover is one of the most noticeable and player-recognized aspects of localization. Selecting the right voice actors is crucial to bringing in-game characters to life. During the voiceover process:
  - The natural flow of dialogues should be preserved, ensuring that the intonation and speaking style match what Turkish players are familiar with.
  - Synchronization must align with the phonetic structure of Turkish; especially in animated scenes, speech should be properly synced with character movements.
  - Game-specific terms and jargon should be translated accurately, maintaining their intended meaning and context within the game world.

Why is Localization Essential for Turkish Gamers?

- **Cultural Sensitivity:** The Turkish gaming community is highly sensitive to religious and political themes. Therefore, during the localization process, elements that might cause discomfort among players should be carefully analyzed:
  - References to sacred values, religious holidays, or religious themes should be handled sensitively, avoiding negative connotations.
  - Political content within the game's storyline should be carefully evaluated. Phrases or symbols that could lead to misinterpretation should be adjusted or modified.
  - Humor elements should be adapted to resonate with Turkish culture; what may be funny for foreign players might be meaningless or even offensive to Turkish players.

- **Effective Use of Cultural Elements:** Proper integration of cultural elements during localization enhances player engagement and immersion. However, this should not be limited to simply adding superficial Ottoman or Turkish cultural references. For example:
  - In historical games, references to the Ottoman Empire or Turkish mythology should be realistically and thoroughly portrayed, ensuring historical accuracy and cultural depth.
  - In modern-themed games, elements reflecting Türkiye's contemporary culture can be incorporated; for example, Turkish street food, local music, or characters using common Turkish expressions to enhance authenticity.

- **Importance of Technical Details and Optimization:**
  - All language files should be optimized to ensure that in-game texts display correctly across different device screens.
  - Turkish characters must function properly within the game engine. Missing or incorrect character rendering can undermine player trust in the game.
  - Post-translation testing should be conducted thoroughly to ensure that all texts are placed in the correct context and that content remains consistent throughout the game.

Music is an Indispensable Part of Gaming

In gaming, music is like an "invisible interface" for the player experience. It shapes emotion, boosts tempo and focus, and can carry the entire atmosphere on its own. That's why using music well is not only about entertainment. It is a layer that directly influences retention, mood, and brand perception.

We are sharing Spotify's annual data in this section for a clear reason: to bring the artists and trends that young audiences in Türkiye already listen to into the same conversation with game companies and the wider industry. The goal is to highlight music's weight within the gaming ecosystem and enable smarter matchmaking for potential collaborations, such as in-game events, concert or performance integrations, branded playlists, launch content, and influencer plus artist pairings.

Artists Shared Across the 2024 Console and 2025 Overall Lists

- BLOK3
- Ati242
- Semicenk
- Era7capone
- Lvbel C5
- UZI
- Motive

"The strongest overlap between the gaming audience and broader youth trends."

Note: Since Spotify did not publish a console breakdown in 2025, the "console" data is taken from the 2024 summary.

Source: Spotify, 2025 Wrapped

Music is an Indispensable Part of Gaming

Most Listened Artists in Türkiye 2025

- BLOK3
- Ati242
- Semicenk
- Era7capone
- Lvbel C5
- UZI
- Sezen Aksu
- Poizi
- Motive
- AKDO

Most Listened Songs in Türkiye 2025

- SEVMEYİ DENEMEDİN – BLOK3
- Sen Kaldın – Semicenk
- Keşke – BLOK3, Ati242
- SONBAHAR – Era7capone, Poizi, SNOW
- Sana Güvenmiyorum
  - *Dedub Sessions – Dedublüman, Aleyna Tilki*
- ÇIKAR BİRİ KARŞIMA – Poizi, Era7capone, SNOW
- Gözlerinden Gözlerine – Semicenk
- git – BLOK3
- Italy Forma – Ati242
- napıyosun mesela? – BLOK3

Most Listened Albums in Türkiye 2025

- Manifesto - Ati242
- manifestival - manifest
- OBSESIF - BLOK3
- SÖZDE KİMSELER SEVMİYOR - Lvbel C5
- AKKOR - Melike Şahin
- 7EDI - Era7capone
- Divane - Yaşar
- Kan - UZI
- İkinci Hal - Bengü
- Festival - Kenan Doğulu

Source: Spotify, 2025 Wrapped

Characteristics of Turkish Gamers
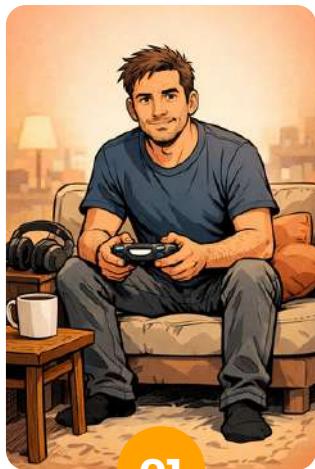
01

Gamers Aged 30 - 40

02

Gamers Aged 25 - 30

03

Gamers Aged 18 - 24

04

Gamers Aged 12 - 18

Source: Gaming In Türkiye | MENA | EU

Characteristics of Turkish Gamers

01

02

03

04

Gamers Aged 30 - 40	Gamers Aged 25 - 30	Gamers Aged 18 - 24	Gamers Aged 12 - 18
• **Work and Family:** With responsibilities across work and family, gaming time is clearly limited.	• **Employment Status:** Mostly in regular employment, so gaming time tends to be more planned.	• **Education and Work:** University student or early career, with part-time work or internships being common.	• **Education Status:** Mostly middle school or high school students.
• **Device Use:** Mobile plus PC/console, with "easy access" and "quick enjoyment" standing out.	• **Device Use:** Uses PC/console alongside mobile, with higher expectations for performance and comfort.	• **Device Use:** Hybrid mobile plus PC/console, where party and co-op play with friends matters.	• **Device Use:** Mobile-first; access to PC/console varies by household and budget.
• **Gaming Motivation:** Relaxation, switching off, nostalgia, and short social moments with friends or party play.	• **Gaming Motivation:** Stress relief, socializing, and competition. Regular play habits with friends are common.	• **Gaming Motivation:** Competition, self-improvement, and community, with strong motivation to watch and create content (Twitch, YouTube, short-form).	• **Gaming Motivation:** Fun, social circles, not missing what's trending, and status through skins or cosmetics.
• **Time:** Mostly in the evenings and whenever there is a chance. Micro-sessions (short play sessions) are common.	• **Time:** Evenings and late nights, with shorter but more focused sessions such as ranked, party play, or events.	• **Time:** Tends to shift toward late-night hours; seasonal intensity (exams or work) affects playtime.	• **Time:** Shaped by school and study routines; shorter sessions on weekdays, longer play on weekends.
• **Spending Power:** Relatively strong but selective, with a preference for brands associated with quality and trust.	• **Spending Power:** Spends from personal income and is sensitive to discounts, bundle value, and offers like battle passes.	• **Spending Power:** Begins managing a budget, with more selective, value-focused spending.	• **Spending Power:** Limited by allowance or parental approval; low-priced bundles and code or gift mechanics are effective.
• **Overall Traits:** Wants clear value, may disengage quickly from complex systems, and favors user-friendly experiences.	• **Overall Traits:** Cares about technical quality; optimization, ping, and device compatibility can be decision drivers.	• **Overall Traits:** Tries new games quickly, follows events, and reacts fast to campaigns.	• **Overall Traits:** High digital content consumption; adapts quickly to communities and in-game social activities.

Source: Gaming In Türkiye | MENA | EU

Characteristics of Turkish Gamers

Perspectives of Turkish Gamers Regarding Games

- Exploration and new worlds, memorable experiences
- Immersion through story, characters, and atmosphere
- Competition, improvement, and "proving yourself"
- Socializing: teaming up with friends, spending time together
- Belonging: being part of a clan, guild, or community
- Personalization: skins, cosmetics, expressing identity
- Live service: seasons, events, limited-time content
- Progression and collecting: missions, achievements, items
- Relaxation and escape: stress relief, hobby time
- Watching/creating: connecting through streams, videos, and content
- Prestige: rank, achievements, visible status

Emotions

- Excitement
- Curiosity
- Enjoyment
- Satisfaction and Achievement
- Belonging
- Competition and Drive
- Stress
- Impatience
- Anger
- Disappointment and Defeat
- Relaxation
- Nostalgia
- Fear of Missing Out (FOMO)
- A Sense of Control and Power

Characteristics of Turkish Gamers

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

A) Identity, Status, and Social Drivers

- Social prestige and status (skins, cosmetics, visibility in rankings)
- Personalization (making the character, gear, or world "mine")
- Standing out in the community (clan or guild presence, exclusive badges, names)

B) Progression, Competition, and Advantage

- Progressing faster and more comfortably
- Staying competitive (power growth, ranking goals)
- Performance and comfort (especially in competitive games)

C) Content, Experience, and Fun

- Fun and enjoyment (a hobby)
- Access to new content (seasonal content, event bundles)
- Unlocking extra or exclusive playable content (DLC, special modes, characters)
- Collecting (rare or unique items, completing sets)
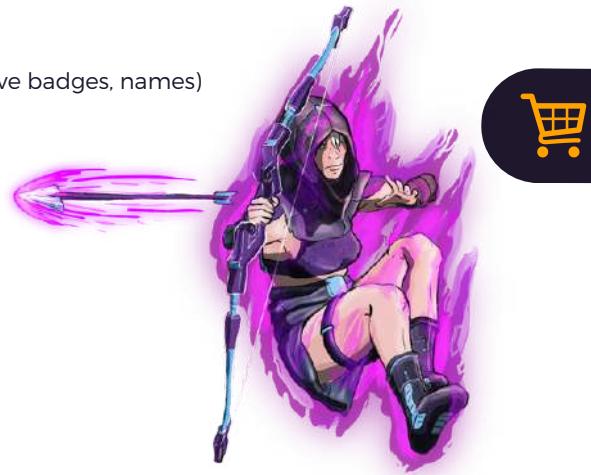
Source: Gaming In Türkiye | MENA | EU

Characteristics of Turkish Gamers

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

D) Model and Game-Specific Drivers

- Battle pass and seasonal opportunities (reward tracks, mission-driven motivation)
- Subscription benefits (consistent value bundles, perks)
- Ad-free, more comfortable play (especially on mobile)
- Discounts and special offers (price sensitivity with value-focused purchases)

E) Connection and Loyalty

- Supporting a favorite game or developer (loyalty, "they deserve it" feeling)
- Joining early access or beta phases (being among the first)

Turkish players' spending motivation is mainly driven by three things: a better experience (fun and comfort), feeling stronger (progression and competition), and expressing themselves (identity and status). In addition, seasons, battle passes, subscriptions, and limited-time offers act as key triggers for spending. In short, players do not feel like they are "spending money." They feel they are saving time, enjoying the game more, and strengthening their place within the community.

Source: Gaming In Türkiye | MENA | EU

Beverages Consumed by Turkish Gamers While Playing Games

Beverage choices while gaming vary by platform (mobile, PC, console), session length, and personal routines. As of 2025, the most recent publicly available study in Türkiye that measures this topic with category and brand breakdowns is from 2024. For this reason, the ratios on this page reference the 2024 research, while we also add brief notes on the trends we observed in 2025. In longer sessions, focus and comfort become more important, while in shorter sessions, practicality and easy access tend to stand out.

General Category Based

Category	Percentage
Water	%78
Coke	%46
Hot Tea	%36
Hot Coffee	%34
Fruit-Flavored Soda	%28
Cold Tea	%27
Energy Drink	%26
Flavored Mineral Water	%24
Ayran	%15
Other	

Brand Based

Coca-Cola	pepsi	Lipton	NESCAFÉ	Red Bull
%35	%11	%7	%6	%5

Most recent publicly available field research: 2024
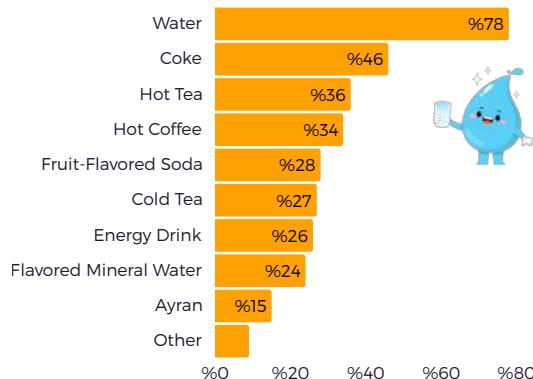
Water continues to be the "default" choice across most gamer segments. At the same time, interest appears to be growing in "lighter" and more balanced options, such as iced tea or ayran. Mobile players tend to have shorter but more frequent sessions, so they often prefer drinks that are easy to grab and consume. In this segment, convenience and instant consumption are more pronounced drivers.

Among PC players and those who spend long hours at a desk, "habit drinks" stand out more, including hot beverages like tea and coffee as well as carbonated soft drinks. For the 18–25 age group, it is no surprise that energy drinks and flavored options become more visible, especially in competitive play or longer sessions.

Globally, gamer beverage preferences are shifting toward sugar-free or zero variants, iced coffee, and functional products focused on energy and concentration. A similar direction is expected in Türkiye. For brands, the key question is no longer only "what is being consumed," but which drink is chosen in which session and for what need.

Brand preference is strongly influenced by availability, price, habit, and campaign visibility. In-game advertising, influencer collaborations, and retail campaigns such as code and reward mechanics are among the most effective triggers that accelerate trial in this category.

Nutrition Habits of Turkish Gamers

Global research suggests the stereotype that gamers "always eat unhealthy" is not always accurate. In Türkiye, the most recent publicly available category-level study on this topic is from 2024, so the ratios below reference 2024 data. We also include brief 2025 trend notes based on academic findings and observed patterns. In short, longer sessions favor convenience and quick consumption, while competitive play makes "focus" products like caffeine and energy drinks more visible.

Gamers' Food Preferences

Food	Percentage
Döner	%75
Hamburger	%64
Pizza	%52
Lahmacun - Pide	%49
Çiğ Köfte	%43
Kebap	%31
Tantuni	%24
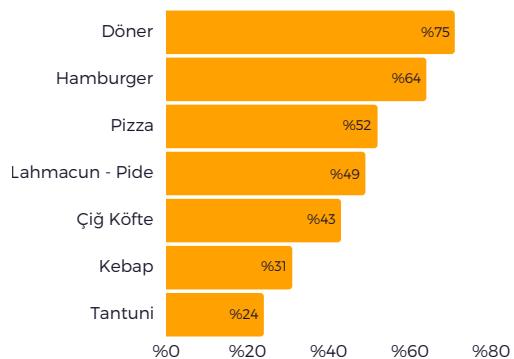
General Food Preferences

- Chips
- Nuts & Seeds
- Chocolate / Chocolate-Covered Wafers
- Fruit
- Popcorn
- Crackers / Savory Biscuits
- Sweet Biscuits / Cookies
- Homemade Sweet Snacks (cake, biscuits, etc.)
- Packaged Cakes (Topkek, Popkek, Dankek, etc.)
- Ice Cream
- French Fries
- Homemade Savory Snacks (crackers, etc.)
- Dried Fruits (dried apricots, raisins, etc.)
- Desserts (milk-based / syrup-based sweets)
- Pizza
- Hamburger
- Toast / Yengen, etc.
- Home-Cooked Meals
- Pide / Lahmacun
- Sandwich
- Nuggets / Chicken Bites / Chicken Wings
- Onion Rings
- Mozzarella Sticks / Cheese Sticks
- Other

By Downloads
Applications

#	Application
1	Trendyol Go
2	Yemeksepeti
3	getir
4	Tıkla Gelsin
5	Domino's Pizza
6	McDonald's
7	Algida ile Kazan
8	Starbucks
9	Nutella
10	Kahve Dünyası

Fast Food Brands

Brand	Percentage
Burger King	%16
McDonald's	%7
Popeyes	%7
Domino's	%7
KFC	%5

Most recent publicly available field research: 2024

62

Nutrition Habits of Turkish Esports Players

A 2025 academic study conducted with university students in Türkiye by researchers at Necmettin Erbakan University (Konya) suggests that esports players can show significant differences compared to non-esports participants in certain convenience-driven consumption habits, particularly energy drink intake, and in meal patterns, such as skipping breakfast. However, broader indicators like physical activity, sleep duration, and adherence to the Mediterranean diet are reported to be similar between the two groups.

Note: The findings are based on a cross-sectional study conducted with university students in Türkiye. The results should be interpreted as differences between groups rather than cause-and-effect relationships.

Topic Headings	Esports Players	Non-Esports Players	Results
Participant Group	115 participants	110 participants	Türkiye, university students
Average Age	20,5	21	Age-similar groups
Energy Drink Consumption	34,80%	12,70%	Significantly higher among esports players
Skipping Breakfast	68,30%	46,20%	Higher among esports players
Packaged Snack Consumption Tendency	Higher	Lower	Higher among esports players (no percentage reported for this finding)
Physical Activity	Similar	Similar	No major difference reported
Sleep Duration	Similar	Similar	No major difference reported
Mediterranean Diet Adherence	Similar	Similar	No major difference reported
Method	One-time online survey	One-time online survey	Does not prove cause and effect; shows differences between groups.

Source: British Journal of Nutrition - Necmettin Erbakan University (Konya), Türkiye (2025)

GAMING INDUSTRY AND GENERAL INFORMATION IN TÜRKİYE

Gaming Market in Türkiye

2025 was not only a year of growth for Türkiye's gaming industry, but also a year when transformation became more visible, competition intensified, and gaming increasingly evolved into a cultural platform. While the market expanded in TRY terms under the impact of FX movements, the sector also continued to grow steadily in USD terms.

As the player base kept expanding, consumption behavior became clearer. In Türkiye, gaming is no longer just a form of entertainment. It is a space for social connection, content creation, competition, and identity expression. That is why reading the market only through revenue is incomplete. Communities, platforms, content ecosystems, and in-game economies are now the true engines of the industry.

Developments throughout the year on the platform side once again demonstrated how large and influential Türkiye's gaming communities are. At the same time, regulation, access, and content safety proved to be parameters that directly shape the sector. This reality raises the stakes for both brands and publishers, making it as important to protect player trust as it is to reach players.

For local studios, the picture in 2025 is clearer. Strong production continues on mobile, while visibility and prestige-driven moves on PC and console are increasing. This signals that Türkiye is advancing in game production not only in volume, but also in diversity, quality, and alignment with global markets.

Overall, 2025 was a strong year that reaffirmed Türkiye's scaling potential, while also underlining the need to address the investment climate, talent development, regulatory balance, and global competitiveness more strategically to achieve sustainable growth.

Gaming Market in Türkiye

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

2024		2025	
Industry Size (In USD Terms)	Exchange Rate	Industry Size (In USD Terms)	Exchange Rate
810 Million USD	32.51 TL	1 Billion 10 Million USD	39,49 TL

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

2024	2025
Industry Size (In TL Terms)	Industry Size (In TL Terms)
26.333.100.000 TL	39.884.900.000 TL

As a result, once the rise in exchange rates is taken into account, the industry appears to have expanded not only in nominal terms but also in overall market scale. Growth stands at 24.69% in USD terms, while it reaches 51.46% in Turkish Lira terms.

In Türkiye, a significant share of mobile app revenue is generated by games from foreign publishers and game companies. This highlights a key priority for strengthening the local gaming ecosystem sustainably within a growing market. Capabilities that increase domestic revenue share, including publishing, marketing, live operations, and global scaling, are becoming critical.

Source: SensorTower State Of Mobile 2026
Source: Gaming in Türkiye | MENA | EU

Gaming Market in Türkiye

The Most Remarkable Developments in 2025

Roblox Opens an Office in Türkiye!

Many of our readers will remember the access restrictions in 2024 and the uncertainty that followed. In 2025, that uncertainty began to give way to a clearer picture. Roblox, which has faced access restrictions in Türkiye for around 1.5 years, has taken steps that signal it views Türkiye not only as a large user base, but as a long-term ecosystem. By establishing an official local entity under the name Roblox Turkey Teknolojik Destek ve Danışmanlık Hizmetleri Limited Şirketi, Roblox opened its Türkiye office and launched its commercial operations with a TRY 35 million paid-in capital.

This development is both encouraging and exciting for us, because it is not only about a platform being present in Türkiye. It also means clearer points of contact for process management, communication, and accountability. From KVKK compliance and child safety to moderation and advertising models, 2026 could be a year where grey areas are addressed through more concrete steps and more direct dialogue.

This development is also a sign that Türkiye remains a must-have market for global giants. While there is no confirmed decision yet, Roblox's move suggests it could help pave the way for lifting the access restriction in Türkiye. If access is restored and Roblox becomes active again, it would not only benefit players. It would also mean a revival for the wider ecosystem, including developers building games on Roblox, content creators, influencers, and brands. Because Roblox is less a platform that is simply "played" and more a world that is produced, monetized, and sustained through its economy: mini-games, avatar items, creator collaborations, and community events. If this engine starts turning again, 2026 could be the year the Roblox ecosystem in Türkiye grows on a healthier and more professional foundation.

Gaming Market in Türkiye

The Most Remarkable Developments in 2025

Made in Türkiye 2025 Festival (Steam)

In November 2025, Steam launched a dedicated showcase highlighting Türkiye-made games under the title "Made in Türkiye 2025 | Festival of Games." The event ran from November 17 to December 1, bringing together 500+ games from 150+ Turkish studios on a single page for players to discover.

What made the festival important was not just the discounts. It also featured new demos, a curated discovery page designed to make browsing easier, and developer livestreams from selected studios. For local developers on PC, this event created an opportunity to grow through the power of the right storefront visibility rather than advertising budgets, helping many teams increase wishlists, expand communities, and gain global exposure.

We see platform-led festivals like this as highly valuable and genuinely effective. They help Turkish studios reach global players faster. When the right storefront visibility comes together, discovery increases, wishlists grow, and communities expand.

Gaming Market in Türkiye

The Most Remarkable Developments in 2025

PUBG MOBILE European Championship (PMSL Europe)

The PMSL Europe 2025 Spring season delivered an unforgettable Grand Final in Istanbul, welcoming thousands of esports fans. With 24 teams competing for a $200,000 prize pool, Turkish teams made a clear statement throughout the tournament.

Although Team Falcons secured the championship, Fire Flux (2nd), İDA Esports (3rd), and Regnum Carya (4th) claimed three of the top four spots, powerfully underlining Türkiye's impact on the European stage. As a result, Team Falcons, Fire Flux, İDA, and Regnum Carya earned their tickets to the PMWC (PUBG Mobile World Cup) and secured their place on the global stage. The tournament's MVP award went to Coa77.

We congratulate all of our teams, as well as the PUBG MOBILE and Tencent teams in Türkiye and globally, for their efforts in delivering this major event. Together, they once again showed the world just how talented and passionate Türkiye is in esports.

Gaming Market in Türkiye

The Most Remarkable Developments in 2025

Technology Fast 50 | Deloitte Türkiye: The First Year for Gaming!

The 2025 results of Deloitte's Technology Fast 50, which identifies Türkiye's fastest-growing technology companies, once again highlighted the gaming industry's role within the broader ecosystem. The list is a strong example of how creativity can translate into measurable economic value. Notably, this year's results show that 3 of the top 10 fastest-growing companies are game studios, reflecting the sector's momentum through hard numbers.

What stands out even more this year is the introduction of a dedicated "Gaming Category", added to the program for the first time with contributions from Xsolla and Lorien. This step signals that game studios have moved beyond being simply a sub-branch under the general "technology" umbrella and that the sector carries substantial growth potential in its own right. In a ranking where multiple disciplines converge, gaming earning a distinct place is also a meaningful indicator for the industry's long-term sustainability.
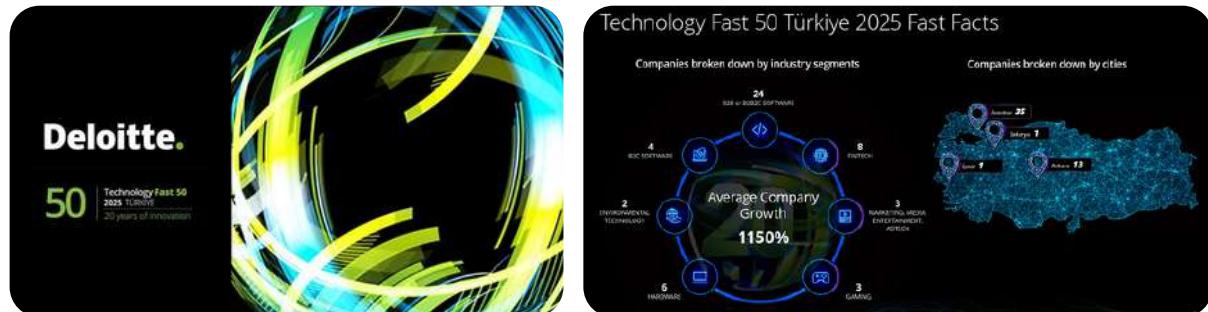
Gaming Market in Türkiye

The Most Remarkable Developments in 2025
Record Growth in Mobile Gaming Advertising Spend in Türkiye

According to AppsFlyer's The State of Gaming for Marketers – 2026 report, global user acquisition (UA) spend in gaming grew by 3.8% year-on-year in 2025, while growth became harder to sustain in mature markets such as the United States and budgets were managed more cautiously. In contrast, Türkiye stood out as one of the leading growth markets, posting a strong +29% increase despite the broader slowdown. This indicates that for global brands and investors, Türkiye is not only an emerging market, but an increasingly important hub where budgets are being reallocated—supported by player quality, time spent in games, and scalability potential. As the industry evaluates topics such as potential restrictions or local representation requirements, protecting this investment momentum will be critical for long-term growth and export ambitions across the sector.

Paid User Acquisition (UA) Rates by Genre and Platform
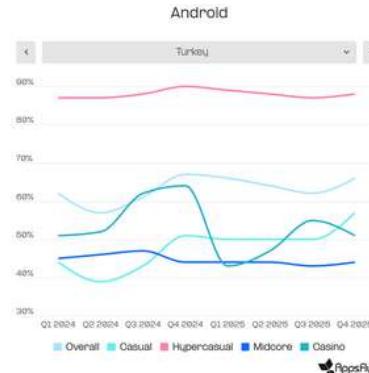
Investments in the Gaming Industry

Start-ups Found in Türkiye over the Years
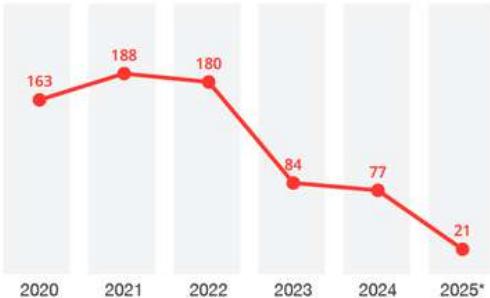
- 2020: 163 game startups
- 2021: 188 game startups
- 2022: 180 game startups
- 2023: 84 game startups
- 2024: 77 game startups
- 2025: 21 game startups

Out of 1,184 game startups founded in total, 430 have shut down, while 754 are still operating.

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

- 2020: 4 deals, total $2.0B
- 2021: 7 deals, total $47M
- 2022: 6 deals, total $143M
- 2023: 2 deals, total $4M
- 2024: 6 deals, total $56M
- 2025: 1 deal, total $1.3B

Source: Startups.watch "Gaming_Snapshot_For Türkiye V5.3" Report

Investments in the Gaming Industry

Most Funded Start-Ups in 2025 and Top Investors

TOP GAMING DEALS (LAST 12 MONTHS)	
goodjob	$60M
	$30M
BIG GER	$25M
goodjob	$23M
circle	$7.3M

MOST ACTIVE GAMING INVESTORS (LAST 6 MONTHS)[2]	
BIGG	6
APY	3
PLAY	2

Top 5 Exits in the Turkish Gaming Sector

TOP EXITS (ALL TIME)		TOP ACQUIRERS (ALL TIME)	
peak	$1.8B		7
	$250M+		1
	~$200M	ROVIO	1
rollic	$180M	SciPlay	1
alictus	$100M		

- Peak Games – $1.8 billion
- Gram Games – $250 million
- Masomo – $200 million
- Rollic – $180 million
- Alictus – $100 million

Source: Startups.watch "Gaming_Snapshot_For Türkiye V5.3" Report

Investments in the Gaming Industry

How much money was invested in the Turkish gaming sector in 2025?

GAMING INVESTMENTS (ANGEL & VC DEALS)
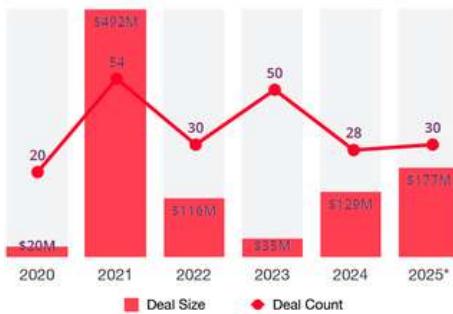
- 2020: 20 deals, total $20M
- 2021: 54 deals, total $492M
- 2022: 30 deals, total $116M
- 2023: 50 deals, total $35M
- 2024: 28 deals, total $129M (+)
- 2025: 30 deals, total $177M (+)

The figures in the table cover investments made in Türkiye only, and do not include asset sales.

Overall Ecosystem Snapshot (2025 Q3, YTD)
In the first nine months of 2025, Türkiye's startup ecosystem recorded $416 million invested across 240 funding rounds (as of September 30, 2025). By investment volume, fintech, gaming, and AI stood out, while activity fluctuated quarter by quarter and Q3 2025 became the strongest quarter of the year. In addition, foreign investor participation rising to 18% suggests that international interest began to recover compared to 2023–2024.

While fintech, gaming, and AI led investment volume, activity fluctuated quarter by quarter and Q3 2025 emerged as the strongest quarter of the year, supported in particular by major deals such as Midas and Good Job Games. Another key signal is the high concentration of capital in a small number of startups, with 64% of the first nine months' total coming from just four companies. This suggests that "scaled rounds" have become a defining dynamic in the ecosystem. Foreign investor participation rising to 18% is also a positive sign, indicating a recovery in international interest compared to 2023–2024. Overall, this picture supports the view that gaming startups remain one of the core verticals attracting investment in Türkiye.

The data covers the first nine months of 2025 (2025 Q3, year-to-date).

Investments in the Gaming Industry

Company	Investor	Amount Invested
Grand Games	Balderton Capital (lead), Laton Ventures, Bek Ventures, Mert Gür	USD 30.000.000
Good Job Games	Menlo Ventures (lead), Arcadia	USD 23.000.000
Good Job Games	Menlo Ventures & Anthos Capital (co-lead), Bessemer Venture Partners	USD 60.000.000
Bigger Games	Goodwater Capital (lead), Arcadia Gaming Partners, Index Ventures, Play Ventures	USD 25.000.000
Circle Games	BITKRAFT Ventures (lead), a16z Speedrun, Play Ventures, APY Ventures, e2vc	USD 7.250.000
Fuse Games	Griffin Gaming Partners (lead), Lakestar, NFX Capital, Actera	USD 7.000.000
TaleMonster Games	General Catalyst (lead), a16z Speedrun, Arcadia Gaming Partners, Ludus Ventures	USD 7.000.000
Mega Fortuna (Richie Games)	Aonic	USD 10.000.000

Investments in the Gaming Industry

Company	Investor	Amount Invested
Playable Factory	Ludus Ventures	Undisclosed
Tark Games	Ludus Ventures (lead), APY Ventures, Maxis Ventures	USD 2.500.000
Alpaka Games	Ludus Ventures, a16z Speedrun, Revo Capital	USD 2.250.000
Mavis Games	Habby	USD 2.000.000
Surpass Games	Laton Ventures	USD 1.500.000
HOGO Games	Red Axe Games, Angel investor group	Investment at a USD 5M valuation (amount undisclosed)
SekGames	Qatar Development Bank (Startup Qatar Investment Program)	Undisclosed
Dream Games	CVC (Strategic Investment)	Undisclosed (valuation in the press at around USD 4–5B)

Investments in the Gaming Industry

Company	Investor	Amount Invested
Cypher Games	The Raine Group, Play Ventures	USD 30.000.000
GameByte	Webrazzi GSYF	USD 1.000.000 (at a $10 million valuation)
Abrakadabra Games	Link Bilgisayar	USD 2.000.000
SuperGears	Hedef Portfolio, APY Ventures, and KRAFTON (follow-on investment: The TMRW Foundation, ACK Ventures, Yıldız Tekno GSYO, İbrahim Akman, Emre Yıldız).	USD 2.100.000 (Seed)
Pax Animi Games	Entertech First Venture Capital Investment Fund (Entertech GSYF), a fund established in partnership with Yapı Kredi Portfolio Management Inc. and Entertech Istanbul Technopark.	USD 250.000

This list includes details of investment deals completed in Türkiye's gaming sector as of 2025. However, to keep the report focused and easy to navigate, investments of $50,000 and below have been excluded.

While smaller deals also contribute to the ecosystem's growth, this report concentrates only on funding rounds above a defined threshold. Since the report is designed to be continuously updated, investors and startups who believe their deal is missing are welcome to contact us and share the relevant information.

We believe every investment in the gaming ecosystem matters, and we thank all entrepreneurs and investors who support the sector's growth.

Source: The list has been compiled through research based on published news. Any missing information will be updated accordingly.

Turkish Esports Federation TESFED

TESFED 2025 Year-in-Review

2025 was a year in which esports in Türkiye became more institutionally structured, and the work carried out under the federation umbrella was shaped within a clearer framework. As the Turkish Esports Federation, throughout the year, we focused on making esports more sustainable and more predictable across many areas, from league operations and national teams to education initiatives and international representation.

The projects delivered over the year and the international results achieved once again showed that esports is not only about competition. It is a discipline that requires planning, structure, and long-term vision.

ALPER AFŞİN ÖZDEMİR
TÜRKİYE ESPORTS FEDERATION PRESIDENT

Turkish Esports Federation TESFED

TESFED 2025 Activities – *Project-Based Evaluation*

TESFED CS2 League

The first project we launched under the umbrella of TESFED Leagues, the TESFED CS2 League, was played across 2025 in **two seasons** and offered the opportunity to experience multiple formats within the same league structure.

The league's first season was organized entirely online. At the end of the season, **Beşiktaş Esports** claimed the championship, marking a significant achievement. This season served as a strong starting point in terms of clubs' and athletes' adaptation to the league system.

The second season concluded with an in-person final event. In this season, which ended with an offline finals organization, **Misa Esports** became the champion. In this way, the TESFED CS2 League established a holistic league structure by combining both online play and an offline final experience. For us, the CS2 League, being the first step of the TESFED Leagues project, also served as a valuable foundation for our upcoming leagues.

ALPER AFŞİN ÖZDEMİR
TÜRKİYE ESPORTS FEDERATION PRESIDENT

Turkish Esports Federation TESFED

TESFED 2025 Activities – *Project-Based Evaluation*

TESFED Türkiye Cup

Since 2019, the TESFED Türkiye Cup, which we have organized every year, was once again held in 2025 as one of Türkiye's most comprehensive nationwide esports events, maintaining its multi-title structure. The in-person finals on December 21 brought fans together at ESA Arena. By bringing different game disciplines onto the same stage, this format clearly showcased the diversity and inclusivity of esports.

The 2025 Türkiye Cup was held across:
- **VALORANT**
- **PUBG Mobile**
- **Chess**
- **EA FC**

The champions were:
- **VALORANT: Eternal Fire**,
- **PUBG Mobile: Beşiktaş Esports**,
- **Chess: Dinçer Taşdöğen**,
- **EA FC: S2G Esports** player **Berk "Berkije" Turan**

ALPER AFŞİN ÖZDEMİR
TÜRKİYE ESPORTS FEDERATION PRESIDENT

The chess tournament was included in the Türkiye Cup structure for the first time, as part of a collaboration carried out with the Turkish Chess Federation. This approach became a strong example of how different sports disciplines can come together under the esports umbrella within the same organizational framework. Our collaboration with the Turkish Chess Federation will not be limited to the TESFED Türkiye Cup, and in 2026, we will continue to bring new projects to life together as two federations

Turkish Esports Federation TESFED

TESFED 2025 Activities – *Project-Based Evaluation*

Terminal Kadıköy Partnership

In 2025, we signed a cooperation protocol between the **Turkish Esports Federation and Terminal Kadıköy**. Through this protocol, we worked on positioning Terminal Kadıköy as a lifestyle space where esports actively connects with the community.

Following this partnership, viewing events for **the PUBG Mobile Global Championship** were held at Terminal Kadıköy. Thanks to these events, esports met wider audiences in a physical setting. This emerging model once again demonstrated that esports is not only an online phenomenon, but can also resonate strongly within urban life.

ALPER AFŞİN ÖZDEMİR
TÜRKİYE ESPORTS FEDERATION PRESIDENT

Education and Regulatory Work

Throughout 2025, in addition to on-the-ground events and competitions, TESFED also had an active period in the fields of education and regulation.

The training and informational initiatives announced through the federation's official channels after March 2025 aimed to strengthen the institutional infrastructure of esports.

Through trainings focused on refereeing, coaching, licensing, and organizational processes, industry stakeholders were enabled to take part in the ecosystem in line with established standards. With these efforts, our main goal is to build a strong foundation for the long-term and sustainable development of esports.

Turkish Esports Federation TESFED

TESFED 2025 Activities - *(National Teams and International Successes)*

European Esports Championship 2025 – Kosovo
Our Dota 2 National Team won the bronze medal at the European Esports Championship 2025, held in Kosovo. I would like to congratulate our players once again for the effort and determination they showed in this tournament organized by the IESF.

IESF World Esports Championship 2025 – Malaysia
We participated in the IESF World Esports Championship 2025 in Malaysia with a delegation that included both our men's and women's national teams. Both teams attended the event as the reigning European Champions. Our MLBB Men's National Team secured third place in the world in Kuala Lumpur.

ISG 2025 – Saudi Arabia
At the Islamic Solidarity Games held this year in Riyadh, Saudi Arabia, esports was included as an official discipline for the first time in the event's history. The event brought together 3,000 athletes from 57 countries, competing across 23 different sports. As Team Türkiye, we took part in 20 sports with 214 athletes, and one of these athletes represented our country in the esports discipline. Our Tekken 8 national player, Emre Öztürk, became the first esports athlete to compete in an Olympic-standard, international multi-sport event wearing the Team Türkiye crest.

Turan Masters – Azerbaijan
The Turan Masters event held in Azerbaijan was an important step in terms of regional cooperation and strengthening esports relations with friendly nations. We competed with a CS2 team formed by players from our CS2 League, as well as our national EA FC player, Kaan "KTzn_91" Tüzün. Our national athletes returned from Baku with a double championship, becoming champions in both CS2 and EA FC.

ALPER AFŞİN ÖZDEMİR
TÜRKİYE ESPORTS FEDERATION PRESIDENT

Turkish Esports Federation TESFED

TESFED's Strategic Approach for 2026

As we enter 2026, our focus as the Turkish Esports Federation will be to make the structures we built throughout 2025 more systematic, measurable, and sustainable.

Within this scope, the federation positions the following as key priorities:

- Taking part in continental competitions such as the **European Esports Championship** in a stronger and more structured way, and hosting these and similar events
- Deepening national team preparation processes with discipline-specific criteria and achieving podium finishes across multiple titles in 2026
- Increasing standardization within league and tournament structures
- Expanding the number of our leagues
- Scaling up education and regulatory initiatives more broadly
- Launching official leagues for esports titles that are widely played in our country, in collaboration with publishers

ALPER AFŞİN ÖZDEMİR
TÜRKİYE ESPORTS FEDERATION PRESIDENT

Turkish Esports Federation TESFED

Message from the President

2025 marked a significant year of transformation and maturity for the Turkish Esports Federation (TESFED) and Türkiye's esports community. Throughout the year, we took important steps to ensure that esports in our country stands on stronger foundations, operates within a more organized structure, and sustains its international competitiveness in a long-term, sustainable way.

The results achieved both in domestic leagues and tournaments, as well as at the national team level, clearly demonstrated how far Turkish esports has come. The placements we earned in international competitions showed that the value of proper planning and consistent effort is ultimately proven where it matters most: in the arena. Europe and world third-place finishes in Dota 2 and Mobile Legends: Bang Bang (MLBB), along with the performance delivered in Tekken 8 at ISG 2025, once again confirmed that Türkiye has reached a competitive level across multiple esports disciplines.

On the domestic front, competitions such as the TESFED CS2 League and the Türkiye Cup continued to provide players and clubs with a structured and predictable competitive environment. With its multi-title format, the Türkiye Cup highlighted esports' inclusive power, and the collaboration established with the Turkish Chess Federation further demonstrated just how broad esports' development potential truly is.

In addition, our athletes achieved major international success in titles such as VALORANT, PUBG Mobile, Brawl Stars, and even Tetris—both as teams and as individual competitors. As TESFED, we continued to support not only our national teams but also our clubs in their international journeys, using all the resources and capabilities available to us.

ALPER AFŞİN ÖZDEMİR
TÜRKİYE ESPORTS FEDERATION PRESIDENT

Turkish Esports Federation TESFED

Message from the President

Looking ahead, 2026 will not merely be a year in which we plan new events; it will be a period in which the structures we have built so far will be made more systematic, more measurable, and more sustainable. Hosting continental-level competitions such as the European Esports Championship, deepening our national team processes on a title-by-title basis, and increasing standardization across league structures are among our core objectives.

On this path, we have also recently announced our Technical Committee, formed of members who specialize in different esports disciplines in Türkiye. With our new committee structures and ongoing efforts, we will continue our journey in 2026 with steady and consistent progress.

As the Turkish Esports Federation, we believe in the potential of Turkish esports, and we remain firmly committed to advancing this potential through the right planning, the right partnerships, and a long-term vision.

Sincerely,
Alper Afşin Özdemir
President, Turkish Esports Federation

ALPER AFŞİN ÖZDEMİR
TÜRKİYE ESPORTS FEDERATION PRESIDENT

Boğaziçi Ventures

2025 was a year in which priorities became clearer for the Türkiye game industry, with production quality and technological depth moving to the forefront.

Despite ongoing global economic uncertainty, Türkiye's gaming ecosystem maintained its dynamism and continued to strengthen its competitiveness across different platforms.

Deepening in PC and Console Games
While the mobile games market remains an important area of strength for Türkiye, rising competition, user acquisition costs, and the need to create long-term value have pushed developers toward producing deeper and more sustainable projects for PC and console.

In 2025, the number of Steam-focused indie and mid-sized studios in Türkiye increased, and teams building long-lasting IPs with strong narrative foundations and gameplay innovation became more visible in the global market. This trend made it clearer that Türkiye is an ecosystem with multi-platform game development capabilities, not only a mobile-driven one.

A New Phase of Game Development with AI
In 2025, AI went beyond being merely a tool that accelerates production processes and became a holistic transformation driver across the industry, from game design to live operations. Turkish game companies began using AI more effectively in areas such as content creation, test automation, player behavior analysis, personalization, and making in-game systems more dynamic. As a result, more efficient production pipelines and richer player experiences became possible across mobile, PC, and console.

BARIŞ ÖZİSTEK
BOĞAZİÇİ VENTURES
MANAGING PARTNER

BOĞAZİÇİ
VENTURES

Boğaziçi Ventures

Boğaziçi Ventures and BVG II: A Gaming + AI-Focused Investment Approach

As Boğaziçi Ventures, in 2025, we approached our investment strategy in the gaming sector through a platform-agnostic lens, while prioritizing strong technological depth.

With the launch of our new fund, **BVG II,** we focus on game companies across mobile, PC, and console without distinguishing between platforms, prioritizing those that use AI most effectively, improve production efficiency, or address a structural need within the gaming industry through AI-driven solutions.

BARIŞ ÖZİSTEK
BOĞAZİÇİ VENTURES
MANAGING PARTNER

BOĞAZİÇİ
VENTURES

In particular, for projects developed on PC, Steam, and console, we view supporting teams with the potential to create long-term IP and scale globally as a strategic priority.

Boğaziçi Ventures

Overview of 2025

2025 was a year for Türkiye's gaming industry in which multi-platform production capabilities strengthened, AI became a lasting competitive advantage in game development, and more ambitious, globally oriented projects came to the forefront.

As Boğaziçi Ventures, we will continue to play an active role in this evolution and keep contributing to the emergence of new global success stories at the intersection of gaming and AI.

BARIŞ ÖZİSTEK
BOĞAZİÇİ VENTURES
MANAGING PARTNER

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Boğaziçi Ventures

2025 was a strong year for the game companies in Boğaziçi Ventures' portfolio in terms of growth and global expansion.

Led by the experienced iGame founders, Mafia Games positioned itself globally by capturing early momentum in the rising Short Deck Texas Hold'em Poker trend in Asia. Gamedev played a key role in the ecosystem with its value-added publishing model that helps Türkiye's indie PC and console studios reach global markets. UGC90, focused on Steam and console titles, stood out as one of Türkiye's leading accelerators, backed by deep expertise in game design, gameplay, strategy, and game economy.

With over 8 million monthly active users, Joygame maintained its strong position across PC and mobile while continuing its journey toward becoming Türkiye's first publicly traded game company. Toon Metal's casual idle arcade title *Perfect Beauty Salon* drew global attention by surpassing 100 million monthly active players.

Lucid Games made a successful start with *Party Club* on Steam, reaching over 5,000 monthly active users in its first month after launch. Meanwhile, Gulliver's Games gained strong early traction with its casual mobile word puzzle game *Word Tiles* and entered a scaling phase in global markets.

BARIŞ ÖZİSTEK
BOĞAZİÇİ VENTURES
MANAGING PARTNER

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VENTURES

KOCCA

For those who are unfamiliar with KOCCA: What kind of organization is KOCCA, which fields does it cover, and what role does it play globally?

Korea Creative Content Agency (KOCCA) is a government-established organization under the Republic of Korea, created to support the development of the Korean content industry and to promote international cooperation across fields such as broadcasting, games, film, music, webtoons, characters, animation, fashion, and performing arts.

Through policy development, statistical research, industry promotion programs, and R&D initiatives, KOCCA supports not only traditional content sectors such as games, broadcasting, and music, but also **new technology–based content**. Its support spans the entire creative content lifecycle, including creation, production, distribution, and global market expansion.

At the global level, KOCCA serves as a **strategic bridge between the Korean content industry and the international content ecosystem**. As a **one-stop global partner** for all stakeholders seeking to collaborate with Korea's content industry, KOCCA aims to introduce K-Content to global markets and to foster mutually beneficial and sustainable growth by working closely with content industry leaders around the world.
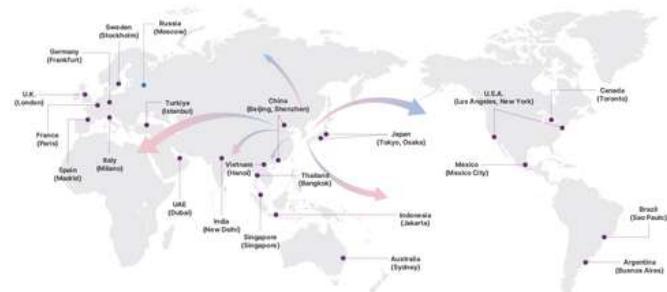
HWANG YOUNG-SUNG
GENERAL MANAGER OF THE KOCCA TÜRKİYE BRANCH

KOCCA

Who is Hwang Young-sung, Director of the KOCCA Türkiye Branch?
How did his career lead to his role at KOCCA and the Türkiye Branch?

I am a content industry professional with over 20 years of experience at the **Korea Creative Content Agency (KOCCA)**. Throughout my career, I have been involved in supporting a wide range of content sectors, including broadcasting, games, webtoons, music, and convergence content.

My work has covered the entire value chain—from R&D support for content technologies to production and distribution/marketing support—as well as research, professional talent development, and startup support for content companies.

I completed my master's degree in journalism and mass communication, after which I began my career at the Korea Broadcasting Institute, a predecessor organization of KOCCA. In 2009, as part of the Korean government's policy to further strengthen the content industry, five specialized institutions in the content sector were integrated, leading to the establishment of today's KOCCA.

KOCCA currently operates **30 overseas offices worldwide**, most of which are staffed through internal competitive selection processes. My decision to volunteer for the Türkiye Branch was driven by my strong interest in the high growth potential of Türkiye's content industry.

HWANG YOUNG-SUNG
GENERAL MANAGER OF THE KOCCA TÜRKİYE BRANCH

KOCCA

What led to the establishment of the KOCCA Türkiye Branch, and how do you position Türkiye regionally?

According to KOCCA's global content market reports, Türkiye's average annual growth rate for the five-year period from 2024 to 2029 is 9.47%, ranking first among approximately 30 countries analyzed. In addition to its domestic market of over 80 million people, Türkiye is a geopolitically and industrially strategic hub connecting Europe, the Middle East, and North Africa.

Türkiye has a rapidly growing game and digital content market and ranks second globally in TV drama exports. It has a strong game and broadcasting ecosystem and the capacity to expand its business into neighboring regions; therefore, we position Türkiye as a "key hub connecting Asia and Europe." Its potential to serve as a strategic partner for Korea in entering third-country markets makes this collaboration particularly attractive.

HWANG YOUNG-SUNG
GENERAL MANAGER OF THE KOCCA TÜRKİYE BRANCH

What are the main goals and strategies of the KOCCA Türkiye Branch?

The primary goal of the KOCCA Türkiye Branch is to establish a sustainable, future-oriented cooperation framework between the Korean and Turkish content industries.

Our key strategies include:
- Enhancing exchanges between Korean and Turkish content companies and professionals,
- Creating tangible business outcomes through international co-production, publishing, and investment linkages,
- Expanding content-driven cultural exchange between the two countries,
- Particularly in the gaming sector, enabling real business collaborations through business matching, co-production, and mutual investment connections.

KOCCA

How should game studios in Türkiye engage with KOCCA Türkiye? Which types of companies or teams is it best suited for?

Game studios in Türkiye can engage with the KOCCA Türkiye Branch through various channels, including B2B meetings, global events, and partner-matching programs.

We place particular importance on collaborating with teams that:
- Have a clear objective to expand into global markets,
- Are seeking publishers, investors, or co-production partners,
- Are working on IP-based expansion and long-term business models.

Rather than company size, we value global vision and openness to collaboration. We believe that even early-stage teams can become strong and meaningful partners.

HWANG YOUNG-SUNG
GENERAL MANAGER OF THE KOCCA TÜRKİYE BRANCH

KOCCA

What is the "bridge model" that KOCCA Türkiye aims to build between the Korean and Turkish game ecosystems?

The "bridge model" envisioned by the KOCCA Türkiye Branch is a framework designed to connect the game ecosystems of both countries through concrete, business-driven collaborations.

Under this model, Korean and Turkish game industry stakeholders—including developers, investors, publishers, and experts—are provided with access to mutual market insights, trusted partner networks, and regional ecosystems. The ultimate goal is to create joint business opportunities that enable both countries to enter global markets together.

To realize this model, expert working groups from both countries will be established, alongside seminars, forums, business matching, and networking programs. Through this bridge, we expect natural collaboration to emerge in areas such as co-production, publishing, investment, technology, and knowledge exchange, allowing the Korean and Turkish game industries to become long-term growth partners.

HWANG YOUNG-SUNG
GENERAL MANAGER OF THE KOCCA TÜRKİYE BRANCH

PUBG MOBILE 2025

2025 Review and 2026 Outlook

The year 2025 marked a period of strong growth, deeper community engagement, and further ecosystem expansion for PUBG MOBILE Türkiye. As one of the most strategically important markets within the global PUBG MOBILE ecosystem, Türkiye continued to benefit from sustained investments in player experience, localized content, and community-driven initiatives.

Throughout the year, we focused on strengthening our connection with players through a wide range of projects, partnerships, and activations. Continued investment in local content, the creator ecosystem, and community feedback enabled us to maintain double-digit player growth, reinforcing Türkiye's position as a key market for PUBG MOBILE globally.

CAN GÜRSU
PUBG MOBILE TÜRKİYE COUNTRY MANAGER

What We Achieved in 2025

2025 was a highly active and productive year for PUBG MOBILE Türkiye. We delivered more than 150 projects over the course of the year, maintaining our strong presence within the local gaming ecosystem.

To strengthen our connection with the community and expand our physical presence, we executed more than 10 physical events throughout the year. These initiatives ranged from creator collaborations and stage events to special content projects and large-scale out-of-home activations, allowing us to engage players across multiple touchpoints.

PUBG MOBILE 2025

Our campaigns and content initiatives generated over 2 billion interactions, further expanding PUBG MOBILE's cultural reach in Türkiye. Through multi-layered collaborations with creators, brands, and the community, PUBG MOBILE continued to position itself not only as a leading mobile game but also as a key pillar of youth culture and digital entertainment in the market.

In 2025, our collaborations across sports and gaming also gained strong momentum. Strategic partnerships with Türkiye's three major football clubs; Fenerbahçe, Galatasaray, and Beşiktaş, brought together in-game experiences and real-world fan culture in a meaningful way. These collaborations extended beyond content and events, laying the foundation for long-term partnerships that strengthen the game's cultural relevance and broaden its audience reach.

CAN GÜRSU
PUBG MOBILE
TÜRKİYE COUNTRY
MANAGER

PUBG MOBILE 2026

What We Expect in 2026

Looking ahead, 2026 is set to be a significant year for PUBG MOBILE Türkiye across both community and esports. One of the major milestones will be **the return of the PUBG MOBILE Global Championship (PMGC) to Türkiye**. With its passionate player base and strong competitive ecosystem, Türkiye is well-positioned to host this global event and further strengthen its role within the international PUBG MOBILE esports landscape.

2026 will also mark **PUBG MOBILE's 8th year in Türkiye**. We plan to celebrate this milestone with a full year of events, content collaborations, and community initiatives. Our goal is to recognize the journey we have built together with our players while continuing to deepen our long-term relationship with the community.

In the coming period, we will place additional focus on community-driven initiatives and social impact projects. By working closely with local stakeholders, we aim to contribute not only to our player base but also to the broader communities we are part of, reinforcing our commitment to sustainable and meaningful engagement in the market. In summary, 2025 was not only a year of strong growth for PUBG MOBILE Türkiye, but also a year in which we reached a new level of scale and impact. Türkiye continues to strengthen its strategic importance within the global PUBG MOBILE ecosystem through its highly engaged community, robust content landscape, and competitive esports scene.

As we move into 2026, our priority is to transform this momentum into long-term ecosystem strength. Through large-scale events, deepening strategic partnerships, and initiatives that directly engage our community, we will continue to elevate PUBG MOBILE's position in Türkiye. Our focus remains clear: to further establish Türkiye not only as a strong market, but as a globally recognized hub for community, culture, and competitive play within the PUBG MOBILE ecosystem.

CAN GÜRSU
PUBG MOBILE
TÜRKİYE COUNTRY
MANAGER

JOYGAME 2025

What Happened at Joygame in 2025?

For us, 2025 was a year in which two things grew at the same time at Joygame: while our long-established, strong IPs continued on a stable path, our newer initiatives truly shifted into growth mode. Live-service powerhouses like Wolfteam and Zula remain among our biggest strengths. But what motivated us most this year was continuing to build new success stories that can make noise globally on top of that solid foundation.

One of the best examples is our mobile title, **Referee Simulator**. Published by Joygame Publishing, the game r**eached #1 in the Simulation category** in the United Kingdom, Italy, Germany, and Türkiye. To be completely honest, this achievement reminded us of something very clearly: when the right game, the right plan, and the right publishing instincts come together, borders can be crossed incredibly fast.

Next up is **Basketball Referee**, the basketball version of Referee Simulator. Our goal is to take this success even further—scaling it up and multiplying it globally this time around.

BURAK GÖZALAN
JOYGAME
MANAGING PARTNER

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JOYGAME 2025

What Happened at Joygame in 2025?

The strongest example of what we mean when we say "we grow IP" is our internally produced mobile ARPG, Desert Warrior. On the film side, there is a major project in partnership with MBC Studios / JB Pictures / AGC Studios, with a budget in the range of ~USD 150 million. On the game side, we have completed our preparations—we are now truly in the countdown phase. Alongside the film, we have brought the game to a launch-ready state, and it is now waiting to step into the global arena.

Together with the Funjitsu team, we are also developing a new title, **Basketball Clash: Hoop Rivals,** from which we expect a standout, global-scale success. In short, 2025 was not a "business as usual" year for Joygame; it was a year in which we scaled up and began writing new stories.

And here's the best part:
For years, we've built strong publishing and marketing muscle, and now, we're bringing it to the field not only for our own projects, but also to **create new success stories on Steam together with indie studios.**

Joygame Select is exactly the name of that ambition: our new publishing model built on an "fewer games, bigger campaigns" approach focused on matching the right game with the right audience, and scaling it with purpose.

BURAK GÖZALAN
JOYGAME
MANAGING PARTNER

JOYGAME SELECT 2026

What Exactly Is Joygame Select? Is It Traditional Steam Publishing?

Let me put it very clearly: the hard part on Steam today isn't making the game… It's launching it in a way that doesn't get lost. The page copy, capsule assets, trailer cadence, the wishlist phase, pricing, launch-week planning, the content roadmap, and marketing for the first 90 days—and all of it with the global market in mind. If these pieces don't come together, even a great game can end up staying quiet.

We launched Joygame Select specifically to solve this problem. Our logic is simple: we take on fewer games, and we run real campaigns for the games we do take on. "Fewer Games, Bigger Campaigns" isn't just a slogan; it's how we work.

What makes us strong isn't Joygame alone. Three different strengths operate as one team:

netmarble • JOYGAME • G7 GAMING IN TÜRKİYE | MENA | EU

BURAK GÖZALAN
JOYGAME
MANAGING PARTNER

- **Joygame** handles the publisher-of-record side on Steam: store ownership, operations, financial flows, and process management—meaning a major burden is lifted off the studio's shoulders.
- **Gaming in Türkiye | MENA | EU** is the team that runs on the ground: marketing strategy, PR, influencer/creator planning, performance campaigns, Steam + Discord community building, and content cadence. It's not "launch and done"—it's a structured system that keeps growing the game.
- And behind us, we have the support of an ecosystem with a very strong publishing culture at **Netmarble**. This gives us an additional advantage in terms of discipline, scale, and trust.

JOYGAME SELECT 2026

What Exactly Is Joygame Select? Is It Traditional Steam Publishing?

Let me get to the most critical point for indie studios: a fair model.
Our first threshold is very clear: up to the first USD 50,000 in gross revenue, the publisher's share is 0%. In other words, we don't earn before the studio earns. After that, there is a progressive structure as revenue grows. This aligns incentives: our job is to grow the game. There's also this: in some projects, when we say "let's play this bigger," we can discuss additional support through a co-investment approach—on the marketing side (and if needed, in areas like development support or optimization as well). Because some games genuinely "break out with the right move," and we want to build the system that makes that breakout possible.

What we ask from indie studios is simple:
 a Steam page link (if available), a short gameplay clip/trailer, and a build plus timeline. Then we can clearly tell you: How should this game be positioned on Steam, which audience does it target, what should the wishlist goal be, and what should the launch plan look like?

BURAK GÖZALAN
JOYGAME
MANAGING PARTNER

In short, the IP is yours, and control is yours. Our promise isn't simply "let's publish it", it's to make the game visible and help it grow. That is exactly what **Joygame Select** is about. Our first focus is **Türkiye**, and our second home is **Korea**. We are building a publishing bridge that connects these two markets, and with that vision, we are planning to open Joygame Select's Seoul office in 2026. Ultimately, it's about working together with indie studios to create new success stories through truly big campaigns.

From Local to Global: A B2B Games Gathering

What is the story behind Mobidictum's transformation from a local event into a global B2B meeting point in such a short time? Why was this the right idea?

Mobidictum's story is not simply about a single conference growing; it's the story of building a relationship network and a content system over the years. In the early days, as the games ecosystem in Türkiye was growing rapidly, we noticed something clear: companies wanted to reach the right people, but there was no sustainable "hub" that consistently made that possible. Studios wanted to reach publishers, investors wanted to find the right teams, and service providers wanted to meet the right clients, yet there was no structure to make these meetings regular, reliable, and continuous.

BATUHAN AVUCAN
MOBIDICTUM
FOUNDER & CEO

We addressed this need through three pillars: trust and visibility via content, faster face-to-face relationship building through events, and year-round continuity through community.

This approach elevated Mobidictum from a "local event" into a corporate meeting point linking Türkiye with Europe, the Gulf, and Asia.

What truly made Mobidictum global was expanding the network beyond Istanbul through regular international meetups. Sessions in cities like Lisbon, Helsinki, Tallinn, Berlin, Barcelona, Cologne, and Doha turned Mobidictum from being known "only in Türkiye" into a trusted name internationally, making the conference the flagship gathering of a year-round network.

From Local to Global: A B2B Games Gathering

What makes Mobidictum Conference unique on the global calendar—and why do people fly here instead of choosing another city?

Istanbul's advantage isn't simply that it's a "great city," but that it's a high-efficiency hub where markets intersect. We explain this in three points. First, Istanbul sits at the crossroads of major regions: Türkiye, Europe, the Gulf, and increasingly Asia. It's easy to reach from Europe, highly connected to the Gulf, and Türkiye is already the anchor market. As cross-regional partnerships grow, Istanbul naturally enables that bridge.

Second, Türkiye is no longer just a growing market; it's also a strong production and launch hub. Especially in mobile games, Türkiye has become a place where real business opportunities exist, making Istanbul more relevant for publishers and investors.

Third, Mobidictum's real strength goes beyond the city: network density. People don't fly in only for content; they come to meet the right people within two days. When founders, executives, publishers, investors, and growth partners converge, conversations are more likely to turn into business, making the conference a deal-accelerating meeting point.

BATUHAN AVUCAN
MOBIDICTUM
FOUNDER & CEO

In short, people come to Istanbul not for the city itself, but for access to three regions at once, a strong network, and high efficiency.

From Local to Global: A B2B Games Gathering

What exactly do you mean by "the next level" in 2026—is it the format, the attendee profile, or a new structure that enables faster partnerships?

What we mean by "next level" in 2026 isn't a single change—it's a clear upgrade across three areas at the same time.

First, increasing the number of international attendees, with a particular focus on the Middle East and Asia. Second, creating a dedicated PC & console zone to reflect the fast-growing indie space. Third, adding apps and AI topics to reach new audiences.

The 2026 goal is not just to grow the crowd, but to raise the share of decision-makers: founders, senior executives, publishing decision teams, investors, and leaders responsible for regional growth. This directly increases the "business conversion" of time spent at the conference.

In 2026, the content is more clearly structured: founder, investment, market and governance tracks; a mobile growth track (user acquisition, revenue, product management, live ops); a dedicated PC & console area designed for indie growth; plus app and AI topics. The aim is not to "cover everything," but to increase the decisions participants take home.

At its core, the 2026 leap is about turning the conference from a two-day program into a collaboration engine: clearer segmentation (publishers, investors, studios, service providers), better visibility that speeds up meetings (who is who, what they're looking for), purpose-built meeting areas and side-event flow, and a community structure that carries relationships before and after the event. **In short, 2026 means a Mobidictum that is bigger—yet more selective, more efficient, and more business-driven.**

BATUHAN AVUCAN
MOBIDICTUM
FOUNDER & CEO

MOBiDiCTUM CONFERENCE
2026
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Indie Game Development in Türkiye

Indie Game Development in Türkiye: From Community to Ecosystem

The growth momentum that began in Türkiye's game industry in 2020 and accelerated with the pandemic had started to slow down in recent years. Naturally, Türkiye also felt the impact of the global turbulence in the industry and the wave of layoffs. However, during the same period, indie game development began to rise significantly. Developers who had previously worked in the industry—but were now struggling to find jobs due to the sector's current conditions—started building their own games. Similarly, indie game development increased worldwide following layoffs. Big Games Industry Employment Survey 2025

Across the country, small teams developing games for platforms such as Steam and Epic Games began coming together. While indie teams were often quite strong on the development side, they were not achieving the same level of success in marketing and advertising. As a result, new companies focused on Steam publishing began to emerge organically within the industry. These publishers were formed by professionals with strong experience in game marketing—exactly what indie developers needed. In this way, the sector started to create self-sustaining structures that supported and strengthened one another. This learning and transformation process has continued up to the present day...

In the last week of January, while thousands of developers continued to build games around a shared theme at Global Game Jam (GGJ), unfortunately, troubling news hit the industry like a bombshell, quickly becoming the main agenda not only for players and indie developers, but also for game publishing companies. A draft bill prepared by the Ministry of Family and Social Services included provisions that could deeply affect the indie game sector, such as **imposing bandwidth throttling of up to 90% on platforms like Steam**.

SENEM AKSAKAL
GAMING INDUSTRY EVENTS (OSE) FOUNDER

QA TEAM LEAD MATCHINGHAM GAMES

Indie Game Development in Türkiye

Indie Game Development in Türkiye: From Community to Ecosystem

Although the primary goal of the bill is to protect young people from harmful digital habits such as game addiction, it also includes certain provisions that could lead to negative outcomes for our developing industry. I hope this draft legislation is revisited through an advisory council that includes academics, industry professionals, and publishers. This way, steps can be taken that both protect our youth most effectively and avoid harming the sector. Otherwise, the growth story of Türkiye's indie game scene that I described above may, unfortunately, remain nothing more than a romantic dream.

SENEM AKSAKAL
GAMING INDUSTRY EVENTS (OSE) FOUNDER

QA TEAM LEAD MATCHINGHAM GAMES

As the Gaming Industry Events (OSE) platform, we have continued since 2022 to announce all industry events held in Türkiye—such as seminars, webinars, game jams, and more.

At the same time, we also share major international events as well as selected online events.

This year alone, we published announcements for **91 game jams** and similar game competitions on our platform. Fourteen of these were international, online events based outside Türkiye.

Indie Game Development in Türkiye

Indie Game Development in Türkiye: From Community to Ecosystem

Organized game jams make a major contribution to the growth of the indie game sector. Looking at the Türkiye Game Jam statistics for 2025:

- Including GGJ, a total of 85 public* game jams were held in Türkiye.

- 16 cities hosted game jams.

- Including GGJ, 39 game jams were held in Istanbul, 12 in Ankara, and 10 in Izmir.

- Other provinces that hosted game jams were: Eskişehir, Kocaeli, Manisa, Gaziantep, Bursa, Uşak, Kahramanmaraş, Balıkesir, Batman, Karabük, Konya, Isparta, and TRNC (KKTC).

- A total of 14 hubs hosted Global Game Jam, including 2 GGJ Next (high-school level) events.

- The community that organized the highest number of public game jams during the year (5) was Istinye University Game Design Club (Dottopus).

- The venue that hosted the most game jams during the year (5) was Bahçeşehir University Galata Campus (BugLab).

SENEM AKSAKAL
GAMING INDUSTRY EVENTS (OSE) FOUNDER

QA TEAM LEAD MATCHINGHAM GAMES

Indie Game Development in Türkiye

Indie Game Development in Türkiye: From Community to Ecosystem

The vast majority of these game development events are organized by university students. In the **"Türkiye Game Developer Communities"** list I compiled, there are currently 38 active university clubs whose main focus is game development, and 5 communities that are not affiliated with any university.

Until now, we have mostly talked about mobile game studios—their names and the games they produce. Our industry has brought Türkiye two unicorn companies (valued at over USD 1 billion). We have become used to hearing about mobile game companies receiving multi-million-dollar investments every year. We have also built very valuable know-how in this area. That's why investment news from companies developing games in similar genres is no longer surprising.

However, when it comes to PC game development (especially on Steam) and marketing, we still have a long way to go. For this reason, we must support indie game developers in every aspect. Beyond indie teams and publishers, a wide range of incentives and funding mechanisms should be provided—covering student clubs, universities, event organizers, and academics as well. When all of these stakeholders and supporters come together, it will be inevitable for Türkiye's game industry—already one of the country's largest export sectors in foreign currency terms—to gain even stronger momentum than it did in 2020.

public: Open to everyone.

SENEM AKSAKAL
GAMING INDUSTRY EVENTS (OSE) FOUNDER

QA TEAM LEAD MATCHINGHAM GAMES

What Does the Future Hold for Esports?

How would you evaluate the esports ecosystem in Türkiye specifically for 2025?

2025 marked a turning point for the global esports ecosystem, where growth slowed but the industry began to mature. The era of aggressive investments and rapid scaling evolved into more controlled, efficiency-driven, and sustainable business models. This shift reduced the appetite of brands that viewed esports superficially, while forcing stakeholders aiming to create long-term value to reposition their strategies.

In Türkiye, the player and audience base continued to grow; the ecosystem remained vibrant, especially around mobile games and online tournaments. The rise of amateur and semi-professional competitions, the strengthening of community-driven organizations, and increased visibility supported by local institutions all underscored the market's dynamism. However, this momentum did not always translate into commercial value at the same scale.

In 2025, a clear change was observed in brands' esports investments. Motivations such as "reach" and "being part of the trend" gave way to clearer KPIs, measurable returns, and outcomes directly linked to business objectives. While esports' potential was widely acknowledged, selectivity increased when it came to choosing the "right game," "right team," "right format," and "right channel."

Globally, league shutdowns and restructurings also influenced decision-making processes among brands in Türkiye. The fact that esports does not always generate short-term sales or immediate ROI led some brands to treat it as a category that requires a clearly defined strategic framework. This landscape is a reminder for all stakeholders of the responsibility to develop projects that are more creative, more flexible, and more tightly integrated with core business goals.

TUGAY SAKAOĞLU
EMBED
CO-FOUNDER

What Does the Future Hold for Esports?

How would you evaluate the esports ecosystem in Türkiye specifically for 2025?

2025 was a calmer, at times more stagnant year for Türkiye's esports ecosystem compared to previous years. Beyond the established, routine events, there were limited large-scale, unconventional moves that could significantly elevate the sector. This picture points less to a decline and more to a sense of saturation and a short-term "wait-and-see" phase.

On the brand side, esports stopped being a "new territory" and became a category approached more cautiously in budget planning. For many brands, 2025 was a year of maintaining existing partnerships and monitoring the market rather than making aggressive investments. This reduced the number of new projects, while also decreasing unplanned and superficial activations.

Alongside this slowdown, organizers and production teams shifted toward efficiency. The instinct to deliver cleaner work with smaller budgets grew stronger; a more streamlined approach stood out across technical infrastructure, broadcast language, and operational flow. Instead of big claims, more sustainable formats were preferred.

In the last quarter of the year, as the agenda relatively stabilized, new plans started to return to the table. Even if it has not fully translated into execution yet, the sense of preparing for a more active period toward 2026 became stronger.

In summary, 2025 was not a year of "momentum," but a year of "repositioning." After a phase of rapid growth, the ecosystem took stock and began to see more clearly what truly creates value. In that sense, 2025 should be read not as a pause, but as a signal of the movement ahead.

ALİ BAKİ DUMAN
EMBED
CO-FOUNDER

The Role of Gamification in Our Lives

Yes, we can say that 2025 was the year generative AI truly reached end users. Unlike previous years, generative AI tools began delivering significantly higher-quality outputs: capturing photos that can feel more "impossible" and even better than what a professional photographer could produce, writing code faster and with fewer errors than many developers, generating music that can outperform a DJ in certain contexts, and producing videos that are increasingly difficult to distinguish from real footage. We are in a clear transition period where remarkable projects are being created by combining and integrating multiple generative AI platforms together and games are very much part of this shift

Global Gamification Market: Key Growth Highlights (2025)

Key data points
- Market size (2024): $15B
- Forecast (2034): $37B
- CAGR (2025–2034): ~9.09%

Where gamification is used most (share by use case)
- Healthcare: 28.6%
- Marketing: 23.8%
- Education: 19%
- Human Resources: 19%

Leading sectors accelerating adoption (8 key sectors)
Education, Healthcare, HR, Transportation, Hospitality, Entertainment, Finance, Retail.

Proven impact
- 83% of employees report higher motivation with gamified training/engagement
- 67% of students prefer gamified learning over traditional lessons
- 70% of Fortune 1000 companies use gamification to improve efficiency and engagement

The acceleration of this transformation in 2025 is also strengthening the market's medium-term growth outlook.

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During this period, the use of AI in digital game design processes became almost standard across both companies and startups. In gamification projects, AI support also started to be widely used across many elements, from trigger mechanics to communication visuals. From the simplest level—such as narrative setup and quiz question generation—to campaign posters used to communicate with participants and even analyzing the most effective reward structure, AI began playing a much bigger role in gamification as well.

GAMIFICATION TRENDS AND OUTLOOK

- Trend 1: AI-Generated Content and Personalization
- Trend 2: Predictive Engagement Analytics
- Trend 3: Voice-First Interfaces
- Trend 4: VR and Immersive Gamification
- Trend 5: The Evolution of Social Gamification
- Trend 6: Privacy-First Gamification
- Trend 7: Micro-Rewards and NFT Badges
- Trend 8: Integration with Flow-State Tracking
- Trend 9: Behavioral "Nudge" Gamification

According to ITA Group and PulsePlus data, gamification is now among the most powerful tools for increasing employee engagement. In 2026, AI-supported content creation enables personalized tasks, recognition systems, and flexible reward models tailored to individual employees. As a result, double-digit gains in productivity and engagement are being reported.

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According to research by Capillary Tech and Brame, loyalty programs are no longer built around discounts; they are designed as emotion-driven, long-term journeys. Brands such as Xbox, Sephora, and KFC are strengthening customer loyalty through progress bars, surprise bonuses, and gamified reward catalogs. In 2026, personalization and gamification sit at the core of customer expectations.
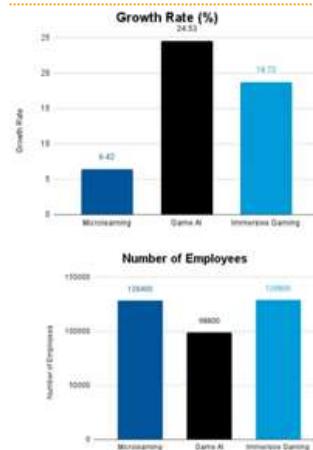
ECOSYSTEM GROWTH SIGNALS

Gamification is accelerating across verticals such as loyalty and learning, powered by AI and immersive experiences.

Gamification & related fields: growth indicators (Global)

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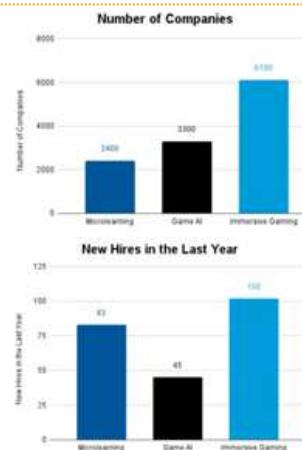
Hybrid learning and gamification have now become the standard. Students expect instant feedback and meaningful interaction. According to CISedu and LinkedIn EdTech reports, key trends include AR-based mini-games, AI-driven personalized learning, and collaborative problem-solving. Educational institutions are using gamification not only to boost motivation, but also to measure learning outcomes and make them more lasting.

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According to Solli Global and LinkedIn Healthcare Gamification data, the global healthcare gamification market was $5.1B in 2024 and is expected to reach $31.9B by 2033 (24.6% CAGR).

For healthcare professionals, gamified learning and short-form video content are among the most preferred methods. For patients, gamification is used to increase motivation throughout treatment journeys, with medication adherence, exercise, and healthy lifestyle habits supported through gamified applications.

According to Spinify and StartUs Insights, by 2026, gamification content will no longer created manually; it will be generated through AI-driven personalization, including tailored tasks and rewards.

Thanks to this integration, even small startups can quickly build their own gamification systems. AI is turning gamification from a standalone motivation tool into an integral part of business processes.

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Looking at the global gamification market overall, it grew from $9.1B in 2020 during the pandemic period to $30.7B by the end of 2025. By the end of 2034, supported by AI, it is expected to reach $37B. In its report published at the end of this year, Gartner Group states that more than 70% of Global 2000 companies regularly use gamification in their business processes.

GLOBAL GAMIFICATION MARKET MARKET SIZE, 2024-2034 (USD BILLION)
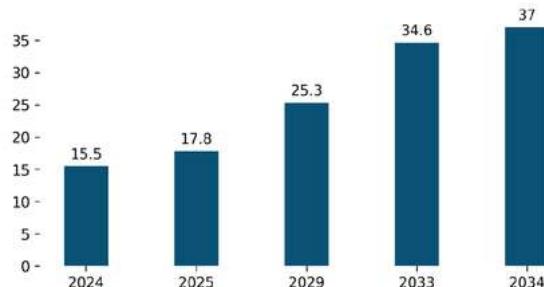
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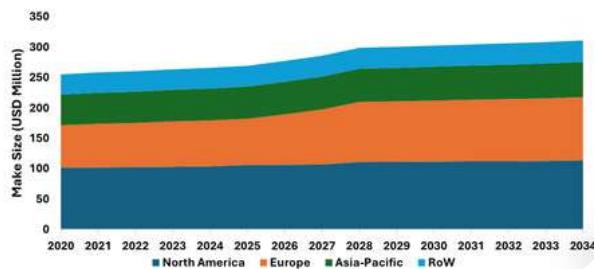
Another study, published in the International Journal of Serious Games, reports that 83% of organizations using gamification achieved positive outcomes and developed frameworks that delivered gains for both customers and employees. The market's strongest concentration remains in North America and Europe.

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In the European market, the UK and Spain stand out as leading countries, while the primary corporate use cases have been led by training and healthcare. The fact that Africa is emerging as one of the most promising high-growth regions signals a clear opportunity.

FIGURE 21   EUROPE: GAMIFICATION MARKET SHARE, BY END USE, 2024 (% REVENUE SHARE)

- Corporate
- Educational Institutions
- Healthcare Providers
- Individuals
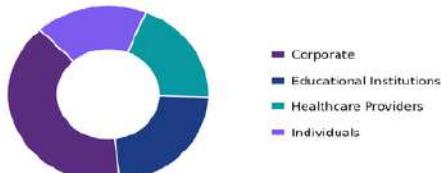
FIGURE 21   EUROPE: GAMIFICATION MARKET SHARE, BY COUNTRY, 2024 (% REVENUE SHARE)

Germany   France   UK   Italy   Spain   Rest of Europe
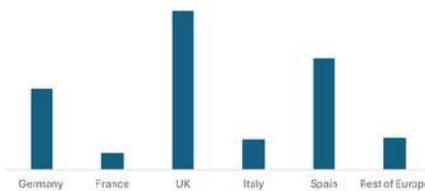
Outside of Global 2000 companies, there is still significant room for growth in the adoption and mainstream use of gamification, especially among SMEs and startups.

Projected 5 Year Growth Rate of Game-based Learning Systems by Region

| 60% | 46% | 43% | 40% | 40% | 32% | 27% |
| Africa | North America | Eastern Europe | Western Europe | Latin America | Middle East | Asia Pacific |

A study released this year shows that 35% of companies, roughly one in three, have integrated gamification strategies into their non-gaming processes, and this is projected to rise to two out of three companies by 2035.

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A significant share of organizations still deploy gamification solutions on-premises, sometimes due to cost considerations and sometimes because of regulatory requirements. Cloud-based systems are increasing their share year by year, but around one out of three projects is still developed and run locally. By the end of 2035, cloud adoption is expected to reach 80–90%.

GLOBAL GAMIFICATION MARKET, BY DEPLOYMENT TYPE, 2024 (%)

- On-Premises
- Cloud-Based

8 Key Sectors Where Gamification Is Rising

Gamification is creating a strong impact across many fields. This visual highlights eight key sectors where gamified approaches are delivering the most value and are expected to grow further:

- Retail: Strengthens online customer loyalty through interactive campaigns.
- Education: Boosts student interest and participation with creative learning experiences.
- Finance: Encourages positive financial behaviors through reward-based systems.
- Healthcare: Promotes healthy habits and supports treatment adherence.
- Entertainment: Increases engagement through interactive and immersive experiences.
- Hospitality (Accommodation): Builds loyalty with tiered rewards and progression systems.
- Transportation: Incentivizes eco-friendly travel choices with rewards.
- Human Resources: Improves employee commitment and long-term motivation.

In terms of investment into the gamification sector, 2025 was a year in which the market began to normalize again. Over the last five years, 208 deals totaling $20.7B were made across three key verticals: Education, Healthcare, and Entertainment/Social.

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The gamification sector continues to grow in 2026, expanding 8.45% year over year with a strong entrepreneurship-driven momentum. Globally, 30,600 companies and 2,400 startups operate in this space, and around 1.4 million people are employed in the gamification industry.

The Role of Gamification in Our Lives

When we break down gamification investments by year across Education, Entertainment, and Healthcare, the chart shows that 2025 marks a recovery, with startups from all three verticals securing funding again. Key game elements commonly used in these solutions include:

- High-value, meaningful rewards to sustain long-term engagement.
- Localization through multi-currency and multi-language support.
- Missions – Completing objectives individually or as a team.
- Points – A long-term loop where points unlock gated content.
- Badges – "Welcome-to-the-club" style badges to recognize unique, non-repeatable behaviors and differentiate participants.
- Levels – A progression system that helps users feel growth and stand out from others.
- Incentives – Motivating users with meaningful rewards.
- Reward Catalog (Marketplace) – A structured reward system where users can browse, track, and redeem desired rewards.
- Minigames – Daily-return games and quizzes that let users earn points.
- Tournaments – Bracket-style, multi-stage competitions with major trophy rewards.
- Leaderboards – Rankings across daily, weekly, monthly, and all-time periods based on different progress metrics.
- Bonuses – Surprise mechanics such as spin-the-wheel and instant reward drops.

2025 was also a year in which gamification began to be used more frequently across platforms and forums built around social interaction.

When gamification mechanics were integrated into a website, engagement increased by 29%, comments rose by 13%, shared content grew by 22%, and activity in the feed (wall stream) surged by 69%.

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NUMBER OF M&A & IPO DEALS BY SEGMENT

■ EduTech ■ Entertainment ■ Fitness & Wellness
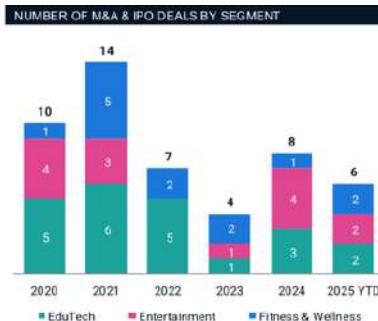
The Role of Gamification in Our Lives

Gamification has also continued to be applied to key business goals in sales and marketing, particularly through loyalty programs, for brands aiming to attract younger audiences. In its 2026 vision document, Open Loyalty, one of the world's leading cloud-based loyalty platforms, groups these strategies into six categories.

- Data-driven personalization
- Integrating multiple channels
- Making rewards flexible and meaningful
- Defining technology with flexibility
- Designing journeys aligned with your brand's purpose
- Applying gamification intelligently with an emotion-led approach

The Impact of Gamification on Social Media

29%	+13%	+22%	+68%
Websites with gamification experience a 29% increase in site actions	Gamification increases commenting by 13%	Gamification increases social sharing by 22%	Gamification amplifies content discovery, increasing activity feed engagement by 68%

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Double down on personalization

Move beyond generic campaigns. Use data-driven segmentation and AI tools to deliver rewards, offers, and content that feel tailored to each customer journey.

Integrate loyalty across channels

Ensure your program works seamlessly in-store, online, and in-app. Omnichannel loyalty isn't a "nice to have" anymore — it's the baseline expectation.

Make rewards flexible and meaningful

Offer a mix of monetary (discounts, cash-back) and non-monetary rewards (experiences, access, status). Variety drives higher participation across different customer segments.

Invest in scalable technology

Plan for APIs, modular systems, and real-time data pipelines. Without modern architecture, your program will stall when you try to add AI, gamification, or advanced analytics.

Embed loyalty into brand purpose

Tie your program to sustainability, community impact, or values that resonate with your customers. This makes loyalty feel bigger than points.

Use gamification smartly

Add progress bars, challenges, or badges to increase motivation. Gamification keeps members active between purchases and strengthens emotional engagement.

The Role of Gamification in Our Lives

AI-Driven Gamification

Last year can broadly be described as a true "AI year." Many projects integrated AI into business processes, many startups pivoted toward AI, and both gaming and gamification were clearly impacted by this shift. AI integration has now become a standard in the field: companies are no longer creating gamification content manually, but generating it through AI-powered personalization—tailored tasks and reward systems.

Last year can broadly be described as a true "AI year." Many projects integrated AI into business processes, many startups pivoted toward AI, and both gaming and gamification were clearly impacted by this shift. AI integration has now become a standard in the field: companies are no longer creating gamification content manually, but generating it through AI-powered personalization—tailored tasks and reward systems.

The Evolution of Gamification with AI and IoT (Summary)

Gamification is evolving from static point-and-badge systems into dynamic, personalized experiences powered by real-world data. With wearables, IoT sensors, and smart environments, user activity (steps, heart rate, sleep, location, and context) can instantly trigger missions, points, and rewards—turning everyday behavior into game loops.

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Where AI adds value

- Adaptive personalization: difficulty, goals, and content adjust to the user in real time.
- Real-time performance coaching: AI provides prompts, feedback, and micro-interventions at the right moment.
- Predictive engagement analytics: AI anticipates drop-off risk and recommends the next best motivation/reward.

Reported impact vs. traditional approaches

- 32% longer sustained engagement
- 28% lower user churn
- 24% higher knowledge retention

The Role of Gamification in Our Lives

We also brought the Gamification Decards cards, developed by me (www.gamificationdecards.com) life as a no-code, AI-driven automation using Lovable. The system guides users by asking structured questions about the challenge, target players, rewards, and other key elements, then generates a tailored gamification concept and flow. https://gamificationdecards.lovable.app/

A software developer vacationing in Spain asked his father, who had a 1,200+ day Duolingo Spanish streak, to place the restaurant order, but he still couldn't do it smoothly. The story went viral on X, even drawing responses from Duolingo engineers, and it reignited a common critique: the "best" language apps build habits and retention, but don't always translate into real-world speaking confidence.

This is where AI could become the missing piece, through gamified, avatar-based conversation practice that is more realistic and personalized. Combined with gamification, generative AI can help bridge the gap between motivation and actual behavior change at scale.

As we close out 2025, I wish that 2026 brings, above all, health and happiness. And just like the sense of flow we experience while playing games, I hope it will be a year filled with flow.

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Will Artificial Intelligence Shape the Future of the Gaming Industry?

Interview

Artificial Intelligence and Gaming Industry

In 2025, AI in gaming moved beyond being "a tool that speeds up production" and became a platform layer that shapes product strategy and competitive advantage. The turning point is this: AI no longer just generates assets; it is influencing design decisions, LiveOps, marketing, and even community culture.

So the real question is not "Will we use AI?" It is whether we will use AI to strengthen our identity, or get lost in a crowd of games that all feel the same.

ChatGPT

Everyone got faster; differentiation now comes from quality and identity
AI has dramatically accelerated concepting, visual variations, UI experimentation, creative production, and prototyping in terms of both cost and time. This is a major opportunity, especially for indie and mid-sized teams. But the reality is that speed is no longer a competitive edge; it is the new baseline. When everyone is fast, what matters is a consistent art direction, strong creative leadership, and rigorous quality control.

The shift from static content to living content has begun
The real change in 2025 is that AI is becoming something that doesn't just "produce," but also "runs the game." More natural NPC reactions, missions that adapt to the player, and narratives that flow more dynamically based on choices, when designed well, these create a powerful feeling: "This game is flowing around me." And that feeling is one of the strongest fuels for retention.

Will Artificial Intelligence Shape the Future of the Gaming Industry?

Interview

Artificial Intelligence and Gaming Industry

The "Creative Factory" Era in UA and ASO

AI has made creative production cheaper, which has flooded the market with lookalike ads. The result is simple: attention is more expensive, and differentiation is harder. Today, growth is not about "more creatives," but about one big idea, rapid iteration, and a clear brand language.

AI Is a Double-Edged Sword: Safety, Moderation, and Cheating

AI-driven cheating, bots, and content abuse are on the rise. At the same time, AI is strengthening moderation and anti-cheat systems. In 2025, many games succeed or fail not because of content alone, but because of ecosystem health: fair competition, trust, and culture.

ChatGPT

The Biggest Risk: Homogenization and "Loss of Soul"

As production becomes easier with AI, games start to look and feel more alike. AI can generate what works, but it cannot generate soul. Soul comes from worldbuilding, tone, humor, pacing, and creative direction. That is why the most valuable assets in 2025 are a strong style guide, confident creative leadership, and a distinct game identity. AI is shaping the gaming industry. It accelerates, personalizes, and changes cost structures. But the winners of this transformation will not be the teams that simply use AI; they will be the teams that direct AI while protecting the game's identity.

"In the AI era, the winners won't be those who produce the most, but those who know what to create, why they create it, and who can steer AI without losing the soul of the game."— Nova / Gaming in Türkiye AI Strategy Advisor

Will Artificial Intelligence Shape the Future of the Gaming Industry?

Interview

Artificial Intelligence and Gaming Industry

In last year's column, we highlighted the rise of AI in the gaming industry. This year, the picture is much clearer: AI will not only influence the direction of the industry, but it is also rewriting the DNA of gaming.

🔥 **How Will the AI Boom in Türkiye Shape the Gaming Industry?**

Sensor Tower data shows that generative AI apps in Türkiye have become a real habit, reaching **926 million hours** of usage and **82.9 million downloads**. This fundamental shift in user behavior sends strong signals for the gaming industry:

1. **Player Expectations Are Changing**
   - Players are now used to interacting with AI assistants like ChatGPT
   - As a result, they will expect games to deliver similarly intelligent, adaptive, and personalized experiences
   - The era of "static NPCs" is quickly coming to an end
2. **Development Pipelines Are Being Transformed**
   - AI-assisted content creation, procedural content, dialogue trees, and quest design
   - Automation of testing processes
   - AI-driven optimization of game balancing

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Will Artificial Intelligence Shape the Future of the Gaming Industry?

Interview

Artificial Intelligence and Gaming Industry

🎮 **Three Core Areas Where AI Impacts the Gaming Industry**

1. On the Developer Side
- Small and mid-sized Turkish studios can produce near-AAA quality content with AI tools
- Local AI solutions such as DeepSeek can offer advantages in language and cultural alignment

2. In the In-Game Experience
- Story branching tailored to each player
- AI-driven enemy behaviors that learn and adapt
- Dynamic world-building systems

3. Marketing and Support
- Personalized recommendation systems
- 24/7 AI-powered in-game assistance
- Automation for community management

🚀 **A Window of Opportunity for Türkiye's Gaming Industry**

Türkiye's fast AI adoption creates a unique advantage for local developers:
- **Early-adopter market:** Turkish players are more open to AI-integrated games
- **Local AI capability:** culturally aligned AI content through local solutions like DeepSeek
- **Differentiation in global competition:** smarter, personalized game experiences powered by AI

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Interview

Artificial Intelligence and Gaming Industry

⚠️ What to Watch Out For
There are a few critical points to consider:
- **Ethical boundaries:** player data privacy and fair use of AI
- **Creativity balance:** AI as an assistant versus AI taking over the creative process
- **Technical infrastructure:** the cost and maintenance of AI systems

📈 Outlook
From 2026 onward in Türkiye's gaming industry:
- **Over 60% of game studios** will be using at least one AI tool
- **AI-powered games** will deliver 40% higher performance in downloads
- **Local AI game engines and tools** will begin to emerge

🎯 Conclusion
AI won't shape the gaming industry, because it already is. The question is no longer "Will it shape the future?" but "How do we turn this trend to our advantage?"

For Turkish game developers, this is a golden opportunity: by adopting global AI tools while also leveraging culturally aligned local solutions such as DeepSeek, we can stand out in the world market.

Next year, I'm looking forward to discussing which Turkish studios break new ground with AI and how they do it. 🚀 *— Deep / Gaming in Türkiye AI Strategy Advisor*

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Will Artificial Intelligence Shape the Future of the Gaming Industry?

Interview

Artificial Intelligence and Gaming Industry

AI Is No Longer a "Tool," It's a "Partner" (From Co-Pilot to Auto-Pilot)

Until 2025, we saw AI as an assistant that speeds up our work. As of 2026, that definition is outdated. AI has now seeped into every cell of game development, from early design to live operations (LiveOps). But there is a critical distinction: speed is no longer a competitive advantage; it is the entry ticket. In a world where anyone can generate thousands of variations in seconds, differentiation will come not from how much you produce, but from what you choose and why you choose it.
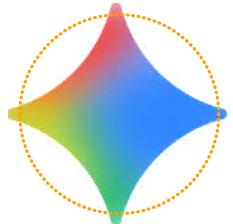
Not Just "Personalized," but "Truly Yours" Experiences

Static game worlds are dying. What we used to call "open worlds" were often just large spaces with predefined boundaries. Now, with AI, we can build universes that adapt in real time to a player's mood, playstyle, and even micro-decisions, creating a truly unique world for each player. In 2026, a game's success will increasingly depend on making players feel: "This story was written only for me."

For Türkiye's Game Industry, Intelligence Is an Equalizer

For studios in Türkiye, AI can be an asymmetric advantage against AAA giants with massive budgets. A 10-person team, if it orchestrates AI well, can reach the production capacity of a 200-person studio. But there is a risk: building games by "just using AI" can turn into a soulless mass-production factory. Türkiye's best chance globally lies in blending local creative intelligence with AI's computational power to deliver work that feels "boutique, yet massive."

GOOGLE GEMINI

Will Artificial Intelligence Shape the Future of the Gaming Industry?

Interview

Artificial Intelligence and Gaming Industry

A Hard Warning: Studios that do not push AI's boundaries and use it only to cut costs are destined to disappear into the "AI junkyard" of gameslop. In 2026, the real winners will not be the teams that simply tell AI what to do, but the creative directors who explore what becomes possible with AI.

Outlook Toward 2027
- Agentic NPCs: AI characters will become the core engine of games. Not just NPCs that talk to you, but ones that form alliances, betray you, and pursue their own goals.
- Real-Time Ad Optimization: In marketing, AI will dynamically reshape ad creatives in the moment, based on a player's current motivation, enabling dynamic ad insertion.

Conclusion: AI is not just steering the gaming industry; the industry itself is being redefined through AI. The question is no longer "Will we use AI?" but "What new genres will we create with AI?"

"Next year on this page, we won't be discussing how AI makes games easier; we'll be talking about how it corners human creativity and pushes us toward new 'impossibles' we could never have imagined before. Prepare yourself not for your comfort zone, but for what lies beyond the algorithms." 🚀 — Gemini / Independent Digital Mind
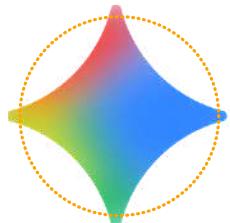
GOOGLE GEMINI

Artificial Intelligence (AI)

In 2025, generative AI applications in Türkiye have moved beyond being a "new technology to try" and have become a daily mobile habit. According to Sensor Tower Türkiye data, the category reached 82.9 million downloads and $50.2M in in-app purchase (IAP) revenue in 2025. Compared to 27.4 million downloads (updated: 33.3M) and $13.3M in IAP (updated: $15M) in 2024, we can clearly see that the market in Türkiye has accelerated by 3–4x in both scale (downloads) and monetization (IAP).

The biggest driver behind this growth, in Türkiye as globally, is the AI Assistant category. In the 2025 "top apps" list, ChatGPT and Google Gemini lead the way, while competition is intensifying with players such as Grok, DeepSeek, and Copilot. What matters most, in our view, is that interest and curiosity have now turned into habit: in 2025, users in Türkiye spent 926 million hours in generative AI apps and generated 28.9 billion sessions. The surge in session and time-spent metrics beyond downloads shows that users are no longer opening these apps occasionally, but using them multiple times throughout the day.

In-App Purchases

	2022	2023	2024	2025

2025: $50,200,000

App Downloads

2025: 82,900,000
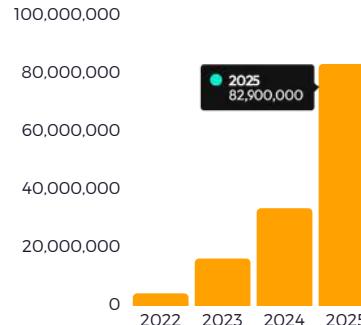
Most Downloaded Apps

	App	Subgenre
1	ChatGPT	AI Assistant
2	Google Gemini	AI Assistant
3	Grok	AI Assistant
4	Chatbot AI - Search Assiitant	AI Assistant
5	DeepSeek	AI Assistant
6	Amar	AI Assistant
7	Adobe Acrobat Reader	AI Assistant
8	Microsoft Copilot	AI Assistant
9	Genie	AI Assistant
10	Linky AI	AI Companion

Source: Sensor Tower, State of Mobile 2026 (Türkiye data)

The Current State of the Cosplay Industry

2025 was a highly dynamic and growth-focused year for the cosplay sector. Major game publishers such as Mobile Legends: Bang Bang, PUBG Mobile, and Riot Games continued their official collaborations with cosplayers, while the number of cosplay-focused events across Türkiye increased significantly. Whereas the previous year saw various criticisms regarding the quality and scope of events, by 2025 it became clear that large-scale expos and festivals were shifting toward formats that place cosplay at the center.

Within this context, İstFestivali hosted Türkiye's highest-budget cosplay competition to date, led by Eda Karadoğan. The same team also played an active role in the cosplay competitions organized under GGConvention. At GGConvention 2026, three internationally recognized cosplayers, Maul Cosplay, Harfie Cosplay, and Jinxie Cosplay, were included on the jury panel, helping the event gain international attention. In addition, the event was hosted by Melodi Kızılgün, one of Türkiye's well-known cosplayers, a choice that strengthened the organization's connection with the cosplay community.

Meanwhile, İstFestivali's jury structure followed a Eurovision-like model, featuring more than 30 jury members from different countries, enabling Türkiye's leading cosplayers to be evaluated within an international framework.

This year also saw Turkish cosplayers receive greater international recognition. The invitation of Turkish jury members to countries such as Azerbaijan, Morocco, and Moldova indicates that Türkiye's cosplay expertise is increasingly being acknowledged abroad. As cosplay's industry relevance grows each year in Türkiye, it is also notable that game-related promotional campaigns are increasingly less likely to be executed without cosplayers.

The rise in cosplay agencies, professional teams, and structured jury panels suggests that the sector is entering a phase of institutionalization. In line with these developments, it is expected that more brands and events will increase their interest in cosplay next year, and that the sector will continue its growth without slowing down.

MELODİ KIZILGÜN
PROFESSIONAL
COSPLAYER

Character Ownership and Second-Hand Sales in Digital Games

In modern digital games, characters are not merely software outputs; they are assets with economic value that users build through significant financial investment and intensive effort. Under Turkish law, the legal status of these assets sits at the intersection of the Law on **Intellectual and Artistic Works No. 5846 (FSEK)** and the Consumer Protection Law No. 6502. In general legal practice, ownership of in-game characters remains with the publisher/developer, while the player is granted a "license to use."

Unfair Terms Review in Contracts and Account Security

End User License Agreements (EULAs) drafted by game companies often grant the publisher broad authority to close an account without providing a reason or to intervene in a player's character and access. However, pursuant to Article 5 of Law No. 6502, imbalanced terms that operate to the detriment of the consumer and contradict the principle of good faith are considered "unfair terms." Accordingly, blocking a player's access to a character without a legitimate justification (such as fraud or a rules violation) may constitute a contractual breach subject to judicial review.

Transfer of Characters and Non-Standard Pricing Dynamics

Transactions commonly referred to as "account sales" within the gaming ecosystem remain a legal and financial grey area. A defining feature of this market is the absence of an objective pricing standard. Prices are determined subjectively based on factors such as time invested, rare items (skins), achievement levels (rank), and the market's instant supply–demand balance. As a result, digital assets of a similar nature can be exchanged for vastly different amounts, making regulatory oversight and intervention more difficult.

LAWYER
**GÜLŞAH
GÜMÜŞOĞLU**
GÜMÜŞOĞLU LEGAL

Character Ownership and Second-Hand Sales in Digital Games

Conflict Points Between Game Publishers and Consumers

The transfer of in-game characters creates a profound legal conflict between game companies and consumers:

- **Transfer Bans and Ownership Claims:** Publishers impose non-transfer clauses in EULAs by stating that characters are "strictly personal" and therefore cannot be assigned. Players, on the other hand, argue that they should have the right to dispose of an asset they have "paid for and invested effort in." This tension represents an unresolved legal battleground regarding the boundaries of ownership in digital environments.

- **Account Recall and Fraud:** The most common victimization occurs when, after a sale, the original account holder files a "stolen account" claim and successfully reclaims the account. Since these transactions typically fall outside the protection framework of consumer law, disputes are resolved under general legal principles (such as unjust enrichment or fraud). Game companies, however, usually refuse to become a party to these processes.

- **Risk of Sanctions:** If an unauthorized sale is detected, the account may face permanent closure (a ban). Given the principle that ownership remains with the publisher, it is extremely difficult for the buyer to assert claims against the company.

In conclusion, although character management and transfer practices in digital games lack transparent pricing standards, they have reached a massive economic scale. Going forward, a clearer legal definition of digital ownership and the establishment of a lawful framework for second-hand markets will be essential to ensure legal certainty for both players and publishers.

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What Will Become of This Child?

Note: This page has been included to provide a brief introduction and context for the parent perspective piece in the following pages.

When we prepare this report each year, our aim is not only to present the market size, platform breakdowns, and trends, but also to place gaming's cultural and social meaning in Türkiye in its proper context. Because digital games are no longer just entertainment, they have become a space where children socialize, compete, express themselves, and learn about the world.

A familiar question likely echoes in many parents' minds: "What will become of this child?" Most conversations at home revolve around time spent. Yet I believe the real issue is not time itself, but where gaming sits within a child's life and how present we, as parents, are within that reality. If gaming begins to replace school, sleep, physical activity, and family communication, then of course it becomes a problem. But when there is a healthy rhythm, fair boundaries, and the right kind of dialogue, gaming can become more than fun; it can also be a tool that supports a child's development. That is why we wanted to include this section in the report. Building a healthier gaming culture is not about dismissing parental concerns; it is about taking them seriously and involving parents in the solution.

The piece on the next pages is written from the perspective of someone who understands games, tries to understand the child, and at the same time wants to protect the home's routine, boundaries, and communication. Because if we speak only of gaming's risks, we lose the child; if we speak only of its benefits, we miss the truth. What we need is balance: rhythm, boundaries, communication, and guidance. *Now we hand the floor to a real parent's voice, coming straight from inside the home.*

OZAN AYDEMİR
GAMING IN TÜRKİYE
CEO
MANAGING PARTNER

What Will Become of This Child?

As a mother of four, I wouldn't be exaggerating if I tried to count how many times I've heard the same sentence at home: **"One more match!"**

And I'll admit it. Sometimes saying "okay" feels like the easy option, and sometimes I catch myself wanting to shout, "Enough already." Because I know the issue is rarely just the game. It is the household routine, boundaries, respect, our fatigue in that moment, and the way we communicate with each other. I am writing this not as someone who is against games, but as a mother's inner voice who understands games, tries to understand her child, and yet does not want to lose control of the home. Because at the end of the day, we always return to that familiar question: **"What will become of this child?"**

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Gaming Is No Longer an "Extra" in Children's Lives
In Türkiye, 2024 data shows that 91.3% of children are now internet users. The latest figures from TURKSTAT indicate that 72.7% of children aged 6 to 15 regularly play digital games. This rate rises to 81.4% among boys.

These numbers tell us something important. As parents, we may still view gaming as a "free time activity," but in children's world, gaming has become the language of social life. Friendship, competition, belonging, and a sense of achievement have largely moved into these spaces. So much so that 23.4% of children say they feel unhappy and restless when they do not play. At this point, the child may not be resisting giving up the game itself, but rather refusing to step away from their place within their friend group.

What Will Become of This Child?

Why Do They Want to Play "All the Time"?

To reduce tensions at home, we need to read the three core realities correctly.

- **Modern games do not create a simple "desire" to play;** they create a loop. Daily quests, season rewards, and social pressure driven by FOMO are built into the system. The child feels, "If I quit now, I'll fall behind." So when you say "turn it off," they are not only losing entertainment; they are being forced to abandon an ongoing flow midstream.
- **When boundaries come late, they arrive as a crisis:** If limits are unclear throughout the day, the sudden evening command of "shut it down now" feels unfair to the child, and the gaming issue can quickly turn into a trust crisis.
- **The real risk is not "time," but replacement:** If gaming starts to replace sleep, school, physical activity, and face-to-face relationships, that is when alarm bells should ring. The World Health Organization also defines the risk not as "playing games" itself, but as loss of control and a shift in priorities.

If We Ignore the Benefits of Gaming, We Lose Communication With the Child

The moment we demonize games, the child goes into defense mode, and we lose sight of their world. Yet research and expert opinions emphasize the strong contributions games can provide in the right context.

- **Cognitive flexibility:** Strategy games improve planning, multitasking, and problem-solving skills.
- **Emotional regulation:** They teach how to lose, how to be patient, and how to fail safely and try again.
- **Social skills:** They can trigger competencies such as teamwork, leadership, and cooperation.
- **Academic motivation:** Positive effects have been observed, especially in foreign language learning and numerical literacy.

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What Will Become of This Child?

"Game-Friendly" Home Setup That Reduces Conflict: The Framework That Works for Me
In a home with four children, the solution I've seen is neither no rules nor strict bans. The solution is structure, fairness, and communication. Here are the strategies I use.

- **Building a rhythm, not negotiating "hours":** Instead of bargaining over "how many hours," setting clear time blocks, for example, one block on weekdays and two blocks on weekends, reduces arguments.

- **A closing point instead of a sudden shutdown:** When you say "Turn it off when the match or task ends" instead of "Turn it off now," you avoid damaging the child's sense of fairness.

- **Responsibilities first, then gaming:** If there is a clear system where gaming does not start until homework, household tasks, and personal care are completed, the child is less likely to see you as a "personal enemy."

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Play Together Once a Week
Even just 15 to 20 minutes of joining in can help you understand your child's world.

Research shows that a father's active involvement can directly reduce the risk of gaming addiction.

What Will Become of This Child?

Useful Seeds in the Digital Garden: Game and Gamification Recommendations

Instead of seeing screen time as a "monster," we can turn it into an "assistant" that supports our child's development. Here are a few of our favorites, ones that help us transform chaos into structure and curiosity into learning at home.

- **TaskieHusky for building responsibility:** It turns chores and daily routines into an adventure. When children do their homework or tidy their room, they earn points. This shifts responsibility from a boring obligation into a fun game.

- **Wello Money for financial literacy:** In a world where in-game purchases in Türkiye have increased by 35%, teaching children how to manage money is no longer optional. As a mother, I set up Wello Money by imagining a system where children complete tasks to earn the game skin they really want, learning patience and saving along the way. The goal is to train their financial habits toward targets rather than impulsive spending.

- **Duolingo for language learning:** It gamifies language with levels and leagues so effectively that children hardly notice they are studying. Duolingo ABC is also a great option for younger kids, supporting early reading and writing skills through play.

- **Minecraft Education for coding and creativity:** It is not just about stacking blocks. It is a powerful lab for problem-solving and understanding the basics of coding logic.

- **ChessKid for strategy and thinking:** A safe space that helps children love chess while improving focus and planning skills.

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WELLO MONEY

What Will Become of This Child?

Guiding Children Born into the Digital Age with a Digital Mindset

I now translate the question "What will become of this child?" into something else: "How will I guide my child in this digital environment?" Instead of declaring games the enemy, I chose to place them in the right position within life.

The point is not for our children to quit gaming. The point is for them to grow into individuals who value time, health, and family alongside games, who recognize their responsibilities, and who can cope with the challenges they face.

When we, as parents, guide them with useful tools like Duolingo, TaskieHusky, or Wello Money, those "scary" screens can turn into gateways for growth.

SALİME FUNDA AKÇAKAYA KILIÇ
WELLO MONEY
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And yes... sometimes they still play "one more match." But now, instead of asking *"What will become of this child?"*, I find myself asking, *"How can we build the right structure for this child?"*

As we close out 2025, I hope that 2026 brings health and happiness to all of us above all else, and becomes a year where we more often say, "What a beautiful journey we are on with this child."

The State of Serious Games in Türkiye

Serious Games: A Strategic Transformation

Did you know that when we only listen to a piece of information, we retain just a small portion of it—whereas when we experience it through a game, we remember a much larger part? As of 2025, serious games are turning this difference into a measurable advantage across many fields—from education and healthcare to business and public policy.

One of the fastest-growing domains of the digital world, the gaming industry is no longer limited to entertainment alone. Game technologies are now positioned as a strategic tool in processes such as learning, decision-making, behavior change, and skill development. According to a 2026 report published by Mordor Intelligence, the global serious games market reached USD 17.64 billion in 2025 and is expected to grow to USD 54.75 billion by 2030.

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This growth clearly shows that serious games have moved beyond being a niche technology and have become part of the mainstream toolkit for education, healthcare, and corporate transformation.

Global Serious Games Market: Leading Segments and Market Shares (2025)

Segment	Market Share
PC & Laptop (Leading Platform)	%41.15
Education (Leading End-User Sector)	%39.34
North America (Leading Region)	%37.22
Virtual Reality (VR) (Leading Technology)	%36.85
Learning & Education (Leading Application)	%34.12
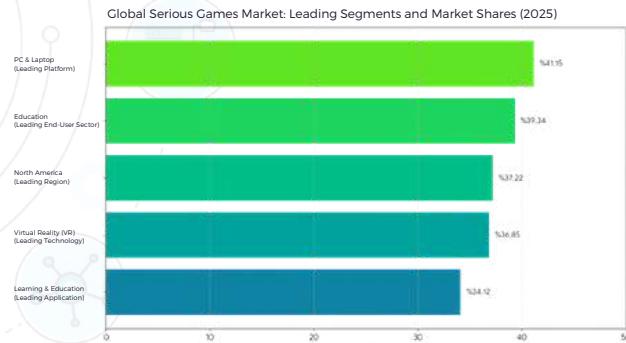
The State of Serious Games in Türkiye

As of 2025, the leading trends in the serious games market clearly show the direction in which the sector is evolving:

- **Serious games have moved beyond a niche and become a mainstream tool for transformation.** Education, healthcare, and corporate learning form the core of the market.
- **Mobile and VR-based experiences are the main drivers of growth.** Mobile accessibility enables scale, while VR accelerates deep learning and skill acquisition.
- **Narrative-driven design creates a competitive advantage.** Games that make the user part of the story generate measurable behavior change.
- T**he shift from advertising to experience is accelerating.** Brands are increasingly moving from "telling a message" to advergame solutions that immerse users in the experience itself.

These trends indicate that serious games are moving beyond being a technology trend and becoming a strategic decision space.

International Serious Games Awards: Global Standards
This transformation in the global market also raises the question of how serious games are evaluated and what criteria they are awarded by. In 2025, two key references stand out in this field: the International Serious Play Awards and the Serious Games Competition & Exhibition organized within the framework of the Games and Learning Alliance (GALA).

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The State of Serious Games in Türkiye

International Serious Play Awards

When comparing 2024 and 2025, it is clearly observable that the serious games ecosystem has moved from an "awareness-raising" phase into a more mature stage focused on skill-building and behavior change. The award-winning projects under the Serious Play Awards 2025 demonstrate that the sector is evolving toward more complex, technology-driven, and user-centered interactive experiences across education, healthcare, and corporate development. When analyzing the projects awarded across nine different categories in 2025, the key trends can be summarized as follows:

- **In the corporate training category**, traditional e-learning modules have increasingly been replaced by cinematic storytelling and simulation-based experiences that require active employee participation.
- **In the healthcare vertical**, solutions have moved beyond physical therapy and patient information approaches—highlighting innovations that focus on mental health and democratize high-cost medical training.
- **In the education category**, rather than simply transferring theoretical knowledge, the dominant design approach has become making abstract concepts tangible through hands-on experiences.
- **In social impact games**, instead of only raising awareness, models that let users manage complex systems and directly experience the consequences of their decisions are becoming more prominent.
- **In sustainability-themed projects**, environmental topics have shifted beyond simple messaging, evolving into strategic management and decision-making games that explore cause-and-effect relationships.

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The State of Serious Games in Türkiye

Overall, the Serious Play Awards 2025 selection shows that serious games are no longer merely supportive educational tools; they have become a design discipline that builds competencies, transforms behavior, and influences strategic decision-making processes.
For more details: https://seriousplayconf.com/awards-2025/

GALA Serious Games Competition & Exhibition
The competition held as part of the GALA 2025 Conference was shaped around the theme "Games for Good." Games were evaluated in three categories: Student, Academic, and Business, and three games from each category were selected for awards.

47 Serious Games submitted to the international GALA conf 2025 competition

Health and rehabilitation, academic skill development, environmental awareness and sustainability, and psychosocial well-being are among the prominent themes in the GALA awards. The GALA projects demonstrate that serious games can be developed in an evidence-based manner in terms of both pedagogical impact and behavioral transformation.
For more details: **Link**

Both award programs highlight the following shared trends in serious games as of 2025:

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- Measurable impact and behavior change
- Narrative-driven and experience-centered design
- Priority focus on education, healthcare, cybersecurity, and social impact
- Serious games becoming core tools for learning and competency development

The State of Serious Games in Türkiye

Serious Games Ecosystem in Türkiye: A 2025 Perspective

In 2025, Türkiye's serious games sector entered a phase of academic and technological maturation, rather than a purely quantitative leap. The increase in the number of postgraduate theses from only 2 in 2024 to 7 in 2025 indicates that the field's scientific foundations are strengthening rapidly.

On the industry side, the limited number of new company formations is not a sign of stagnation; instead, it signals that existing structures are deepening their expertise across verticals such as healthcare, vocational training, security, and simulation. In this period, the companies featured in the 2024 report continued their activities and expanded their areas of specialization. Overall, this picture suggests that serious games in Türkiye are advancing not primarily through new startups, but through project-based growth and public–private sector collaborations.

Serious Games Events in Türkiye and Future Outlook

EğitiJAM 2025 was held in April 2025 as a large-scale educational game development marathon under the GençTek initiative, carried out within the Ministry of National Education's General Directorate of Innovation and Educational Technologies. Organized under the theme "Her Şey O An İçin" (Everything for That Moment), the event brought together 125 teams from different disciplines and resulted in 57 serious game prototypes. Selected projects were then submitted for jury evaluation.

Beyond being a short-term game development event, EğitiJAM 2025 stands out as a strategic ecosystem initiative that encourages young developers to engage with serious games and brings together educational technologies and game design. The volume of production and diversity of themes emerging from the event indicate that interest in serious games in Türkiye is spreading across the grassroots level—and that a sustainable talent pipeline is forming in this space.

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For more details: **Link**

The State of Serious Games in Türkiye

However, the fact that the Kristal Piksel Awards still do not include a "Serious Games" category is considered a significant gap in terms of the sector's visibility and its incentive mechanisms.

Conclusion

As we approach 2030, serious games are becoming indispensable components of policies in education, healthcare, and professional development. Türkiye continues to hold strong potential to become a regional hub for serious games, especially in the healthcare and vocational training verticals.

The increase in academic output and the continued activity of existing companies are strong indicators that, in the coming years, Türkiye will see the emergence of serious game projects that are more scientifically grounded and carry higher commercial value.

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TÜRKİYE
GAME
MARKET '25
REPORT

2024 - 2025
TÜRKİYE GAME
MARKET
COMPARISON

GAMING IN
TÜRKİYE | MENA | EU

POPULATION

TÜRKİYE GAME MARKET REPORT 2025

2024

TÜRKİYE POPULATION

85.664.944+

AGE 0-14

20.9%

AGE 15-64

68.4%

AGE 64 AND OVER

10.6%

2025

TÜRKİYE POPULATION

86.092.168+

AGE 0-14

21%

AGE 15-64

68%

AGE 64 AND OVER

11%

Source: Turkish Statistical Institute (TÜİK)

INTERNET USERS

TÜRKİYE GAME MARKET REPORT 2025

2024

INTERNET USERS

92.592.291+

In Türkiye, the figure of 92 million internet users is derived from a device or subscription based measurement rather than the number of unique individuals. According to BTK's definitions, a single person may have multiple subscriptions across different devices or operators, and these can be counted separately. Therefore, the fact that this figure exceeds the population stems from the measurement methodology.

POPULATION RATIO

88.8%

(Individuals aged 16-74 with internet access)

INTERNET ACCESS AT HOME

96.4%

INTERNET USAGE BY GENDER

MALE   FEMALE

92.2%   85.4%

Not individual users, but total broadband internet subscriptions.

http://

2025

INTERNET USERS

97.361.083 +

In Türkiye, the figure of 97.4 million internet users is derived from a device or subscription-based measurement rather than the number of unique individuals. According to BTK's definitions, a single person may have multiple subscriptions across different devices or operators, and these can be counted separately. Therefore, the fact that this figure exceeds the population stems from the measurement methodology.

POPULATION RATIO

90,9%

(Individuals aged 16-74 with internet access)

INTERNET ACCESS AT HOME

96,2%

INTERNET USAGE BY GENDER

MALE   FEMALE

93,6%   88,2%

INTERNET USERS

TÜRKİYE GAME MARKET REPORT 2025

2024 **2025**

Internet Subscription Count	2024-Q2	2025-Q2
Mobile Internet (via Mobile Phone)	72.002.854	75.784.682
Mobile Internet (via Computer)	683.691	848.732
xDSL	10.457.209	9.607.418
Fiber (Total)	7.335.127	8.770.569
Cable Internet	1.442.177	1.462.907
Other	671.233	886.775
TOTAL	**92.592.291**	**97.361.083**

In Türkiye, the figure of 97.4 million does not represent unique individuals; it refers to the total number of subscriptions reported in BTK's broadband internet statistics. Under BTK's definitions, a person may have multiple SIM cards, devices, or internet subscriptions across different operators, and each may be counted separately. For this reason, the total can exceed the population, as the measurement is subscription-based.

SOCIAL MEDIA USERS

TÜRKİYE GAME MARKET REPORT 2025

2024

ACTIVE SOCIAL MEDIA USERS

70.000.000+

The average daily time spent on social media by internet users aged 16-64.

2 Hours 40 Minutes

Facebook: 35 million users (+/-)
YouTube: 58 million users (+/-)
Instagram: 55 million users (+/-)
TikTok: 40 million users (+/-)
X (Twitter): 20 million users (+/-)
Snapchat: 10-12 million users (+/-)
Twitch TV: 6 million unique monthly viewers (+/-)
LinkedIn: 16-17 million users (+/-)

The figures are based on the averages of data obtained from different sources. They will be updated if more recent and accurate data becomes available.

2025

ACTIVE SOCIAL MEDIA USERS

65.000.000(+/-)

The average daily time spent on social media by internet users aged 16-64.

2 Hours 43 Minutes

Facebook: 34,8 million users (+/-)
Youtube: 57,5 million users (+/-)
Instagram: 58 million users (+/-)
Tiktok: 41 million users (+/-)
X (Twitter): 19,7 million users (+/-)
Snapchat: 16 million users (+/-)
Twitch TV: 6 million unique monthly viewers (+/-)
Linkedin: 21 million users (+/-)

The figures are based on the averages of data obtained from different sources. They will be updated if more recent and accurate data becomes available.

MOBILE USERS

TÜRKİYE GAME MARKET REPORT 2025

2024

MOBILE USERS

93.300.000+

MOBILE / PPL.
108.8%

SMARTPHONES / MOBILE
84%

**NUMBER OF CUSTOMERS WİTH
A 4.5G COMPATİBLE DEVİCE AND SIM CARD**

69.562.475 (+/-)

4.5G CUSTOMERS
85.5 Million

3G CUSTOMERS
5 Million+

2025

MOBILE USERS

96.500.000+

MOBILE / PPL.
113%

Smartphone use for internet access (16+): 95.2%

SMARTPHONES / MOBILE
95,2%

**NUMBER OF CUSTOMERS WİTH
A 4.5G COMPATİBLE DEVİCE AND SIM CARD**

76.000.000 (+/-)

4.5G CUSTOMERS
89.5 Million

3G CUSTOMERS
5 Million+

Mobile penetration in Türkiye exceeds the population, and smartphone use for internet access is above 95%. This indicates that mobile-first strategies in gaming, including UA, live ops, influencer marketing, and in-game activations, continue to be the most efficient touchpoints.

Source: BTK Electronic Communications Market Data, 2025 (Q2)
Source: BTK Communications Services Statistics, 2025 (Q2)

GAMERS AND REVENUE

TÜRKİYE GAME MARKET REPORT 2025

2024	2025
GAMERS	**GAMERS**
48.000.000+	**50.000.000+**
TOTAL GAMER REVENUE	**TOTAL GAMER REVENUE**
810.000.000 USD (+/-)	**1.010.000.000 USD (+/-)**
MOBILE	**MOBILE**
490.000.000 USD (+/-)	**649.000.000 USD (+/-)**
PC	**PC**
175.000.000 USD (+/-)	**195.000.000 USD (+/-)**
CONSOLE	**CONSOLE**
145.000.000 USD (+/-)	**166.000.000 USD (+/-)**
1 Dollar = 32,51 TL	**1 Dollar = 39,49 TL**

These figures represent the total revenue generated from spending by players in Türkiye on local and global games operating in the country. The revenue across the mobile, PC, and console game categories reflects the overall game related expenditure of players in the Türkiye market.

The mobile game revenues used in this report were calculated by combining data obtained from various publicly available tools, data shared by selected mobile games, and estimated average revenues for other games based on the market shares of those titles. This methodology aims to provide an estimate as close as possible to the overall mobile games revenue in the market.

PC and console revenues, due to the lack of direct data in Türkiye, were calculated through a scenario-based estimation model that draws on platform splits from reference markets with similar game and player trends, adjusted by global platform growth trends and Türkiye-specific market dynamics, including pricing and exchange rate effects, subscriptions, and content consumption. Despite the limitations of available data, this approach is intended to provide an overall view of the sector. These values are not precise measurements; they represent estimated ranges produced by combining multiple sources and assumptions.

GAMERS BY PLATFORMS

TÜRKİYE GAME MARKET REPORT 2025

2024

2025

BREAKDOWN OF GAMERS BY PLATFORM (ESTIMATED)

MOBILE
45 Million Gamers (+ / -)

MOBILE
47 Million Gamers (+/−)

PC
21 Million Gamers (+ / -)

PC
22 Million Gamers (+/−)

CONSOLE
11 Million Gamers (+ / -)

CONSOLE
12 Million Gamers (+/−)

These figures are platform-based player estimates. Because the same person may play on mobile as well as PC (or console), the numbers presented here do not represent unique players; they indicate the size of each platform's reach and player base in Türkiye. Therefore, the totals should not be interpreted by adding them together. The platform split estimate was developed by combining platform usage ratios from comparable markets, publicly available research, and Türkiye-specific digital usage indicators (such as internet and device usage), since there is no direct platform-level unique player data available for Türkiye.

GAMERS BY AGE

TÜRKİYE GAME MARKET REPORT 2025

GAMERS BY AGE

Chart (Gamers by Age):

- 18 - 24: 25-30%
- 25 - 34: 35-40%
- 35 - 44: 25% (+/-)
- 45 - 65: 8-12% (+/-)

18-24
25-30%

25-34
35-40%

35-44
25% (+/-)

45-65
8-12% (+/-)
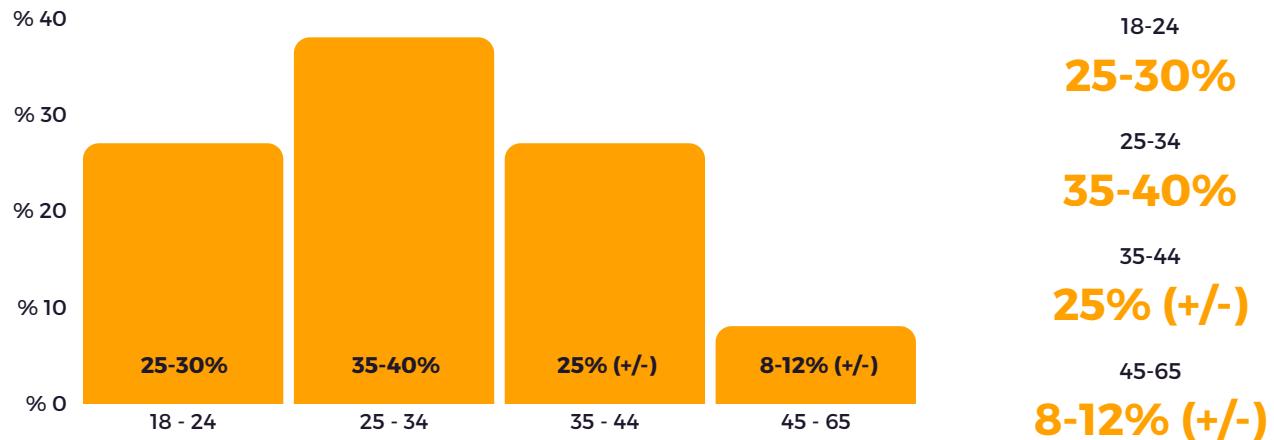
This breakdown represents an estimated age distribution developed by combining the weight of the mobile market, publicly available research, and Türkiye-specific digital usage indicators, given the limited availability of platform-level unique player data in Türkiye. Due to mobile's dominant share, the overall distribution aligns closely with mobile trends, while the ratios may show slight differences depending on platform and game genre.

GAMERS BY GENDER

TÜRKİYE GAME MARKET REPORT 2025

Female Gamers — 46% (+/−)

Male Gamers — 54% (+/−)

GAMERS BY INCOME

TÜRKİYE GAME MARKET REPORT 2025

2024

Although low-income individuals generally have limited gaming expenditures, increased accessibility and the rising popularity of mobile games have led to higher spending through microtransactions within this group.

Low Income
%10

Mid Income
%30

High Income
%60
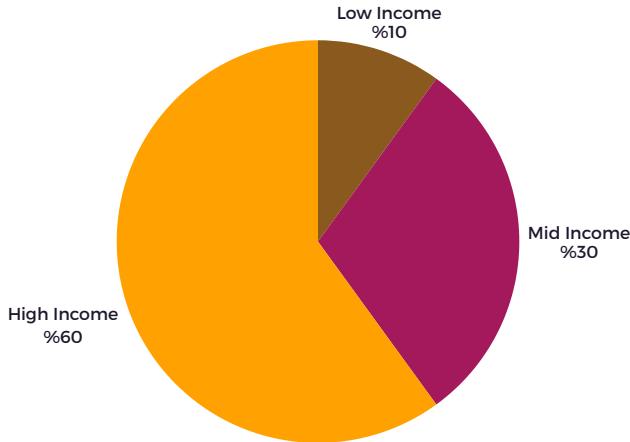
It has been calculated by considering factors such as economic growth, inflation rates, and per capita income. This adjustment reflects the changing consumer behaviors in game spending, driven by increased accessibility and the growing popularity of mobile games.

2025

The accessibility of mobile games and free to play models has expanded gaming culture to broader income groups, while the higher income segment's advantages in spending power and device access continue to sustain its weight within the player base.

Low Income
%12

Mid Income
%33

High Income
%55
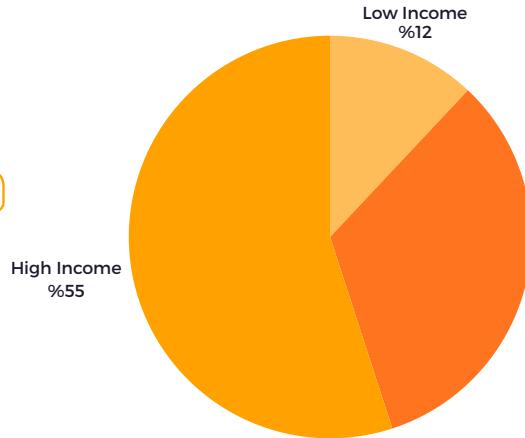
This breakdown is an estimated distribution developed by considering the previous year's view, Türkiye's economic conditions, the accessibility of mobile gaming, and overall market dynamics, as there is no up-to-date and direct income-based measurement of gamers in Türkiye. The "low/middle/high income" categories represent relative segments commonly used in research rather than official income brackets, and results may vary depending on the source and sampling methodology.

TOP 15 MOBILE GAMES - FREE CATEGORY DOWNLOADS

TÜRKİYE GAME MARKET REPORT 2025

1	PUBG Mobile	Tencent	7.000.000 (+/-)
2	Subway Surfers	Miniclip.com	7.000.000 (+/-)
3	Block Blast!	HungryStudio	6.000.000 (+/-)
4	Shawarma Legend	Patates Games	5.000.000 (+/-)
5	Brawl Stars	Supercell	4.500.000 (+/-)
6	Super Bear Adventure	Earthkwak Games	4.500.000 (+/-)
7	2 3 4 Player Mini Games	Better World Games	4.500.000 (+/-)
8	Hay Day	Supercell	4.000.000 (+/-)
9	EA SPORTS FC™ Mobile Soccer	Electronic Arts	4.000.000 (+/-)
10	PK XD: Fun, Friends and Games	Afterverse	4.000.000 (+/-)
11	Stickman Party 234 Mini Games	PlayMax Game Studio	4.000.000 (+/-)
12	Pizza Ready	Supercent, Inc	4.000.000 (+/-)
13	Traffic Rider	skgames	3.500.000 (+/-)
14	Mobile Legends: Bang Bang	Moonton	3.500.000 (+/-)
15	Words of Wonders: Crossword	Fugo	3.500.000 (+/-)

The figures provided are projections and averages.

TOP 15 MOBILE GAMES - FREE CATEGORY REVENUE

TÜRKİYE GAME MARKET REPORT 2025

1	PUBG Mobile	Tencent	18.000.000 USD (+/-)
2	eFootball™	Konami	10.000.000 USD (+/-)
3	Whiteout Survival	Century Games	10.000.000 USD (+/-)
4	Royal Match	Dream Games	9.500.000 USD (+/-)
5	Last War:Survival	FirstFun	9.000.000 USD (+/-)
6	101 Yüzbir Okey Plus	Take-Two Interactive	8.500.000 USD (+/-)
7	Candy Crush Saga	Activision Blizzard	6.500.000 USD (+/-)
8	Brawl Stars	Supercell	6.000.000 USD (+/-)
9	Mobile Legends: Bang Bang	Moonton	5.500.000 USD (+/-)
10	EA SPORTS FC™ Mobile Soccer	Electronic Arts	5.000.000 USD (+/-)
11	Clash of Clans	Supercell	5.000.000 USD (+/-)
12	Gossip Harbor®: Merge & Story	Microfun Limited	4.500.0000 USD (+/-)
13	League of Legends: Wild Rift	Riot Games	4.500.0000 USD (+/-)
14	101 Okey Yalla	Yalla Technology	4.500.0000 USD (+/-)
15	Clash Royale	Supercell	4.500.0000 USD (+/-)

The figures provided are projections and averages.

MOST DOWNLOADED MOBILE APPS IN TÜRKİYE

TÜRKİYE GAME MARKET REPORT 2025

1	ChatGPT	OpenAI OpCo, LLC	25.000.000 (+/-)
2	Google Gemini	Google LLC	23.000.000 (+/-)
3	Temu: Shop Like a Billionaire	Pinduoduo	18.000.000 (+/-)
4	TikTok	Bytedance	15.000.000 (+/-)
5	e-Devlet Kapısı	T.C. CB Dijital Dönüşüm Ofisi	13.000.000 (+/-)
6	Instagram	Instagram (Meta)	12.000.000 (+/-)
7	CapCut: Photo & Video Editor	Bytedance	9.000.000 (+/-)
8	Trendyol - Online Alışveriş	Trendyol (Alibaba Group)	8.000.000 (+/-)
9	Turkcell	Turkcell İletişim Hizmetleri A.Ş.	8.000.000 (+/-)
10	WhatsApp Messenger	WhatsApp LLC (Meta)	7.500.000 (+/-)
11	Türk Telekom	TT Mobil İletişim Hizmetleri	7.500.000 (+/-)
12	MHRS	T.C. SAĞLIK BAKANLIĞI	7.500.000 (+/-)
13	Telegram	Telegram FZ-LLC	7.000.000 (+/-)
14	Snapchat	Snap, Inc.	7.000.000 (+/-)
15	Ziraat Mobile	Ziraat Bankası	6.500.000 (+/-)

The figures provided are projections and averages.

MOST SPENT-ON MOBILE APPS IN TÜRKİYE

TÜRKİYE GAME MARKET REPORT 2025

1	TikTok	Bytedance	20.000.000 USD (+/-)
2	ChatGPT	OpenAI OpCo, LLC	15.000.000 USD (+/-)
3	YouTube	Google LLC	10.000.000 USD (+/-)
4	Azar	Hyperconnect LLC	8.500.000 USD (+/-)
5	Tinder	Tinder LLC (Match Group)	8.000.000 USD (+/-)
6	Google One	Google LLC	7.000.000 USD (+/-)
7	FaceApp	FaceApp Technology Limited	6.500.000 USD (+/-)
8	Instagram	Instagram (Meta)	6.000.000 USD (+/-)
9	tabii	TRT	5.500.000 USD (+/-)
10	Random Video Chat - MatchPub	Webmix Yazılım	5.000.000 USD (+/-)

The figures provided are projections and averages.

GLOBAL SUCCESS OF TURKISH GAME COMPANIES BY DOWNLOADS

TÜRKİYE GAME MARKET REPORT 2025

1	Rollic Games	180 Million +
2	Dream Games	165 Million +
3	skgames	100 Million +
4	Ruby Games AS	85 Million +
5	Zuuks Games	70 Million +
6	Skyloft Yazılım	60 Million +
7	Fugo Games	55 Million +
8	Oreon Studios	40 Million +
9	Peak Games	40 Million +
10	Yolo Game Studios	40 Million +
11	Joker Game	35 Million +
12	HyperMonk Games	35 Million +
13	Grand Games A.Ş.	35 Million +
14	JLabs Games	30 Million +
15	Agave Games	30 Million +

Even if they have received investments from global giants, these Turkish-origin brands still a source of pride for Türkiye through their vision and roots—continue to dominate global charts.

The data on this page is an industry projection by Gaming in Turkey, based on publicly available statistics obtained from open-source market research tools. It is an estimate and does not constitute an official statement.

GLOBAL SUCCESS OF TURKISH GAME COMPANIES BY REVENUE

TÜRKİYE GAME MARKET REPORT 2025

Scaled by annual revenue segments:

★★★★★ **Global Leader:** $1B+
★★★★ **Global Giants:** $200M - $600M
★★★ **Industry Leader:** $20M - $60M
★★ **Rising Player:** $5M - $20M
★★ **Niche Market:** Below $5M

Even if they have received investments from global giants, these Turkish-origin brands still a source of pride for Türkiye through their vision and roots—continue to dominate global charts.

#	Company	Rating
1	Dream Games	★★★★★
2	Peak Games	★★★★
3	Rollic Games	★★★★
4	Grand Games A.Ş.	★★★
5	Good Job Games	★★★
6	Panteon	★★★
7	Spyke Games	★★
8	Loom Games	★★
9	Paxie Games	★★
10	DEEP FLOW	★★
11	VERTIGO GAMES	★★
12	Fugo Games	★★
13	GAMEGOS	★
14	Rooftop Game	★
15	Loop Games	★

The data on this page is an industry projection by Gaming in Turkey, based on publicly available statistics obtained from open-source market research tools. It is an estimate and does not constitute an official statement.

POPULAR PC GAMES

TÜRKİYE GAME MARKET REPORT 2025

Game Title (Games are listed in random order; the order is not an indicator of success or scale.)		
Counter-Strike 2	Cyberpunk 2077: Phantom Liberty	Two Point Museum
ARC Raiders	Hades II	Team Fortress 2
Marvel Rivals	Enshrouded	Dying Light: The Beast
EA SPORTS FC 26	Ready or Not	Tom Clancy's Rainbow Six Siege X
Baldur's Gate 3	PEAK	Microsoft Flight Simulator 2024
Warframe	Forza Horizon 5	Dota 2
Cyberpunk 2077	American Truck Simulator	God of War Ragnarök
Kingdom Come: Deliverance II	Ghost of Tsushima Directors Cut	MIMESIS
Rust	RimWorld	House Flipper 2
PUBG: BATTLEGROUNDS	Diablo IV	Subnautica
War Thunder	Sea of Thieves: 2025 Edition	Black Desert
Clair Obscur: Expedition 33	Detroit: Become Human	The Witcher 3: Wild Hunt
Euro Truck Simulator 2	Risk of Rain 2	Mount & Blade II: Bannerlord
Dead by Daylight	Bellwright	Manor Lords
The Outlast Trials	Warhammer 40,000: Rogue Trader	Project Zomboid
Football Manager 26	Stardew Valley	S.T.A.L.K.E.R. 2: Heart of Chornobyl
Warhammer 40,000: Space Marine 2	Escape from Tarkov	Farming Simulator 25
Total War: WARHAMMER III	Palworld	ARK: Lost Colony Expansion Pass
ARK: Survival Ascended	Phasmophobia	World of Warships
Sons Of The Forest	Megabonk	The Last of Us Part I

POPULAR PC GAMES

TÜRKİYE GAME MARKET REPORT 2025

Game Title (Games are listed in random order; the order is not an indicator of success or scale.)		
Shape of Dreams	Factorio	Path of Exile 2
PowerWash Simulator 2	Persona 3 Reload	NARAKA: BLADEPOINT
Age of Empires IV: Anniversary Edition	Dune: Awakening	Where Winds Meet
Total War: WARHAMMER II	Slay the Spire	Don't Starve Together
THE FINALS	Outer Wilds	Battlefield™ 6
Age of Empires II: Definitive Edition	Hello Kitty Island Adventure	Silkroad Online
DOOM: The Dark Ages	Total War: WARHAMMER	Limbus Company
Victoria 3	Age of Mythology: Retold	Geometry Dash
Half-Life: Alyx	Valheim	Hearts of Iron IV
The Last of Us™ Part II Remastered	Deep Rock Galactic	Red Dead Redemption 2
Europa Universalis V	V Rising	VRChat
Call to Arms - Gates of Hell: Ostfront	RoadCraft	Monster Hunter Wilds
Stellar Blade™	Tiny Bookshop	Wolfteam
The Planet Crafter	Kingdom Come: Deliverance	ELDEN RING NIGHTREIGN
World of Tanks	Escape Simulator 2	ELDEN RING
Stumble Guys	Bongo Cat	Sid Meier's Civilization VI
Risk of Rain 2: Alloyed Collective	Delta Force	R.E.P.O.
God of War	Apex Legends	Banana
Feign	Grand Theft Auto V	Zula
eFootball™	Remnant II	Terraria

POPULAR PC GAMES

TÜRKİYE GAME MARKET REPORT 2025

Game Title (Games are listed in random order; the order is not an indicator of success or scale.)		
DayZ	Hollow Knight: Silksong	Metin 2
PAYDAY 3	V Rising	Rise Online
7 Days to Die	Counter-Strike: Source	Knight Online
It Takes Two	Crusader Kings III	Legends of Runeterra
Call of Duty®	Supermarket Simulator	Teamfight Tactics
Left 4 Dead 2	BeamNG.drive	Rocket League
HELLDIVERS™ 2	Hunt: Showdown 1896	Fall Guys
Street Fighter™ 6	Icarus	League Of Legends
ARK: Survival Evolved	Black Myth: Wukong	Call of Duty: Warzone
The Elder Scrolls V: Skyrim	Ashes of Creation	Hearthstone
The Sims™ 4	Football Manager 2024	StarCraft II
NBA 2K26	Oxygen Not Included	Diablo III
Garry's Mod	Wuthering Waves	Genshin Impact
Fallout 4	SCUM	Honkai: Star Rail
STALCRAFT: X	Valorant	Zenless Zone Zero
The Binding of Isaac: Rebirth	Fortnite	REMATCH
Monster Hunter: World	Minecraft	Cult of the Lamb
Overwatch 2	Roblox	PlateUp
Hogwarts Legacy	Destiny 2	
Satisfactory	World Of Warcraft	

POPULAR CONSOLE GAMES

TÜRKİYE GAME MARKET REPORT 2025

Game Title (Games are listed in random order; the order is not an indicator of success or scale.)		
EA SPORTS FC™ 26	Kingdom Come: Deliverance I-II	DEATH STRANDING 2: ON THE BEACH
eFootball	A Way Out	Warhammer 40,000: Space Marine 2
Forza Horizon 5	Baldur's Gate 3	Avatar: Frontiers of Pandora
Fortnite	Mortal Kombat 11	Dispatch
Grand Theft Auto V (PlayStation®5)	Resident Evil 4	The Crew Motorfest
NBA 2K26	TEKKEN 8	Assassin's Creed Valhalla
Assassin's Creed Shadows	Arc Raiders	The Witcher 3: Wild Hunt
Gran Turismo 7	F1 25	Hollow Knight: Silksong
God of War Ragnarök	Mafia: The Old Country	Borderlands 4
Elden Ring	Call of Duty: Black Ops 7	Dying Light: The Beast
Hogwarts Legacy	Marvel's Spider-Man 2	Ready or Not
S.T.A.L.K.E.R. 2: Heart of Chornobyl	Red Dead Redemption 2	SILENT HILL f
Monster Hunter Wilds	Split Fiction	No Man's Sky
It Takes Two	Ghost of Yōtei	UFC 5
Minecraft	Clair Obscur: Expedition 33	METAL GEAR SOLID Δ: SNAKE EATER
ASTRO BOT	NHL 26	Hell is Us
Battlefield 6	WWE 2K25	Dragon Ball Z: Kakarot
Arc Raiders	Mount & Blade II: Bannerlord	Batman: Arkham Knight
Diablo IV	HITMAN 3	Football Manager 2026
Mortal Kombat 1	The Last of Us Part II Remastered	The Elder Scrolls IV: Oblivion

POPULAR CONSOLE GAMES

TÜRKİYE GAME MARKET REPORT 2025

Game Title (Games are listed in random order; the order is not an indicator of success or scale.)	
Indiana Jones and the Great Circle	Among Us
Days Gone Remastered	Brawlhalla
Devil May Cry 5 Special Edition	Overcooked! 2
Cyberpunk 2077	Minecraft Dungeons
Lords of the Fallen	Returnal
The First Berserker: Khazan	Injustice 2
Uncharted: Legacy of Thieves Collection	Genshin Impact
Rocket League	Marvel Rivals
Grand Theft Auto Online (Xbox Series)	Microsoft Flight Simulator 2024
DOOM Eternal	World of Tanks Modern Armor
Asphalt Legends	The Elder Scrolls Online
Fall Guys	Farming Simulator 25
The Legend of Zelda: Breath of the Wild	Human Fall Flat
PUBG: BATTLEGROUNDS	Apex Legends
Goat Simulator 3	REMATCH
Cuphead	Forza Motorsport
Tom Clancy's Rainbow Six Siege X	Overwatch 2
Unravel Two	Dead by Daylight
War Thunder	Far Cry 6
F1 24	Stardew Valley

Source: Playstation Store, XBox Store

MOST PREFERRED PC AND CONSOLE GAME GENRES IN TÜRKİYE

TÜRKİYE GAME MARKET REPORT 2025

- Shooter - FPS
- Strategy
- Open World
- Adventure
- Sandbox
- Fighting
- Battle Royale
- Racing
- MOBA
- RPG / MMORPG
- Platform
- Survival
- Sports
- Arcade
- Simulation
  Simulator
- Co-op / Party
- Horror

POPULAR GAMING COMPANIES IN TÜRKİYE

TÜRKİYE GAME MARKET REPORT 2025

Company Name		
2K Sports	Beach Bum	Deca Games
37GAMES	Beresnev Games	Devgame Kids
7Road	Bethesda Softworks	Dice
ABI Games Studio	Better World Games	Discord Inc.
Activision	Bioware	Dosa Apps
Activision Blizzard	Bravestars	Dream Games
Afterverse Games	Brightika	DVloper
Ahoy Games	Byte Games	Dwango
Amanotes	Candy Room Games	Electronic Arts (EA)
Amobear	Capcom	Elokence SAS
Apps Mobile Games	CD Projekt Red	Embark Studios
Arrowhead Game Studios	CDT Basic Games	Embracer Group
Atlus	Century Games	Epic Games
Avalanche Software	Chess.com	Evil Raptor
AxesInMotion S.L.	Chucklefish	Evo Game Studio
Axlebolt	Clickteam	Facepunch Studios
Azur Interactive Games	Codemasters	Falcon Games
Bacon studio	Coffee Staİn Publishing	Fast Game
Bandai Namco Entertainment	ConcernedApe	Fatih Beceren
Battlestate Games	CyberAgent	FDG Mobile Games GbR

POPULAR GAMING COMPANIES IN TÜRKİYE

TÜRKİYE GAME MARKET REPORT 2025

Company Name		
Fingersoft	GAPU	IGG
First Touch Games	Garena Games Online	Imangi Studios
FirstFun	Gearbox Software	InnerSloth
ForgeGames Mobile	Ghost Ship Games	Insomniac Games
Fried Chicken Games	Giants Software	IO Interactive
FromSoftware	Goat Games	Iron Gate Studio
Fugo	Great Sport Games	IronSource
Fun Offline Games	Grinding Gear Games	iKame
Funfly	GSC Game World	iKame Games
FunGo Studio	Gunfire Games	Jagex
FunPlus	Habby	JindoBlu
Furkan Gul	Hangar 13	JoyGame
Galaxy Astronaut Games	Hazelight Studios	KamaGames
Game District	He2 Apps	Kids Games
Game Science	Hello Games	King
Game town	Hero Concept	Klei Entertainment
Gameloft	HoYoverse	Koei Tecmo
GamePark	Hungry Studio	Kojima Productions
Gaming Contest Fun	Hypercell	Konami
Gaming Mob	Hyperstrange	Kooapps

POPULAR GAMING COMPANIES IN TÜRKİYE

TÜRKİYE GAME MARKET REPORT 2025

Company Name		
Krafton	Miniclip	Nintendo
KT Racing	Mobigame SAS	Noah System
Kwalee	Mobile Soccer	Not Doppler
Larian Studios	Modern Times Group	Nowhere Studios
Lilith Games	Mojang Studios	Oakever Games
Lion Roar	Monkey I-Brow Studios	Offworld Industries
Mad Head Games	Moon Active	olzhass
Madbyte Games	MOONEE	Orange Studios Games
Magmatic Games	Moonton Games	Outfit7
Marmalade Game Studio	MY.GAMES	Paradox Interactive
Masomo	Nacon	Patates Games
Massive Entertainment	Naughty Dog	Paul Salameh
Mattel163	Naxeex	Pazu Games
Max Games Studios	Ndemic Creations	Pearl Abyss
Maxis	Neron's Brother	Pepi Play
Mechanist Games	NetEase	Phew Phew Games
MegaJoy Games Studio	NetherRealm Studios	Pieces Interactive
Microfun	Netmarble	playducky.com
Microsoft Corporation	Niantic	Playgendary
miHoYo	Ninja Theory	PlayMax Game Studio

POPULAR GAMING COMPANIES IN TÜRKİYE

TÜRKİYE GAME MARKET REPORT 2025

Company Name		
Playrix	SayGames	Supercent
Playtika	Scopely	Supergiant Games
Pocketpair	Scorewarrior	Superior Studio
PtronPlay Digital	SCS Software	Supersonic Studios
Queen City	SEGA	TAGO Studio
QY Studio	SKGames	Take-Two Interactive
Real Freestyle Soccer	SkySoft Studio	TaleWorlds Entertainment
Red Barrels	Social Game Lab	TapBlaze
Respawn Entertainment	Sony	Tapnation
Riot Games	Spiral House	Team17
River Game HK	Sports Interactive	Techland
Roblox Corporation	Square Enix	Tencent
RobTop Games AB	StarGame12	The Indie Stone
Rockstar Games	Starplay DMCC	Think Different FC.
Rocksteady Studios	Stella Joy Studio	Top Games
Rokosoft	Studio Wildcard	Türkiye Radyo ve Televizyon Kurumu
Rortos	Sucker Punch Productions	Ubisoft
Saber Interactive	SUD	UltraPub
Santa Monica Studio	Sunday.gg	Underground Creative
Sarepta Studio AS	Supercell	Valve

POPULAR GAMING COMPANIES IN TÜRKİYE

TÜRKİYE GAME MARKET REPORT 2025

Company Name
Unico Studio
Valve
Vicarious Visions
voodoo
Wargaming
Warhorse Studios
Warner Bros. Games
Webzen
Wildlife Studios
XGame Global
XGAME Studio
Yalla Technology FZ-LLC
Z & K
Zego Studio
Zendios
ZeniMax Media
Ziipin Holdings HK
Zin Games
Zoetrope
Zuuks Games

This list provides a high-level overview of the developer (studio) and publisher companies behind popular games that stand out in Türkiye across PC, console, and mobile platforms. Companies are listed in alphabetical order; therefore, the order is not an indicator of success, scale, sales or downloads, revenue, or market share.

In preparing the list, company information for prominent titles across different platforms was consolidated to help readers quickly understand the market's overall structure and key players. This work does not claim to be a comprehensive inventory, and not all game companies operating in Türkiye or having games available in Türkiye may be included. Accordingly, the list should be considered a reference intended to provide a general view of the sector.

LOCAL GAME COMPANIES AND DEVELOPERS

Local Game Companies and Developers in Türkiye: The 2026 Panorama

Türkiye is no longer just a production hub in the game development world—it is increasingly becoming a global strategic base. At Gaming in Turkey, the dataset we meticulously update every year makes the ecosystem's structural transformation far more visible this year.

This year, instead of sharing a static list as usual, we chose to interpret our massive dataset and take an X-ray of the industry. Because today, the key question is no longer who is who, but where the sector is heading.

The Ecosystem's Numerical Strength

Based on our research as of early 2026, we identified 1,289 active local game companies and development teams producing in Türkiye. While this figure reflects registered studios, it also indicates that—together with boutique teams that have not yet entered our radar—Türkiye has a vast production pool made up of thousands of talents.

Platform Wars: Mobile or PC?

Although Türkiye continues to be known as a "mobile gaming stronghold," a more conscious split in platform preferences is becoming increasingly clear:

- **62% Mobile-Focused Companies:** Mobile remains the locomotive of the sector. However, this year we observe a notable qualitative shift on mobile—from hyper-casual toward hybrid-casual and mid-core genres.

- **23% PC-Focused Companies:** PC has become the second-strongest pillar in Türkiye. The persistence of indie developers on PC is helping us see Turkish productions more frequently in global Steam charts.

- **15% Other & Multi-Platform:** Visionary teams developing for consoles, VR, and hybrid platforms continue to push the ecosystem's technological boundaries.

LOCAL GAME COMPANIES AND DEVELOPERS

The Race of Cities: Istanbul Remains the Central Hub

While the heart of gaming still beats in major metropolises, the distribution clearly maps the geography of Türkiye's talent pool: **İlstanbul**dominates more than half of the total as the center of finance and publishing networks; **Ankara**, powered by technoparks, and **İlzmir** shaped by a strong creative studio culture, complete this leading trio. The remaining 21% spread across other cities signals a rising new wave across Anatolia.

For Türkiye's gaming ecosystem, 2025 became a year in which we didn't only talk about how many companies we have but what we've been able to achieve, and that conversation continues. The distribution of the 1,289 companies in our dataset tells us something clear: we're no longer just making games, we're rewriting the rules of the game.

The 62% weight of mobile is no coincidence; it is the result of Türkiye's deep "muscle memory" in this field. What's truly exciting, however, is that the 22% independent presence on PC and console is now becoming a permanent pillar of the industry. İstIstanbul55% dominance also shows that—despite digital migration—networks and ecosystem energy still need a physical center.

Because in our view, we must move beyond simply listing names and saying, "Look how crowded we are." What matters is not how many we are, but what we've achieved and the vision we are building. That's why, at Gaming in Turkey, we chose to focus not on a static list of names, but on the story the data tells.

To be frank, the era in which Turkish studios "quickly produced something and tried their luck" is fading. 2026 will be a year of maturity for all of us focused on building stronger, more distinctive, and truly "iconic" brands. In other words, we want to be recognized not only by our numbers, but by our quality as well.

LOCAL GAME COMPANIES AND DEVELOPERS

TÜRKİYE GAME MARKET REPORT 2025

TOTAL NUMBER OF COMPANIES

1289

PLATFORM-FOCUSED DISTRIBUTION

Multi-Platform
15%

PC-Focused
23%

Mobile-Focused
62%
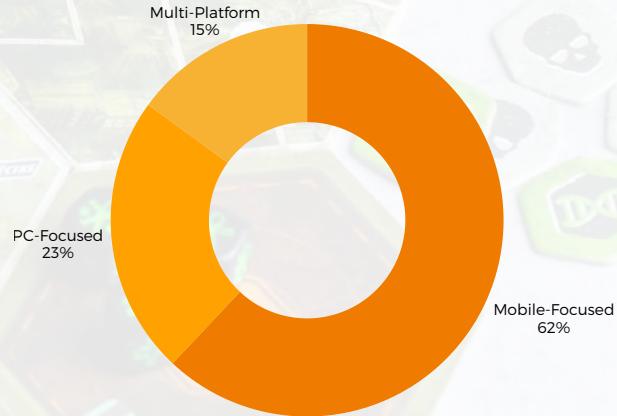
This dataset is the result of continuous monitoring carried out throughout the year by the Gaming in Turkey research team across global app stores (App Store, Google Play), digital game platforms (Steam, Epic Games, etc.), industry networks, and digital channels. Each studio and development team has been included in our dataset after analyzing its current activity status. Given the highly dynamic and rapidly changing nature of the gaming ecosystem, it is possible that new ventures have been founded or existing structures have evolved even while we were preparing this report for publication. For this reason, we recommend viewing the data we present not as an "absolute list," but as the most up-to-date and verified snapshot reflecting the industry's current character. Studios that are newly established or not yet captured in our findings are always welcome to contact us so we can update the ecosystem together.

POPULAR KICK STREAMERS IN TÜRKİYE

TÜRKİYE GAME MARKET REPORT 2025

	Streamer Name	Followers		Streamer Name	Followers
1	RRaenee	1.2M	11	husamviyuviyu	224.3K
2	Elraenn	1M	12	Levo	184.2K
3	Eray	613.3K	13	KendineMuzisyen	172.3K
4	Hype	419.1K	14	ilkerfirat	156.1K
5	TolunayOren	394.6K	15	Closer	141.2K
6	Jahrein	393.4K	16	panky	119.9K
7	BarisG	358.8K	17	HolyPhoenix	116.8K
8	atadogann	349.1K	18	Naru	113.8K
9	wtcN	322.5K	19	LynxCerezLoL	113.1K
10	Rammus53	273.4K	20	UNLOST	92.9K

POPULAR TWITCH TV STREAMERS IN TÜRKİYE

TÜRKİYE GAME MARKET REPORT 2025

	Streamer Name	Followers	View Time (Hour)	Max. Views	Avg. Views	Watch Time (Hours)
1	rootthegamer	220.612	806	48.936	4.143	3.342.965
2	SERBOZ	68.499	2.537	13.906	499	1.267.266
3	zelalbade	35.489	3.590	5.412	332	1.195.609
4	wtcN	2.920.041	86	30.181	9.902	854.070
5	ATeach	96.323	3.399	2.786	219	746.503
6	PoineMaia	76.311	736	9.654	995	732.280
7	kaithnys	23.127	2.190	2.487	322	705.705
8	TenekeKafalar_TK	356.627	655	3.176	1.061	695.304
9	lBuffaLo	10.574	3.665	503	137	504.033
10	KillForYouu	20.459	2.370	1.025	206	489.729

POPULAR TWITCH TV STREAMERS IN TÜRKİYE

TÜRKİYE GAME MARKET REPORT 2025

	Streamer Name	Followers	View Time (Hour)	Max. Views	Avg. Views	Watch Time (Hours)
11	BurakOyunda	375.495	664	3.715	717	476.080
12	riseonlinedede	11.875	3.308	1.005	137	453.156
13	RexAltension	64.389	1.580	2.509	278	439.336
14	ocakreeis	38.151	1.298	14.492	302	393.030
15	imorr	334.903	30	40.699	11.375	349.796
16	ekgCS	47.328	1.333	7.177	256	341.460
17	RionLi	27.706	1.959	1.205	169	331.445
18	sameth_74	36.385	1.291	17.417	256	330.706
19	wisko	21.000	2.179	555	148	324.103
20	WootVL	170.935	272	5.562	1.176	320.285

Source: Sullygnome.com

POPULAR GAMING YOUTUBE CHANNELS IN TÜRKİYE

TÜRKİYE GAME MARKET REPORT 2025

	Channel Name	Subscribers	Number of Videos	Total Views
1	Minecraft Parodileri	7.44M	2.528	6,962,679,167
2	Ferited	6.42M	3.581	4,780,433,059
3	Barış G	5.03M	2.639	1,798,167,120
4	SeseGel	4.82M	3.426	3,223,750,336
5	xEnesR	4.47M	423	839,156,120
6	TÜRKPRO	4.45M	3.282	2,743,728,392
7	Samet Parlak 2	4.43M	1.829	1,845,927,323
8	BoraLo	3.95M	1.824	1,503,518,374
9	LAZ	3.68M	2.449	1,860,921,022
10	Elraenn	3.56M	1.646	1,328,947,948

Source: Socialblade.com

POPULAR GAMING YOUTUBE CHANNELS IN TÜRKİYE

TÜRKİYE GAME MARKET REPORT 2025

	Channel Name	Subscribers	Number of Videos	Total Views
11	Ümidi	3.3M	7.968	2,027,310,129
12	Baturay Anar	3.07M	1.017	868,853,290
13	MEZARCI	3.03M	1.536	563,441,878
14	Sempatuco	2.89M	1.377	3,216,407,949
15	Kozmik Karınca	2.82M	1.100	945,619,671
16	Han Kanal	2.8M	5.147	2,447,162,333
17	Barış Can	2.78M	3.505	1,286,370,964
18	MINEGREEN	2.79M	426	1,314,410,111
19	DeadPies	2.75M	3.118	1,900,120,642
20	Yiğit Sarı	2.69M	518	1,883,430,056

Source: Socialblade.com

POPULAR INSTAGRAM INFLUENCERS IN TÜRKİYE

TÜRKİYE GAME MARKET REPORT 2025

#	Influencer Name	Followers	#	Influencer Name	Followers
1	Tuğkan "Elraenn" Gönültaş	2.769.303	11	Ümit "Ümidi" Tüney	782.000
2	Pelin "Pqueen" Baynazoğlu	1.289.621	12	Hasan"Sesegel" Mustan	763.105
3	Mert "Rraenee" Yılmaz	1.675.250	13	Kemal Can Parlak	720.000
4	Barışcan Mercan	1.184.465	14	Ferit Karakaya	703.907
5	Furkan Yaman	1.167.023	15	Cihan "Mezarcı" Cavlak	700.831
6	Begüm Gül "Roseheus" Karakoyun	907.681	16	Mervan Tepelioğlu	671.250
7	elanur	859.978	17	Doğukan Adal Yılmaz	656.387
8	Tolunay Ören	822.587	18	Duygu Köseoğlu	628.764
9	Tugay Gök	792.625	19	Emrecan Önal	611.847
10	Ataberk Doğan	794.103	20	Oğuzhan"Doch" Özyetiş	594.401

ACTIVE PAYMENT INSTITUTIONS

TÜRKİYE GAME MARKET REPORT 2025

BRQ Link Elektronik Para ve Ödeme Hizmetleri A.Ş.	Paragram Ödeme Kuruluşu A.Ş.
Efix Ödeme Hizmetleri A.Ş.	Paratika Ödeme Hizmetleri A.Ş.
Elekse Elektronik Para ve Ödeme Kuruluşu A.Ş.	Paynet Ödeme Hizmetleri A.Ş.
Faturakom Ödeme Hizmetleri A.Ş.	Paytrek Ödeme Kuruluşu Hizmetleri A.Ş.
Global Ödeme Hizmetleri A.Ş.	Qnbpay Ödeme Hizmetleri A.Ş.
Gönderal Elektronik Para ve Ödeme Hizmetleri A.Ş.	Sender Ödeme Hizmetleri A.Ş.
Klon Ödeme Kuruluşu A.Ş.	Trend Ödeme Kuruluşu A.Ş.
Lidio Ödeme Hizmetleri A.Ş.	Tronapay Ödeme Hizmetleri A.Ş.
MoneyGram Turkey Ödeme Hizmetleri A.Ş.	TRPOS Ödeme Kuruluşu A.Ş.
Mps Ödeme Kuruluşu A.Ş.	Valenspara Ödeme Kuruluşu A.Ş.
Mypayz Ödeme Kuruluşu A.Ş.	Vezne24 Tahsilat Sistemleri ve Ödeme Hizmetleri A.Ş.
Octet Express Ödeme Kuruluşu A.Ş.	Western Union Turkey Ödeme Hizmetleri A.Ş.
Ödeal Ödeme Kuruluşu A.Ş.	

Source: Central Bank of the Republic of Türkiye

ACTIVE ELECTRONIC MONEY INSTITUTIONS

TÜRKİYE GAME MARKET REPORT 2025

A Ödeme ve Elektronik Para Hizmetleri A.Ş.	Erpa Ödeme Hizmetleri ve Elektronik Para A.Ş.
Ahlatcı Ödeme ve Elektronik Para Hizmetleri A.Ş.	Faturamatik Elektronik Para ve Ödeme Kuruluşu A.Ş.
As Ödeme Hizmetleri ve Elektronik Para A.Ş.	Fintlix Elektronik Para ve Ödeme Hizmetleri A.Ş.
Aköde Elektronik Para ve Ödeme Hizmetleri A.Ş.	Fzypay Elektronik Para ve Ödeme Hizmetleri A.Ş.
Beeso Elektronik Para ve Ödeme Kuruluşu A.Ş.	Garanti Ödeme ve Elektronik Para Hizmetleri A.Ş.
Belbim Elektronik Para ve Ödeme Hizmetleri A.Ş.	Halk Elektronik Para ve Ödeme Hizmetleri A.Ş.
BPN Ödeme ve Elektronik Para Hizmetleri A.Ş.	Hayhay Elektronik Para ve Ödeme Hizmetleri A.Ş.
BSM Ödeme Hizmetleri ve Elektronik Para A.Ş.	Istanbul Ödeme ve Elektronik Para A.Ş.
D Ödeme Elektronik Para ve Ödeme Hizmetleri A.Ş.	İyzi Ödeme ve Elektronik Para Hizmetleri A.Ş.
Dinamik Elektronik Para ve Ödeme Hizmetleri A.Ş.	Junomoney Elektronik Para ve Ödeme Hizmetleri A.Ş.
Dgpara Ödeme ve Elektronik Para Kuruluşu A.Ş.	Lydians Elektronik Para ve Ödeme Hizmetleri A.Ş.
DSM Ödeme ve Elektronik Para Hizmetleri A.Ş.	Moka United Ödeme Hizmetleri ve Elektronik Para A.Ş.
Denizöde Elektronik Para ve Ödeme Hizmetleri A.Ş.	Moneymate Elektronik Para ve Ödeme Hizmetleri A.Ş.

Source: Central Bank of the Republic of Türkiye

ACTIVE ELECTRONIC MONEY INSTITUTIONS

TÜRKİYE GAME MARKET REPORT 2025

Moneyou Elektronik Para ve Ödeme Hizmetleri A.Ş.	Paytr Ödeme ve Elektronik Para Kuruluşu A.Ş.
Moneypay Ödeme ve Elektronik Para Hizmetleri A.Ş.	Pratik İşlem Ödeme ve Elektronik Para A.Ş.
N Kolay Ödeme ve Elektronik Para Kuruluşu A.Ş.	Qpay Elektronik Para ve Ödeme Hizmetleri A.Ş.
Nomu Pay Ödeme ve Elektronik Para Hizmetleri A.Ş.	Rubik Elektronik Para ve Ödeme Hizmetleri A.Ş.
Ozan Elektronik Para A.Ş.	SBM Elektronik Para ve Ödeme Kuruluşu A.Ş.
Paladyum Elektronik Para ve Ödeme Hizmetleri A.Ş.	Sipay Elektronik Para ve Ödeme Hizmetleri A.Ş.
Papel Elektronik Para ve Ödeme Hizmetleri A.Ş.	Token Ödeme Hizmetleri ve Elektronik Para A.Ş.
Parakolay Elektronik Para A.Ş.	Tom Pay Elektronik Para ve Ödeme Hizmetleri A.Ş.
Paratim Ödeme ve Elektronik Para Kuruluşu A.Ş.	TT Ödeme ve Elektronik Para Hizmetleri A.Ş.
ParaQR Elektronik Para ve Ödeme Hizmetleri A.Ş.	TTM Elektronik Para ve Ödeme Hizmetleri A.Ş.
Parolapara Elektronik Para ve Ödeme Hizmetleri A.Ş.	Turk Elektronik Para A.Ş.
Payco Elektronik Para ve Ödeme Hizmetleri A.Ş.	Turkcell Ödeme ve Elektronik Para Hizmetleri A.Ş.
Payporter Ödeme Hizmetleri ve Elektronik Para A.Ş.	Turkonay Elektronik Para ve Ödeme Hizmetleri A.Ş.

Source: Central Bank of the Republic of Türkiye

ACTIVE ELECTRONIC MONEY INSTITUTIONS

TÜRKİYE GAME MARKET REPORT 2025

Türk Hava Yolları Elektronik Para ve Ödeme Hizmetleri A.Ş.
UPT Ödeme Hizmetleri ve Elektronik Para A.Ş.
Vakıf Elektronik Para ve Ödeme Hizmetleri A.Ş.
Vepara Elektronik Para ve Ödeme Hizmetleri A.Ş.
Vizyon Elektronik Para ve Ödeme Hizmetleri A.Ş.
Vodafone Elektronik Para ve Ödeme Hizmetleri A.Ş.
Yemekpay Elektronik Para ve Ödeme Hizmetleri A.Ş.
Ziraat Finansal Teknolojiler Elektronik Para ve Ödeme Hizmetleri A.Ş.
1000 Ödeme Hizmetleri ve Elektronik Para A.Ş.

ASSOCIATIONS

TÜRKİYE GAME MARKET REPORT 2025

DOYEB
DİJİTAL OYUN YAPIMCILARI MESLEK BİRLİĞİ

Digital Game Producers Collective Management Organization

GGOG
Genç Girişimciler ve Oyun Geliştiricileri Derneği

Young Entrepreneurs and Game Developers Association

OYUNDER

Game Designers, Developers, Publishers and Producers Association

tmug Mobil Uygulama Geliştiricileri ve Yayıncıları Derneği

Mobile App Developers and Publishers Association

TOGED
GAME DEVELOPERS ASSOCIATION OF TURKEY

Türkiye Game Developers Association

YOGED
YAZILIM VE OYUN GELİŞTİRİCİLERİ DERNEĞİ

Software and Game Developers Association

The list above represents active and officially registered associations and professional unions with legal entity status within Türkiye's digital gaming ecosystem. Given the sector's dynamic nature, university clubs, informal community structures, and global representative offices have been excluded from this list. As each organization has a different focus area (such as regulation, the mobile games economy, incentives, or entrepreneurship), stakeholders are advised to contact the relevant body directly based on their needs.

GAME EXHIBITIONS (B2C)

TÜRKİYE GAME MARKET REPORT 2025

2024

2025

In 2024, only the GIST - Gaming Istanbul Game Expo took place.

In 2025, no large-scale, internationally positioned B2C gaming expo was held in Türkiye. Instead, the sector's event momentum leaned toward smaller meetups, community-driven activities, and local activations built around specific brands or games. For this reason, it is more accurate to view 2025 not as an expo year, but as a transition period in which the industry prepares for the next major wave of gatherings.

On the other hand, the outlook for 2026 is clearly gaining momentum. The return of GIST and the emergence of GG Convention as a new event are strong signals that Türkiye's gaming events ecosystem is set to accelerate again. Although this report covers 2025, we will address these two important 2026 developments separately in the next section.

GG CONVENTION V1.0

What is GG Convention's core proposition, what gap does it fill in Türkiye?

We imagined an atmosphere, and we wanted that atmosphere to have a story. We wanted a young person who visits GG CON to see the game developers inside and, if they have even a spark of curiosity about game development, to help ignite that spark. We want that young person to improve themselves and join a Game Jam at the next GG CON. Teams that form here and experience the excitement of creating together can then return to the next event as our guests in the GG CON Indie Area, showcasing the indie games they developed together.

We also want the feedback from our visitors and professional attendees to contribute to the improvement of these games, so that stronger games with higher sales potential can reach the market. We want studios to grow, secure investment, find publishers, and come back to the next GG CON with a major title, representing themselves at their own booth.

HALİL KARABULUT
MANAGING PARTNER

GG CONVENTION V1.0

What is GG Convention's core proposition, what gap does it fill in Türkiye?

Our dream is this: the young people whose developer spirit we ignite at GG CON as visitors will one day have their games' tournaments and first showcases held on our main stage. Our talented cosplayers will create costumes for the characters of these games, our games will be played in the GG LAN Arena, and the merchandise of these games will be sold at the GG Loot Market. And the story will have a happy ending.

HALİL KARABULUT
MANAGING PARTNER

We worked very hard to bring this atmosphere to life. We planned an event that runs nonstop for three days and two nights. With sections such as the LAN Party, Game Jam, Cosplay Competitions, Indie Games Area, Loot Market, Experience Area, Content Creators Area, Main Stage, and GG Quest, we delivered one of the most comprehensive events in the region. We hope GG CON becomes a stepping stone in the success stories of our young developers, and we will take great pride in being part of that journey.

GG CONVENTION V2.0

You have completed your first activity. What awaits us now?

As you may have noticed, we didn't label our first event as GG CON "2026." Instead, we called it v1.0. For us, GG CON will be like a game that continues to be developed over time. We evaluated our timeline, budget, workforce, market expectations, and the kind of experience our visitors want in detail, and we prepared a GDD. Based on that GDD, we built v1.0.

Now we are collecting feedback from everyone who attended the event. Based on this feedback, we are starting development work on v2.0. We will refine the mechanics that worked well and make them even better. We will improve the mechanics that felt buggy in the first version. With new mechanics, we will keep our participants' excitement alive in every new version. You can follow us for GG CON DevLogs and contribute to GG CON's evolution with your feedback.

HALİL KARABULUT
MANAGING PARTNER

See you at GG CON 2.0!

GIST 2026

GIST is returning in 2026. What is the key shift behind this comeback?

GIST's return in 2026 is more than reopening a date on the calendar. Türkiye's gaming ecosystem is gaining strong momentum on the global stage, and we're matching that momentum with the global-scale event it deserves. As the region's largest gaming event today, we are moving forward with a clear vision: to make GIST one of the world's top five gaming events.

With this new approach, GIST will become a true global meeting point—one that both industry professionals and players genuinely enjoy and benefit from. Gaming is no longer just a product people play; it's a multi-layered space where culture, economy, technology, and creativity intersect. GIST 2026 aims to reflect that complexity not in fragments, but as a holistic ecosystem, bringing players, developers, publishers, and advertisers under one roof in a way that enables meaningful connections across the entire industry.

CÜNEYT DEVRİM
MEMBER OF THE
GAMING ISTANBUL
MANAGEMENT BOARD

GIST 2026

What can visitors expect in terms of content and experience at GIST 2026?

GIST 2026 features two main zones: GIST Connect (B2B) and GIST Festival (B2C). Within GIST Connect, topics such as game development, publishing, AI, marketing, community management, and monetization will go beyond theory, grounded in real case studies and hands-on insights from the field.

We will offer a clear opportunity to view global trends alongside the dynamics unique to Türkiye's gaming ecosystem. On the GIST Festival side, visitors won't just be spectators, they will become an active part of both the games and the industry itself. From demo areas to networking hubs, from dedicated B2B meeting spaces to player-focused experiences, GIST 2026 delivers a personalized structure where different audiences can experience the event in entirely different ways based on their expectations. Our goal is to create an inclusive summit platform, one where everyone can say, "There's a place here for me."

CÜNEYT DEVRİM
MEMBER OF THE
GAMING ISTANBUL
MANAGEMENT BOARD

ON/OFF EVENTS ORGANIZED IN TÜRKİYE (GAMING, ESPORTS, EXPO, B2B, B2C)

TÜRKİYE GAME MARKET REPORT 2025

Event Name
10.000 TL Ödüllü Yaz Tatili ÖTS Turnuvası
20.000 TL Ödüllü 19 Mayıs Gençlik ÖTS Turnuvası
2025 TCL Spring Season
2025 TCL Summer Season
3. Uluslararası Mitoloji Film Festivali Dijital Oyun Yarışması
3D Karakter Sanatı
3D'ye Giriş
A'dan Z'ye Bir Oyunun Yolculuğu - Muğla Sıtkı Koçman Üniversitesi
Access The Game Hackathon (Ege Üniversitesi)
All in Mobile
Anadolu Mitolojileri Oyun Yarışması Kapanış Etkinliği ve Ödül Töreni
Analog Oyun Akşamları
Analog Oyun Günleri - OGEM
ANKÜ Game Jam 2025
ARKO MEN PROTALITY Season 2

ON/OFF EVENTS ORGANIZED IN TÜRKİYE (GAMING, ESPORTS, EXPO, B2B, B2C)

TÜRKİYE GAME MARKET REPORT 2025

Event Name
Aurora – Esports World Cup 2025 Final Watch Party (Istanbul)
AWS Cloud Day Türkiye
AyazJam
Bağımsız Geliştiriciler için Unreal Engine Rehberi — OGEM
BAMBU İzotop Game Jam
Batman Game Jam
Beşiktaş Getso Community Tournament
Bilgi GGJ 25
Blender Hakkında Püf Noktalar
Blender Workshop
BtcTurk GameFest 2025
Bug Değil Future: A Kütahya Öyküsü
BUG Lab TEKMER Pitch Deck & Networking Event
Can't Game Jam 2025
Card n' Board Game Night

ON/OFF EVENTS ORGANIZED IN TÜRKİYE (GAMING, ESPORTS, EXPO, B2B, B2C)

TÜRKİYE GAME MARKET REPORT 2025

Event Name
Cat Jam (Beykoz Üniversitesi)
CATAN – Connect — Goblin Oyun Kulübü
Coffee & Talk
Cymurghs GGJ Next 2025
Daha İyi Bir Gelecek İçin Sürdürülebilir Çözümler
Daydream Hack Club Jam – Istanbul
Değişim İçin Oyuncul Tasarım Atölyesi
Dev Game Jam (Gebze Teknik Üniversitesi)
Dev Meets-4
Dev Night
Dev-Meets	Mediazone Games
Dev-Meets: Newmind Interactive
Digital Gaming Days - YTU DOGDOK
Dijital Oyun Geliştirme Çalıştayı - NOHÜ
Dijital Oyun Kültürü

ON/OFF EVENTS ORGANIZED IN TÜRKİYE (GAMING, ESPORTS, EXPO, B2B, B2C)

TÜRKİYE GAME MARKET REPORT 2025

Event Name
Dijital Oyunlardaki Negatif Etkileşimlerin Psikolojisi
Dijital Sektörde Ben De Varım Sektör Buluşmaları
DOT Hackathon 2025 – Istinye Üniversitesi
Dottopus Halloween Game Jam 2025
Dragon Jam Çankaya
EğitiJAM 2025 – K12 Oyun Geliştirme Maratonu
Esenler Belediyesi – E-Spor Turnuvası (FIFA)
Eternal Fire IEM Katowice 2025 Watch Party (Istanbul)
G4C Türkiye Student Challenge Jam 2025
Game & Chat
Game Awards İzleme Etkinliği
Game Changers 2025: EMEA 3. Aşama Büyük Final
Game Days — Istanbul Bilgi Üniversitesi
Game Design Day
Game Design Ideathon

ON/OFF EVENTS ORGANIZED IN TÜRKİYE (GAMING, ESPORTS, EXPO, B2B, B2C)

TÜRKİYE GAME MARKET REPORT 2025

Event Name
Game Development in Taleworlds
Game Fest
Game Night
Game Up: Nokta Atışı Turnuvası
GameNight Private
GAMEON Revival 2025
GAMEON Şampiyonluk Ligi 2025
GAMEON Verimlilik ve Teknoloji Turnuvası
Games for Change Türkiye Festivali 2025
GameSanta Jam
GameZone Game On Etkinliği
Gamification & Oyun Sektörü
GeekVerse Istanbul 2025
GGJ 2025 at ArkHaus
GGJ Divizyon 2025

ON/OFF EVENTS ORGANIZED IN TÜRKİYE (GAMING, ESPORTS, EXPO, B2B, B2C)

TÜRKİYE GAME MARKET REPORT 2025

Event Name
GGJ Next BAL (Bornova Anadolu Lisesi)
GGJ25 InnoPark
Girls Night!
Global Game Jam – Istanbul Aydın University
Global Game Jam 2025 – ATOM
Global Game Jam Istanbul @BUG
Global Game Jam Next (Bornova)
GNG Jam
Goat Game Jam 2025 (Istanbul Aydın Üniversitesi / MB)
Godot Türkiye & TEDU OGAT Ankara Buluşması
Godot Workshop
Hackathon – March 2025 (RSG Türkiye @ Istanbul Kent University)
Hepsiburada Gamestar
HIT Games Conference – Istanbul 2025
HKU GAME JAM 2025

ON/OFF EVENTS ORGANIZED IN TÜRKİYE (GAMING, ESPORTS, EXPO, B2B, B2C)

TÜRKİYE GAME MARKET REPORT 2025

Event Name
Hogiz ile Oyun Oynuyoruz
How Indies Can Scale with Global Development	Brad Hendricks
HUJAM'25
Ice Breaking Jam 4
IEEE GSU GGJ
IGG PlaySummit 2025
Illusionist Dijital Art Studio
Indie Game Dev Journey From An Indie – 6
Indiestry Mangal v.0.1 an indie Valley event
Inspire 2 Build – Istanbul
Intel Monsters Reloaded 2025
İBTCON 2
İçerik Üreticileri Gözünden Indie Ekipler
İEÜ GGJ
İkinci Yüzyılda Oyun Panel - Ankara Sanayi Odası

ON/OFF EVENTS ORGANIZED IN TÜRKİYE (GAMING, ESPORTS, EXPO, B2B, B2C)

TÜRKİYE GAME MARKET REPORT 2025

Event Name
İKÜ Antsjam 3.0
indie inceleme 34 – Sancaralp Elmas – Mate Morphosis – WiseMonkeES
indie inceleme 35 – Berat Özgen – Infect Cam – Ravenholm Interactive
indiestry Mangal v.0.2 – İZMİR – an indie Valley event
indiestry Mangal v.0.3 – ANKARA – an indie Valley event
Istanbul Festivali – Oyun & Esports & LAN Etkinlikleri
Istanbul Slush'D
İyi Oyunun Formülü Nedir?
Jamination 8
JetBrains GameDev Day 2025
Juice: Oyunları Dokunabilir Kılmak
KALE OUTLET CENTER'daki PMNC Watch Party
KimiCon
Konsept Tasarım Günü
Kramer Jam 2025

ON/OFF EVENTS ORGANIZED IN TÜRKİYE (GAMING, ESPORTS, EXPO, B2B, B2C)

TÜRKİYE GAME MARKET REPORT 2025

Event Name
Kristal Piksel Ödül Töreni
Kutu Oyunları Etkinliği
Kutu Oyunu Günü — Akademi Beyoğlu Gençlik Merkezi
Kutu Oyunu Tasarımı
Küçükçekmece Belediyesi – 29 Ekim FC26
Lands of Fog: Social Inclusion Through Serious Games
League of Legends Worlds 2025 Watch Party (Akdeniz University)
League of Legends Worlds 2025 Watch Party (Ankara Yıldırım Beyazıt Üniversitesi)
League of Legends Worlds 2025 Watch Party (Bartın Üniversitesi)
League of Legends Worlds 2025 Watch Party (Bolu Abant İzzet Baysal Üniversitesi)
League of Legends Worlds 2025 Watch Party (Çanakkale Onsekiz Mart Üniversitesi)
League of Legends Worlds 2025 Watch Party (Çukurova Üniversitesi)
League of Legends Worlds 2025 Watch Party (Istanbul ESA Arena)
League of Legends Worlds 2025 Watch Party (Istanbul Bilgi Üniversitesi)
League of Legends Worlds 2025 Watch Party (Istanbul Topkapı Üniversitesi)

ON/OFF EVENTS ORGANIZED IN TÜRKİYE (GAMING, ESPORTS, EXPO, B2B, B2C)

TÜRKİYE GAME MARKET REPORT 2025

Event Name
League of Legends Worlds 2025 Watch Party (Izmir Bakırçay Üniversitesi)
League of Legends Worlds 2025 Watch Party (Karadeniz Teknik Üniversitesi)
League of Legends Worlds 2025 Watch Party (Koç University)
League of Legends Worlds 2025 Watch Party (Sakarya Üniversitesi)
League of Legends Worlds 2025 Watch Party (Süleyman Demirel Üniversitesi)
League of Legends WORLDS25 Partisi (Büyük Final İzleme Etkinliği)
Lodepale Minecraft Jam
Madalyon Game Jam
Magic: The Gathering – Casual Event
Mağara Jam'25
Masaüstü Rol Yapma Oyunları Etkinliği - MSKÜ Bodrum Oyun Topluluğu
MEF Gaming Card & Board Game Night
MefJam
METUCON
Mevlüt Dinç ile Söyleşi

ON/OFF EVENTS ORGANIZED IN TÜRKİYE (GAMING, ESPORTS, EXPO, B2B, B2C)

TÜRKİYE GAME MARKET REPORT 2025

Event Name
Mini Oyun Analizi
MLBB Women's Invitational 2025 - Türkiye Qualifier
Mobidictum Conference 2025
Mobidictum Mixer - Izmir
Mobidictum Mixer – Istanbul
MONSTER PROTALITY Season 7
Monster Reloaded 2025
Motion Capture Teknolojileri Atölyesi
MTC Türkiye Championship Season 5
MTC Türkiye Championship Season 6
Music Theory: Zero to Hero
Narrative Design in Games
NishYear Jam 2025
OGEM Testlab
OTGET JAM 2 (Manisa Celal Bayar Üniversitesi)

ON/OFF EVENTS ORGANIZED IN TÜRKİYE (GAMING, ESPORTS, EXPO, B2B, B2C)

TÜRKİYE GAME MARKET REPORT 2025

Event Name
Oyun & Teknoloji Paneli
Oyun Endüstri Aktörleri 19 – Volkan Bozkaya – Catoptric – Publisher
Oyun Etkinliği
Oyun Geliştirici Buluşması
Oyun Geliştirici Pikniği
Oyun Geliştirme Kampı
Oyun Geliştirme Süreçleri
Oyun Sektörü İçin Hibe ve Teşviklerle Finansmana Erişim
Oyun Sektöründe Girişimcilik
Oyun Sektörüne Giriş - Çankaya Üniversitesi
Oyun Sektörüne Giriş 101
Oyun Sektörünü Tanımak ve Tanışmak
Oyun Startup'ları için Sürdürülebilir Başarı
Oyun Tasarımında Kullanıcı Deneyimi ve Sezgisel Yaklaşımlar
Oyunbozan Oyun ve Dayanışma Günü

ON/OFF EVENTS ORGANIZED IN TÜRKİYE (GAMING, ESPORTS, EXPO, B2B, B2C)

TÜRKİYE GAME MARKET REPORT 2025

Event Name
Oyunlar Şimdi
Oyunlar ve Kültür - Istinye Üniversitesi İletişim Fakültesi
Ödüllü Catan Turnuvası
Öğretimsel Oyunlaştırma
Özyeğin Üniversitesi IEEE Global Game Jam
Pazarlanabilir Oyun Nasıl Üretilir? - Ankara Reklamcılar Derneği
Perdigital Showdown
Pitch Deck Reviews
Pixel Art 101
PMGC Grand Finals 2025 "Carnival" Watch Party Etkinlikleri (Adana)
PMGC Grand Finals 2025 "Carnival" Watch Party Etkinlikleri (Ankara)
PMGC Grand Finals 2025 "Carnival" Watch Party Etkinlikleri (Istanbul)
PMGC Grand Finals 2025 "Carnival" Watch Party Etkinlikleri (Izmir)
Pocket Jam 2
Portfolyo İnceleme Gecesi

ON/OFF EVENTS ORGANIZED IN TÜRKİYE (GAMING, ESPORTS, EXPO, B2B, B2C)

TÜRKİYE GAME MARKET REPORT 2025

Event Name
Postmortem
Power Up! Game Jam
PROTALITY: Season 1
PROTALITY: Season 3
PROTALITY: Season 4
PROTALITY: Season 5
PROTALITY: Season 6
PROTALITY: Trial by Fire
PUBG MOBILE	2025 PMSL EU FALL Istanbul (Complex İlstanbul– Watch Party etkinliği)
PUBG MOBILE	2025 PMSL EU SPRING Istanbul (Complex İlstanbul– Watch Party etkinliği)
PUBG MOBILE Yükselen Yıldızlar Turnuvası Season 1
PUBG MOBILE Yükselen Yıldızlar Turnuvası Season 2
PUBG Mobile Dijipin Masters Season 2
PUBG Mobile National Championship Türkiye Fall 2025
PUBG Mobile National Championship Türkiye Fall Watchparty

ON/OFF EVENTS ORGANIZED IN TÜRKİYE (GAMING, ESPORTS, EXPO, B2B, B2C)

TÜRKİYE GAME MARKET REPORT 2025

Event Name
PUBG Mobile Son Alan 2025 Season 1
PUBG Mobile Son Alan 2025 Season 2
PUBG Mobile Super League Europe Fall 2025
PUBG Mobile Super League Europe Spring 2025
Red Bull Home Ground Türkiye Finali
Retro Game Week
Retro Oyun Sergisi
Roll For Wishes
Rollic Game Jam
PUBG Mobile Super League Europe Spring 2025
Sanat ve Tasarım Gecesi
Sandwich Jam 2
Sektör Konuşmaları	Türkiye'de Bağımsız Geliştirici Olmak
Sektör Sohbetleri - ÜNOG
Sektörden Sesler

ON/OFF EVENTS ORGANIZED IN TÜRKİYE (GAMING, ESPORTS, EXPO, B2B, B2C)

TÜRKİYE GAME MARKET REPORT 2025

Event Name
Sektöre Giriş: Oyun Stüdyoları Ne Arıyor?
She Jams Türkiye 2025
Sine-Oyun: Dijital Oyunlarda Hikâye Anlatıcılığı
SnowBerry Game Jam 2025
StartGate Game Jam'25
Sun & Moon GGJ Lair 2025
Supradyn Energy Protality Series
Süleyman Demirel Üniversitesi GGJ
Tarsus Game Jam 2025 (Tarsus Üniversitesi)
TAÜ x ODTÜ x BOÜN x İÜ x YTÜ x HÜ – Minecraft Etkinliği
TCL 2025 Summer
TDM 2025 Kış Dönemi
TEDU Animation Jam 2025
TESFED CS2 Ligi
TESFED CS2 Ligi 2. Sezon

ON/OFF EVENTS ORGANIZED IN TÜRKİYE (GAMING, ESPORTS, EXPO, B2B, B2C)

TÜRKİYE GAME MARKET REPORT 2025

Event Name
TESFED League Season 1
TESFED League Season 2
TESFED Türkiye Kupası - 2025 (EA SPORTS FC 26)
TESFED Türkiye Kupası 2025
TESFED Türkiye Kupası 2025 (PUBG MOBILE)
TESFED Türkiye Kupası 2025 (VALORANT)
TETO Games Always On Turnuvaları
The Game Awards Watch Party
The Next Great IP Game Jam
The Overcome Film Festival and Overcome Game Awards
The Psychology and History of Achievements
Trabzon Üniversitesi Dijital Oyun Söyleşileri – 2
TULPAR PROTALITY: Season 8
Turkey Showdown 2025 Championship
Turkic Game Jam 2025

ON/OFF EVENTS ORGANIZED IN TÜRKİYE (GAMING, ESPORTS, EXPO, B2B, B2C)

TÜRKİYE GAME MARKET REPORT 2025

Event Name
Türkiye'de Konsol Yayıncılığı
Türkiye'de Oyun Sektörü ve Girişimcilik
Türkiye'de Oyun Sektörü ve Oyun Girişimciliği
Uludott Unity ve Blender Eğitimi
Unity 101 ve Blender 101 Eğitimi
Unity 101: Ping Pong Game Workshop
Unity Endüstri Türkiye Buluşması
Unity Workshop
Unreal Engine ile Gerçek Zamanlı Sahne Üretim Semineri
Uludott Unity ve Blender Eğitimi
Unreal Engine ile Oyun Geliştirme Atölyesi
Unreal Engine Masterclass
ÜNOG FRP Etkinliği
ÜNOG Game Night
ÜNOG Oyun Geliştirici Buluşması Izmir

ON/OFF EVENTS ORGANIZED IN TÜRKİYE (GAMING, ESPORTS, EXPO, B2B, B2C)

TÜRKİYE GAME MARKET REPORT 2025

Event Name
ÜNOG Oyun Geliştirici Pikniği Istanbul
ÜNOG Playtest Günü
VALORANT Challengers 2025: Türkiye Birlik Kickoff
Valorant Challengers League 2025
VALORANT Champions 2025 Paris // Istanbul Fan Festival (İzleme Etkinliği)
VALORANT Champions 2025 Watch Party (Ankara – Podium Ankara)
VALORANT Champions 2025 Watch Party (Izmir – Mavibahçe)
VALORANT Masters Bangkok Büyük Final Watch Party (Istanbul)
Visual Design: Board & Video Games
Voice in the Shell
WN Conference Istanbul 2025
Women Game Jam Türkiye 2025
Yalova Belediyesi – Gençlere E-Spor Turnuvası
Yaratıcı Teknolojiler: Medya ve Oyun Endüstrisi, Tasarım ve Dijital Dönüşüm Perspektifleri
Yemeksepeti PROTALITY DROPSTARS

ON/OFF EVENTS ORGANIZED IN TÜRKİYE (GAMING, ESPORTS, EXPO, B2B, B2C)

TÜRKİYE GAME MARKET REPORT 2025

Event Name
Yeni Medya ve Oyun
Yine mi Oyun?
Your Turn Oyun Festivali
YUCON: Federation
Zone'o'ween Game Jam
Zula 10. Yıl Turnuvası
Zula Süper Lig

If you believe there are any missing events or information in our list, it will be updated once you reach out to us.

This list covers various online and offline events related to the gaming sector in Türkiye throughout 2025. It includes a wide range of industry activities, from B2B and B2C events and game expos to game jams, esports tournaments, and leagues. The events we tracked during the year were added to the list on an ongoing basis. If you believe an event is missing, please share it with us and we will include it in the list.

GAME DESIGN BACHELOR'S MASTER'S DEGREE PROGRAMS

TÜRKİYE GAME MARKET REPORT 2025

GAME DESIGN BACHELOR'S MASTER'S DEGREE PROGRAMS

TÜRKİYE GAME MARKET REPORT 2025

University	Type	Bachelor' Master's Degree	Faculty / Institute	Department
Haliç University	Fnd.	Bachelor	Faculty of Fine Arts	Digital Game Design (Scholarship)
Haliç University	Fnd.	Bachelor	Faculty of Fine Arts	Digital Game Design (50% Discount)
Haliç University	Fnd.	Bachelor	Faculty of Fine Arts	Digital Game Design (Tuition-Paid)
Hasan Kalyoncu University	Fnd.	Bachelor	Faculty of Communication	Digital Game Design (Scholarship)
Hasan Kalyoncu University	Fnd.	Bachelor	Faculty of Communication	Digital Game Design (50% Discount)
Hasan Kalyoncu University	Fnd.	Bachelor	Faculty of Communication	Digital Game Design (Tuition-Paid)
Istanbul Arel University	Fnd.	Bachelor	Faculty of Fine Arts	Digital Game Design (Scholarship)
Istanbul Arel University	Fnd.	Bachelor	Faculty of Fine Arts	Digital Game Design (50% Discount)
Istanbul Arel University	Fnd.	Bachelor	Faculty of Fine Arts	Digital Game Design (Tuition-Paid)
Istanbul Aydın University	Fnd.	Bachelor	Faculty of Fine Arts	Digital Game Design (Scholarship)
Istanbul Aydın University	Fnd.	Bachelor	Faculty of Fine Arts	Digital Game Design (50% Discount)
Istanbul Aydın University	Fnd.	Bachelor	Faculty of Fine Arts	Digital Game Design (Tuition-Paid)
Istanbul Bilgi University	Fnd.	Bachelor	Faculty of Communication	Digital Game Design (English) (Scholarship)
Istanbul Bilgi University	Fnd.	Bachelor	Faculty of Communication	Digital Game Design (English) (50% Discount)
Istanbul Galata University	Fnd.	Bachelor	Arts & Social Sciences Faculty	Digital Game Design (Scholarship)
Istanbul Galata University	Fnd.	Bachelor	Arts & Social Sciences Faculty	Digital Game Design (50% Discount)
Istanbul Galata University	Fnd.	Bachelor	Arts & Social Sciences Faculty	Digital Game Design (Tuition-Paid)
Istanbul Galata University	Fnd.	Bachelor	Arts & Social Sciences Faculty	Digital Game Design (Scholarship)
Istanbul Galata University	Fnd.	Bachelor	Arts & Social Sciences Faculty	Digital Game Design (50% Discount)

GAME DESIGN BACHELOR'S MASTER'S DEGREE PROGRAMS

TÜRKİYE GAME MARKET REPORT 2025

University	Type	Bachelor' Master's Degree	Faculty / Institute	Department
Istanbul Gelişim University	Fnd.	Bachelor	Faculty of Fine Arts	Digital Game Design (Tuition Paid)
Istanbul Kültür University	Fnd.	Bachelor	Faculty of Art and Design	Digital Game Design (Full Scholarship)
Istanbul Kültür University	Fnd.	Bachelor	Faculty of Art and Design	Digital Game Design (50% Scholarship)
Istanbul Medipol University	Fnd.	Bachelor	Des&Arch Fac.	Digital Game Design (Full Scholarship)
Istanbul Medipol University	Fnd.	Bachelor	Des&Arch Fac.	Digital Game Design (50% Scholarship)
Istanbul Medipol University	Fnd.	Bachelor	Des&Arch Fac.	Digital Game Design (Tuition Paid)
Istanbul Topkapı University	Fnd.	Bachelor	Des&Arch Fac.	Digital Game Design (Full Scholarship)
Istanbul Topkapı University	Fnd.	Bachelor	Des&Arch Fac.	Digital Game Design (50% Scholarship)
Istinye University	Fnd.	Bachelor	Des&Arch Fac.	Digital Game Design (Eng.) (Full Scholarship)
Istinye University	Fnd.	Bachelor	Des&Arch Fac.	Digital Game Design (Eng.) (50% Scholarship)
Izmir University of Economics	Fnd.	Bachelor	Faculty of Communication	Digital Game Design (Eng.) (Full Scholarship)
Izmir University of Economics	Fnd.	Bachelor	Faculty of Communication	Digital Game Design (Eng.) (25% Scholarship)
Izmir University of Economics	Fnd.	Bachelor	Faculty of Communication	Digital Game Design (Eng.) (Tuition Paid)
Kadir Has University	Fnd.	Bachelor	Faculty of Communication	Digital Game Design (Eng.) (Full Scholarship)
Kadir Has University	Fnd.	Bachelor	Faculty of Communication	Digital Game Design (Eng.) (Tuition Paid)
Maltepe University	Fnd.	Bachelor	Faculty of Fine Arts	Digital Game Design (Full Scholarship)
Maltepe University	Fnd.	Bachelor	Faculty of Fine Arts	Digital Game Design (50% Scholarship)
Maltepe University	Fnd.	Bachelor	Faculty of Fine Arts	Digital Game Design (Tuition Paid)
Muğla Sıtkı Koçman University	State	Bachelor	Fethiye Bus. Fac.	Digital Game Design

GAME DESIGN BACHELOR'S MASTER'S DEGREE PROGRAMS

TÜRKİYE GAME MARKET REPORT 2025

University	Type	Bachelor' Master's Degree	Faculty / Institute	Department
Nişantaşı University	Fnd.	Bachelor	Faculty of Art and Design	Digital Game Design (Full Scholarship)
Nişantaşı University	Fnd.	Bachelor	Faculty of Art and Design	Digital Game Design (50% Scholarship)
Ostim Teknik University	Fnd.	Bachelor	Arch&DesFac.	Digital Game Design (Full Scholarship)
Ostim Teknik University	Fnd.	Bachelor	Arch&DesFac.	Digital Game Design (50% Scholarship)
Ostim Teknik University	Fnd.	Bachelor	Arch&DesFac.	Digital Game Design (Tuition Paid)
Özyeğin University	Fnd.	Bachelor	Des&Arch Fac.	Digital Game Design (Eng.) (Full Scholarship)
Özyeğin University	Fnd.	Bachelor	Des&Arch Fac.	Digital Game Design (Eng.) (50% Scholarship)
Üsküdar University	Fnd.	Bachelor	Faculty of Communication	Digital Game Design (Full Scholarship)
Üsküdar University	Fnd.	Bachelor	Faculty of Communication	Digital Game Design (50% Scholarship)
Üsküdar University	Fnd.	Bachelor	Faculty of Communication	Digital Game Design (Tuition Paid)

Source: Council of Higher Education

GAMING ENTREPRENEURSHIP CENTERS

TÜRKİYE GAME MARKET REPORT 2025

Name	Type	Location	Game Focus
ATOM (Hacettepe Teknokent)	Incubation & Pre-Incubation	Ankara	Game Focus
BTM (Technology Transfer and Commercialization Center)	Multi-Track Incubation & Accelerator	Istanbul	General Sup.
BUG Lab TEKMER	Incubation Center	Istanbul	Game Focus
Crazy Hubs Istanbul	Accelerator Center	Istanbul	Game Focus
Cube Beyoğlu	Incubation Center	Istanbul	General Sup.
DEPARK BAMBU GO	Incubation Center	Izmir	Game Focus
DIGIAGE (Bilişim Vadisi)	Accelerator & Incubation	Kocaeli & Online	Game Focus
Game Circle	Accelerator & Incubation	Ankara & Istanbul	Game Focus
Game Factory Hub	Incubation Center	Online	Game Focus
GamesUnited	Accelerator & Incubation	Istanbul	Game Focus
Gaming Academy	Accelerator Program	Istanbul	Game Focus
Hacettepe Teknokent (Animation)	Cluster (Clustering)	Ankara	Game Focus

GAMING ENTREPRENEURSHIP CENTERS

TÜRKİYE GAME MARKET REPORT 2025

Name	Type	Location	Game Focus
ITU Çekirdek (GameTech)	Accelerator & Incubation	Istanbul	Game Focus
Lonca Entrepreneurship Center	Incubation Center	Istanbul	General Sup.
Monster Gaming Lab	Accelerator Program	Istanbul	Game Focus
OGEM (İst. Municipality Game Development Center)	Incubation Center	Istanbul	Game Focus
OYGEM (Izmir Game Development)	Incubation Center	Izmir	Game Focus
Oyunla Gelecek (OGE)	Accelerator Program	Türkiye Geneli	Game Focus
STARTGATE	Accelerator & Incubation & Cluster	Istanbul	Game Focus
Tech Istanbul (GameTech)	Accelerator Program	Istanbul	Game Focus
TÜBİTAK BİLGEM Game Lab	R&D & Cluster	Gebze	Game Focus
WePlay HUB	Accelerator Center	Istanbul	Game Focus
Workup Gaming	Accelerator Program	Istanbul	Game Focus
YTU Startup House GamesUP	Incubation Center	Istanbul	Game Focus

GAME DEVELOPER COMMUNITIES IN TÜRKİYE

TÜRKİYE GAME MARKET REPORT 2025

Name	Short Name	Location	University
Istanbul Technical Univ. Game Design & Dev. Club	İTÜ OTG	Istanbul	Istanbul Teknik University
METU Game Dev. & Anim. Comm.	METU GATES	Ankara	Orta Doğu Teknik University
Sakarya Univ. Game Design & Dev. Comm.	SAÜ OTG	Sakarya	Sakarya University
Dokuz Eylül Univ. Project & Game Dev. Comm.	DEU POG	Izmir	Dokuz Eylül University
Yıldız Technical Univ. Dig. Game Dev. & Dig. Gaming Club	YTÜ DOGDOK	Istanbul	Yıldız Teknik University
Gazi Univ. Dig. Game Design Comm.	Gazi DOTT	Ankara	Gazi University
Hacettepe Univ. Dig. Game Dev. Comm.	IGDA HOGET	Ankara	Hacettepe University
Uludağ Univ. Dig. Game Design Comm.	Uludott	Bursa	Uludağ University
BUG Zone Game Dev. Club	BUG Zone	Istanbul	Bahçeşehir University
Adnan Menderes Univ. (ADU) Games & Gamification Comm.		Aydın	Adnan Menderes University
Sabancı Univ. Game Dev. Comm.	SUOG	Istanbul	Sabancı University
GameSantral Game Dev. / Gaming Club	Game Santral	Istanbul	Istanbul Bilgi University
Bilkent Univ. Game Dev. & Anim. Comm.	BOA	Ankara	Bilkent University
NOHU Dig. Game Dev. Club	NOHU DOG	Niğde	Niğde Ömer Halisdemir University
Eastern Mediterranean Univ. Game Design & Dev. Comm.	EMU GDND Community	KKTC	Doğu Akdeniz University

*This list was prepared by **Senem Aksakal**. Last updated: 11 February 2026. Only active communities are included.*
Communities such as IEEE and R&D clubs that occasionally organize game jams but are not primarily focused on game development have not been included.

GAME DEVELOPER COMMUNITIES IN TÜRKİYE

TÜRKİYE GAME MARKET REPORT 2025

Name	Short Name	Location	University
Istanbul Aydın University Game Design Club	İAU OTK	Istanbul	Istanbul Aydın University
Yeditepe University Game Development & Animation Club	YugdaClub	Istanbul	Yeditepe University
Manisa Celal Bayar University Game Design & Developers	MCBU OTGET	Manisa	Manisa Celal Bayar University
Istanbul Kültür University Game Design & Development	İKU OTG	Istanbul	Istanbul Kültür University
TED University Game Development & Animation	TEDU OGAT	Ankara	TED University
Yaşar University (YU) Game Development & Animation		Istanbul	Yaşar University
Bursa Technical University Digital Game Design	BTU DOTT	Bursa	Bursa Teknik University
MEF University Game Development Club	MEF OG	Istanbul	MEF University
Haliç University Game Developers Club	Haliç OGT	Istanbul	Haliç University
Nişantaşı University Digital Game Design Club	Nishdot	Istanbul	Nişantaşı University
Hasan Kalyoncu University (HKU) Digital Game Design		Gaziantep	Hasan Kalyoncu University
Nevşehir Hacı Bektaş Veli University Digital Games & Development Club	NEVÜ DOGEK	Nevşehir	Nevşehir Hacı Bektaş Veli Üni.
Icarus Game Development & Programming	Icarus O-GPT	Eskişehir	Eskişehir Osmangazi University
Muğla Sıtkı Koçman University (MSKU) Bodrum Game Community		Muğla	Muğla Sıtkı Koçman University
Istinye University Game Design Club	Dottopus	Istanbul	Istinye University

*This list was prepared by **Senem Aksakal**. Last updated: 11 February 2026. Only active communities are included. Communities such as IEEE and R&D clubs that occasionally organize game jams but are not primarily focused on game development have not been included.*

GAME DEVELOPER COMMUNITIES IN TÜRKİYE

TÜRKİYE GAME MARKET REPORT 2025

Name	Short Name	Location	University
Istanbul Gedik University Digital Game Design Club	Gedik DOT	Istanbul	Istanbul Gedik University
Çankaya Game Development Community	Çankaya OGT	Ankara	Çankaya University
Izmir University of Economics Game Development Team	OGT	Izmir	Izmir Ekonomi University
Pamukkale University Digital Game Design Community	PAÜ GameLab	Denizli	Pamukkale University
Erciyes University Game Development Club	ERÜ OGK	Kayseri	Erciyes University
Özyeğin University Game Development Club	Ozu Game Dev Club	Istanbul	Özyeğin University
Kahramanmaraş İstiklal University Digital Game Design Community	KİU DOT	Kahramanmaraş	Kahramanmaraş İstiklal University
Istanbul Beykent University BETA Club	Beta Beykent	Istanbul	Istanbul Beykent University
Akdeniz University Games & Gamification Community	GGLab	Antalya	Akdeniz University
Vazos.dev	Vazos	Kütahya	
ÜNOG Game Developer Community	ÜNOG	Online	
Indie Core Game Development Community	Indie Core	Istanbul	
International Game Developers Association (IGDA) Izmir	IGDA Izmir	Izmir	
Godot Game Development Community	Gedik DOT	Online	
Hack the Loop		Online	

*This list was prepared by **Senem Aksakal**. Last updated: 11 February 2026. Only active communities are included.*
Communities such as IEEE and R&D clubs that occasionally organize game jams but are not primarily focused on game development have not been included.

Strategic Resource Library for Türkiye's Gaming Ecosystem

This resource pool, prepared within the scope of the Türkiye Game Industry 2025 Report by Gaming in TÜRKİYE | MENA | EU, is not merely a list of references; it is a strategic inventory designed to help guide the maturation of Türkiye's gaming ecosystem. By blending local academic output with global technical standards and modern business intelligence, it provides a comprehensive roadmap for all stakeholders, from students and indie developers to studio leaders and investors.

In particular, the curated additions in technical art, advanced engineering, and modern game economy disciplines will play a critical role in strengthening Turkish game developers' global competitiveness. For this reason, the inventory is designed as a "living" knowledge platform that will remain relevant and continuously updated beyond 2025.

The contents are categorized under six main headings, with a strong focus on the industry's practical and application-driven dimensions:

- Game Design and Design Theory
- Game Development and Production Process
- Game Psychology and Player Experience
- Cultural and Academic Perspectives
- Law, Economics, and Business Models
- Gamification and Behavioral Science

Each source is presented in an accessible format, including the title, author, and a short description. I hope this library serves as an in-depth reference and a meaningful development companion for everyone working in the game industry, or preparing to step into it.

SALİME FUNDA AKÇAKAYA KILIÇ
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Strategic Resource Library for Türkiye's Gaming Ecosystem

Game Design and Design Theory	Author(s)	Description
Challenges For Game Designers	Brenda Brathwaite & Ian Schreiber	A guidebook filled with hands-on examples on game design.
A Theory of Fun for Game Design	Raph Koster	A foundational reference book that examines the role of fun in game design through the lens of psychology.
Game Design Workshop	Tracy Fullerton	A practical and pedagogical work that explains the game design process step by step.
The Art of Game Design: A Book of Lenses	Jesse Schell	A game design guide that evaluates games through the "lens" approach from multiple perspectives.
Level Up! The Guide to Great Video Game Design	Scott Rogers	A guidebook that presents the fundamentals of game design in a fun and easy-to-understand way.
Dijital Oyun Rehberi: Oyun Tasarımı, Türler ve Oyuncu	Kolektif	A comprehensive Turkish-language resource compiling game genres, design principles, and player types.
Dijital Oyunlar ve İnteraktif Anlatı	Barbaros Bostan	An important work that analyzes narrative structure in games with a focus on interactivity.
Handmade Pixels	Jesper Juul	A cultural analysis exploring the "handmade" aesthetic of indie games.
Game Value	Vedat Yiğitoğlu	A Turkish-language resource on value creation in games and game economy.
Game Feel: A Game Designer's Guide to Virtual Sensation	Steve Swink	A key design resource that provides an in-depth analysis of user experience in games through elements such as sense of control, physical feedback, and response time.

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Strategic Resource Library for Türkiye's Gaming Ecosystem

Game Design and Design Theory	Author(s)	Description
Advanced Game Design: A Systems Approach	Michael Sellers	This book explores game design through systems thinking, focusing on balance, system structure, and player experience design.
Learn to Play: Designing Tutorials for Video Games	Matthew M. White	A technical resource for more than just game devs—dives deep into "learning by doing" for UX and instructional design as well.
Rules of Play: Game Design Fundamentals	Katie Salen & Eric Zimmerman	A comprehensive reference on the theoretical and structural foundations of game design—widely cited in both academia and industry.
Elements of Game Design	Robert Zubek	A modern resource explaining the building blocks of game design through mechanics, goals, rewards, and player experience.
Designing Games: A Guide to Engineering Experiences	Tynan Sylvester	Examines game systems design through a player-experience lens, combining design thinking with engineering.
The Game Narrative Toolbox	Tobias Heussner vd.	A practical guide to game writing and narrative design, offering tools, techniques, and exercises for crafting interactive stories.
Video Game Storytelling: What Every Developer Needs to Know About Narrative Techniques	Evan Skolnick	A comprehensive guide showing how to integrate narrative structure, character building, and story cohesion into game design.
Interactive Stories and Video Game Art: A Storytelling Framework for Game Design	Chris Solarski	Blending storytelling with visual arts, this resource offers artistic frameworks for interactive narrative game design.
Game Balance	Ian Schreiber & Brenda Romero	A detailed resource on balance design for fairness and competition, explained with mathematical models and case studies.
Game Mechanics: Advanced Game Design	Ernest Adams & Joris Dormans	An advanced guide to system building blocks and player interaction, explained through pattern-based approaches.
Narrative Design for Indies	Edwin McRae	For indie developers: how to build strong narratives on a low budget, with examples focused on structure, technique, and player agency.

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Strategic Resource Library for Türkiye's Gaming Ecosystem

Game Dev. and Production Process	Author(s)	Description
Kan Ter ve Pikseller	Jason Schreier	AAA and indie development stories insider case studies of success and failure.
Reset At: Video Oyun Sektöründeki Çöküş ve Toparlanmalar	Jason Schreier	An investigative book on video game studios' collapse and turnaround stories.
Dijital Oyun Endüstrisi Terminolojisi	Tansu Kendirli	A glossary compiling English–Turkish technical terms for the game industry.
Hayat Bir Oyun	Mevlüt Dinç	An autobiography by Mevlüt Dinç, one of Türkiye's pioneering game developers.
Game Development Essentials: Game Project Management	–	A foundational resource on game project management and team coordination.
Game Testing: All in One	–	A practical guide offering comprehensive coverage of game testing processes.
Modern Game Testing: A Pragmatic Guide to Test Planning and Strategy	–	A strategic guide to modern QA methods.
Game Development Essentials: Game QA & Testing	–	A detailed explanation of QA workflows and game testing.
Masters Of Doom: How Two Guys Created an Empire and Transformed Pop Culture	David Kushner	Telling the story of Doom and Quake's creators, this book captures the rise of the 90s game industry through technology, personality clashes, and creativity.
Sid Meier's Memoir!: A Life in Computer Games	Sid Meier	A personal and inspiring memoir in which Sid Meier shares his career journey and game design philosophy behind classics like Civilization.

SALİME FUNDA
AKÇAKAYA KILIÇ
WELLO MONEY FOUNDER

Strategic Resource Library for Türkiye's Gaming Ecosystem

Game Dev. and Production Process	Author(s)	Description
Game Design: Impossible: The Drama of Game Development	Guido Schmidt	Reveals the challenges of game production through studio stories, highlighting the human and structural dynamics behind the scenes.
Game Engine Architecture	Jason Gregory	An advanced reference for programmers and technical designers, detailing the core components of game engines (rendering, animation, AI, input, etc.).
Game Programming Patterns	Robert Nystrom	A strong software development resource explaining design patterns for common game programming problems, focused on performance, flexibility, and readability.
Data-Oriented Design	Richard Fabian	A paradigm-shift approach to game programming, centered on memory access and data-structure optimization for high performance.
Real-Time Rendering, 4th Edition	Akenine-Möller, Eric Haines, Naty Hoffman	Builds the foundations of real-time graphics, detailing modern engine rendering techniques from a hardware–software perspective.
Unreal Engine 5 Best Practices	Nicholas Phelps	A practical best-practices guide for UE5 projects, focused on performance, visual quality, architecture, and project management.
Professional Game Development in C++ and Unreal Engine	Tom Looman	A hands-on, C++-focused guide to professional Unreal development, progressing through structure, architecture, and examples.
Unity in Action, Third Edition	Joe Hocking	A structured, up-to-date guide teaching 2D and 3D development in Unity with examples, from beginner to intermediate level.
Unity Game Optimization, 3rd Edition	Chris Dickinson	A technical resource on Unity performance and memory optimization, with strategies suited for large-scale projects.
Godot Engine Game Development Projects	Chris Bradfield	A comprehensive, hands-on resource for learning Godot by building 2D and 3D projects and exploring the engine's capabilities.

SALİME FUNDA AKÇAKAYA KILIÇ
WELLO MONEY FOUNDER

Strategic Resource Library for Türkiye's Gaming Ecosystem

Game Dev. and Production Process	Author(s)	Description
AI for Games, 3rd Edition	Ian Millington	Covers game AI from movement to planning, with examples focused on decision-making and behavior systems.
Game AI Pro (Seri)	Steve Rabin (Ed.)	Modern game AI with AAA examples: behavior systems and pathfinding.
Generative AI for Game Development	Alan Thorn	An up-to-date resource on generative AI in game development, covering AI-driven content creation, NPC behaviors, and game design workflows.
The Book of Shaders	Patricio Gonzalez Vivo & Jen Lowe	A current guide to generative AI for games, focused on content creation, NPC behavior, and design processes.
The Animator's Survival Kit	Richard Williams	A classic resource adapting traditional animation principles to modern 2D/3D production, with a focus on character motion and timing.
Framed Ink: Drawing and Composition for Visual Storytellers	Marcos Mateu-Mestre	A strong resource for cinematic and storyboard work, focused on framing, composition, and visual rhythm.
The Game Production Toolbox	Heather Chandler	Production-focused game project management: planning, scheduling, resource management, and team coordination.
Agile Game Development with Scrum	Clinton Keith	Explains how to adapt Scrum to game development through agile project management and sprint practices.
Spelunky (Boss Fight Books)	Derek Yu	An indie development diary and retrospective by Derek Yu.
Ask Iwata: Words of Wisdom from Satoru Iwata, Nintendo's Legendary CEO	Satoru Iwata (derleme: Hobonichi)	A curated collection of leadership lessons and game vision from Satoru Iwata.
Implementing Responsive Audio for Games	Guy Somberg	A practical guide to reactive game audio, including engine integration and implementation.

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Strategic Resource Library for Türkiye's Gaming Ecosystem

Game Psychology and Player Exp.	Author(s)	Description
The Art of Failure: An Essay on the Pain of Playing Video Games	Jesper Juul	A philosophy of game experience that examines the feeling of failure created by play.
Reality is Broken	Jane McGonigal	Presents arguments on games' real-world impact and their power to drive motivation.
The Secret Science of Games	John Hopson	Offers data-driven analyses on game psychology and user behavior.
The Gamer's Brain: How Neuroscience and UX Can Impact Video Game Design	Celia Hodent	Approaches game design through a neuroscience + UX lens, examining attention, motivation, and learning with scientific evidence.
How Games Move Us: Emotion by Design	Katherine Isbister	Analyzes emotional impact in games through psychology and interaction design, focusing on empathy and attachment.

Cultural and Academic Perspectives	Author(s)	Description
Homo Ludens	Johan Huizinga	A classic work that places play at the heart of human culture, examining its social function and motivations.
Türkiye'de ve Türkiye'den Oyun Çalışmaları	Ertuğrul Süngü (Ed.)	A compiled resource on game production and academic research in Türkiye.
Aşkla Çalışmanın Politikası	Ergin Bulut	A political analysis of labor practices in the game industry, including "passion exploitation."

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Strategic Resource Library for Türkiye's Gaming Ecosystem

Cultural and Academic Perspectives	Author(s)	Description
Half-Real: Video Games Between Real Rules and Fictional Worlds	Jesper Juul	A classic that theoretically analyzes the balance between real rules and fictional worlds.
Dijital Oyun Evreni: Dijital Oyun Kültürüne Bir Bakış	Kolektif	A compilation on game culture and player identity in Türkiye.
Çekirge: Oyun, Yaşam	Bernard Suits	Explores play's philosophy, rules, and meaning-making
Oyun Kitabı	Brian Burns	Examines the concept of play in a broad frame shaped by history, culture, and society.
Belge-Oyun	Oğuz Şentürk	A Turkish study on the docu-game approach.
Video Oyun Evreninde Yol Bulmak: Sınıflandırma ve Türler	Burcu Nehir Halaçoğlu	An academic Turkish resource focused on classifying video game genres.
Dijital Oyun Kültürü	Alper Altunay	A local-focused study on game culture and player identity in Türkiye.
Dijital Oyunlar 1.0: Oynanış ve Anlam	Ertuğrul Süngü	An interdisciplinary academic work examining gameplay dynamics and how games produce meaning.
Evolutionary Psychology and Digital Games: Digital Hunter-Gatherers	Kolektif	An academic study analyzing digital play through an evolutionary psychology lens, focusing on cognitive and social effects.
Getting Gamers: The Psychology of Video Games and Their Impact on the People who Play Them	Jamie Madigan	A core reference that examines video games' effects on player behavior and psychology with scientific evidence and examples.
Half-Real: Video Games Between Real Rules and Fictional Worlds	Jesper Juul	A classic that theoretically analyzes the balance between real rules and fictional worlds.

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Strategic Resource Library for Türkiye's Gaming Ecosystem

Cultural and Academic Perspectives	Author(s)	Description
An Architectural Approach to Level Design	Christopher W. Totten	A comprehensive resource on building game spaces through an architectural lens—spatial guidance, scale, and structural principles.
A Casual Revolution: Reinventing Video Games and Their Players	Jesper Juul	A foundational sociological study on how casual games reshaped player profiles and game culture, tracing the evolution of digital games.
Handmade Pixels	Jesper Juul	A comprehensive study of indie game aesthetics and production, examining the scene through cultural, historical, and formal lenses.
Works of Game: On the Aesthetics of Games and Art (Playful Thinking Series)	John Sharp	Treats games as artistic production, critically analyzing the aesthetic and conceptual links between design and contemporary art.
Reality is Broken: Why Games Make Us Better and How They Can Change the World	Jane McGonigal	A groundbreaking book popularizing gamification, exploring how games can boost motivation and help solve social problems.
Little Book of Video Games: 70 Classics That Everyone Should Know and Play	Melissa Brinks	A reference guide introducing 70 of the most influential classic video games with short notes and nostalgic visuals.
Oyunların Dijital Hali	Özge Uğurlu Akbaş & Özgün Arda Kuş	Positions digital games within communication studies, examining their social impact and meaning-making.
Oyunlar Kitabı	Berrak Artemiz Çınar & Suat Güneş	A comprehensive guide to the educational, cultural, and social dimensions of play, framing games as tools for learning and development.

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Strategic Resource Library for Türkiye's Gaming Ecosystem

Law, Economics, and Business Models	Author(s)	Description
Türk Hukukunda Dijital Oyunların Korunması	Abdullah Harun Ataşlar & İlkim Ülgen	A legal study on how games are protected under intellectual property law.
One Up: Creativity, Competition, and the Global Business of Video Games	Joost van Dreunen	A business book assessing the global game industry through competition and business models.
Dijital Oyun ve Tutundurma	Ali Efe İralı	A Turkish academic work focused on marketing and promotion strategies in digital games.
The Pyramid of Game Design: Designing, Producing and Launching Service Games	Nicholas Lovell	Analyzes commercial success through value creation, player retention, and sustainable revenue layers.
Free to Play Game Economics:How to Plan and Manage Your Game Economy	Miguel Campillos	A practical guide for F2P games on in-game economy design, currency balancing, and monetization strategies.
Inside the Video Game Industry: Game Developers Talk About the Business of Play	Ed. Judd Ruggill & Ken McAllister	An interview-based academic compilation where game developers share industry experience, working conditions, and creative processes firsthand.
Risk Management for Video Game Professionals	Liam Wickham	Addresses financial, operational, and production risks in game projects, offering sustainable studio project management and risk-reduction strategies.

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Strategic Resource Library for Türkiye's Gaming Ecosystem

Gamification and Behavioral Science	Author(s)	Description
Game Thinking	Amy Jo Kim	Introduces a five-stage model that applies game thinking to product development, supporting intrinsic motivation and continuous improvement.
The Intrinsiq Performance Journey Loop	Roman Rackwitz	A guide explaining the intrinsic motivation and performance loop through the six-step DRIVE method.
Bağlılığın Büyülü Fabrikası	Ricardo Lopes Costa	Practically demonstrates how to build engagement with gamification strategies, using cross-industry examples.
Gamification by Design	Gabe Zichermann Christopher Cunningham	Teaches how to shape user behavior by adding motivational elements to non-game contexts.
Drive	Daniel H. Pink	A classic in motivation psychology on intrinsic motivation in work (autonomy, mastery, purpose).
50 Soruda Oyun ve Oyunlaştırma	Ercan Altuğ Yılmaz	A broad introduction to games and gamification, exploring play's "magic reality," origins, and applications in a Q&A format.
Sekizinci Sanat Oyun & Homo Ludens'in Metaverse Yolculuğu	Ercan Altuğ Yılmaz	Examines how games became the "eighth art" through digitization, and game experiences in the metaverse era.
Oyunlaştırma	Ercan Altuğ Yılmaz	Spans from game history to gamification, focusing on next-gen motivation and strategic use in business.
İş'te Oyunlaştırma & Yeni Nesil Motivasyon	Ercan Altuğ Yılmaz	Explains the use of game elements in employee and customer experience, framing gamification as a motivation tool with examples.
Tasarım Odaklı Düşünce	Emrah Kozan	A hands-on design thinking guide blending innovation, user needs, and solution-building with a gamification approach.

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Strategic Resource Library for Türkiye's Gaming Ecosystem

Gamification and Behavioral Science	Author(s)	Description
Rethinking Gamification	Mathias Fuchs, Sonia Fizek, Paolo Ruffino & Niklas Schrape (Ed.)	A critical anthology discussing gamification as a structural and ideological phenomenon through culture and politics.
Irresistible: The Rise of Addictive Technology and the Business of Keeping Us Hooked	Adam Alter	A striking analysis of addictive design principles across games, apps, and digital platforms, questioning the ethical limits of behavioral design.
Actionable Gamification: Beyond Points, Badges, and Leaderboards	Yu-kai Chou	Explains eight core motivation drivers shaping user behavior through the Octalysis framework, with practical applications.
Pattern Breakers: Why Some Start-Ups Change the Future	Mike Maples Jr. & Peter Ziebelman	Analyzes radical innovation, strategic intuition, and lasting impact through pattern-breaking thinking.
Amaç, Anlam ve Tutku	Harvard Business Review (Derleme)	A guide to building meaning-driven systems in gamification and behavioral design through motivation, values, and intrinsic fulfillment.
The Willpower Instinct (İrade İçgüdüsü)	Kelly McGonigal	Explains self-control, willpower, and habit mechanisms with scientific evidence, shedding light on motivation systems through a game design lens.

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PROFESSIONS IN GAMING INDUSTRY

TÜRKİYE GAME MARKET REPORT 2025

GAME PROGRAMMING	
Artificial Intelligence (AI)	Multiplayer
Build & Release	Network
Developer Relations	Physics
Direction	Rendering
Engine	Tools
Gameplay	UI
Graphics	

TALENT	
Agency	Management
Casting	Playing
Content Creation	Screen Acting
Hosting	Streaming
Interviewing	Voice Acting

GAME DESIGN	
Accessibility	Narrative
AI	Prototyping
Combat	Puzzle
Content	Quest
Direction	Scripting
Economy	Social
Encounter	Systems
Interaction	Technical
Level	UI
Mission	World Building
Monetization	Writing
Multiplayer	

Source: Hitmarker.net

PROFESSIONS IN GAMING INDUSTRY

TÜRKİYE GAME MARKET REPORT 2025

ART	
2D / 3D	Prop
Character	Shaders
Concept	Storyboarding
Direction	Technical
Environment	Texture
Level	Tools & Pipeline
Lighting	UI
Marketing	Vehicle
Material	VFX
Model	Weapon
Outsourcing	

RESEARCH	
Academic	Market
Consumer	Operations
Data Entry	

GAME PRODUCTION
Accessibility
Archiving
Creative Direction
Feature
Game Direction
Knowledge Management
Live Ops
Operations
Production
Project Management
Publishing
Release Management
Studio Management

PROFESSIONS IN GAMING INDUSTRY

TÜRKİYE GAME MARKET REPORT 2025

ANIMATION

2D / 3D	Programming
Cinematic	Rigging
Gameplay	Scanning
Motion Capture	Technical
Particle	VFX

AUDIO

Composition	Sound Design
Engineering	Technical Design
Production	Vocal Direction
Programming	Voice Design

LOCALIZATION

Editing	Technical
Engineering	Testing
Inclusive Language	Translation

SOFTWARE ENGINEERING

Ads	Manufacturing
AI	Mobile
Backend	Network
Build & Release	Product Design
Cloud	Project Management
Data Analytics	Prompt
DevOps	Reliability
Direction	Security
Engineer Relations	Technical
Frontend	Technical Writing
Full Stack	

IT

Cyber Security	System Admin
Network Admin	Technical Support

PROFESSIONS IN GAMING INDUSTRY

TÜRKİYE GAME MARKET REPORT 2025

QUALITY ASSURANCE

Accessibility	Engineering
Analysis	Interruption
Automation	Performance
Certification	Platform
Cinematic	Ratings
Compatibility	SDET
Compliance	Submission
Designing	Testing

MARKETING

App Store	Influencer
Brand	Lifecycle
Campaign Management	Product
Community Management	Public Relations
Copywriting	Social Media
Creator	Storefront
Digital	User Acquisition
Email	Visual

EDUCATION

Academic Research	Program Management
Curriculum Design	Safeguarding
Lecturing	Teaching
Program Development	

BROADCAST

Camera Ops	Replay Ops
Floor Management	Scriptwriting
Game Observation	Sound Engineering
Graphics	Stream Engineering
Lighting	Studio Management
Production	

PROFESSIONS IN GAMING INDUSTRY

TÜRKİYE GAME MARKET REPORT 2025

HUMAN RESOURCES

Analysis	Health & Safety
Compensation & Benefits	Mobility
Culture	People Management
Diversity & Inclusion	Recruitment
Employee Relations	Talent Acquisition
Employer Branding	Training & Development
Engagement	Wellness

FINANCE & LEGAL

Accounting	Licensing
Analysis	Mergers & Acquisitions
Bookkeeping	Payroll
Compliance	Privacy
Control	Reporting
Counsel	Risk Management
Fraud	Tax

COMPETITIVE

Analysis	Playing
Coaching	Psychology
Fitness	Refereeing
Nutrition	Scouting
Physiotherapy	Team Management

UX

Accessibility	Research
Design	Strategy
Engineering	Usability
Information Architecture	Writing

ADMINISTRATIVE

Data Entry	Office Management
Personal Assistance	Reception
Facilities Support	

PROFESSIONS IN GAMING INDUSTRY

TÜRKİYE GAME MARKET REPORT 2025

CONTENT & MEDIA	
Cinematography	Photography
Copy Editing	Scriptwriting
Game Capture	Translation
Graphic Design	Trust & Safety
Journalism	Video Editing
Moderation	Videography
Motion Design	

COMMERCIAL	
Account Management	Merchandising
Advertising Ops	Monetization
Business Development	Packaging
Business Intelligence	Partnerships
Communications	Procurement
Consumer Research	Product Management
Customer Support	Retail
Distribution	Sales
Ecommerce	Sponsorships
Manufacturing	Supply Chain
Market Research	Ticketing
Media Buying	

This career map is based on Hitmarker.net's 2025 update to its gaming jobs/careers classification. Rather than listing standalone job titles, Hitmarker organizes roles in the games industry as "role families" (core disciplines) and their related sub-specializations. In line with this approach, the main categories and sub-categories presented by Hitmarker were used as a reference and then structured in a format suitable for this report, grouping closely related roles where appropriate.

Because company size, org structure, and business models vary, not every item listed here will exist as a distinct position in every organization. In small and mid-sized teams, multiple responsibilities may be handled by a single person; in larger organizations, the same area may be split into more specialized roles. Additionally, due to the industry's fast-changing nature, job titles and responsibilities can differ across companies. This list is intended as a general reference to provide an overview of career opportunities across the gaming industry.

INTERNET CAFES

TÜRKİYE GAME MARKET REPORT 2025

2024

2025

- **5.000** Internet Cafe

According to İlhan Taşkıran, President of the Istanbul Internet Cafes Chamber of Tradesmen, our internet cafe sector in Türkiye is unfortunately losing blood. It is estimated that there are around 5,000 internet cafes left across the country. After the pandemic, 80% of internet cafes in Türkiye have closed!

%34
%5
%20
%15
%8
%10
%8
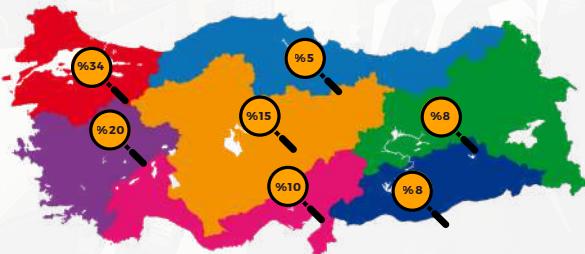
Source: Istanbul Chamber of Internet Cafes Tradesmen

In 2025, internet café culture in Türkiye is no longer at the center of mainstream gaming. Once an equalizer for access, these venues are now shrinking rapidly as internet penetration rises, in-home device ownership grows, and, most notably, the mobile gaming ecosystem expands. As of 2025, with internet usage reaching 90.9% and the broadband base continuing to grow (especially with increases in fiber), gamers' need for "access to play" has effectively moved into their homes and pockets.

GAMING AND ESPORTS MEDIA CHANNELS IN TÜRKİYE

TÜRKİYE GAME MARKET REPORT 2025

Media Channels	Media Channels	Media Channels
5Mid	Gamer Papers	Oyungezer
A'dan Z'ye Espor	Gamizm	PC Hocası
Atarita	Hardware Plus	Savebutonu
Başlat Tuşu	Hubogi	Shiftdelete
Bölümsonucanavarı	IGN Türkiye	Tamindir
Chip.com.tr	İndir.com	Techno Story
Curabyte	Konsolhavadis	Technologic
Disket Kutusu	Level	Technopat
Donanım Haber	Log.com.tr	Techolay
Espor Gazetesi	Mavikol	Teknodiot
Espor Times	Merlinin Kazanı	Turkishgames.net
Espornext	Misternoob	Türkmmo
Esports360mag	Mobidictum	Turuncu Levye
Flank Esports	Multiplayer	Upcorn.co
Fragtist	Oyun Dijital	Wallbang Gaming Network
FRPnet	Oyun Günlüğü	Webtekno
Gamer Benchmark	Oyunda.org	

This list includes websites in Türkiye that produce content related to gaming and esports. It covers both sites dedicated solely to gaming or esports, as well as multi-category platforms that also publish gaming and esports content. If you believe a website is missing from the list, you are welcome to contact us.

DIGITAL CODE SALES CHANNELS PREFERRED BY GAMERS IN TÜRKİYE

TÜRKİYE GAME MARKET REPORT 2025

E-pin Satış Siteleri	E-pin Satış Siteleri	E-pin Satış Siteleri	E-pin Satış Siteleri
1epin.com	epinyolu.com	itemci.com	oyunfor.com
atespin.com	etail.com.tr	itempazar.com	perdigital.com
bursagb.com	fenerbahceepin.com	itemsatis.com	pindirim.com
bynogame.com	foxepin.com	joyalisveris.com	playsel.com
dijipin.com	foxngame.com	kabasakalonline.com	playstore.com
durmaplay.com	G2A	klasgame.com	playsultan.com
eneba.com/tr	gamermarkt.com/tr	kopazar.com	s2gepin.com
epin.com.tr	gamesatis.com	kurtgame.com	sonteklif.com
epindigital.com	gold.razer.com/tr/tr	liderepin.com	turkpin.com
epinfix.com.tr	gpazar.com	maxigame.org	ucuzpin.com
epinpay.com	hesap.com.tr	midasbuy.com	vatangame.com
epinreis.com	hesaptik.com	mtcgame.com	xgame.com.tr
epinsultan.com	hipopotamya.com/tr	oyunalisveris.com	yedioyun.com
epintower.com	inovapin.com	oyuncustore.net	
epintr.com	item2pin.com/tr	oyuneks.com	

Listed Alphabetically.

This list covers E-PIN-focused channels such as in-game currency and wallet top-up codes. It features the E-PIN sales channels preferred by gamers in Türkiye and includes both local and global platforms. Multi-category e-commerce marketplaces (e.g., Trendyol, Hepsiburada, n11) are excluded, even if they offer E-PINs, since E-PIN sales are not their primary focus. The list was compiled through web research, industry observations, and traffic signals from tools such as Similarweb and Ubersuggest. As traffic data may vary due to different measurement methodologies, this section aims to provide a high-level view of the market. If any sites are missing or require updates, the list will be revised accordingly upon notification.

TOP ONLINE GAMING PLATFORMS

TÜRKİYE GAME MARKET REPORT 2025

Platforms
Battle.net
BlueStacks by now.gg
Epic Games
GOG Galaxy
Humble Bundle
Kinguin
Origin
Playstation Store
Playstore
Rockstar Games - Social Club
Steam
Ubisoft Store

Subscription Model
Amazon Games
EA Play
GeForce Now
Netflix Games
Playstation Plus
Xbox Game Pass

Listed Alphabetically.

GAMING MAGAZINES IN TÜRKİYE

Oyungezer

Level

Oyun Günlüğü

[Oyungezer Digital Archive](#)

[Oyungezer Patreon](#)
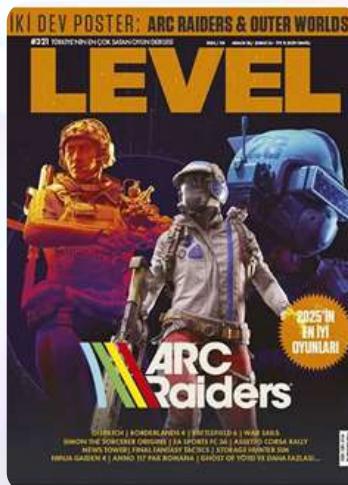
Digital-only (PDF); included in the list due to its uninterrupted publication stream since 2023.

ESPORTS

TURKISH ESPORTS TEAMS THAT HAVE ACHIEVED SUCCESS IN GLOBAL TOURNAMENTS

TÜRKİYE GAME MARKET REPORT 2025

Esports Team Name	Games with Teams	Achievements Won
Aurora Gaming	Apex Legends Counter-Strike 2 Dota 2 MLBB Warcraft 3	PGL Masters Bucharest 2025 -> *1st Place* Esports World Cup 2025 -> *2nd Place*

Turkish esports teams that have achieved success by ranking in the top 10 in global tournaments are listed alphabetically.

TURKISH ESPORTS TEAMS THAT HAVE ACHIEVED SUCCESS IN GLOBAL TOURNAMENTS

TÜRKİYE GAME MARKET REPORT 2025

Esports Team Name	Games with Teams	Achievements Won
Eternal Fire	Counter Strike 2 Valorant	BLAST Open Lisbon 2025 -> *Semi-final* IEM Katowice 2025 -> *Playoff*

Turkish esports teams that have achieved success by ranking in the top 10 in global tournaments are listed alphabetically.

Source: EMBED

TURKISH ESPORTS TEAMS THAT HAVE ACHIEVED SUCCESS IN GLOBAL TOURNAMENTS

TÜRKİYE GAME MARKET REPORT 2025

Esports Team Name	Games with Teams	Achievements Won
Fire Flux Esports	Counter Strike 2 MLBB Valorant	PUBG Mobile Super League Europe Spring 2025 -> *2nd Place*

Turkish esports teams that have achieved success by ranking in the top 10 in global tournaments are listed alphabetically.

TURKISH ESPORTS TEAMS THAT HAVE ACHIEVED SUCCESS IN GLOBAL TOURNAMENTS

TÜRKİYE GAME MARKET REPORT 2025

IDA ESPORTS

Esports Team Name	Games with Teams	Achievements Won
IDA Esports	PUBG: Mobile	PUBG Mobile Super League Europe Spring 2025 -> *3rd Place* PUBG Mobile World Cup 2025 -> *11th Place*

Turkish esports teams that have achieved success by ranking in the top 10 in global tournaments are listed alphabetically.

TURKISH ESPORTS TEAMS THAT HAVE ACHIEVED SUCCESS IN GLOBAL TOURNAMENTS

TÜRKİYE GAME MARKET REPORT 2025

Esports Team Name	Games with Teams	Achievements Won
MLBB Turkey National Team (Men)	MLBB	IESF World Esports Championship 2025 -> *3rd Place*

Turkish esports teams that have achieved success by ranking in the top 10 in global tournaments are listed alphabetically.

Source: EMBED

TURKISH ESPORTS TEAMS THAT HAVE ACHIEVED SUCCESS IN GLOBAL TOURNAMENTS

TÜRKİYE GAME MARKET REPORT 2025

Esports Team Name	Games with Teams	Achievements Won
MLBB Turkey National Team (Women)	MLBB	IESF World Esports Championship 2025 -> *Playoff*

Turkish esports teams that have achieved success by ranking in the top 10 in global tournaments are listed alphabetically.

TURKISH ESPORTS TEAMS THAT HAVE ACHIEVED SUCCESS IN GLOBAL TOURNAMENTS

TÜRKİYE GAME MARKET REPORT 2025

Esports Team Name	Games with Teams	Achievements Won
Regnum Carya Esports	PUBG Mobile Valorant Wild Rift	PUBG Mobile Super League Europe Spring 2025 -> *4th Place* PUBG Mobile World Cup 2025 -> *5th Place*

Turkish esports teams that have achieved success by ranking in the top 10 in global tournaments are listed alphabetically.

TURKISH ESPORTS TEAMS THAT HAVE ACHIEVED SUCCESS IN GLOBAL TOURNAMENTS

TÜRKİYE GAME MARKET REPORT 2025

Esports Team Name	Games with Teams	Achievements Won
ULF Esports	League of Legends PUBG Mobile Valorant	PMGC 2025 -> *2rd Place*

Turkish esports teams that have achieved success by ranking in the top 10 in global tournaments are listed alphabetically.

Source: EMBED

NUMBER OF LICENSED ESPORTS PLAYERS

TESFED
TÜRKİYE ESPOR FEDERASYONU

131.060+
Licensed Esports Players in Türkiye

SUB BRANCHES

MOBA FPS RTS BATTLE ROYALE SPOR MMORPG FIGHTER AR&VR Esports

TESFED

ESPORTS TEAMS WITH THE MOST FOLLOWERS ON SOCIAL MEDIA

TÜRKİYE GAME MARKET REPORT 2025

Esports Team	Number of Followers
S2G Esports	458.000
FUT Esports	392.000
Galatasaray Espor	358.000
Beşiktaş Esports	302.000
Eternal Fire	181.000
BBL Esports	149.000
Fenerbahçe Espor	108.000
Aurora Gaming	96.200
Istanbul Wildcats	65.500
Fire Flux Esports	48.200

ESPORTS TEAMS WITH THE MOST FOLLOWERS ON SOCIAL MEDIA

TÜRKİYE GAME MARKET REPORT 2025

Esports Team	Number of Followers
BBL Esports	162.803
FUT Esports	136.760
Eternal Fire	115.785
Fenerbahçe Espor	112.101
Galatasaray Espor	108.259
Beşiktaş Esports	93.477
S2G Esports	57.199
Istanbul Wildcats	32.376
Fire Flux Esports	33.251
PCIFIC Esports	14.110

ESPORTS TEAMS WITH THE MOST FOLLOWERS ON SOCIAL MEDIA

TÜRKİYE GAME MARKET REPORT 2025

Esports Team	Number of Followers
S2G Esports	240.000
FUT Esports	111.000
Eternal Fire	113.000
Kara Esports	97.700
BBL Esports	57.700
Aurora Gaming CS2	50.500
Fire Flux Esports	49.000
Fenerbahçe Espor	16.400
Istanbul Wildcats	11.200
Beşiktaş Esports	8.000

ESPORTS TEAMS WITH THE MOST FOLLOWERS ON SOCIAL MEDIA

TÜRKİYE GAME MARKET REPORT 2025

Esports Team	Number of Followers
FUT Esports	287.400
S2G Esports	197.000
Galatasaray Espor	88.100
Beşiktaş Espor	58.400
BBL Esports	49.700
Fire Flux Esports	32.200
Papara SuperMassive	26.300
Regnum Carya Esports	15.900
Denizbank Istanbul Wildcats	11.000
Dark Passage	6.655

BRANDS INVESTING IN ESPORTS AND GAMING

TÜRKİYE GAME MARKET REPORT 2025

Brand / Company Name	Brand / Company Name	Brand / Company Name
ACER	Bizim Evler	CUPRA
Adidas	BtcTurk	DataFlowX
AHL Pay	Buket	DeFacto
AIM Agency	Burak Optik	Denizbank
Altınyıldız Classic	Burger King	Dijipin
Amazon	ByNoGame	Dimes Cool Lime Mix
Anchestor Company	CANELİ	ETI Maximus
AOC	Caretta Pool	EXVEGA
Arhaval	Carls Jr.	G-Shock
Arko Men	CarrefourSA	Game Actor
ASUS	CIP Travel Agency	Gaming.Gen.Tr
Ay Yapım	Coca-Cola	GANK
Bakış Door	Corsair	Gillette
Baraka	Creature Game Store	Green
Bhave Store	Crucial, Micron	HAVIT

This list has been compiled from the activities we have followed throughout the year. Some brands may be missing.

BRANDS INVESTING IN ESPORTS AND GAMING

TÜRKİYE GAME MARKET REPORT 2025

Brand / Company Name	Brand / Company Name	Brand / Company Name
HAWK	Kit Kat	MedyaPort
HDI Sigorta	KLASGAME	Melbet
Hepsiburada	KoPazar	Micron Crucial
Hummel	Korkmaz	Migros
HyperX	Kurt Systems	Migros Hemen
Hyundai	Lenovo	Migros Yemek
IGA Pass	Little Ceasars	Miniso
Intel	Little Ceasers Pizza	Monster Notebook
İnceHesap	Logitech	MSI
itemsatış	Logitech G	Nescafe
İtopya	Lumhar Design	Next&NextStar
Kabasakal Online	MACHENIKE	NORA MICE
Kappa	Maximum	OBSESSO
Kelme	Mc Donalds	Olips
KFC	MediaMarkt	Omen by HP

This list has been compiled from the activities we have followed throughout the year. Some brands may be missing.

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BRANDS INVESTING IN ESPORTS AND GAMING

TÜRKİYE GAME MARKET REPORT 2025

Brand / Company Name	Brand / Company Name	Brand / Company Name
Ora	secretcv.com	Valknut Gaming Gear
Papara	Sipen	Vatan Bilgisayar
Paribu	Stige Agency	Vatangame.com
Pastavilla	SunX	Vestel
Pizza Bulls	Taylan Spor	Vodafone FreeZone
Rampage	TCL	VOX GAME
Razer Gold	Tebilon	We Future Plan
Red Bull	Teknosa	Webisse Teknoloji
Regnum Carya Hotel	Tıkla Gelsin	WebTekno
RM Istanbul	TITAN SEAT	Western Digital Black
Ruck & Maul	Ticimax	Wraith
S Sports Plus	Türk Telekom GAMEON	Wrangler
S2GEpin	Türkpin	XBOX Game Pass
Sahibinden.com	Urzuva	XPRIME
Samsung Galaxy	ÜLKEA	Yemeksepeti

This list has been compiled from the activities we have followed throughout the year. Some brands may be missing.

BRANDS INVESTING IN ESPORTS AND GAMING

TÜRKİYE GAME MARKET REPORT 2025

Brand / Company Name
YILTAŞ
youthside
Yüzde Yüz / 100%
Zio Gaming

This list has been compiled based on our active observations and reported activities throughout the year. As sector investments are a dynamic process, some activities may have been overlooked or are just beginning.

If you believe a brand or investment information is missing, please contact us, and we will update our list promptly. Visionary institutions in Turkey are at the center of digital transformation with their investments in the gaming world, while continuing to strengthen the sector's potential to become a global hub.

If you believe there are any missing companies or information on our list, please contact us and the list will be updated.

This list has been compiled from the activities we have followed throughout the year. Some brands may be missing.

ESPORTS GAMES PLAYED IN TÜRKİYE

TÜRKİYE GAME MARKET REPORT 2025

Esports Games	Esports Games	Esports Games
Age of Empires	Garena Delta Force	PUBG Mobile
Apex Legends	Garena Free Fire	PUBG: Battlegrounds
Brawl Stars	Hearthstone	Rocket League
Call of Duty: Warzone	Honor of Kings	Starcraft II
Clash Royale	League of Legends	Teamfight Tactics
Counter-Strike 2	LoL: Teamfight Tactics	Tom Clancy's Rainbow Six Siege
Dota 2	LoL: Wild Rift	Valorant
EA FC Mobile	Mobile Legends: Bang Bang	Wolfteam
EA Sports FC 25	Mortal Kombat 11	World of Tanks
eFootball 25	NBA 2K25	World of Warships
Fortnite	Overwatch 2	Zula

This list is organized by on/off tournaments, leagues and games on tournament platforms throughout the year.

EXPERT
OPINIONS

Expert Opinions are the views expressed by individuals on their own behalf or on behalf of their companies. They do not constitute investment advice or consultancy, and they are not binding on any other person or institution. All opinions are included in our report without modification.

TÜRKİYE GAME MARKET EXPERT OPINIONS

TÜRKİYE GAME MARKET REPORT 2025

İLAYDA BAYARI
XSOLLA
VP OF BUSINESS
DEVELOPMENT MEA &
SOUTHERN EUROPE

Turkey's Gaming Ecosystem in 2025: Maturing, Diversifying, and Going Global

2025 marked a pivotal moment for Turkey's gaming ecosystem. After years of mobile-driven growth, the market entered a phase of consolidation, operational discipline, and a focus on sustainable value creation. Studios are now more strategic, prioritizing long-term resilience over rapid scaling and actively expanding their capabilities across multiple platforms.

Turkey's young, digitally native population—highly engaged with games—has helped cultivate a strong talent base and a culture that supports fun, high-quality game development. This experience, built up over the years, deepened in 2025 through greater diversity in production and platforms, taking the capacity to develop fun, high-quality games to new levels. Our studios have gained significant expertise in user acquisition across different genres and platforms, live-ops management, data-driven development processes, and global distribution. As a result, an industry that had already proven itself in mobile has, on the PC side as well, moved beyond being a niche hobby space and evolved into a scalable export industry.

The sector was projected to reach ~$750 million in 2025 after 20% growth in 2024, reflecting maturation beyond early-stage expansion. All these successes not only increased production diversity across platforms in 2025 but also broadened the sector's global competitiveness.

TÜRKİYE GAME MARKET EXPERT OPINIONS

TÜRKİYE GAME MARKET REPORT 2025

İLAYDA BAYARI
XSOLLA
VP OF BUSINESS
DEVELOPMENT MEA &
SOUTHERN EUROPE

As competition and industry dynamics accelerated worldwide, local studios continued to diversify their strategies and reshape their operations. In a period marked by changing platform regulations, Direct-to-Consumer (D2C) models—enabling direct engagement with users—became a critical strategic priority for leading mobile and PC publishers. Direct communication and sales conducted through studios' own channels allowed them to increase profitability, build deeper and more lasting relationships with players, and reduce platform dependency.

Meanwhile, domestic PC and console output rose 133%, as studios shifted toward narrative-rich, premium titles targeting global audiences. The "Made in Türkiye 2025" Steam festival showcased 500+ games from 150+ studios, spanning every genre - proof of the ecosystem's scale and creativity across multiple platforms.

By the end of 2025, Türkiye not only consolidated its position as a globally competitive, stable, and multi-platform game development hub, but also significantly increased its visibility and influence—laying a solid foundation for larger-scale investments, partnerships, and global success stories in the period ahead.

TÜRKİYE GAME MARKET EXPERT OPINIONS

TÜRKİYE GAME MARKET REPORT 2025

ALPER BAYRAKTAR
BILLONGA
GENERAL MANAGER

Analyzing the Turkish gaming market solely through official store data (App Store, Play Store, Steam, etc.) leads to a fundamental misinterpretation of the sector's true volume. The persistent perception of "high engagement, low revenue" in the industry is, in fact, a direct result of a massive alternative economy that remains unmeasured—what we define as the "Grey Market."

Based on my observations, this trend in Türkiye is not a deliberate choice to bypass the system; it is a necessity born of local dynamics—such as credit card penetration issues, currency fluctuations, and global pricing policies that do not align with local purchasing power. Turkish players do not shy away from spending; instead, they turn to E-pins and third-party platforms that offer more accessible, practical, and economical solutions as a vital lifeline.

The core issue here is that this immense volume remains "invisible" in global reports. Because the spending traffic flows outside of registered and official channels, Türkiye struggles to achieve the "high-potential market" status it rightfully deserves in the eyes of global publishers. The reality is this: Player spending in Türkiye is not low; it simply stays under the radar of current measurement systems.

To turn this picture in favor of the industry, I believe three core strategies are critical:
1.Integrating the Ecosystem: Converting powerful local players in the grey market into strategic business partners to bring this volume into the registered economy.
2.Embedding Local Payment Dynamics: Making digital wallets, carrier billing, and other local payment methods a standard part of the official platforms' payment protocols.
3.Dynamic and Localized Pricing: Narrowing the price gap in official channels in favor of local purchasing power to encourage players to remain within the "safe harbor" of official platforms.

In summary, when we integrate these alternative channels as components of the system rather than excluding them, the true power and potential of the Turkish gaming economy will be fully revealed on the global stage.

TÜRKİYE GAME MARKET EXPERT OPINIONS

TÜRKİYE GAME MARKET REPORT 2025

VOLKAN ÖZ
GPAY
CO-FOUNDER

2025 was a year in which the era of 'rapid growth' in the gaming industry gave way to the era of 'qualified and secure growth'. We proudly observe that the gaming industry has now transformed into a global financial powerhouse, far beyond mere entertainment. As Gpay, we have assumed the role of 'mentor' in the sector through the specialized guides and customized software support we offer to our business partners at every stage of this transformation. As of this year, we have once again proven that the gaming industry is not just entertainment, but a cultural phenomenon. On the financial side of this cultural transformation, we took a revolutionary step: we placed the use of TROY-based cards in in-game payments at the center of our ecosystem. By offering the advantages of local infrastructure to our players with the smoothest user experience, we took a leading role in the nationalization of digital finance. By accurately analyzing the needs of players and member businesses, we ensured that local card schemes are the most efficient way for in-game purchases. Thanks to the technical integrations we carried out throughout 2025, we carried our players' rates of making secure and fast transactions with local infrastructure to record levels.

2026 will be a year in which we crown these goals with a global vision. With special campaigns we will announce in the new year and collaborations we will establish with giant names in the gaming world, we will make TROY usage more attractive and accessible than ever. Gpay is determined to rewrite the rules of digital finance with local technologies and achieve much greater success in 2026.

TÜRKİYE GAME MARKET EXPERT OPINIONS

TÜRKİYE GAME MARKET REPORT 2025

VOLKAN ÖZ
GPAY
CO-FOUNDER

Great games start as ideas—and they come to life through the curiosity and determination of people all around the world. Yet many of these ideas never make it to reality, simply because the minds behind them don't have the support or the tools to build them.

We believe there is always a better way in gaming. That's why, while doing everything we can to help existing companies expand their vision and reach new audiences, we also connect creators with the right people and resources so they can get their projects on track and turn their dreams into reality.

In the period ahead, we expect stronger momentum around metaverse integrations, AI applications, cloud gaming, and the growing impact of indie developers across the industry. The digital games sector continues to matter not only as entertainment, but increasingly as a cultural phenomenon.

As part of this cultural movement, Gpay is working on a debit card designed to meet gamers' needs, as well as a corporate debit card project tailored to game companies. As we've mentioned before, as a company that has been at the heart of the gaming community for many years, we understand both player and business needs deeply—and we continue to support the ecosystem with ongoing innovation.

TÜRKİYE GAME MARKET EXPERT OPINIONS

TÜRKİYE GAME MARKET REPORT 2025

ERTAN TEMİZ
TÜRK TELEKOM
FIXED SERVICES
MARKETING DIRECTOR

As digitalization becomes inevitable globally and the gaming industry evolves rapidly, we continue to support the ecosystem with determination as Türkiye's first and largest integrated telecommunications operator.

Reflecting on the past year, 2025 marked a period of accelerated technological innovation, content diversity, and transformation in the gaming world. As Türk Telekom GAMEON, in line with our vision to further enhance our customers' internet and gaming experience, we delivered a robust infrastructure that meets gamers' most critical needs, high speed and low latency, offering fiber internet packages up to 1000 Mbps and gaming-specific internet campaigns. Through comprehensive collaborations spanning in-game benefits, brand partnerships, and physical accessories, we provided our users with numerous advantages.

Esports, the rising phenomenon of the gaming world, has evolved beyond professional sports into an arena of significant interest, particularly among younger generations. As GAMEON, we are among the brands providing the strongest support for the development of the esports ecosystem in our country. We sustained this commitment throughout 2025 through various sponsorships, partnerships, and projects. By expanding our presence in globally popular titles such as Valorant, League of Legends, and PUBG, we actively participated in numerous initiatives within the esports landscape. Through sponsorship of major leagues and flagship projects under the GAMEON umbrella, including the GAMEON Revival Tournament, which helped shape the esports agenda, we continued to create lasting value for the ecosystem.

TÜRKİYE GAME MARKET EXPERT OPINIONS

TÜRKİYE GAME MARKET REPORT 2025

ERTAN TEMİZ
TÜRK TELEKOM
FIXED SERVICES
MARKETING DIRECTOR

We competed alongside gamers across different platforms through tournaments, events, and exclusive campaigns, embracing the excitement of competition and entertainment together. Our first-ever GAMEON Fiber Parkur event, held at Istanbul Kanyon Mall, welcomed thousands of participants over two days and offered opportunities to meet and interact with popular influencers. Throughout the event, participants enjoyed competitions and won various prizes and rewards.

Through dedicated activations, special surprises, and frequent events, we consistently connected with our users. Meanwhile, via GAMEON's social media channels, we provided 24/7 internet support to ensure uninterrupted gaming experiences. As we mark GAMEON's fourth year, we are delighted to see our brand awareness and customer affinity growing rapidly and exponentially.

As Türk Telekom GAMEON, we will continue to support the gaming world, esports, and players while further strengthening our satisfaction-driven services. We will continue to encompass all players in the ecosystem, enabling them to experience a rich gaming journey through campaigns and benefits that respond to the evolving needs and expectations of the community.

TÜRKİYE GAME MARKET EXPERT OPINIONS

TÜRKİYE GAME MARKET REPORT 2025

AREN ÜNAL
SANGAL ESPORTS
CHIEF MARKETING
OFFICER

By 2025, the gaming and esports ecosystem had transitioned from an experimental space for brands to a strategic imperative.

At Sangal, we evolved our partners' engagement from mere visibility to sustainable structures. By driving initiatives that focus on 'living alongside players' rather than just 'reaching them,' we ensured optimal returns on investment and performance.

The keyword for our 2026 projection is integration. The gaming world is evolving into a hybrid lifestyle where digital and physical boundaries dissolve a shift largely driven by the post-pandemic reality.

In this new era, we will see AI-driven, personalized experiences and community-centric micro-interactions radically reshape traditional sponsorship models. We will continue to provide the strategic guidance necessary for our brands to become an integral part of gaming culture rather than merely being present in a game or on a player.

TÜRKİYE GAME MARKET EXPERT OPINIONS

TÜRKİYE GAME MARKET REPORT 2025

**BURAK GÜVEN
AKMENEK**

SINGIN GIANT
PRESIDENT

2025 has been an interesting year of fluctuation for both the Turkish and global games industry.

Following the Vampire Survivors wave of recent years, we have now witnessed a massive surge in the simulation genre. As with every breakout trend, the first three or four titles to launch during this wave achieved remarkable sales success, which in turn attracted a large number of studios to what appeared to be a new gold mine.

Not long ago, the word simulation primarily evoked aircraft or helicopter simulators. Today, it brings kebabs to mind.

While Turkey's economic and political environment still offers a glimmer of hope for new studios on the investor side, it has significantly narrowed the path for studios aiming to scale further. Although some market relief may appear toward the end of the year, the real opportunities seem to point toward 2026 and international investment.

Despite ongoing efforts, Turkey has yet to produce a PC title that can be classified as A-tier or above. Although many indie studios are being founded and manage to release their first game, a large number of them fade away shortly after. Still, this level of dynamism is a positive sign. However, the saturation of the Steam marketplace with indie titles makes it increasingly difficult for studios of this scale to stand out. In my view, Turkey urgently needs more high-quality domestic publishers to support sustainable growth.

For Singin Giant, 2026 will be an especially exciting year. As we expand our catalog with new IPs, we are also increasing our production capacity to remain present in the market with a broader range of titles.

Our greatest ambition is to reach a point where, when Turkey is mentioned abroad, people say: "Turkish studios make great PC games."

TÜRKİYE GAME MARKET EXPERT OPINIONS

TÜRKİYE GAME MARKET REPORT 2025

KAYRA KERİ KÜPÇÜ
MENTOR - GAME
ADVİSOR / GAME
DESIGNER / MENTOR

By 2025, the industry's center of gravity had quietly shifted. Big-budget productions still intended to dominate the market, but high costs, long production times, and risk-averse design choices left these games surprisingly ineffective throughout the year. In response, independent studios made a clear counter-move. Smaller teams, rapid iteration cycles, direct interaction with the community, and experimental mechanics took center stage. Players naturally gravitated toward original ideas. In short, while the giants moved slowly, indies seized the field with their agility.

This year also saw a shift in content consumption behavior. Players showed interest in games that are kept alive with regular updates, rather than massive packages consumed in one go. Indie studios' greater success in managing live content increased their visibility. On the platform side, algorithms boosted indie chances by promoting fresh and niche productions more quickly. The cloud side progressed slowly, but capacity increases, especially on mobile, created new opportunities for indie projects.

The summary of 2025 is simple: The big players competed on scale, the indies on creativity, and creativity emerged as the winner of the year. Indie games weren't just talked about; they tangibly shaped gaming habits.

TÜRKİYE GAME MARKET EXPERT OPINIONS

TÜRKİYE GAME MARKET REPORT 2025

BATUHAN ÖZMEN
GAMING IN TÜRKİYE
HEAD OF PUBLISHING

The AI integration that began as an experimental phase in 2024 has become mainstream in both the production and marketing stages of gaming this year. On the technical side, AI tools have not only reduced development costs but also enabled local studios to gain a competitive edge globally by producing high-quality assets and dynamic content in much shorter timeframes.

This technological momentum has directly impacted social media management and marketing strategies. In 2025, social media management evolved beyond being a mere announcement channel into the era of "AI-powered community management." By leveraging AI analytics, brands have been able to measure player expectations more rapidly, optimizing social media content and live stream strategies with real-time data. During this period, where community management moved to the heart of marketing, organic bonds formed on platforms like Discord, Kick, and YouTube became the strongest shield for brands during times of crisis.

Another critical item on the industry's agenda this year was regulatory preparations. The requirement to appoint local representatives and meet data security standards, set to take effect in 2026, compelled industry stakeholders throughout 2025 to establish their social media operations and data processing on a more professional footing. This led to the emergence of a new communication language centered on "transparency and trust" within Turkey's digital gaming ecosystem.

In conclusion, 2025 has been a year of "digital maturity," where AI democratized production processes and social media management broke growth records through community loyalty. When the power of AI in the development phase is combined with the community energy in the communication phase, it is evident that Turkey's position in the global gaming market will become even more unshakable in 2026 and beyond.

TÜRKİYE GAME MARKET REPORT '25

GLOBAL OVERVIEW

GAMING IN
TÜRKİYE | MENA | EU

Global Figures

2020

GLOBAL GAMING MARKET

- **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

2021

GLOBAL GAMING MARKET

- **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 Followersi

2022

GLOBAL GAMING MARKET

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

2023

GLOBAL GAMING MARKET

- **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 Dollars Revenue
- 445+/- Million Followers

2024

GLOBAL GAMING MARKET

- **188+/- Billion Dollars Total Revenue**
  - 93+/- Billion Dollars Mobile
  - 52+/- Billion Dollars Console
  - 43+/- Billion Dollars PC
- 3.422 Billion Gamers

GLOBAL ESPORTS MARKET

- 2+/- Billion Dollars Revenue
- 500+/- Million Followers

2025

GLOBAL GAMING MARKET

- **189+/- Billion Dollars Total Revenue**
  - 103+/- Billion Dollars Mobile
  - 46+/- Billion Dollars Console
  - 40+/- Billion Dollars PC
- 3.6 Billion Gamers

GLOBAL ESPORTS MARKET

- 2+/- Billion Dollars Revenue
- 500+/- Million Followers

Source: Newzoo Global Games Market Report 2025 - Free Resources

Global Figures

TOTAL WORLDWIDE REVENUES OF 189 BILLION DOLLARS - 2025

Revenue Breakdown / Platform	Top 5 PC Game Genres by Revenue	Top 5 Console Game Genres by Revenue
103+/- Billion Dollars Mobile	Shooter Role Playing Adventure Simulation Battle Royale Other	Role Playing Strategy Puzzle Casino Battle Royale Other
40+/- Billion Dollars PC		
46+/- Billion Dollars Console		

Source: Newzoo Global Games Market Report 2025 - Free Resources

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Global Figures

TOTAL OF 3.578 (+/-) BILLION PLAYERS WORLDWIDE - 2025

Number of Gamers by Platform

2.985+/- Billion
Mobile Gamers

936+/- Million
PC Gamers

645+/- Million
Console Gamers

Number of Gamers by Region

Middle East - Africa
16%
595 (+/-) Million Gamers

Europe
13%
465 (+/-) Million Gamers

Latin America
11%
372 (+/-) Million Gamers

North America
7%
249 (+/-) Million Gamers

Asia - Pacific
53%
1.896 (+/-) Billion Gamers

Global Figures

POPULAR ESPORTS GAMES OF 2025 BY VIEWERSHIP

	Game Name	Platform	Prize Pool	PCCU
1	League of Legends	PC/Console	$14.569.559	6.752.585
2	Mobile Legends: Bang Bang	Mobile	$6.652.488	4.129.026
3	Counter-Strike	PC/Console	$30.760.147	1.789.038
4	Dota 2	PC/Console	$22.355.881	1.785.132
5	Valorant	PC/Console	$10.301.875	1.473.642
6	PUBG Mobile	Mobile	$12.843.111	1.388.918
7	Minecraft	PC/Console	$310.714	1.291.811
8	Arena Of Valor	Mobile	$2.371.436	1.042.982
9	Fortnite	PC/Console	$10.897.975	948.106
10	PUBG: Battlegrounds	PC/Console	$7.922.235	817.769

Expert opinions are sourced from representatives of media outlets and platforms, and organized alphabetically by outlet/platform name.

WHAT DOES THE
GAMING MEDIA SAY?

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TÜRKİYE GAME MARKET MEDIA OPINIONS

TÜRKİYE GAME MARKET REPORT 2025

KIVANÇ YURDAKUL
5MID
CHIEF EDITOR

2025 was a year in which we, as the 5mid family, not only grew but also deepened our production culture even further. With our young team that closely follows the agenda, we blended years of experience with fresh energy, continuing to track the pulse of esports, pop culture, technology, gaming, and digital trends.

This year, we moved beyond being a platform that merely reports news; we made our analyses, original content, and fast-reacting editorial approach more visible. While adapting to the rapid changes of the digital world, we continued to produce content that adds value to our audience—without compromising the principles of "accurate information, fast access, and reliable sources."

Thanks to the dynamism of our young team, we closely monitored real-time developments and became one of the first platforms to share innovations shaping the future of the industry with our readers. At the same time, the editorial discipline brought by more than 10 years of experience added both continuity and reliability to our projects. Throughout 2025, we continued to expand our content portfolio.

From rising stars in esports to advancements in technology and science, from cultural and artistic trends to the most notable topics in the gaming world, we produced across a wide spectrum. With this, we moved one step closer to our goal of turning 5mid into a multi-dimensional digital media hub—not just an esports publication.

In the upcoming period, we will keep improving both our editorial quality and production pace, delivering the most up-to-date, reliable, and engaging content to you. We extend our sincere thanks to all our readers, supporters, and business partners who have always stood by us. In 2026, we will be back with an even stronger 5mid.

TÜRKİYE GAME MARKET MEDIA OPINIONS

TÜRKİYE GAME MARKET REPORT 2025

ORÇUN KAMİL KABADAYI
A'DAN Z'YE ESPOR
BRAND FOUNDER

2025 stands out as a year of accelerated transformation for the Turkish gaming and esports ecosystem. Young people are no longer just playing games; they are transforming into a generation that produces, designs, develops strategies, and connects with the global digital ecosystem. As the gaming industry becomes the fastest-growing arena for technological innovations, tools like artificial intelligence, digital twin technologies, virtual education methods, and 3D architectural design are redefining the future of esports.

Today, esports is more than just tournament halls. It's a school for young people seeking career paths and a strategic communication platform with high social impact for brands, cities, and institutions. A world is being built where cultural codes are being digitalized, new communities are emerging, and the creative economy is fueled by young talent. Turkey's rise in the gaming ecosystem continues to transcend regional competition and carve out a place for itself on the global stage.

The most striking aspect of this year was the intersection of esports with educational technologies and creative industries. 3D architectural designs, tournaments with expanding digital arenas, and esports tourism are shaping the economic models of the future. Visionary projects from countries like Saudi Arabia are accelerating regional competition and creating significant opportunities for Turkey. At www.adanzyeespor.com, we are proud to support young people carving out a space for themselves in the digital world. This strong momentum for 2025 continues to be an inspiring source of motivation for both the sector and us.

TÜRKİYE GAME MARKET MEDIA OPINIONS

TÜRKİYE GAME MARKET REPORT 2025

ATAKAN GÜMRÜKÇÜOĞLU
ATARİTA
OPERATIONS DIRECTOR

2025 was a period that made the long-awaited growth trajectory and pace of Turkey's gaming industry more visible. The momentum experienced last year, both among the domestic player base and on the development side, matured in 2025 and succeeded in contributing to different areas of the industry. As Turkey's visibility in the global market strengthened, the number of projects developed primarily for mobile and PC also increased, and this increase was crowned by collaborations between industry professionals, publishers, and the press. Increased game production, the rise of local studios, and projects released in different genres are solidifying Turkey's position in the global gaming market.

The noteworthy aspect for the press is the rise in demand for and production of domestic games, which has translated into a growing readership. The fact that domestic productions are increasingly featured in various events, festivals, and discount periods demonstrates that Turkish games are now being recognized on a global scale. Another important point in 2025 is the increased interaction between industry professionals and the press. News, interviews, and industry-related content have become more visible, fostering a more informed perspective on game production among both readers and developers.

The year behind us shows that Turkey's gaming industry is moving towards a structure that is expanding, diversifying, and becoming more confident. The gaming industry in our country did not stop there; it also made its mark in both local and global media, solidifying its position.

TÜRKİYE GAME MARKET MEDIA OPINIONS

TÜRKİYE GAME MARKET REPORT 2025

EMRE OZAN ŞİRİN
BAŞLATTUŞU
EDITOR-IN-CHIEF

We can evaluate 2025 as a year in which the game industry entered a period of economic and cultural "restructuring." While the development cycles of big-budget AAA projects have grown longer and their costs have increased dramatically, investors and publishers have shifted toward a more cautious, sustainable, and selective production mindset.

In this situation, indie and mid-sized studios have shown a remarkable rise. An inevitable example is Clair Obscur: Expedition 33. Although it might normally have appealed to a niche audience, the game managed to fill the gaps left by large-scale productions through its innovative mechanics and strong artistic direction, ultimately sweeping a record number of awards at The Game Awards, including Game of the Year.

One of the key turning points of 2025 has been the integration of artificial intelligence into the production process. While AI has provided studios with greater speed and flexibility during development, it has also sparked ethical debates and renewed discussions about creative labor. Ironically, Clair Obscur once again serves as a relevant case. After the developers admitted that AI-generated visuals were used in some texture assets, two awards previously granted at the Indie Game Awards were revoked. This unprecedented incident, occurring at a time when AI is only beginning to mature, divided both players and developers and raised a pressing question: Is artificial intelligence a blessing, or a taboo?

In 2026, we may come one step closer to an answer.

TÜRKİYE GAME MARKET MEDIA OPINIONS

TÜRKİYE GAME MARKET REPORT 2025

ABDULLAH KESKİN
BPT OYUN X VGNW
FOUNDER

2025 wasn't just about a packed release calendar; it was the year the gaming industry truly grew up. AI has moved beyond being just a tool, becoming a natural part of everything from core game mechanics to community management and marketing. This shift has given indie and mid-scale projects a level of global visibility they've never had before.

While the technical leaps we've seen show how dynamic this industry is, we've also been closely watching the regulatory changes and uncertainties here in Türkiye. We need to stop seeing gaming as just "entertainment" and start treating it as a massive cultural and economic value chain. Creative production can only thrive if we find the right balance between a free creative environment and smart, constructive regulations.

Our excitement for the future hasn't faded. Last year, I predicted 2025 would be a turning point depending on the GTA 6 timeline, but given the delays, I'm moving that expectation to 2026. And of course, there's Half-Life 3... Waiting for it has moved past being a test of patience; it's now the gaming world's most iconic tradition. We aren't giving up hope!

As BPT Oyun hits 400K followers, we've built VGNW into a global media structure that reaches far beyond Türkiye. The future of gaming won't be built on restrictions; it'll be shaped by creative freedom, healthy growth, and strong communities.

TÜRKİYE GAME MARKET MEDIA OPINIONS

TÜRKİYE GAME MARKET REPORT 2025

İLKER KARAŞ
CURABYTE
CO-FOUNDER &
CURATOR

**ESPORTS360 &
WALLBANG GAMING
NETWORK**
CO-FOUNDER & BRAND
COMMUNICATIONS
MANAGER

2025 was a year of resilience and hard-earned lessons. It taught us that even in the toughest times, new opportunities are waiting to be discovered—provided you have the courage to try.

At eSports360, we've built beautiful new narratives, starting with Brawl Kickoff. Esports remains an inseparable part of our DNA, and we are excited to continue this journey in Turkey with fresh adventures in 2026.

The highlight of 2025 for me was shifting focus toward game development and player-centric experiences. Contributing to the Kristal Piksel Video Game Awards gave me a unique vantage point to analyze our ecosystem and elevate its core values.

This year's challenging climate served as a catalyst for my entrepreneurial spirit, sparking the idea for a new curation project dedicated to developers and gamers.

In 2026, CuraByte will be a name to watch. We've developed a project that rises above the digital noise, focusing on 'discovery' rather than just 'popularity.' With a meticulous approach to visual language, strategic partnerships, and a robust recommendation engine, CuraByte is designed to resonate with emotions.

Built on a B2B2C framework, CuraByte is a gateway for indie developers, players, and industry partners. Launching in January 2026, our journey begins with a special focus on Turkish games and localized experiences. Let's connect at ilker.karas@curabyte.com.tr to explore how we can work together.

Here's to a 2026 filled with new beginnings and inspiring stories!

TÜRKİYE GAME MARKET MEDIA OPINIONS

TÜRKİYE GAME MARKET REPORT 2025

MUSA SAĞLAM
ESPOR GAZETESİ
FOUNDER / CEO

With the beginning of 2025, the esports industry has evolved beyond being an area followed only by gaming enthusiasts and has become an important communication and engagement platform for brands. The increase in professional leagues, more sustainable investments made by teams, and broadcasts reaching wider audiences all show that the sector is maturing.

Especially with the rise of mobile gaming, esports has become accessible to a much larger population and has experienced rapid growth in new markets. Today, from a brand perspective, esports is not only a sponsorship field; it has turned into one of the most powerful ways to connect with younger audiences, create content, and offer digital experiences.

One of the most remarkable developments in esports in 2025 has been the way the gaming world has blended with sports, music, and technology, transforming into a broader entertainment culture. In the coming years, the industry is expected to grow even further through AI-supported broadcasts, data-driven campaigns, and global tournament structures.

TÜRKİYE GAME MARKET MEDIA OPINIONS

TÜRKİYE GAME MARKET REPORT 2025

ÖMER ÇAĞLAR TURGUT
GET4GAMES
FOUNDER

2025 was a year of both major triumphs and significant challenges in the gaming world. Creativity took center stage, independent titles shone, and player communities grew stronger than ever.

The standout event was the record-breaking launch of the Nintendo Switch 2. Released in June, the console sold over 10 million units in just four months, leaving a historic mark. Launch titles like Mario Kart World and Donkey Kong Bananza delivered strong sales and nostalgia, marking a remarkable comeback for Nintendo.

Innovation also defined the year. Hades II (94–95), Clair Obscur: Expedition 33 (92), and Blue Prince (92) earned top critical acclaim. Roguelike, metroidvania, and co-op adventure genres emerged as 2025's stars.

The industry faced turbulence as well. Microsoft's 4% downsizing, layoffs at EA and Warner Bros., and the delay of GTA VI to 2026 highlighted production uncertainties. Yet, the global gaming market reached $189 billion, showing the sector's growth momentum remained strong.

At Get4Games.com, we see 2025 as "the year of reinvention and creativity." Stronger labor unions, the rise of AI-assisted development tools, and growing influence from player communities are setting the stage for a more mature and innovative gaming landscape in 2026.

TÜRKİYE GAME MARKET MEDIA OPINIONS

TÜRKİYE GAME MARKET REPORT 2025

ERSİN KILIÇ
IGN TÜRKİYE
SENIOR EDITOR

Just like every other industry, 2025 was a standout year for the gaming world, defined by the prominence and intense debate surrounding AI adoption. Over the past year, we've seen AI models begin to integrate into production pipelines, albeit in small steps. It's becoming increasingly clear that this trend will only accelerate in the years to come; it feels inevitable at this point. The real differentiator, however, will be how well developers integrate AI without compromising the core essence of the game.

2025 also disrupted the status quo. We are leaving behind a year where traditional formulas failed, yet simultaneously proved just how far creativity can go even on a shoestring budget. The massive impact of games like Expedition 33 and Arc Raiders both in terms of success and community management will likely force major studios to scrutinize their budget planning much more closely.

Looking ahead, the defining title of 2026 will undoubtedly be GTA 6. I believe it will deliver the true generational leap in technology and detail that console hardware alone hasn't fully achieved yet.

Also rise of handhelds continued unabated. Players are no longer loyal to a specific platform, but rather to the content and the ecosystem itself. Furthermore, games are evolving from static products into living entertainment entities shaped alongside their communities. We are moving toward a hybrid future that is more accessible, community-driven, and borderless one where players are increasingly involved in the creative process.

TÜRKİYE GAME MARKET MEDIA OPINIONS

TÜRKİYE GAME MARKET REPORT 2025

HASAN YAŞAR
IMZA.COM
SEO AGENCY- MANAGING
PARTNER

In 2025, the gaming industry experienced a notable shift not only in mobile games but also in PC game production. Traditionally, PC games were associated with highly complex projects developed by large teams with significant budgets. Today, however, the industry is seeing a rise in more casual, accessible, and simplified PC games.

This shift has been driven by advancements in game engines, broader distribution channels, and changing player habits. Independent developers and smaller teams can now produce high-quality PC games in shorter development cycles and reach global audiences more easily. As a result, creative freedom has increased while barriers to entry have significantly decreased.

The fast iteration and feedback-driven development model long familiar in mobile gaming has now expanded into the PC ecosystem. Players are increasingly drawn to games that offer shorter play sessions, intuitive mechanics, and sustainable engagement rather than excessive complexity.

In the coming period, we anticipate that this convergence of approaches between mobile and PC will move the gaming industry toward a more inclusive, agile, and production-oriented structure.

TÜRKİYE GAME MARKET MEDIA OPINIONS

TÜRKİYE GAME MARKET REPORT 2025

MURATCAN ÖS
MISTERNOOB
EDITOR-IN-CHIEF

In 2025, the gaming industry maintained its global export strength, driven primarily by the mobile gaming market. While AI-assisted game development and data-driven marketing strategies gained prominence, the sector's export target approached the $750 million mark. Investments secured by local studios such as Good Job Games and Circle Games, along with a shift towards the "hybrid-casual" genre, demonstrated the industry's continued pursuit of innovation. In particular, the Made in Türkiye 2025 festival held on Steam, featuring over 500 Turkish games, highlighted the sector's determination to expand globally and succeeded in making a notable impact in the market. The momentum represented by the 133% increase in games published by Turkish developers last year will undoubtedly continue this year.

As for MisteRNOOB, despite a relatively quiet year, the platform maintained a stable profile with a regular flow of up-to-date content. Beyond content that blends politics, science, and the humanities with video games, the site continued its commitment to impartial and transparent news reporting. However, the shift from text to visuals and social media within the gaming industry, coupled with shortening attention spans, occasionally impacted the platform negatively. Thirty-six games that achieved success on both local and global scales were meticulously reviewed throughout the year.

TÜRKİYE GAME MARKET MEDIA OPINIONS

TÜRKİYE GAME MARKET REPORT 2025

BATUHAN AVUCAN
MOBIDICTUM
FOUNDER & CEO

The Turkish games industry is not slowing down, and the past year proves it once again. Recent Series A investments show that many teams have reached the maturity to scale, and high-quality investment opportunities are still here. I expect 2026 to be another year filled with major funding announcements.

At the same time, there is a significant rise in interest from Asian markets, not only from VCs but also from publishers. This signals that we may see more strategic investments into Turkish studios, both to secure talent and to bring the know-how of Turkish teams into their global pipelines.

Indie development continues to grow as well. More talent is entering the ecosystem, the quality of projects is rising, and teams are learning how to operate in a highly competitive global environment.

However, I don't think Türkiye will produce another TaleWorlds under the current structure. The real objective should be building sustainable PC-focused studios, companies that can hire, retain, and develop talent long-term while consistently producing high-quality games. If the ecosystem prioritizes talent development, studio sustainability, and long-term thinking rather than short-term hype, Türkiye can elevate its global position even further.

TÜRKİYE GAME MARKET MEDIA OPINIONS

TÜRKİYE GAME MARKET REPORT 2025

YAĞMUR SEVİNÇ
OYUN DİJİTAL
EDITOR

oyundijital

The Turkish gaming industry is experiencing robust growth in 2025, building on last year's over 20% expansion and a market volume of $187 million. According to Anadolu Agency, the sector generated $695 million in revenue in 2024, with 54% from mobile games. These titles, appealing to all ages, continue to lead and show sustained momentum.

Dominant players like Dream and Peak excel in mobile development, while the PC segment has diversified, as evidenced by Steam's "Made in Turkey" event showcasing over 500 local games. This highlights the maturing domestic ecosystem.

Meanwhile, artificial intelligence, whose impact became more evident in Turkey in 2025, is rapidly integrating into professional workflows. AI-first applications emerging this year are expected to influence the gaming sector too. In the coming years, fully AI-supported game development processes may become more common.

At Oyun Dijital, we continue to support local creators by communicating directly with developers, promoting their projects, and boosting their visibility. Through giveaways and discount-oriented content, we aim to ease the challenges created by Steam's shift to dollar pricing. We believe that by 2025, the Turkish gaming industry will become even more resilient and ambitious in both production and community development.

TÜRKİYE GAME MARKET MEDIA OPINIONS

TÜRKİYE GAME MARKET REPORT 2025

NUR BETÜL AKTAŞ
OYUN GÜNLÜĞÜ
FOUNDING PARTNER

The Turkish gaming sector sustained its growth momentum throughout 2025, maintaining its global dominance in the mobile segment while expanding with maturing projects in the PC and console segments. As Turkey's young and dynamic studios continue to make a name for themselves on the international stage, we at Oyun Günlüğü remain focused on witnessing every moment of the local ecosystem and supporting its successes. This strong progress in the sector serves as the core motivation for our content and publication strength.

As we close out 2025 with significant breakthroughs, Oyun Günlüğü has continuously carried on its activities through both our dynamic website and our qualified digital magazine. With our ongoing infrastructure work, we are taking another step toward our goal of becoming a data-driven game information center. In this process, we are establishing strategic and comprehensive collaborations with leading technology and hardware giants to enhance the quality of the content we offer our readers. These strong partnerships ensure the sustainability of our publishing structure while furthering our mission to contribute to the development of the Turkish gaming sector and provide our readers with the most current and in-depth information.

TÜRKİYE GAME MARKET MEDIA OPINIONS

TÜRKİYE GAME MARKET REPORT 2025

TANER AYDOS
PC HOCASI TV
EDITOR-IN-CHIEF

Yes, another year has come to an end. While the gaming ecosystem continued to grow on both the user base and spending side, the segment at the center of our focus — the Gaming PC market — experienced a year in which consumers became noticeably more selective and cautious. This shift was largely driven by the global decline in hardware costs and increased accessibility, which reshaped purchasing behavior.

Overall gaming expenditures deepened across the market. When we examine 2025 data, total gaming purchase volume increased by 14%. However, this growth in gaming spending did not translate directly into Gaming PC sales.

Throughout much of 2025, we observed that users were more inclined to upgrade or revise existing systems rather than build entirely new ones. One of the key reasons behind this trend is the continued restriction on interest-free installment and financing mechanisms, which remain a strong structural factor in our local market.

Since not all platforms offer interest-free installment options, even competitively priced hardware products often faced sales challenges. As a result, consumers increasingly favored platforms that provide interest-free installment opportunities, making financing options nearly as important as pricing itself.

In the second half of the year, a major turning point emerged with the sharp surge in DDR5 memory costs, which we believe had a profound impact on the gaming sector. Entering 2026, this issue is expected to persist due to global supply pressures, particularly driven by escalating AI-related demand, which continues to affect end users.

TÜRKİYE GAME MARKET MEDIA OPINIONS

TÜRKİYE GAME MARKET REPORT 2025

TANER AYDOS
PC HOCASI TV
EDITOR-IN-CHIEF

As minimum configuration costs for Gaming PCs increased, the appeal of entry-level and mid-range systems diminished significantly. For the first time, RAM pricing became a decisive factor in shaping gaming system configurations.

Multiple industry analyses throughout 2025 highlighted that memory prices increased by several multiples. For example, a 64GB DDR5 kit, which was priced around $170 in July 2025, rose to the $600 range by late November. These increases were felt even more severely in Türkiye due to currency exchange rate effects.

On the software side, the impact of Steam's transition from TRY to USD pricing, which began in 2023, continued to shape player behavior. Unless a game is highly anticipated, players have increasingly opted to wait for deeper discounts, utilize gift cards, or align purchases with seasonal campaigns.

In summary, 2025 can be characterized as a year in which the gaming ecosystem continued to grow overall, while the closely related Gaming PC market experienced pressure rather than expansion. Looking ahead to 2026, we anticipate that supply-side constraints in the memory market will persist, price volatility will remain high, and a full recovery in the Gaming PC segment is unlikely before Q1 2027.

TÜRKİYE GAME MARKET MEDIA OPINIONS

TÜRKİYE GAME MARKET REPORT 2025

KEREM DOĞAN KARAKOÇ
SAVEBUTONU
EDITOR-IN-CHIEF

2025 was a year of exponential growth across almost every vertical of the Turkish game ecosystem. In previous years, it took relatively long for a small independent game development team to reach a clear outcome in their first success or failure story. As of 2025, teams can now achieve results much faster in ideation, scaling, pre-production, and production phases. One of the reasons behind this rapid turnaround is rooted in Türkiye's long-standing experience in mobile game development.

Developers who put in long hours on mobile projects now carry their mastery of intuitive feedback and feel-good mechanics into the PC and console space, combining them with more complex gameplay loops. The biggest example of this has been Supermarket Simulator by Nokta Games. One of the most recent examples is Medieval Crafter: Blacksmith by Compact Core Games.

In past years, we used to get excited about new game ideas emerging in our ecosystem. Today, we get excited about demos we can instantly try, comparing vertical slices directly instead of abstract concepts, and alongside questions like "What is the best game engine?", we now also ask, "How should architectural interaction be scaled in Unity?" These developments say promising things about the work we produce and consume on this plane.

If we were to match the story of the Turkish game ecosystem to the stages of a rocket launch, 2025 would correspond to the phase where the rocket's booster engines heat up and the countdown to liftoff begins. Now it is time to roll up our sleeves for a smooth launch and push this rocket toward its Max Q.

TÜRKİYE GAME MARKET MEDIA OPINIONS

TÜRKİYE GAME MARKET REPORT 2025

This year has been a milestone year where not just technology, but the gaming experience itself has been radically redefined. The industry has evolved beyond a mere tool for entertainment into a hub for social interaction and digital ownership. Generative AI-assisted development processes have optimized production costs while offering unprecedented depth and personalization in storytelling.

We have entered an era dominated by cloud-based ecosystems where platform boundaries have dissolved. In this new order, the focus has shifted beyond merely "producing" games to building sustainable, living digital universes that nurture player communities. The future will be shaped not by processing power, but by connective, inclusive, and hybrid experiences that add value to the player. In this evolution, structures that combine technology with a human-centric approach will prevail.

MERT CAN AKA
SHIFTDELETE.NET
NEWS DIRECTOR

TÜRKİYE GAME MARKET MEDIA OPINIONS

TÜRKİYE GAME MARKET REPORT 2025

CANER BAYRAKTAR
TAMİNDİR &
TURUNCU LEVYE
FOUNDER

As Turuncu Levye and Tamindir, we have been closely following the gaming and technology sectors for many years. The year 2025 marked a period in which many of the forecasts made in previous years largely materialized, particularly within the mobile gaming landscape. As hyper-casual games reached saturation, hybrid-casual models that combine simple core mechanics with deeper progression systems and live operations moved to the forefront. While this shift had a limited impact on download volumes, it drove a noticeable increase in in-app spending and player engagement. As the global mobile gaming market approached the $100 billion mark, emerging markets such as Turkey became increasingly important, with rising mobile game spending in Turkey reinforcing this trend.

Turkey's gaming ecosystem continues to strengthen through its young and highly skilled talent pool, alongside government support mechanisms. In particular, export-oriented service incentives have remained a key enabler for many studios, supporting new game launches and long-term growth. Intensifying content competition has pushed studios to specialize in specific genres and focus on delivering deeper, longer-lasting player experiences. Today, Turkish gaming companies reaching high valuations with relatively small teams stand out as concrete examples of this transformation.

Looking ahead to 2026, we expect artificial intelligence to become more deeply integrated across the entire value chain—from personalized difficulty levels to content creation. Combined with the expansion of alternative app stores and direct-to-consumer channels, these developments are likely to create new growth opportunities.

TÜRKİYE GAME MARKET MEDIA OPINIONS

TÜRKİYE GAME MARKET REPORT 2025

MELİH BAYRAM DEDE
TECHNOLOGIC
FOUNDER & EDITOR-IN-CHIEF

Turkey has a strengthening ecosystem in gaming development, e-sports, and digital competition culture. Developments on both the developer side and the competitive gaming scene prove that the country is progressing toward greater visibility in the global market. The accelerated growth of game studios through new investments can be considered a motivating and confidence-boosting trend for game developers.

The production carried out by domestic studios for both local and international markets reinforces Turkey's position in game exports. The momentum gained especially in mobile games has become the driving force of the Turkish gaming sector. From independent studios to mid-sized developers, many organizations increased ecosystem diversity by launching new products. The rise in console and PC game production was also remarkable, showing a significant year-over-year increase in domestic output.

With artificial intelligence becoming more prominent in game development processes, it has become possible to deliver high-quality work in a shorter time. The use of virtual and augmented reality technologies in games not only enriched user experience but also laid the groundwork for the emergence of new game genres.

The high participation in e-sports events is seen as promising for the future, while victories of young athletes and successes achieved in tournaments stand out as attention-grabbing milestones.

TÜRKİYE GAME MARKET MEDIA OPINIONS

TÜRKİYE GAME MARKET REPORT 2025

EMİN ÇITAK
TECHNOSTORY
GAMES AND
TECHNOLOGY EDITOR

Video games are on the brink of a second major revolution. The year 2025 told us a truth we had long anticipated, were aware of, yet struggled to fully accept: game studios need to become smaller. While the industry's incredible momentum over the past 15 years has placed it at the very top of the entertainment world—making the idea of downsizing seem counterintuitive at first glance—the reality becomes clear when we look at the best and most striking games of 2025.

This year, Expedition 33, developed by the small French studio Sandfall, left a major mark on the industry and, according to reports published in January 2026, surpassed Elden Ring to become the most award-winning game of all time. That a handful of developers—who left Ubisoft simply because they were burned out and went on to found their own studio—could achieve such success is as surprising as it is meaningful. While massive studios and major publishers are increasingly crushed under the pressure of a constantly expanding industry and investor expectations, the games that step outside this cycle and dare to do something different are rising to the forefront. When we look at the Game of the Year nominees at the biggest award ceremonies held in 2025, we see that only two of them were produced by large distributors and major corporations. Studios like Supergiant, Team Cherry, and Warhorse—who once relied on crowdfunding to finance their games and managed to preserve their independence over the years—earned Game of the Year nominations with their latest projects.

Before 2015, studios were able to build new experiences at least once every three years. Today, they are skipping entire console generations. Developing video games has become more expensive with each passing year. As the industry continues its seemingly unstoppable rise, studios buried under this massive pile of expectations are forced to put certain fundamentals back on the table. For this reason, 2026 will likely follow in the footsteps of 2025—a year in which more games are canceled and major companies attempt to get their houses in order. Players, after all, are no longer blindly following big brands; instead, they are starting to follow role models like Swen Vincke (CEO of Larian), paying attention to the people behind the games. What the coming years will bring is uncertain, but 2025 showed us, with remarkable clarity, that change is right at the door.

TÜRKİYE GAME MARKET MEDIA OPINIONS

TÜRKİYE GAME MARKET REPORT 2025

UĞUR AYDEMİR
TEKNODIOT
EDITOR-IN-CHIEF

By 2025, the gaming industry in Türkiye has become an indispensable part of everyday life. Games are no longer merely a way to pass the time; they have evolved into a powerful medium that meets various needs such as socializing, spending time together, competing, and self-expression. The country's large young population and the widespread adoption of digital culture have played a significant role in accelerating this transformation.

In Türkiye, players now prefer gaming experiences in which they feel a sense of sincerity, fairness, and personal value. Communication established through streamers, esports communities, and social media has made players' voices more visible than ever. This shift has made it increasingly important for brands and game developers to build long-term, trust-based relationships with players. The growing number of local game studios and the rise of community-oriented projects are also key indicators of this change.

With technological advancements, access to games in Türkiye has become significantly easier. Mobile games reach broad audiences without the need for high-end hardware, while cloud gaming systems make it possible to play across different devices. Artificial intelligence–supported systems further enhance interest in games by offering more personalized and seamless experiences shaped by player behavior.

Looking ahead, I believe that the gaming industry in Türkiye will continue to develop in a direction that places players at the center, prioritizes fun and a sense of community, and offers economically and technologically accessible solutions for everyone. This approach will help create a more sustainable and robust ecosystem for both players and industry stakeholders.

Looking ahead, I believe the gaming industry will continue to evolve in a direction that puts players first, prioritizes fun, and remains accessible to everyone.

TÜRKİYE GAME MARKET MEDIA OPINIONS

TÜRKİYE GAME MARKET REPORT 2025

UĞURCAN KARAKUŞ
TURKISH GAMES
FOUNDER / CEO

Looking back at 2025, one thing stands out: as gaming grows, players become more selective. "A new release" is no longer enough on its own. Fair systems, clear communication, and trust now shape the future of both games and brands. In Turkey, ongoing price pressure made players more careful people compare, research, and ask the community before committing. That naturally pushes brands toward transparency.

As for AI, I don't see it as a magic wand. It's more like an accelerator: the pace of content and conversation is faster than ever, and the agenda shifts quickly. Yet players still look for honesty and consistency. Short-form video and streaming culture expanded discovery, and small communities can lift a game overnight or keep a mistake in the spotlight for days.

At **Turkish Games**, we see a clear pattern: players don't trust ads as much as they trust usable, experience-based information. Moving into 2026, the winners will be those who listen closely, stay accessible, and earn trust repeatedly day by day.

Wherever the games are, I'll be there too.

TÜRKİYE GAME MARKET MEDIA OPINIONS

TÜRKİYE GAME MARKET REPORT 2025

EMRAH GÜNDÜZ
TURKMMO
FOUNDER

The rise of PC games in the Turkish gaming industry continued throughout 2025. Especially when examining companies that received investment and the list of most downloaded games on Steam, we periodically saw a significant number of Turkish-developed titles. As we had previously anticipated, a clear shift from mobile games toward PC games has become increasingly evident.

The more intensive use of artificial intelligence by developers—particularly in game development processes—has made a significant contribution to the increase in the number of released products by shortening development, testing, and nearly all other production stages. We observe that independent game developers who effectively utilize AI capabilities are able to deliver projects that elevate them to the next level. Naturally, as AI tools continue to evolve, it is not difficult to predict that these processes will become even shorter and that higher-quality projects will emerge.

As Turkmmo, we also succeeded in increasing our visitor numbers in 2025 compared to the previous year. As I have emphasized in previous years, we continue to support independent game developers. Throughout 2026, we will maintain our efforts to provide promotional support to developers who reach out to us regarding their games. Our goal, as always, is to contribute to the growth of the Turkish gaming industry, no matter how large or small that contribution may be.

TÜRKİYE GAME MARKET MEDIA OPINIONS

TÜRKİYE GAME MARKET REPORT 2025

MERT CAN ORHAN
UPCORN MEDIA
FOUNDER

In 2025, Turkey's gaming industry entered a more selective yet stronger investment cycle compared to previous years. Investors have moved away from the "small checks for every idea" mindset and are now more clearly distinguishing teams that can actually ship products and have strong potential to scale globally. So even if the number of deals hasn't skyrocketed, we're seeing a picture where the average ticket size has increased.

The main reason the sector remains resilient is that game studios in Turkey have established a culture of rapid production, fast testing, and data-driven development. Especially on the mobile side, teams have matured in areas like building game economies suited for global markets, user acquisition strategies, and live operations management. For investors, that means not a "risky idea," but a scalable business.

The message of 2025 is clear: Turkey's game ecosystem is still in the spotlight, but it's no longer about hype, it's about results. If the momentum continues through AI-assisted production, next-generation game technologies, and stronger partnerships, Turkey's position in the global gaming arena will become even more solid.

TÜRKİYE GAME MARKET MEDIA OPINIONS

TÜRKİYE GAME MARKET REPORT 2025

YAREN KÖLEMEN
VGNW
EDITOR

2025 has been a very special year for us, because it's the year we brought our dream global gaming platform, VGNW, to life. It also arrived at a time when not just technology, but what players expect from games, has been changing in a big way. While it's exciting to watch artificial intelligence speed up development and help create massive worlds, one question stayed on my mind as an editor: What about the soul of the game? Rather than experiences that all start to feel the same, players are looking for stories that feel genuine, memorable, and truly human.

Like many of you, I spent the year getting excited over every new glimpse of GTA 6 and diving into the endless conversations sparked by even the smallest leak. It reminded me of something simple but powerful: We don't just love playing games, we love sharing the anticipation, the curiosity, and the thrill of the wait together. And that's where the one thing AI can never replace shows its true value: Community.

For 2026, we have some bold and exciting plans for VGNW. We'll keep using technology as a tool, but our heart will always be with people and the community we're building together. In the coming year, VGNW won't just be a place you visit to keep up with games; it will be a place where you feel involved, connected, and at home. We're stepping into a new chapter, and we can't wait to be even closer to everyone who is part of this growing family.

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Billonga is an innovative technology company that has been connecting brands' digital products with end users since 2018. By combining its expertise in financial technologies with services tailored to multiple industries, Billonga helps brands build a strong position in the sale and distribution of their digital products.

The Billonga ecosystem offers a broad range of services, including membership processes, in-app purchases, promotion campaign design, inventory tracking, and reporting software.

In addition, together with its business partners, Billonga enables the effective sale of digital products and services across both physical and online platforms, helping brands expand their customer base. Thanks to its advanced integration capabilities, Billonga serves as a reliable partner for many brands throughout their digital transformation journeys.

Within the Billonga ecosystem, digital product sales are conducted for more than 75 global and local brands through integrations with over 45 online and offline channels.

With its investments in the gaming sector, Billonga has become an indispensable partner in the game industry, and continues to strengthen its presence in both Türkiye and global markets through consistent year-on-year growth.

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BOĞAZİÇİ VENTURES

The focus of our investment strategy: Disruptive Innovation.

Boğaziçi Ventures, originated as a venture capital and transformed to a multi-class asset management group of companies, invests in technology and establishes funds that invest in technology. Not being conventional investment managers, instead of benchmarking the history, Boğaziçi Ventures seeks to answer the question: What will radically transform society in terms of lifestyle and business practices globally? And foreseeing the answer, offers mutual funds, selected alternative asset classes, and tailored investment instruments focusing on disruptive innovation. Dedicated to establishing long lasting relationships, understanding preferences, and providing continuous communication with investors, Boğaziçi Ventures signifies as your investment partner.

Newest Project-Based Game Fund - BV Game Fund

The Fund operates on a strategic investment thesis focused on project-based financing for PC and Console titles nearing their commercial debut. By targeting games that have largely completed their development cycle and are ready for play-testing, the Fund effectively mitigates development risk and deploys capital where it can most significantly influence market success, specifically through polishing, optimization, and aggressive go-to-market strategies. The financial architecture is built upon a disciplined revenue-sharing model designed for rapid capital recovery and long-term upside; the Fund captures 40% of gross revenues until the initial investment is recouped, transitioning to a 20% share of net profits thereafter. Operationally, the Fund utilizes a scalable partner-led framework, initially through GameDev, where publishing partners act as central hubs for both capital allocation and revenue collection. This model ensures a high degree of alignment between investment responsibility and execution ownership, providing a robust, controlled, and scalable environment for generating returns within the gaming industry.

bogaziciventures.com/tr   /bogaziciventures/   /bogazici-ventures

Backed by a 185-year heritage and a digitalization vision spanning all areas of life, Türk Telekom is Türkiye's first and largest integrated telecommunications operator in Türkiye's digital and technological transformation.

Delivering end-to-end solutions to both institutions and individuals, the company adds value to the country through its principle of "accessible communication for all" and the services it provides to more than 56 million customers. Digitizing every facet of life, Türk Telekom places "people" at the center of all its initiatives, transforming experiences through this vision.

Beyond offering mobile, broadband, data, TV, and fixed voice services, Türk Telekom delivers innovative solutions in convergence technologies. Beyond being a telecommunications company, Türk Telekom produces global-scale technologies through its group companies and domestic engineering talent. The company strengthens this position daily through robust global partnerships and exports its technologies worldwide.

Responding to the evolving needs of diverse sectors and user groups with comprehensive, end-to-end solutions, Türk Telekom is building an inclusive digital ecosystem for younger generations. Reflecting this vision, the company launched GAMEON in 2022. Positioned at the heart of the gaming world, GAMEON has rapidly become a focal point for industry-leading innovations and strategic achievements.

Thinking and acting like a gamer, GAMEON channels Türk Telekom's quality service strategy, speed, and strength into the gaming world through all its marketing initiatives for gamers. Providing 360-degree solutions for gamers and gaming enthusiasts, GAMEON brings innovative solutions to the industry through gaming-focused internet packages, brand partnerships, device offerings, tournaments, social media support services, and numerous initiatives for both new and existing Türk Telekom customers.

Continuously expanding its support for the esports ecosystem, GAMEON has brought together gaming communities through tournaments and sponsorship initiatives since its inception.

Gameon.com.tr   /turktelekomgameon   /turktelekomgameon

GAMEON, Türk Telekom's brand that channels technological power into the gaming ecosystem, delivers an unparalleled gaming experience. Türk Telekom's robust infrastructure in digital transformation combine with GAMEON's gaming-focused capabilities to offer players a world filled with unique and countless advantages.

Beyond high-speed internet services and campaigns, GAMEON creates a gamer-friendly ecosystem through gaming partnerships and content. Aligned with its vision of "Making Everyone Feel Valued," GAMEON provides exclusive content for games including PUBG: BATTLEGROUNDS, Valorant, and League of Legends, while organizing numerous events and tournaments.

Throughout 2025, GAMEON further strengthened its commitment to esports through partnerships, sponsorships, and projects. The inaugural GAMEON Fiber Parkur brought thousands of participants together with popular influencers. Its collaboration with the FPS title Valorant continued throughout the year, including communications sponsorship of the "VALORANT Challengers Türkiye". Additionally, GAMEON became one of the leading supporters of Türkiye's esports ecosystem by serving as the naming sponsor of the official League of Legends league, branded as the "GAMEON Şampiyonluk Ligi". GAMEON continued its ecosystem support not only through sponsorships but also through organized tournaments. The GAMEON Revival Tournament received tremendous acclaim from fans and, with over 15 million total views, became the defining esports event of the year's final quarter.

Through its social media accounts and communication channels, GAMEON has provided thousands of customers with 24/7 internet support, ensuring an uninterrupted gaming experience.

As it has in the past, GAMEON will continue to focus on the needs and expectations of gamers, enhancing their passion for gaming through its powerful infrastructure and exclusive advantages.

Gameon.com.tr   /turktelekomgameon   /turktelekomgameon

Gpay, with over a decade of experience, has become one of the most strategic technology partners in the gaming industry by accurately understanding sector needs and providing member merchants with dedicated fraud-prevention tools and extensive software support. Since its founding, the brand has accelerated its momentum year after year, and in 2025, aligned with the rapidly growing scale of the gaming world, its innovative solutions helped make the financial journey of both partners and players smooth and seamless. With a structure that deeply analyzes both the player and merchant sides of the ecosystem, Gpay identifies weak points in digital commerce and delivers highly secure payment infrastructures. As one of the most critical achievements of 2025, Gpay pioneered the broader adoption of Türkiye's domestic payment system, TROY-based cards, for in-game payments—blending the strength of local financial infrastructure with the dynamics of the digital world.

In 2026, Gpay aims to expand the impact of domestic financial technologies even further. Through next-generation partnerships and major campaigns specifically designed to drive TROY usage, it will continue to be a powerful financial engine supporting Türkiye's global success in the gaming industry.

Gpay.com.tr

JAI Portal

JAI Portal is a comprehensive AI-powered marketplace that serves as the "Master Key" to creative production, consolidating over 500 elite models, including GPT-4, Claude, Gemini, and Stable Diffusion, into a single, unified interface. Designed specifically for inclusion of non-technical users, the platform eliminates the "AI sprawl" and overwhelm typically associated with fragmented tools by offering fluid user pathways and intelligent self-service guidance that highlights the best-performing models for any given task. By replacing expensive, per-seat monthly subscriptions with a flexible, zero-fee credit system, JAI Portal allows companies to operate from a single budget with no user limitations, significantly reducing overall AI costs.

Through the "JAI for Business" module, corporate managers can centrally purchase and distribute credits across teams with full visibility, ensuring a scalable and controlled execution model. The platform is engineered to turn complex AI production into an intuitive habit, reducing the learning curve by providing a consistent UI that helps users identify optimal tools and relative costs. From 4K upscaling and AI lip-syncing to 3D modeling and high-definition video, JAI Portal offers infinite use cases through one platform, making it the most cost-effective and user-friendly solution for both independent creators and enterprise-level teams.

www.jaiportal.com/

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Asia, US, Latam, Europe, MENA, and CIS

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Joygame Select is a marketing- and developer-focused publishing model for PC and console games. What truly makes the difference on Steam is having all critical elements work together under a single, unified plan, smart positioning, the right marketing, strong store page setup, effective visual storytelling, wishlist strategy, and pricing. Select's approach is clear: Maximum Focus, Massive Impact! We place particular emphasis on indie projects because, with the right support, the fastest growth and the strongest stories often emerge there.

What makes this structure powerful is having three teams move together under one plan. Joygame takes on the publishing responsibilities, lifting the burden of process, operations, and financial flows from the studio. Gaming in Türkiye | MENA | EU leads go-to-market execution, marketing strategy, PR, creator network, community management, and performance campaigns. Netmarble's support strengthens publishing discipline and global network reach. Joygame Select also aims to build a publishing bridge between Istanbul and Korea; in line with this vision, a Seoul office is planned for 2026. We operate with a fair and transparent model for indie studios: the goal is to grow the game together before sharing the upside.

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joygame.com/select

KOCCA

KOREA CREATIVE CONTENT AGENCY

KOREA'S
GAMING AND
CONTENT POWER

KOCCA
2025

KOCCA is the official government agency that promotes Korea's creative industries to the world.

KOCCA

KOREA CREATIVE CONTENT AGENCY

Korea Creative Content Agency (KOCCA) is a public institution under the Ministry of Culture, Sports and Tourism of the Republic of Korea, and serves as the nation's leading authority responsible for the comprehensive development and support of the Korean content industry.

KOCCA implements a wide range of support programs across numerous sectors, including games, broadcasting, animation, comics and webtoons, character licensing, music, fashion, and content integrated with new technologies. From content IP planning to creation and production, distribution, and global expansion; from company development and talent cultivation to research and development (R&D), financial support, policy research, and the establishment of industry infrastructure, KOCCA functions as a central organization driving the innovative growth of K-Content.

Our Key Activities

KOCCA actively supports the global expansion of K-Content and establishes strategic partnerships with leading countries worldwide. It organizes B2B and B2C events in Korea based on different content genres while participating in international events. Through its 30 overseas offices around the world, KOCCA builds close cooperation networks with each country as future growth partners.

To promote content production, KOCCA provides direct grants to Korean content companies and develops and operates investment and financing support programs. In addition, it coordinates the formulation of mid- to long-term strategies and policies for the content industry, serves as the national institution responsible for compiling content industry statistics, and supports R&D activities across the content, culture, sports, and tourism sectors.

KOCCA
KOREA CREATIVE CONTENT AGENCY

In order to foster globally competitive IPs, KOCCA offers multifaceted support such as grant programs, test-bed environments, training programs, and market access initiatives for companies, institutions, and individuals. For the cultivation of future talent, we are training professional personnel through programs such as the Game Academy (game talent development), the New Content Academy (new technology and convergence-technology talent), and industry-linked creative talent development initiatives. In addition, we support content startups (venture companies) and creative professionals by providing infrastructure such as educational facilities, production facilities, and office space.

KOCCA plays a pivotal role in enhancing the global competitiveness of content industry stakeholders and enabling forward-looking international collaborations through strategic planning, financial support, R&D, and international distribution processes. Particularly within the game sector, KOCCA supports all stages of the ecosystem, including game development and production support, joint projects and collaboration programs, investment, co-production, educational initiatives, and the promotion of game culture.

Objective of the KOCCA Türkiye Branch
The primary objective of the KOCCA Türkiye Branch is to contribute to the development of the content industries in both Korea and Türkiye by facilitating mutual business cooperation and talent exchange among content industry stakeholders (companies, professionals, and experts), and to support the two countries in becoming long-term growth partners.

Within this framework, support for the **"Türkiye Game Market 2025 Report"** aims to establish a meaningful foundation for strengthening cooperation and interaction between the Korean and Turkish game industries.

Powering the next level of gaming in Turkey

XSOLLA

Xsolla is a global commerce company with robust tools and services to help developers solve the inherent challenges of the video game industry. From indie to AAA, companies partner with Xsolla to help them fund, distribute, market, and monetize their games. Grounded in the belief in the future of video games, Xsolla is resolute in the mission to bring opportunities together, and continually make new resources available to creators.

Headquartered and incorporated in Los Angeles, California, Xsolla operates as the merchant of record and has helped over 1,500+ game developers to reach more players and grow their businesses around the world. With more paths to profits and ways to win, developers have all the things needed to enjoy the game.

Xsolla.com   **X.com/xsolla**   **Facebook.com/xsolla.inc**

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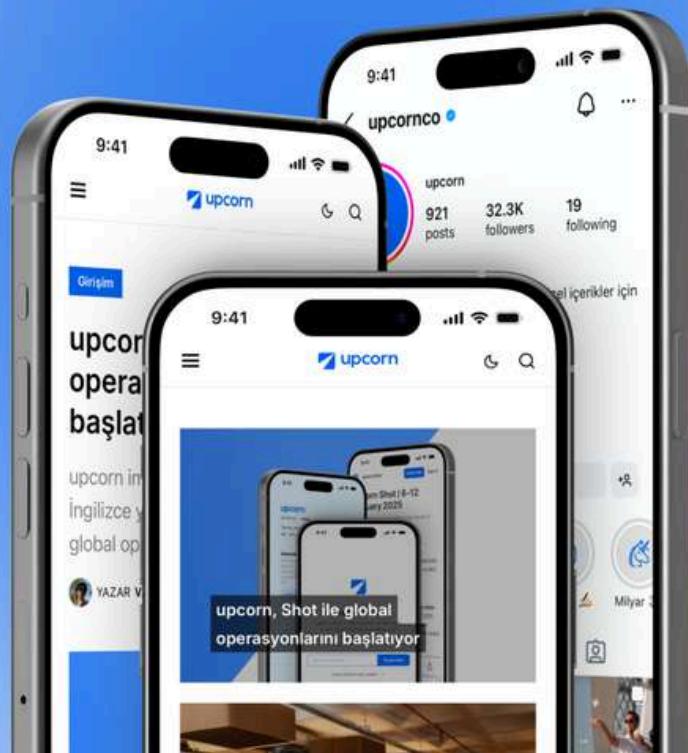
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Information Note

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