



Insight Into Turkish Broadcasting Sector And The New Media Law

**OSCE & Albany Associates
Broadcast Regulation Master Class
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ISTANBUL**

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Radio and Television Supreme Council**

Broadcasting Sector Regulator

- In 1994, Radio and Television Supreme Council was set-up as an independent authority,
 - 9 members, elected by the Parliament,
 - In 2005, Supreme Council has acquired constitutional status,
 - The new law has been adopted in March 2011,
 - Council is responsible for the regulation of all radio and television broadcasters all across Turkey in both technical and content aspects,
 - Frequency allocations
 - Licencing
 - Content monitoring
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Broadcasting Sector in Turkey

TV Households

18 million

Broadcasting Companies Registered to RTÜK

Satellite, Cable, Terrestrial total: 1279

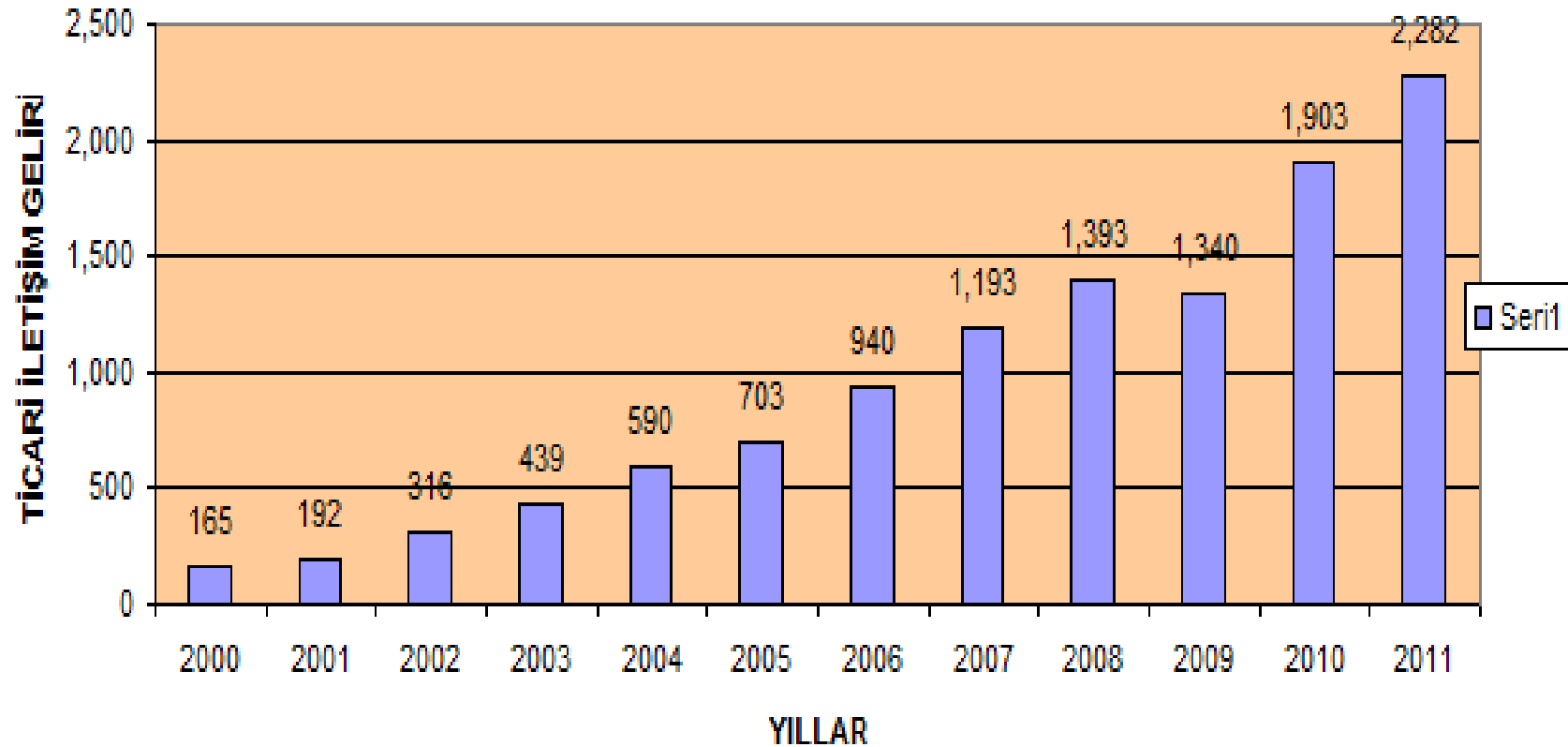
Cable Platforms (31.12.2011)

2 platforms with total 1,243,985 analog - 497,030 digital subscribers

Satellite Platforms (31.12.2011)

2 platforms with total 3.1 million subscribers

Total Ad Revenue of Turkish Broadcasting Sector, 2000-2011 (million TL)

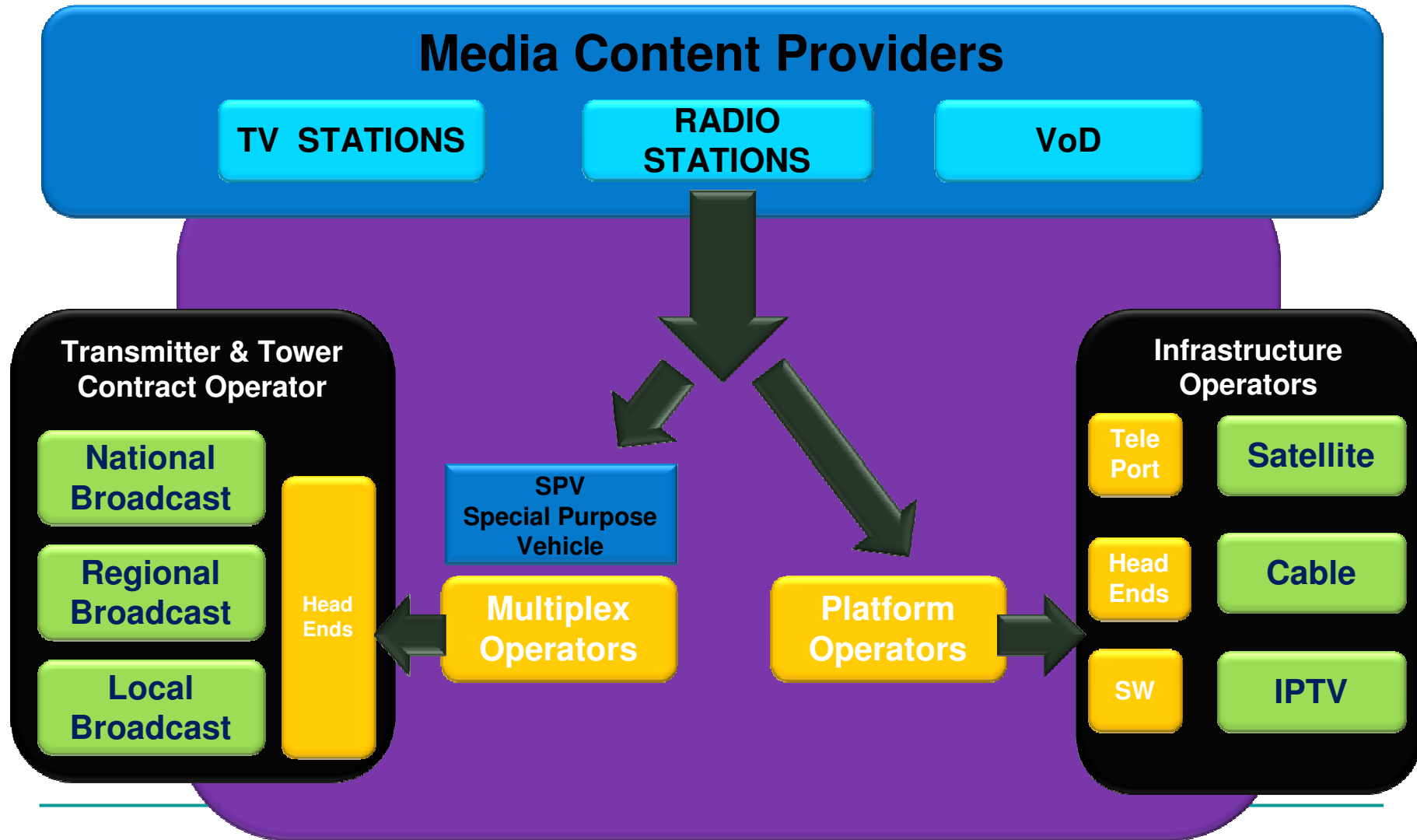


Source: RTÜK

Issues of The Broadcasters Before The New Law

- Unlicensed terrestrial frequencies.
 - Scattered terrestrial transmitter towers.
 - 5 years licence period.
 - 5% + 5% of gross ad revenue payment.
 - Trust issues in rating measurements.
 - No deadline for the sanctions.
 - Ad restrictions – placement, political ads.
 - Restrictions for foreign capital and IPO.
 - Content monitoring of the public broadcaster.
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Defined and Regulated Sector Players



The New Media Law – Economical Aspect

- Less restrictions for the broadcaster shareholder companies.
 - Direct foreign capital share limit has increased to 50%.
 - Shares of the media service provider corporations can be traded in the stock market.
 - Control of monopolization – sectoral income and partnership.
 - Gross ad revenue government share has been reduced from 10% to 3%.
 - License period has been extended from 5 years to 10.
 - Political ads and product placement have been regulated.
 - Less restrictions for ad placements.
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The New Media Law – Technological Aspect

- Radio and TV frequency planning and allocations will be performed within two years.
 - Terrestrial transmitter facilities will be installed and operated by a single company.
 - Analogue TV will be switched off within four years.
 - Multiplex, platform, cable and satellite broadcast operators are defined and regulated.
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What Brings the New Media Law?

- Compliance with EU Audiovisual Media Services Directive.
- Freedom of expression and information is ensured.
- Self-regulation and certification for broadcasters.
- Limiting volume level of commercials.
- No effects and music in the news.
- Regulation of the public broadcaster.
- Legal framework for protective symbol system.



Thank you

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