

TUYAD

**ASSOCIATION OF TELECOMMUNICATION
SATELLITE AND BROADCASTING
BUSINESSPEOPLE**

www.tuyad.org

ABOUT US

TUYAD -Telecommunications Satellite and Broadcasting Business People Association, It is non-governmental organization made by domestic and foreign Companies work together and operates in the telecommunications sector in the Republic of Turkey. National sovereignty and international technology production are the main topics.TUYAD while is Working in partnership with regulatory agencies, ALSO Works for satellite technology, TV and radio broadcasting, information technology and internet based service sector.

TUYAD works towards the goal of becoming an innovative participatory information society for our country. We announce the activities of our Association to the domestic and foreign sector through our Publication –DIJITAL YASAM JOURNAL (Digital Communication Technologies Expertise Journal).

We are carrying out trainings aimed at using the latest technologies by technicians who practice the field through TUYAD Academy. With the academy trainers, we are organizing annual seminars and certificate programs for sectoral new technologies in all regions of our country.

TUYAD which is primarily concerned with the Ministry of Transport, works with Undersecretariat of Foreign Trade, Information Technologies and Communication Authority, Vocational Qualifications Authority, ITO VE ISO Telecommunications committees and many universities, supports projects and SMEs that will give direction to the sector.TUYAD is working in partnership with relevant non-governmental organizations both in our country and in the world. Participates in Sectoral Fairs and acts as intermediary in promoting & developing trade between companies and institutions.

It was established in 2001 in Istanbul with the aim of increasing the total quality of the sector by satellite operators, TV platforms, TV and satellite receiver manufacturers, infrastructure material suppliers and service provider firms which serving the satellite TV sector.

"TUYAD supports satellite technologies that Exist directly or indirectly in 60% of our daily lives."



OUR ACTIVITY AREAS

- To develop telecommunication in our country,
- The development and implementation of new technologies in satellite TV systems,
- The right to work in the competitive environment of mobile TV operators,
- Supporting Pay TV platforms legal broadcasting and blocking all-terrain password sharing,
- Substitution and expansion of data transfer and storage areas in our country,
- The spread of satellite earth stations to serve domestic and foreign operators,
- The studies of the products used by Cable Tv and infrastructure operators,
- KA & KU band satellite internet service providers and distributors,
- To create and manage social projects for firms operating in the information technology sector,
- To work with the regulatory agencies, to be effective in the application principles,
- To provide new business opportunities in the sector and to prevent unfair competition,
- The studies of environment ministry electronic waste application.

With **52 corporate members** and individual members, we made \$ 5 billion turnover and \$ 3.5 billion exports in the country's economy in 2016. **In the seminars we organized in seven regions** in 2017, we gave training and certifications to **six thousand SME employees**.



Hayrettin ÖZAYDIN
Chairman of the TUYAD

"We are growing day by day with our companies that rapidly increase their potential in the world of electronic products and services and in our country."

Depending on the broadcasts made from the lamps radio and from 1952 the first TV broadcast was made in Turkey from the 2-4 Band from Istanbul Technical University. In many countries, while the first TV broadcasts were made by the government in private sector, this role was taken up by a university in our country too.

At the end of the 80's, we used parabolic dish antennas and additional filters, which are about five meters in diameter, for satellite broadcasts from abroad. We now broadcast from our own satellites and transmit TV broadcasts and information from China to the UK with the satellite fleet of TURKSAT.

In European Union countries, Middle East and Asian countries and North Africa, with our international brand awareness companies, we have 1.5 billion USD R & D and technology, 2 billion dollar electronic products exports.

It is difficult to determine which one is more important, the Internet or satellite, but nowadays, private satellite usage is being discussed. Cube satellites (small satellites), which are still used in many places and produced by İTÜ in our country, are facing increasing demand every day. In the coming years, it is very likely that people at the computer have to take images from their own satellites and deal with the satellites belonging to them.

We have more business to do; we need more business alliance and market expansion in order to integrate technology with the market.

With Regards



TURKSAT

Cenk ŞEN | *General Manager*

Türksat A.Ş. is one of the leading satellite operators that performs communication services through satellites. Türksat, which has the rights, management and operating authority of satellite orbit positions within the scope of national sovereignty, fulfills the tasks of establishing communication infrastructure, operating and commercial activities through satellites belonging to national and international satellite operators.

Türksat provides telecommunication services in a wide geographical area extending from its satellites to Asia and Africa. Türksat provides digital cable TV and broadband Internet services to its domestic subscribers via its cable TV platform, as well as direct TV broadcasts provided via satellite, rural area telephone communication, emergency communication, international telephone communication and corporate network services.



Türk Telekom

Paul DOANY | *CEO*

Türk Telekom owns 176 years of established history, is Turkey's first integrated telecommunications operator. In order to respond to the rapidly changing communication and technology needs of the customers in the strongest and most accurate way in 2015 Türk Telekomünikasyon A.Ş., Avea İletişim Hizmetleri A.Ş. and TTNET A.Ş. have been customer-oriented "and integrated structure by maintaining their legal personality as they are and by following the legislation and regulations to which they are subject.

With Wide service network in the field of individual and institutional services, service and a rich variety of products, Türk Telekom has brought together mobile, internet, telephone and TV products and services under the single brand name of 'Türk Telekom' in January 2016...

"Turkey's Multi-Player" Türk Telekom, as of September 30, 2017 with 13.4 million fixed access lines, 9.4 million broadband and serves 19.2 million total subscribers, including 40.5 million mobile subscribers.



PROFEN GROUP

Önder HAVUZLU | *CEO*

Profen Group of Companies provides services including Public Institutions and Organizations with more than 22 years of knowledge and experience in Satellite Communication, Data Center Services, Defense Technologies, Weak Current Projects and Supplying of Products, Integration of Radio and Television Systems. With its offices in Ankara and London and a data center in Konya, Istanbul-based Profen Group of Companies is a global company that offers innovative and high-tech telecommunication solutions to its customers with the contributions of the R&D center.

Profen Group will continue to provide the highest level of service to its domestic and international customers by following the technical developments of the future in a wide range of sectors such as defense and communication technologies, satellite broadband Internet services, Data Center Services, TV Service Provider solutions, CCTV, Fire Detection and SMA TV.



SUNNY

Mehmet ATMACA | *President*

Atmaca Elektronik A.Ş. was incorporated in 1979 as a personal venture by Hayrettin Atmaca, the founder of the company, and in a short period of time he wrote his name on the list of tax record holders.

Atmaca Elektronik A.Ş., by small appliances that perform under SUNNY brand name, television, satellite receiver, phone and electronic products such as Tablet and production of freezer groups is seated on Turkey's 3rd Largest Electronics Manufacturer seat.

SUNNY, which has a production facility equipped with high technology, spreading over an area of 110.000 square meters in Istanbul; There needs to respond to the high level with the most modern surface mount production lines in Turkey. Brand; Samsung, ZTE, and continues to provide services to the world's leading companies, such as Turkey's Digiturk.



TURKCELL

Barış ZAVAROĞLU | *VP Marketing Director*

Turkcell, by Offering unique digital services, voice, messaging, data and IPTV services to customers over the fixed network is the settled & based digital operator in Turkey.

Turkcell Group companies through Turkey, Ukraine, Belarus, North Cyprus, Germany, Azerbaijan, Kazakhstan, Georgia and including Moldova Operates in 9 countries in total.

On April 1, 2016, Turk cell, which launched the LTE services, as of September 30, 2017 by using LTE-Advanced and third carrier joining technologies serves 81 cities with a population coverage rate of 84.12% in Turkey. As of September 2017, covers approximately 99.59% of Turkey's population through its 2G network, 96.98% with the 3G network. Turkcell provides fiber data access at speeds of up to 1 Gbps up to homes. As of September 30, 2017, Turkcell's 3Ç17 revenue was TL 4.6 billion and its asset size was TL 32.3 billion. Since July 2000, listed on both NYSE and BIST, Turkcell is the only Turkish company listed on NYSE.



NETA®

Ali Sina KUMCUOĞLU | *President*

NETA Elektronik was founded in 1987. It is an R&D and industrial enterprise that has more than 200 people working daily for 30 years. NETA, which has developed all its products with its own R&D infrastructure since its first day, is producing its production in its 3500 m² closed production area in Istanbul Dudullu. By products as Satellite, cable and terrestrial receivers, and especially mobile antenna systems, maintains and protects its industry-leading position in Turkey.

It produces nearly 10 thousand antennas and over 500 thousand receiver devices per year and regularly exports to nearly 30 countries. NETA's products, which mainly work with European countries, are used in many countries from England, Qatar, Russia, and Australia.

D-SMART**Kürşat DEMİRCİOĞLU** | *Executive President*

D-Smart, born as TV Holding has been operating as a leading Digital Broadcasting platform and Internet service provider in Turkey since 2007. Offering internet and television services with a single billing advantage, D-Smart continuously improves its content and services in the new dynamics of the market.

D-Smart's digital content services; Full HD channels of film and series, documentary channels including National Geographic and Discovery groups, children, life, music and radio channels as well as all national channels, There are hundreds of satellite channels broadcasting over Türksat and Hotbird satellites and 85 channels are offered to users with more than HD 270. In addition to its satellite services, D-Smart also offers its D-Smart subscription service via D-Smart GO on the internet. D-Smart GO users reach the rich content of D-Smart whenever they want through computers, smartphones and tablets. In addition, grown up with the investments made at the intersection of digital publishing and internet technologies, D-Smart, which has been providing internet service since 2010, offers all internet packages with its net price single billing understanding with its D-Smart Net brand.

VESTEL**Zafer KÜÇÜKATEŞ** | *Deputy General Manager*

As a giant technology in Turkey's durable goods sector, we continue our activities to reach our customers "the best quality", and in the sectors in which we operate, we continue with our mission of being a leader.

We aim to be the world's strongest production and technology group in our industry and to achieve sustainable and controlled development by focusing on producing high quality consumer products: We are making an unlimited investment in research and development to strengthen our superior position in the market. We will continue our determination in this area in the future as it is today.

Europe continues to be the main target market for us. Therefore in order to respond to new trends and add new products to our current existing portfolio, we intend to maintain our close proximity to this market.

Digiturk
bein MEDIA GROUP**Yousef AI-OBAYDLY** | *CEO*

As Turkey's first platform in the field of digital television broadcasting was founded in March of 1999, our company, since 18 years, continues to lead the industry in a successful and stable way. With hundreds of television, radio, music and interactive channel, digital image and sound quality in our world, our number of our members reaching 3.5 million today; we are trying to offer them a unique TV viewing experience with the richest variety of exclusive content.

From Our foundation today, is undertaking groundbreaking & new technological investments in the broadcasting field;

Distinguishing itself through our innovative identity; so with this unique feature we are among the few digital broadcasting platform in Europe. As the leading digital platform in Turkey since 2016 in August, which operates in 43 countries on 5 continents, and we continue our activities under the roof of bein MEDIA GROUP, one of the world's largest international broadcaster.

arçelik**Muzaffer ÖZTÜRK** | *Test & Approval Group Director*

Foundation Year: 1955
Headquarters: Istanbul, Turkey

Arçelik A.Ş. today; with 30,000 employees worldwide, Turkey, Romania, Russia, China, South Africa, Thailand and 18 production facilities in 7 countries, including Pakistan, with 34 sales and marketing offices and 11 brands in 32 countries (Arçelik, Beko, Grundig, Blomberg, Elektrabregenz Arctic, Leisure, Flavel, Defy, Altus and Dawlance) offer products and services in more than 145 countries.

Total Revenue: 16,096 million TL

Global Network of Activities: 18 Production Facilities in 7 Countries, 34 Sales and Marketing Offices Organization in 32 Countries, More than 145 Products and Services in the World.

FIL
BOX**Aydın ÇAMLIBEL** | *General Manager*

Filbox, Turkey's prepaid HD satellite platform, with a wide range of channels at least 1000 films a year, 25 series, best documentary, music and sports channels coming to your home.

There are hundreds of unencrypted and free channels waiting to be watched over the türksat satellite and in the world famous studios films and series, the most popular science, history, technology, nature documents, many different sporting events, music shows, entertainment

Filbox offers movies, series, music, sports and documentary channels without the obligation to watch by economical price. Moreover, the device owns the consumer.

At the same time, you can easily access these content from your phone and tablet whenever you want with the Filbox Immediate application.

GESSAT
Uydu Antenleri - Fiber Antenler - Anten Aksesuarları
Satellite Antennas - Fiber Antennas - Antenna Accessories**Abdullah GELGEÇ** | *President*

As a family business, our company started out in 1974 with the purchase and sale of electronic spare parts and has passed through many important milestones during its 40 years of journey to its leading position in its sector today.

In 1991, with the establishment of Osmanlı Elektronik A.Ş., our country has taken its place in the newly launched satellite sector. Our company which works in import-export, trading and service sector has also started to production field in 2000 with the addition of GES Elektronik to our group for production of GESSAT satellite antennas and fasteners.

Always self-guided GES Electronic follow renewed technology to produce modern solutions to its customers, currently continues working with all Turkey and in the international area with 30 countries.

OUR EXPORT FIGURES

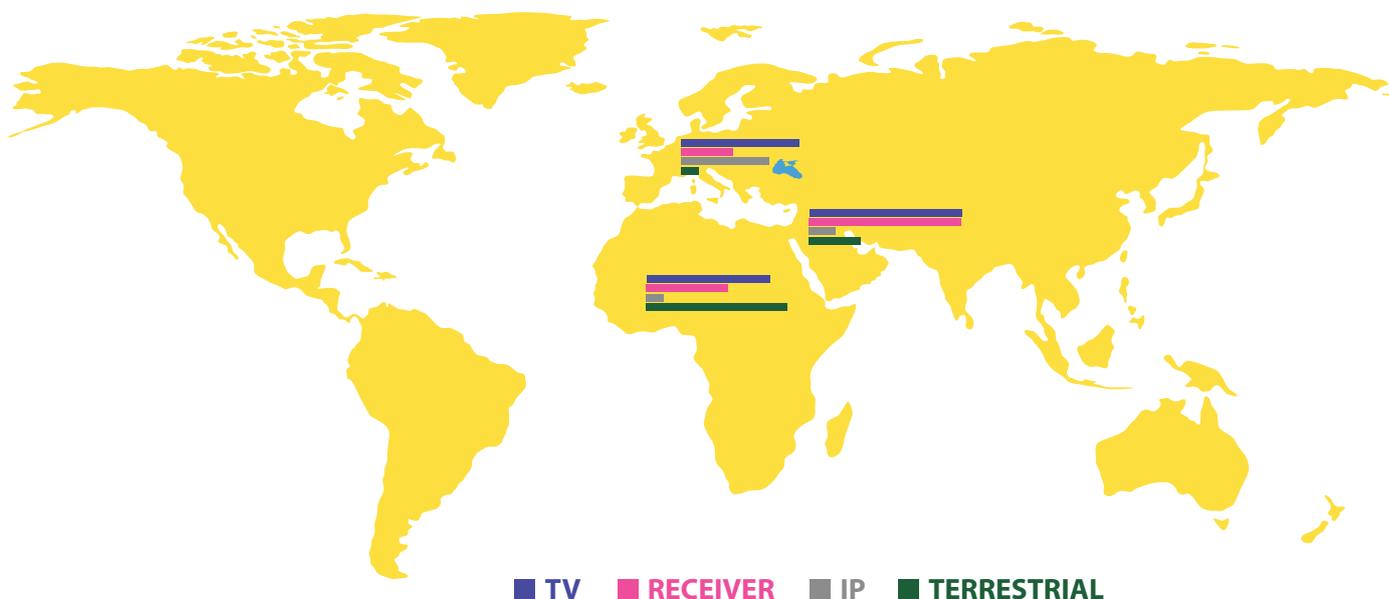


5.900.000

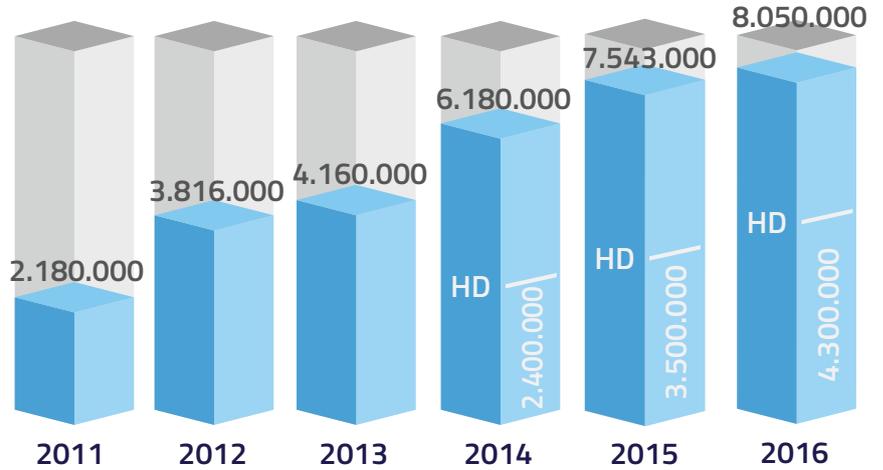


3.830.000

OUR EXPORT REGIONS

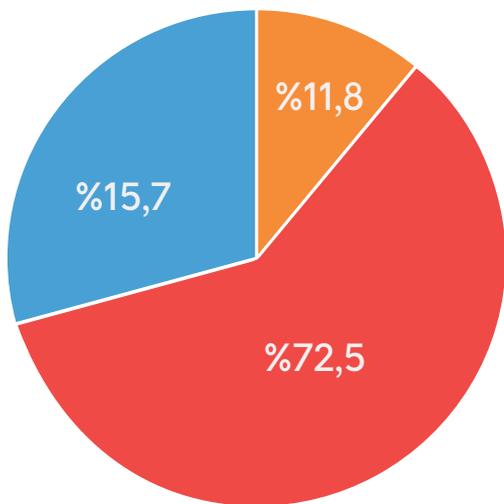


RECEIVER SALES FIGURES



TV WATCHING OPTIONS

TV is watched in a total of 36 million Points in Turkey.



26,05 million Satellite - FTA

5,75 million Pay TV platforms

4,2 million Internet TV - FTA



DIGITAL PLATFORM SUBSCRIBERS



- **Digiturk** / 2.500.000
- **Türksat** / 2.000.000
- **D-Smart** / 1.000.000
- **Tivibu** / 215.000
- **Filbox** / 35.000



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