

ACTIVITY REPORT 2026

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Prof. Dr. B. Koray TUNÇALP
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Burhan KANDEMİR
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tivibuKablo
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dream

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KLİMA SİS. ve TİC. A.Ş.

anfas

MCT
TELCO
GİTİM

3X MEDIA

FULL TV

Kule

WORKING STRATEGIES AND COLLABORATION VISION

- Our association continues its activities with determination in order to support the sustainable growth of our sector, provide added value to our members, and contribute to our national economy.
- Within the framework of cooperation with the Istanbul Chamber of Commerce's Committees No. 5, 64, 65, 66, 67, and 80, which are directly related to our sector, our projects aimed at benefiting sector companies and tradespeople will continue. Similarly, through joint efforts with the Istanbul Chamber of Industry's Professional Committees No. 48, 49, 50, 51, and 52, we will continue to contribute to the development of production and industrial policies on behalf of our sector.
- Our calendar of fairs, seminars, and conferences being prepared for 2026 will be published soon. As TUYAD, we will continue to take an active role in the organizations in which we are partners, increasing the visibility of our sector both nationally and internationally, and creating new business opportunities for our member companies.
- A comprehensive report regarding the necessity of government incentives and supports has been submitted to the Directorate of Communications of the Presidency, followed by an on-site briefing meeting. The implementation of the recommendations contained in this report will be carefully monitored. In addition, our contacts with the Ministry of Industry and Technology, the Ministry of Trade, and the Ministry of Transport and Infrastructure of the Republic of Turkey will continue in order to accurately convey the demands of our sector and strengthen cooperation.
- TUYAD will continue its work in 2026 on the examination and certification processes mandated by the Vocational Qualifications Authority (MYK).
- The follow-up of the promotional efforts regarding the utilization of the TKGS (Türksat Channel Update System) service will continue. Companies wishing to obtain the TKGS certificate and approval will be guided appropriately to ensure they can benefit from the service in accordance with the relevant legislation. These efforts are carried out transparently and accurately within the framework of applicable regulations and Türksat's guidelines.
- To help our companies conduct their overseas activities more efficiently and gain financial support, export planning and incentive reports are being prepared. In this context, our State Supports Project Management Commission provides active assistance. The sustainable development of Turkey's industrial and technological policies depends on the effective and proper use of public support mechanisms by the private sector. Acting with this awareness, the State Supports Project Management Commission within our organization will continue its activities in 2026 to ensure that member institutions benefit from existing incentive programs at the highest level, to contribute to the creation of new support models, and to strengthen communication between the public and private sectors.

Awareness meetings will continue to be organized to encourage manufacturers in our sector to obtain the Domestic Goods Certificate. During these sessions, incentive practices will be explained, and our companies will be supported in gaining registration and brand value.

- Regarding expert and conciliator processes, we aim to continue in 2026 to provide all necessary guidance in order to ensure that our members and partner companies receive all kinds of technical, legal, and administrative support they may need, and to contribute to the resolution of legal processes that our sector and member companies may experience.
- Within the framework of TUYAD's vision, it is aimed to continue in 2026 our efforts to bring together knowledge, academic research, and sectoral experience on a common ground through cooperation among universities, associations, and industry. With this cooperation model, the scientific and technological infrastructure of universities, the production capacity of industry, and the sectoral guidance power of associations are brought together to contribute to sustainable development. Through the joint studies carried out, it is aimed to develop innovative projects, to train qualified human resources, and to implement practices that will add value to the national economy. This strategic cooperation between the parties aims to produce concrete outputs in the fields of research, education, internship, certification, and R&D activities.
- TUYAD has also continued to provide guidance and consultancy support to its member companies in various strategic solutions in the field of "Human Resources." In this regard, similar activities are planned to be carried out in 2026. In addition, in order to support the preparation of young talents for the business world, we will continue our efforts in 2026 with the same determination to enable university students to carry out voluntary and compulsory internship programs in their relevant fields of expertise within our professional companies. We will continue to hold regular visits and meetings with our members to address the problems, suggestions, and development areas of the sector. Joint works that will provide added value will continue to be our priority agenda.
- Within the framework of the procedures and principles determined under the Circular No. 2012/06 of the General Directorate of Imports of the Ministry of Trade of the Republic of Turkey, the necessary follow-up, inspection, and implementation activities are carried out by TUYAD.
- Within the scope of the said circular, document control, conformity inspections, and compliance analyses regarding the import processes of the relevant product groups are carried out meticulously. These activities are carried out to ensure that import operations are conducted regularly, transparently, and in compliance with legislation; and the findings are reported in coordination with the relevant institutions and units.
- TUYAD Board of Directors meetings and committee meetings will continue to be held regularly. In these meetings, strategic decisions for the development of the sector are taken and implemented.



TUYAD supports companies operating in the fields of broadcasting content management and technologies, especially in the satellite and electronics industries; and carries out activities to ensure that the sector reaches the most advantageous position.

Our electronics industry has established an industrial structure in our country with its strong production infrastructure. TUYAD continues its mission as the heartbeat of this structure — guiding the sector, providing professional support to its members, and acting as an effective stakeholder in education, communication, and public policies. The faith and support of our companies in these efforts are our greatest source of motivation. With the hope of achieving much greater success together, we extend our best regards.

Hayrettin ÖZAYDIN

Chairman of the TUYAD Board of Directors

TUYAD is the leading organization of the satellite industry.

INNOVATIONS IN SATELLITE AND COMMUNICATION TECHNOLOGIES PUBLIC–PRIVATE SECTOR STRATEGIES

- Our association will resolutely continue its efforts in 2026 with the goal of strengthening our country's communication and broadcasting infrastructure, developing domestic technologies, and increasing the global competitiveness of our sector. In this direction, multidimensional projects are being developed in the fields of 5G, terrestrial broadcasting, satellite technologies, and digital transformation.
- Our efforts to establish a public–private sector partnership model in the areas of 5G technology and television broadcasting are ongoing. Within this scope, strategic planning activities are being carried out in cooperation with sector representatives, public institutions, and academic circles. Our aim is to support the rapid and secure implementation of next-generation satellite and communication technologies in our country.
- With an awareness of the importance brought to the sector by DVB-T2 technology, our work on the second-generation terrestrial digital broadcasting system continues. This system offers high efficiency in signal transmission, superior image quality, and effective frequency management. As TUYAD, we aim to create new market opportunities for the sector by developing partnerships with current and potential broadcast providers.
- The DAB+ digital radio system, which has been implemented in our country, will enable the renewal of over 30 million vehicle radio systems and the formation of new market areas. As TUYAD, we organize industry information meetings and continue awareness activities in cooperation with public institutions.

- During the process of developing broadband internet infrastructure for low Earth orbit (LEO) satellites, partnership and project development activities will continue in the areas of payload design, carrier satellite production, and the enhancement of domestic manufacturing capacity. The TUYAD Low Earth Orbit Satellite Commission plans to submit project applications to TÜBİTAK TEYDEB regarding 6U/12U cube satellite design and production, as well as the development of modular cube satellites.
- As in television broadcasting, the cooperation carried out with PTT KULE A.Ş. within the scope of the digital transition of radio broadcasting continues to provide the momentum that the sector has long awaited. This initiative will accelerate the modernization of broadcasting infrastructure and transform our country into a regional hub for digital broadcasting.
- In 2024 and 2025, a seminar titled “Satellite Technologies and Emergency Response in Disasters: The Only Alternative and Ultimate Rescuer!” was organized, informing students and sector representatives about the subject. In line with the 2026 event calendar, TUYAD plans to continue its training and seminar programs under the same theme – focusing on satellite technologies and VSAT systems. The purpose of these programs is to promote the effective use of satellite technologies in disaster management and crisis communication processes.
- TUYAD continues its joint activities with SAHA Istanbul and SASAD. In addition, initiatives are ongoing to ensure the participation of leading organizations in our defense industry – such as TUSAŞ, TAI, ASELSAN, and HAVELSAN – in sectoral collaborations. Within this framework, our goal of increasing the number of companies holding national and NATO security certificates will continue in 2026.
- The TUYAD Informatics Commission plans to organize training and seminar programs in 2026 on operating systems, telecommunications and network systems, the Internet of Things (IoT), artificial intelligence and data usage, and cybersecurity. Through these programs, it is aimed to help our members adapt to the digital transformation process and gain a competitive advantage. The TUYAD 5G and Industrial Transformation Committee aims to ensure the widespread, secure, and domestic implementation of 5G technologies within Turkey’s communication and industrial ecosystem. Throughout 2026, strategies, projects, and collaborations will be developed to accelerate industrial transformation; and the transition processes to 5G-based automation, data management, and network infrastructure in industrial production will be supported.

TUYAD works to advance our country’s electronics industry.

ELECTRONICS INDUSTRY SECTOR DEVELOPMENT AND AWARENESS STRATEGIES

- TUYAD will continue its multifaceted efforts to support the sustainable growth of our electronics industry, to increase environmental responsibility awareness, and to implement regulations that will ease the economic burden on the sector.

- As TUYAD, we aim to raise awareness of electronic waste management among brands operating in the retail sector. In this context, information campaigns to increase public awareness about TV and electronic product waste, awareness materials and training activities at retail sales points, and collaborations to promote recycling and sustainable production awareness across the sector are being planned. Our goal is to reduce the environmental impact of the electronics industry and to support the eco-friendly transformation of brands.
- The high taxes and TRT banderol fees applied to basic electronic products such as televisions and set-top boxes negatively affect both the development of the sector and consumer accessibility. Accordingly, TUYAD continues its initiatives before the Ministry of Treasury and Finance and the Revenue Administration to have the TRT banderol fee, Special Consumption Tax (ÖTV), and other high taxes re-evaluated, and to establish a fairer and more competitive tax structure for the sector. The purpose of these initiatives is to ease the financial burden on both producers and consumers and to enhance the sector's competitiveness in the domestic market.
- With the widespread adoption of smart technologies, TUYAD has established Smart Stick usage standards and implemented the TUYAD Certification System for these products. This system encourages more compact, energy-efficient, and user-friendly solutions as alternatives to IP Boxes. Through the certification process, standardization has been achieved in areas such as product safety, energy efficiency, software compatibility, and user experience, creating a reliable ecosystem for both manufacturers and users.
- Regarding TÜRKSAT's TKGS (Türksat Channel Update System) software, significant studies are being carried out in line with demands from the sector. As TUYAD, we plan to continue working with TÜRKSAT to make channel scanning systems more comprehensive and user-friendly, while improving broadcast continuity and system security. These developments will enable users to enjoy a faster, easier, and more stable broadcasting experience, while also strengthening the technical infrastructure of broadcasting organizations.
- TUYAD is determined to produce sustainable solutions both environmentally and economically for the development of our electronics industry. Through our work on tax regulations, environmental awareness, technical standards, and software infrastructures, we aim to transform our sector into a stronger, more innovative, and more competitive structure.

TUYAD protects the rights of television broadcasters and platform representatives in our country.

BROADCASTING, PAY TV PLATFORMS, and CONTENT DISTRIBUTION STRATEGIES

- Our association continues its efforts with determination to preserve fair competition in the broadcasting sector, promote legal content consumption, and support the sustainable growth of digital platforms.
- One of the most significant problems faced by Pay TV platforms is illegal broadcasting activities, which are critically important for the sustainability of the industry. As TUYAD, we plan to continue contributing to the development of effective policies in the fight against piracy by working in coordination with RTÜK, BTK, and other relevant public institutions. Reports containing recommendations to increase subscription continuity are being prepared, sectoral consultations are being held to create new models that will enhance user experience, and awareness activities are being planned to promote licensed content consumption on digital platforms. The goal is to create a fair and sustainable digital broadcasting ecosystem that protects the rights of both content producers and broadcasters.
- The Hotel TV and FULL TV projects, in line with modern broadcasting principles, provide services through RTÜK-licensed content distribution systems that do not require antennas or cables. These projects aim to ensure legal, uninterrupted, and high-quality content access, especially in the hospitality sector and public viewing areas. As TUYAD, we will continue our efforts to improve the technological infrastructure of these projects, encourage greater participation of domestic content producers on these platforms, and expand digital broadcasting through joint public-private sector initiatives.
- TUYAD aims to accelerate the digital transformation of the broadcasting industry in our country, eliminate illegal broadcasting, and strengthen revenue sustainability by increasing the consumption of licensed content. In line with this vision, it is planned to contribute to the creation of a fair and innovative broadcasting ecosystem through cooperation with Pay TV platforms, content producers, and regulatory authorities.

TUYAD is against unfair competition, illegal broadcasting, and unregistered practices.

TKGS

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SUNNY

OLIMPIA

Goldmaster

Amstrad

STAYTECH

VESTEL

dream

REDLINE

FOWELL
ideas for technology

KAMOSONIC

DIGILINE

KORAX

TECHNOBOX

HERZ

DIGIPOLL

Jameson

MEGASAT

KAWAI

ShowMax

Next & NextStar

botech

CVS

SONIX

HIZIL
ELEKTRONİK
Kırsal Elektrik Kısımları Üreticileri

Allbox

SAMSUNG

Southline

PREMIER

KAON

ROSE

SUPERMAX
SATELLITE SYSTEMS

ANISTAR

WISMANN

ATOMSAN

beko

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microstar

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CONTI

SUNGATE

MAGBOX

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ONVO

FLAT

PHILIPS

HUMAX

LG

GRUNDIG

MOONSTAR

FULL TV

OUR PROJECTS



e-bandrol

TAZIS | Türkiye Acil Zamanlar
İletişim Sistemleri

 **ratemetre**

TUYADCON
SATELLITE - TELECOMMUNICATION - DEFENCE

Akılçelen
projelet




LOW EARTH ORBIT AND
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VISION

FULL TV

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