TUYAD

TELECOMMUNICATION SATELLITE AND ELECTRONIC INDUSTRIALISTS BUSINESS PEOPLE ASSOCIATION

together
26 *years*

TUYAD (Telecommunications Satellite and Electronic Industrialists Business People Association) is a non-profit non-governmental organization founded in Istanbul in 2001 by companies operating in the satellite TV sector.

The association includes Turkey's leading satellite operators, TV platforms, satellite receiver manufacturers, infrastructure equipment producers, and service providers.

TUYAD's main goal is to contribute to the development of the satellite and broadcasting sector in Turkey, to encourage sectoral cooperation, and to strengthen information sharing among its member companies. The association offers various services to its members free of charge and, through its events, establishes direct contact with public institutions to convey members' industry-related demands and concerns to the relevant authorities.

As of 2022, TUYAD represents 52 member companies and has contributed to exports totaling approximately 17 billion USD in the same year. With its strong representation in the industry and technical expertise, TUYAD's opinions and reports are frequently referenced in circulars and practices prepared by regulatory bodies.

TUYAD supports the use of satellite technologies, which directly or indirectly impact about 60% of daily life and enhance quality of life. Believing in the importance of effective use of satellites in integrated systems alongside other evolving communication solutions, the association carries out technical and regulatory work in this field. TUYAD also plays an active role on the international stage as the Turkey partner of the Global VSAT Forum (GVF).

Aiming to promote women's employment, TUYAD organizes various meetings for women working in the sector and engages in discussions with female executives on industry and social issues.

Satellite TV systems, which first introduced high-definition (HD) broadcasts to end-users and are now preparing to pioneer QFHD broadcasts, play a strategic role not only in broadcasting but also in global communication. Bearing the responsibility of being the common voice of such a vital industry, TUYAD represents its members and the sector at both national and international levels.

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A: Atatürk Mh. Ertuğrul Gazi Sk.
Metropol İstanbul Sitesi
C1 Blok 16.Kat No:269
34758 Ataşehir / İstanbul

M: +90 553 228 98 60
T: +90 216 514 64 01
E: bilgi@tuyad.org

tuyaddernegi
tuyaddernegi
www.tuyad.org