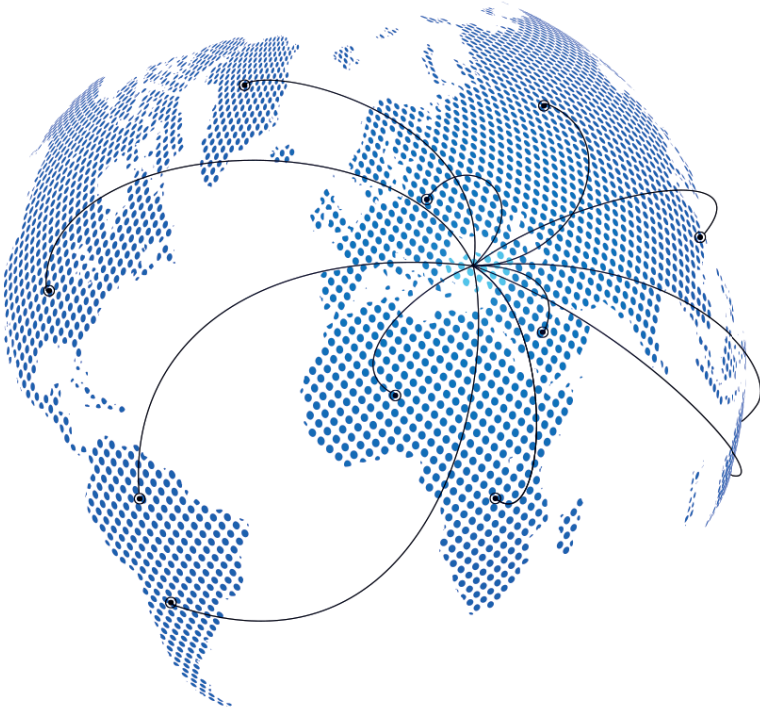


TRT

& ITS VISION





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About TRT

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- International Digital Platform «tabii»
- International News Services of TRT
- TRT Academy
- International Expansion of TRT's Content
- TRT Co-production Films
- Int'l Strategic Media Forums and Events



ABOUT TRT

ABOUT TRT-AT A GLANCE

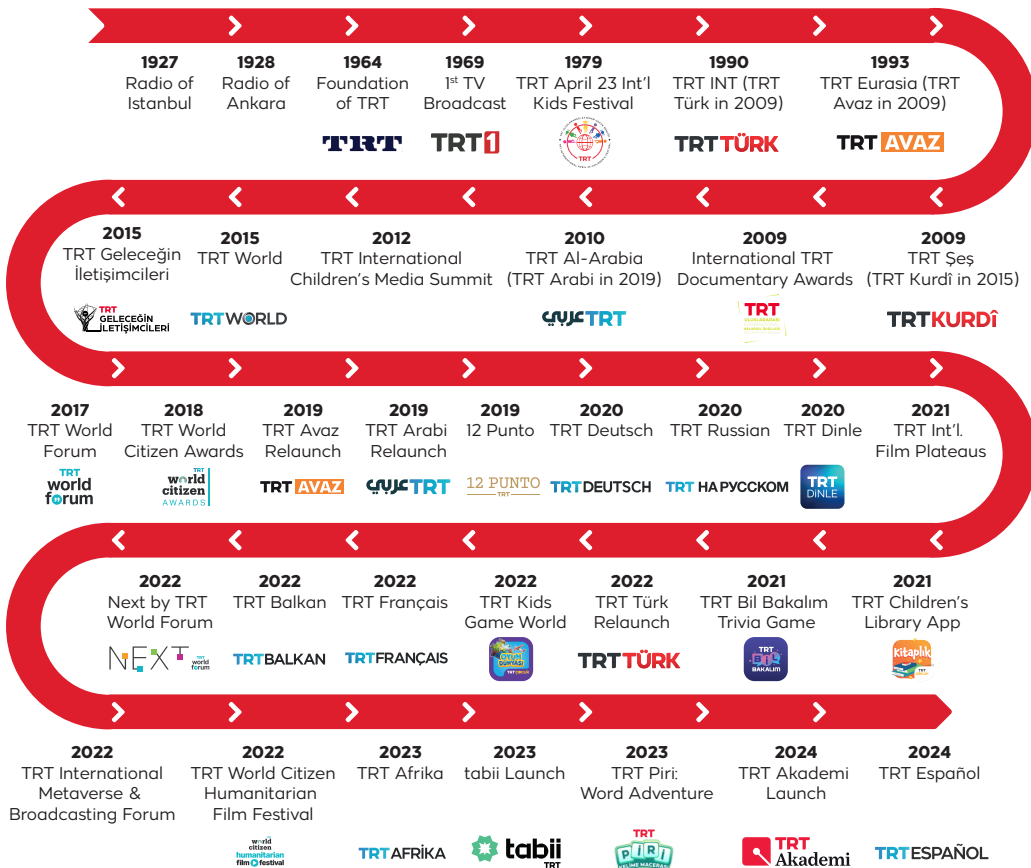
TRT is the first and only public broadcaster of Türkiye



TRT has been carrying out its activities, which are based on nearly 100 years of radio experience and 60 years of TV experience, in **41 different languages, dialects and alphabets via 17 TV channels, 17 radio channels, printed magazines, digital platforms & digital applications and national & int'l strategic media forums and events** that reach millions of audience from all over the world.

ABOUT TRT - TRT'S KEY MILESTONES

TRT has been reaching key milestones to drive international influence and digitalization.



ABOUT TRT - TRT'S MISSION & VISION

TRT's Vision: Influence in International Level and Digitalization



MISSION

Carry out **broadcasting-oriented** activities that create influence in **international level** to **reflect ideals and common values of humanity**.

OUR MOTTO

TRT: Embracing Memory, Shaping Tomorrow

VISION

We work to build a brand that is **digitalized**, the **leader** in all platforms its performing and create influence in **international level**.

OUR FOCUS

Internationalization and Digitalization

ABOUT TRT - TRT'S STRATEGIC PILLARS

TRT's Strategic Pillars: Being at the top in Broadcasting, Corporate Development and Productivity.

OUR STRATEGIC PILLARS



BEING AT THE TOP IN BROADCASTING

We create «International Impact» with our content.

- To deliver our content to the whole world and make it popular.
- Providing innovative content and original formats for viewer/listener-centered and discovery-oriented broadcasting
- Improving production and broadcasting processes with high technology
- Contributing to the development of the broadcasting ecosystem, including international collaborations



CORPORATE DEVELOPMENT

We constantly improve ourselves with all our components.

- Increasing the value created by our employees and human resources
- To elevate the corporate brand value to higher levels both domestically and internationally
- Improving internal organizational processes structurally, procedurally, and technologically.



PRODUCTIVITY

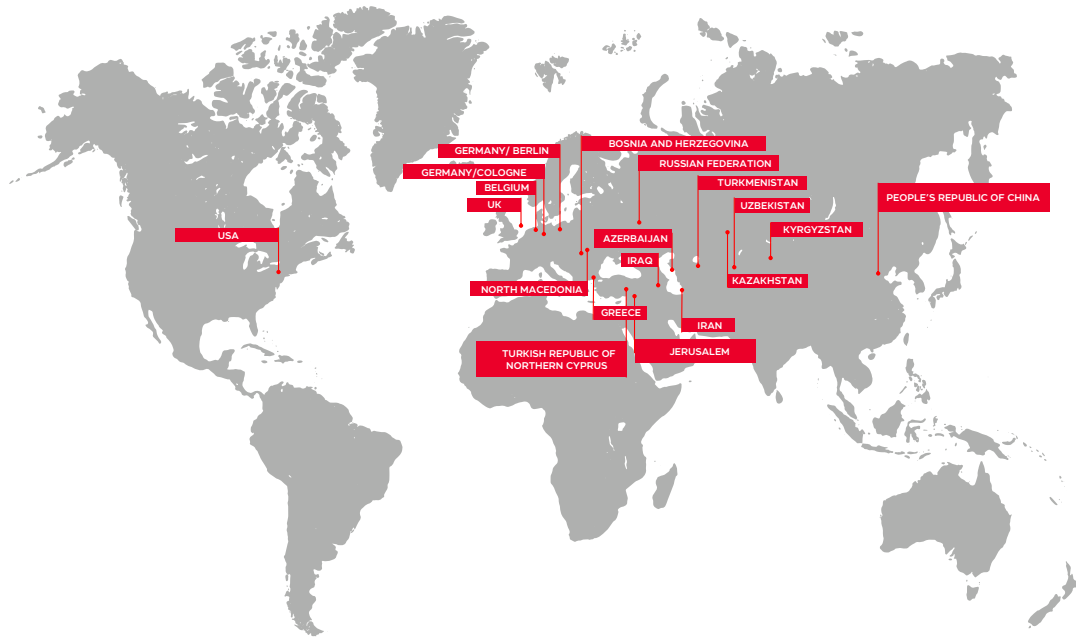
We turn the gains from broadcasting back into a source that will further improve broadcasting.

- Increasing our revenues to contribute to our broadcasting goals
- Managing our costs effectively from a cost-benefit perspective

ABOUT TRT - TRT BUREAUX WORLDWIDE

TRT has 19 bureaux in 18 different countries around the world.

TRT



TRT'S TV CHANNELS - LOCAL

With 12 domestic TV channels, we broadcast to Türkiye

TRT

TRT1
Flagship & Generalist TV Channel, Drama and Entertainment Focus
Most viewed and preferred family oriented, historical and high-end drama series

TRT2
Thematic TV Channel, Arts & Culture Focus

TRT HABER
News and Informative TV Channel, Bulletin, Current Affairs & Interview Focus
Most viewed and reliable news channel

TRTBELGESEL
Thematic TV Channel, Documentary/Factual Focus
Most viewed documentary channel with high-end and human centric documentaries

TRTSPOR
Main Sports TV Channel, Football-heavy focus
Most viewed sports channel

TRTÇOCUK
Thematic TV Channel, Kids (Cartoons, Informative etc.) Focus
Most viewed and reliable kids channel preferred by both parents and kids

TRTSPOR*
Sports TV Channel, Focus on all branches of sports incl. amateur branches

TRT ÇOCUK
Thematic TV Channel, Kids (Religious themes and animation) focus

TRT Müzik
Thematic TV Channel, Music (Live, concerts, playlist tc.) Focus

TRT eba
Education TV Channel in Partnership w/ National Education Ministry

TRT3
Co-broadcast TV Channel btw. Senate TV and TRT Sports

TRT4K
First and only free 4K (UHD) channel in Türkiye

TRT'S TV CHANNELS - INTERNATIONAL

With 5 International TV channels, we broadcast to the World.

TRTWORLD
Worldwide TV news channel broadcasting in English
«Where People Become Inspiration»
«Where News Inspires Change»

TRTTRT
TV news channel broadcasting to MENA region in Arabic
«With Human, Wherever It is»








TRTTÜRK
Generalist diaspora TV channel focusing on Turkish people worldwide with content in Turkish

TRT AVAZ
Generalist TV channel focusing on Central Asia with content in Turkish, Russian and Central Asian Languages

TRTKURDİ
Generalist TV channel focusing on Kurdish speaking regions with content in Kurdish

TRT'S RADIO CHANNELS - LOCAL







With 11 Radio Channels*, we broadcast to Türkiye.

 <p>Music-focused national radio channel with emphasis on pop and contemporary music</p>	 <p>Music-focused national radio channel with emphasis on pop and contemporary music</p>	 <p>Music-focused domestic radio channel with emphasis on modern & classical western music</p>
 <p>Music-focused domestic radio channel with emphasis on Turkish folk music</p>	 <p>Music-focused domestic radio channel with emphasis on Turkish classical music</p>	
 <p>5 regional radio channels broadcasting limited time during day</p>	 <p>National news radio channel with original content and periodical co-broadcast with TRT News TV channel</p>	

*5 different regional radio channels are gathered under the title of «TRT Radyo».

TRT'S RADIO CHANNELS - INTERNATIONAL









With 6 Radio Channels, we broadcast to the World.

 <p>A radio channel broadcasting in 37 languages to various regions in the World</p>	 <p>Generalist radio channel broadcasting to Turkish people in Europe</p>
 <p>Radio channel broadcasting TRT World TV content in audio domestically</p>	 <p>Generalist radio channel broadcasting to Turkish people in the World</p>
 <p>Radio channel broadcasting TRT Arabi TV content in audio domestically</p>	 <p>Generalist radio channel broadcasting to Kurdish speaking regions in Kurdish</p>

TRT






TRT'S INTERNATIONAL DIGITAL NEWS PLATFORMS

TRT has 8 international digital news platforms reaching all over the world.

 <p>Worldwide digital news platform, content in English</p>	 <p>Digital news platform, content in Arabic</p>	 <p>Digital-only news platform focusing on German speaking countries, content in German</p>	 <p>Digital-only news platform focusing on Russia, content in Russian</p>
 <p>Digital-only news platform focusing on France, content in French</p>	 <p>Digital-only news platform for Balkan region, content in BSHC, Albanian, Macedonian</p>	 <p>Digital-only news platform for Afrika, content in Swahili, Hausa, English and French</p>	 <p>Digital-only news platform for Spanish speaking countries, content in Spanish</p>

TRT'S DIGITAL ASSETS – APPLICATIONS AND GAMES

TRT has a wide variety of new media channels from games to library for kids.

 <p>Different types of audio content (songs, audiobooks, radio theatres, shows/concerts)</p>	 <p>Trivia app focused on vocabulary games</p>	 <p>TRT Piri: The Word Adventure: Trivia-adventure gaming app focused on vocabulary puzzles</p>
 <p>TRT Kids Game World: 40+ different games including trivia, sport, action, entertainment etc.</p>	 <p>TRT Children's Library App: Digital library app for kids with the aim of developing imaginary World, also includes animations, activities and games</p>	

TRT'S WORLDWIDE AND LARGE SCALE INITIATIVES

INTERNATIONAL INFLUENCE AND DIGITALIZATION

Highlights from recent years

INTERNATIONAL DIGITAL PLATFORM

TRT GLOBAL STREAMING SERVICE

What is tabii?

tabii is a **family friendly** and **value based** streaming service built on TRT's **award-winning** and globally acclaimed **storytelling**.

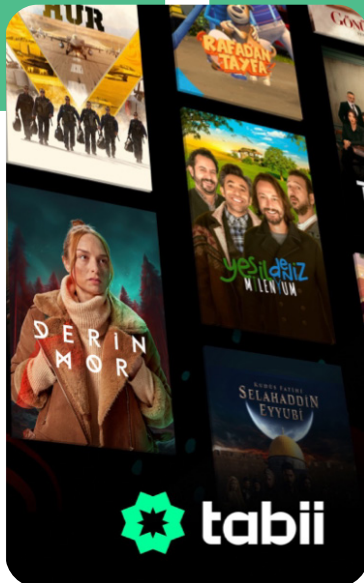
tabii's strategy amid global streaming platforms

tabii dares to put the spotlight on stories that **reflect a more diverse audience** than what is available in the mainstream.

tabii's goals

It is our goal to be the digital home for high-quality, family-friendly and value-based content that reflects the diversity of the world in which we live.

tabii is not just a platform; it is a haven for creators, a sanctuary for stories that deserve to be told, and a harbor for the voices that deserve to be heard.



INTERNATIONAL DIGITAL PLATFORM

TRT GLOBAL STREAMING SERVICE



tabii's Content and Success

With its content over 20.000 hours and over 30 original productions, tabii's subscribers exceeded 4 million in the first year. Also, total number of downloads from application stores reached over 4 million.

tabii's high quality content can be enjoyed by viewers dubbed and subtitled in Turkish, English, Spanish, Arabic and Urdu. More language options will be available soon to further expand tabii's reach.



INTERNATIONAL DIGITAL PLATFORM
TRT GLOBAL STREAMING SERVICE



TRT'S INTERNATIONAL NEWS
TRT WORLD TV CHANNEL

We are delivering trusted news to whole world via TRT World



24 24/7 English broadcast

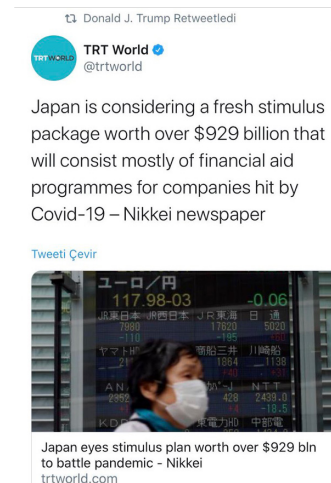
News from over **70** different countries

2 different broadcast locations and studio centers

190 country networks

TRT'S INTERNATIONAL NEWS
TRT WORLD DIGITAL NEWS PLATFORM

TRT World has been creating international influence among highest ranking officials and institutions around the world



TRT'S INTERNATIONAL NEWS
TRT WORLD DIGITAL NEWS PLATFORM

We are the voice of people the Global South & oppressed minorities in the Western World.



TRT'S INTERNATIONAL NEWS
TRT ARABI TV CHANNEL

TRT Arabi makes the voice of the oppressed to be heard in the World and reads the world agenda objectively and realistically.



24/7 Arabic broadcast

Followers in more than 30 countries

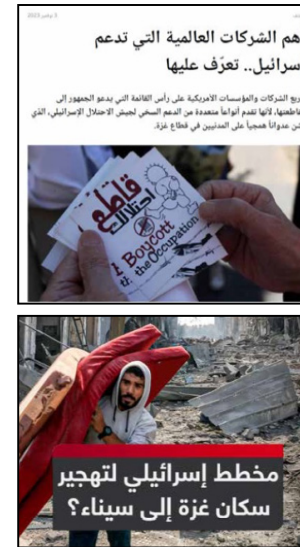
Audience - ~450 million Arabic speakers in the world

News from at least **24 different countries**

Active on 7 social media platforms

TRT'S INTERNATIONAL NEWS
TRT ARABI DIGITAL NEWS PLATFORM

TRT Arabi makes the voice of the oppressed to be heard in the World and reads the world agenda objectively and realistically.



Significant highlights from the Region.



Cultural Richness of Türkiye



Highlights from the World



Infographics about education, technology, etc.

**TRT'S INTERNATIONAL NEWS
TRT DEUTSCH DIGITAL NEWS PLATFORM**

TRT Deutsch is delivering accurate, reliable and fast news in German speaking countries.



24 TRT Deutsch is an **online** news platform that deals with current issues from around the world.

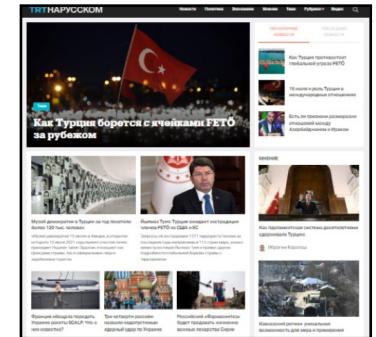
TRT Deutsch reports from its multicultural office in **Berlin**, the capital of **Germany**.

The focus is on **Germany and Austria** - with an attention on the social, economic and political problems of our time.

TRT Deutsch reaches its audiences via digital platforms **YouTube, Facebook, X, Instagram, TikTok** and **Telegram** that have hundreds of thousands of followers & subscribers and hundreds of millions of reach & engagements.

**TRT'S INTERNATIONAL NEWS
TRT RUSSIAN DIGITAL NEWS PLATFORM**

TRT Russian is delivering accurate, reliable and fast news to Russian speaking people of the world.



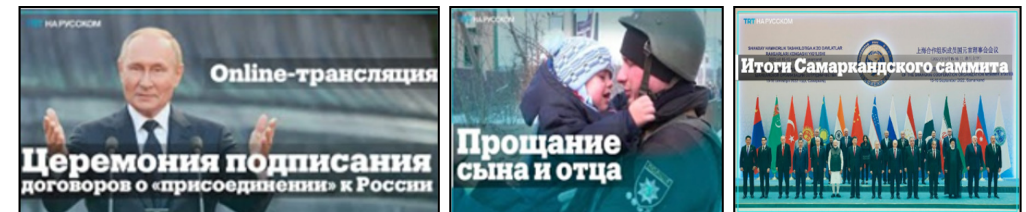
24 Over 300 million content views

Audience - 258 million Russian speakers in the world

Followers in more than 50 countries

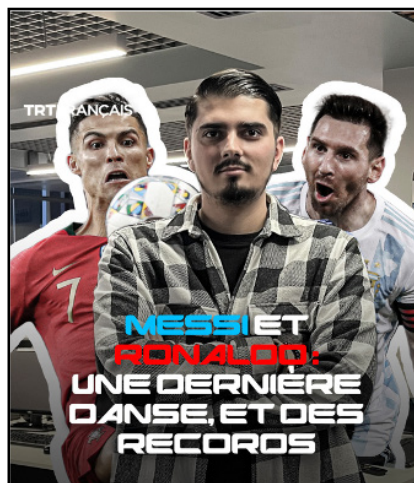
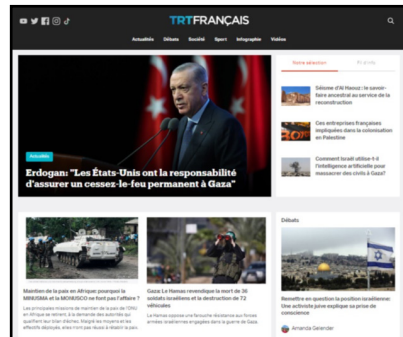
Active on 7 social media platforms

Top news from Russia including recent political, economic and humanitarian developments



**TRT'S INTERNATIONAL NEWS
TRT FRANÇAIS DIGITAL NEWS PLATFORM**

TRT Français started its operations in early April 2022 and covered topics such as, the election process in France, 2022 World Cup, political and economic agenda of Europe extensively via its website and social media platforms.



2022 Qatar World Cup



What's happening in France?



General Election in France

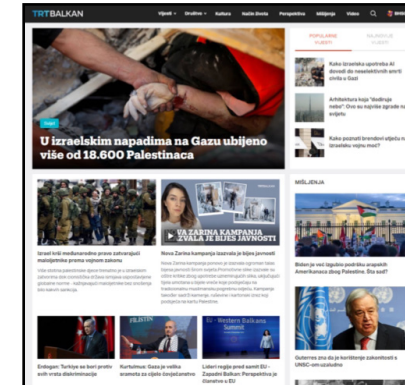


Cultural Richness of Türkiye

TRT

**TRT'S INTERNATIONAL NEWS
TRT BALKAN DIGITAL NEWS PLATFORM**

TRT Balkan started its operations in June 2022 and has been delivering highlights from Balkan countries in BHSC, Albanian and Macedonian.



Top news about economies of Balkan countries



Informative Contents



Highlights from Türkiye



Culture and arts in Balkan countries

TRT

**TRT'S INTERNATIONAL NEWS
TRT AFRIKA DIGITAL NEWS PLATFORM**

TRT Afrika started its operations in March 2023 and has been delivering highlights from Africa in Swahili, Hausa, English and French.



**TRT'S INTERNATIONAL NEWS
TRT TRT ESPAÑOL DIGITAL NEWS PLATFORM**

TRT Español is set to launch on April 26, aims to reach 560 million Spanish speakers across 21 countries.



Recognising the shared cultural interests between Spanish-speaking and Turkish societies, TRT Español is crafted to forge fresh connections by weaving stories that intertwine the cultures of Spain, Latin America and Türkiye.



Top news about economy of Africa



Informative Contents



Highlights from Türkiye



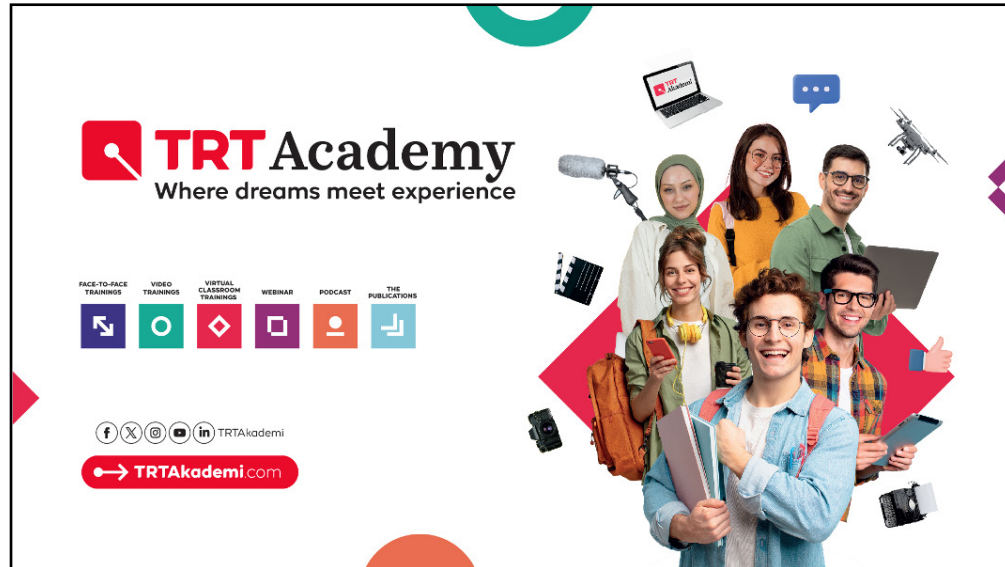
Culture and arts in Africa



TRT ACADEMY

TRT Academy aims to share TRT's experience in broadcasting with students, new graduates, professionals, public and private corporations in a systematic, innovative, and pioneering platform.

TRT



Online and **face-to-face** trainings, live lessons, podcasts, webinars



Measurement, evaluation and **certification** for all courses



25 online trainings in 10 main topics and 23 face-to-face trainings in 9 main topics are available on online platform

Main training topics on media, broadcasting and communication area: Journalism, mobile journalism, television, radio and digital broadcasting, sports media, documentary, language, technical.

 Active on 7 social media platforms

TRT'S INTERNATIONAL MEDIA TRAININGS

TRT shares its expertise and experience in media, communication and broadcasting via international media trainings.

TRT



International Trainings

137 trainings **114** countries
3.050 Participants (Media Professionals and Students)

*Between 2015 and April 2024

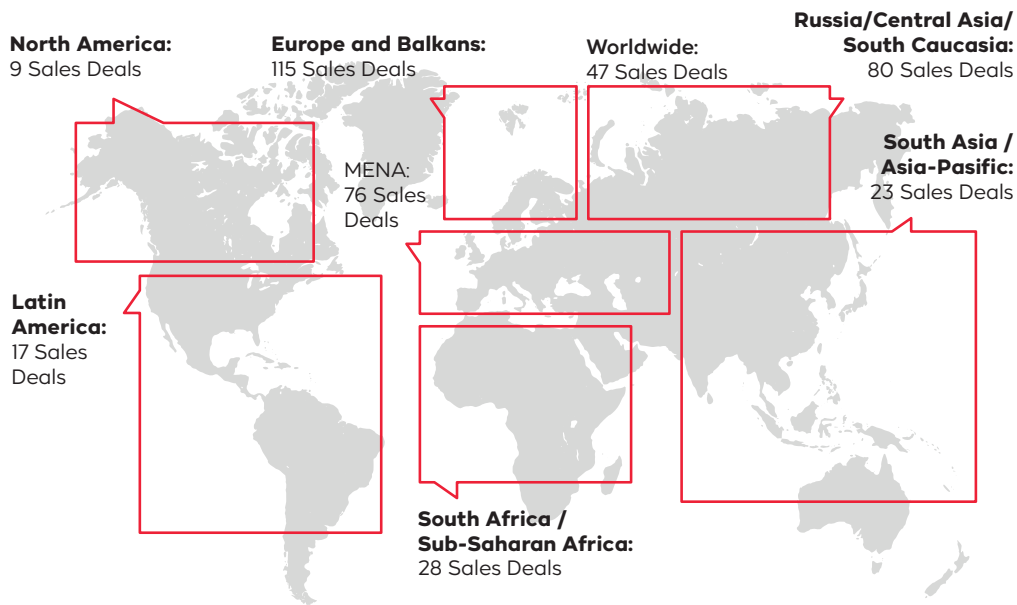


FEATURED TRAINING FIELDS

Television Broadcasting
Radio Broadcasting
News Media & Broadcasting
Digital Media

INTERNATIONAL EXPANSION OF TRT'S CONTENT - TRT'S DRAMA SALES

395 TRT Drama sales in 5 years: Türkiye's Soft Power



TRT

INTERNATIONAL EXPANSION OF TRT'S CONTENT

Success of TRT's international YouTube channels in Urdu, English, Arabic and Spanish languages is a proof of TRT content's global reception.

TRT



tabii Urdu
20 Million Subscribers
9,7 Billion Views



tabii watch
2,98 Million Subscribers
52,6 Million Views



tabii Arabic
2,34 Million Subscribers
10,7 Million Views



tabii Español
318K Subscribers
4,9 Million Views

*Figures are as of April 4, 2024

INTERNATIONAL EXPANSION OF TRT'S CONTENT TRT'S DRAMA SALES

395 TRT Drama sales in 5 years: Türkiye's Soft Power

Our featured dramas, Saladin: The Conqueror Of Jerusalem, The Shadow Team, Come What May and An Anatolian Tale and they are the just a few of TRT Content watched and loved by millions all over the world. They are extremely popular in Middle East, South America, The United Arab Emirates and the Balkans.

SOME OF OUR CONTENT THAT STANDS OUT IN SALES IN 2023



The Great Seljuks: Alparslan

- Bein MENA (MENA Countries)
- Dubai Media (MENA Countries)
- AAN TV (Pakistan)
- Tricolor TV (Russia)

Secrets of an Angel

- Pro TV SRL (ACASA, ACASA GOLD and VOYO, RO, Romania)
- Nova TV (NOVA BROADCASTING GROUP EOOD, Bulgaria)
- Nova TV / Doma TV (Croatia)
- Teleamazonas (Ecuador)

The Town Doctor

- OBN (Bosnia and Herzegovina)
- Super TV2, Izaura TV (Hungary)
- SONY Channels (Latin and Central America)

An Anatolian Tale

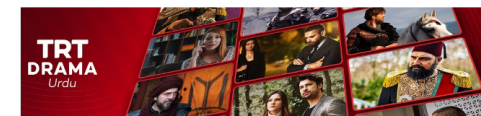
- Tricolor (Russia)
- Ictimai TV (Azerbaijan)
- Hayat TV (Bosnia and Herzegovina)

The Shadow Team

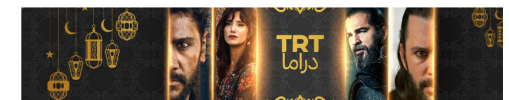
- OBN (Bosnia and Herzegovina)

INTERNATIONAL EXPANSION OF TRT'S CONTENT

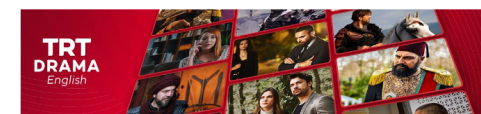
Success of TRT's international YouTube channels in Urdu, English, Arabic, Spanish and Farsi languages is a proof of TRT content's global reception.



TRT Drama Urdu
824K Subscribers | 21,7 Million Views



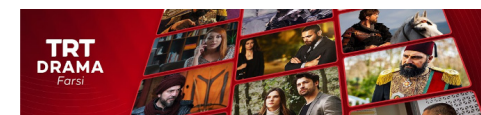
TRT Drama Arabic
1,13 Million Subscribers | 2,1 Billion Views



TRT Drama English
449K Subscribers | 1 Billion Views



TRT Drama Español
148K Subscribers | 122,5 Million Views



TRT Drama Farsi
55K Subscribers | 32,3 Million Views

*Figures are as of April 4, 2024

TRT CO-PRODUCTION FILMS HIGHLIGHTS FROM 2023

TRT

TRT CO-PRODUCTION FILMS HIGHLIGHTS FROM 2023

TRT



In 2023, a total of 37 TRT Co-Produced films participated in a total of 304 festivals around the world and won **128 awards**.



Cannes Film Festival

Premiere

Best Actress Award

Participation in 7 Festivals 3 Awards



Cannes Film Festival

Premiere

European Film Awards

Best Original Score Award

Participation in 9 Festivals

3 Awards

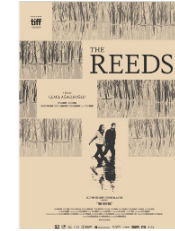


Venice Film Festival

Premiere

Special Jury Prize and 6 more awards

Participation in 45 Festivals 19 Awards



Toronto Film Festival

Premiere

Participation in 3 Festivals



Participation in 33 Festivals

17 Awards



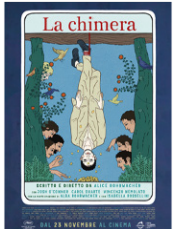
Karlovy Vary International Film Festival

Premiere

Crystal Globe Award for Best Film and

2 more awards.

Participation in 22 Festivals 24 Awards



Cannes Film Festival

Premiere

European Film Awards

Best Production Design Award

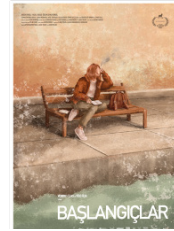
Participation in 11 Festivals 5 Awards



Venice Film Festival

Premiere

Participation in 15 Festivals 4 Awards



Tallinn Black Night Film Festival

Premiere

Special Jury Prize



At the 95th Academy Awards held in 2023, TRT co-production "Triangle of Sadness" was nominated for an Oscar in three categories.



Participation in 12 Festivals

4 Awards



Tokyo Film Festival

Premiere

Participation in 4 Festivals

STRATEGIC MEDIA FORUMS AND EVENTS TRT WORLD FORUM

TRT World Forum is a premier gathering that brings together global leaders in Istanbul, Türkiye.

TRT World Forum is a unique global platform, which places people at the centre of the story, brings the unspoken issues to the forefront of the international agenda, and focuses on the responsibility of the media in an ever-changing world.



The event is an opportunity for academics, journalists, politicians and members of civil society to grapple with the challenges of our time and contribute to advancing peace, security and prosperity throughout the World.

We seek to become a platform for discussion where all voices, including those of the oppressed and the silenced, will have the opportunity to have their voices heard in the decision making process.

YEAR THEME

- 2017** Inspiring Change in an Age of Uncertainty
- 2018** Envisioning Peace and Security in a Fragmented World
- 2019** Globalisation in Retreat: Challenges and Opportunities
- 2020** Shifting Dynamics: The International Order in a Post-Pandemic World
- 2021** Power and Paradox: Understanding Grand Strategy in the 21st Century
- 2022** Mapping the Future: Uncertainties, Realities and Opportunities
- 2023** Thriving Together: Responsibilities, Actions, and Solutions



TRT

STRATEGIC MEDIA FORUMS AND EVENTS NEXT BY TRT WORLD FORUM

Next by TRT World Forum encourages and inspires young people to take responsibility in shaping the future and building a sustainable world by combining their experiences and skills.

NEXT by TRT World Forum aims to provide an international platform where young pioneering journalists, academics, activists, NGO members and entrepreneurs can voice and exchange ideas while addressing the most controversial issues of our time to shape a more inclusive and sustainable future.



The interactions provided with the speakers and participants during the event are maintained by extending the event activities throughout the year. Substantial outcomes are delivered via projects and workshops organised throughout the event. Moreover, in line with the mission of TRT World Forum, we aim to bring together a diversity of voices and provide a platform for discussing the most important issues in our rapidly changing world.

STRATEGIC MEDIA FORUMS AND EVENTS TRT WORLD CITIZEN AWARDS

TRT awards individuals who have made worldwide contributions to their communities in five categories through the TRT World Citizen Awards, which is held annually.

TRT World Citizen, aiming to find solutions to global human issues and create awareness while contributing to societal transformation, is built on the belief that every global citizen can play a role in this transformation.

TRT World Citizen, a program that runs in accordance with TRT's dedication to broadcasting and social responsibility, encourages award recipients to share their stories to the world and inspire positive change.

The award ceremony brings together a diverse audience of government representatives, NGOs, artists, and academics.



STRATEGIC MEDIA FORUMS AND EVENTS TRT WORLD CITIZEN HUMANITARIAN FILM FESTIVAL

TRT

TRT World Citizen Humanitarian Film Festival has provided a platform for filmmakers to explore global humanitarian issues from a unique and creative perspective.

TRT World Forum is a unique global platform, which places people at the centre of the story, brings the unspoken issues to the forefront of the international agenda, and focuses on the responsibility of the media in an ever-changing world.



The many crises that affect our world, including war and violent conflict, global pandemic, the refugee and migration crisis, climate change and pollution, women's rights, hunger and food scarcity, homelessness, and poverty, have drastic impacts on the lives of billions around the world, most of whom remain unseen and unheard. The aim of our festival is to share the stories of these individuals and provide a platform to elevate their voices and narratives.



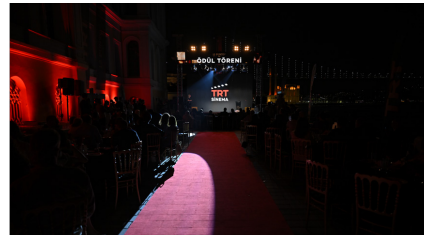
STRATEGIC MEDIA FORUMS AND EVENTS - 12 PUNTO

12 Punto is Türkiye's largest script development and co-production platform.

12 Punto aims to support projects at the scenario stage, to provide Turkish cinema with qualified scenarios, and to transform these projects into films. It brings the project owners together with the important names of the international film industry and supports the festival and distribution stages of the films.



12 Punto creates an environment for the transfer of experience by bringing together young people and masters.



STRATEGIC MEDIA FORUMS AND EVENTS TRT INTERNATIONAL DOCUMENTARY AWARDS

TRT

International TRT Documentary Awards is the traditional documentary festival of Türkiye's public broadcaster, TRT.

The purpose of the festival held every year is to support and promote documentary filmmaking through awards presented in national and international categories.

The International Documentary Awards aims to make stories that reflect humanitarian and universal values focusing on humanity, nature and cultural richness more visible and increase in number.



During the TRT Documentary Awards, which support amateur and professional documentary filmmakers both, special selection of submitted documentaries in all categories meet the audience. Worldwide documentaries are screened, masterclasses by directors are held, workshops and discussions about present and future of documentary making take place.



TRT

& ITS VISION