



tiAK

televizyon izleme arařtırmaları
anonim řirketi

www.tiak.com.tr

The Turkish TAM Journey

Extending Measurement to Rural Populations

5 September 2025

TİAK, which operates as a Joint Industry Committee (JIC), is a joint-stock company.

SHAREHOLDERS

Group A Shareholders

Advertisers Association (RVD)



Group B Shareholders

Advertising Agencies Association (RD)



Group C Shareholders

ATV
STAR TV
NOW
FLASH TV
TRT HABER

KANAL D
SHOW TV
KANAL 7
TRT 1
TEVE2

Group D Shareholders

NTV
BLOOMBERG
TV4
ÜLKE TV
HABERTÜRK
CNN TÜRK
TV8
KANAL A



The TİAK Board of Directors is composed as follows: one member represents the Advertisers Association (RVD), one member represents the Advertising Agencies Association (RD), and 13 members represent the television broadcasters.

A key operating principle is that all decisions are reached by consensus. The representatives from RVD and RD each hold a golden vote.

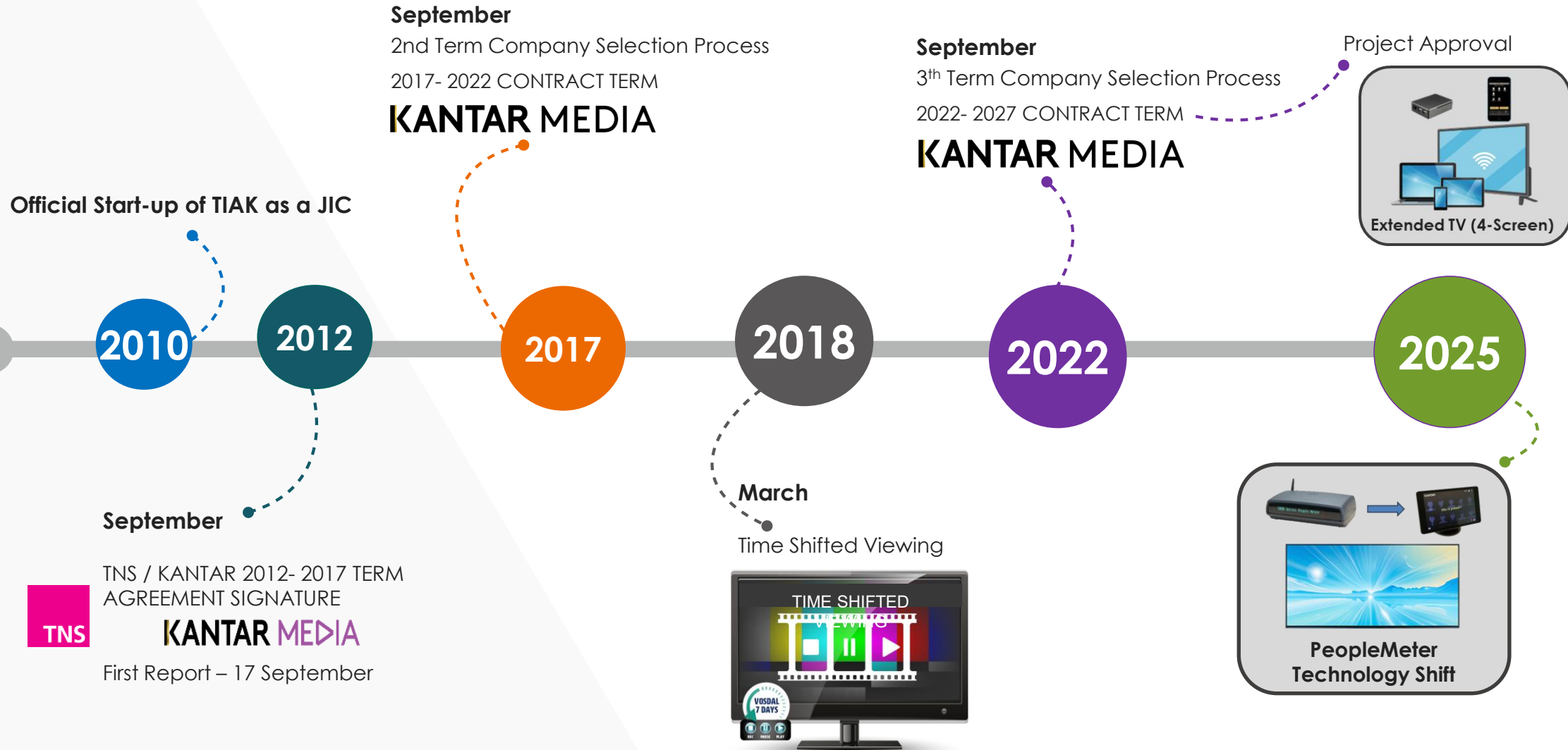
Channels and Agencies Receiving Rating Data from TİAK)

Media Planning Agencies		Channels Receiving Data Aggregated in 15-Minute Intervals		Channels Receiving Minute-by-Minute Data	
1	13 BRAVE MEDIA	1	A HABER	1	ATV
2	ARENA MEDIA	2	A SPOR	2	A2 TV
3	CEREYAN MEDYA	3	BENGÜTÜRK	3	BEYAZ TV
4	DENTSU AEGIS MEDYA	4	CNN TÜRK	4	CARTOON NETWORK
5	DONANIM MEDYA	5	FLASH HABER	5	DMAX
6	FAMILY MEDIA	6	HABER GLOBAL	6	KANAL 7
7	FKR MEDIA	7	HABERTÜRK	7	KANAL D
8	HAVAS MEDIA	8	HALK TV	8	MINİKA ÇOCUK
9	IMPACT MEDIA	9	KRT TV	9	NOW
10	INITIATIVE MEDIA	10	NTV	10	SHOW TV
11	LOTS İSTANBUL	11	SOZCU TV	11	STAR TV
12	MEDIA CLUB	12	TELE 1	12	TEVE2
13	MEDIACOM İSTANBUL	13	TGRT HABER	13	TLC
14	MEDIA GLORY	14	TH TÜRK HABER	14	TRT 1
15	MEDIA REPUBLIC	15	TRT BELGESEL	15	TRT ÇOCUK
16	MEDIA STORE	16	TRT HABER	16	TRT SPOR
17	MEDYA9	17	TRT KÜRDİ	17	TV4
18	MEDYACIZADE	18	TRT MÜZİK	18	TV8
19	MG MEDIA	19	TRT SPOR YILDIZ	19	TV8.5
20	MINDSHARE	20	TV 100	20	360
21	mSix&Partners	21	TYT TÜRK		
22	OC MEDIA	22	ULUSAL KANAL		
23	OMD MEDIA	23	ÜLKE TV		
24	PEOPLE COMMUNICATION				
25	PHD MEDIA				
26	PURPLE MEDIA				
27	SKALA MEDYA				
28	SOULECON MEDIA				
29	SPEED MEDIA				
30	STAFF MEDIA				
31	TIME				
32	UM MEDIA				
33	VİVAKİ MEDIA				
34	WAVEMAKER				
35	ZOOM İLETİŞİM				

Cost Share: 65%

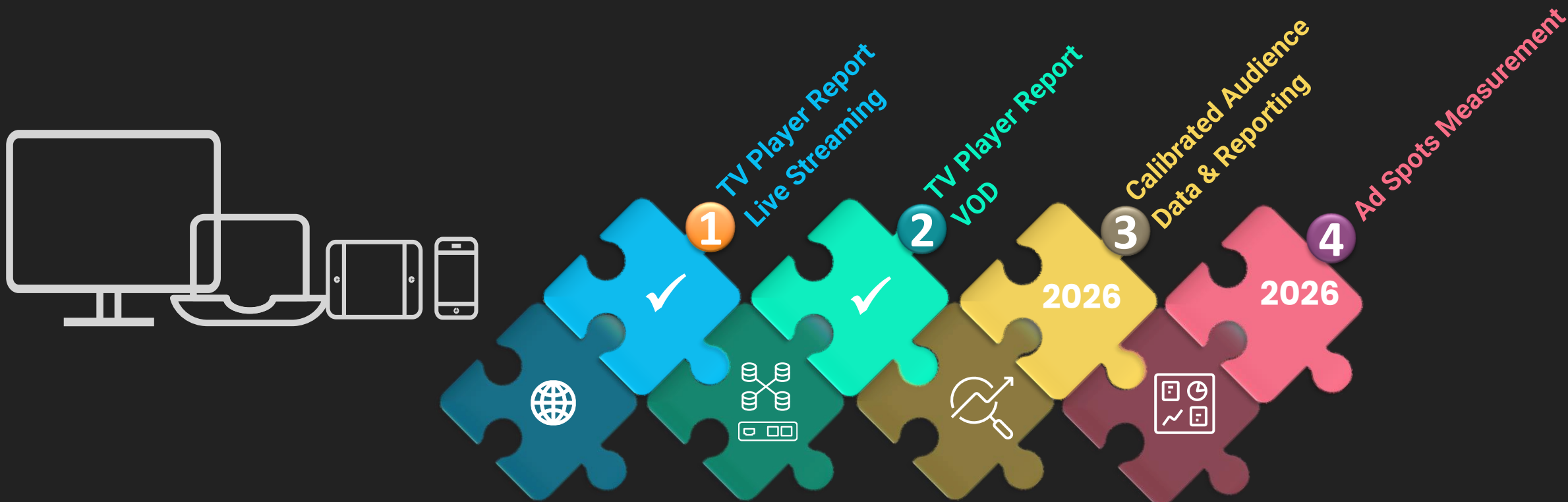
Cost Share: 10%

Cost Share: 25%



What is Next?

Extended TV (CMAM) Measurement Process



Panel Universe and the Need for Rural Expansion

The Law on the Establishment of Metropolitan Municipality in 26 Provinces (on top of already existed 4). Officially "rural" residential areas in 30 cities have become districts of the metropolitan municipality.



REGULATION
CHANGE

Universe redefined – People living residential areas with a minimum population size of 10.000

2012-2013

Universe:
20.000+ Urban
40 Provinces
Panel Size:
3,500 Households

2014-2015

Universe:
Rural + Urban
40 Provinces
Panel Size:
4,000 Households

2015-2016

Universe:
Rural + Urban
40 Provinces
Panel Size:
4,000 Households

2016-2017

Universe:
Rural + Urban
40 Provinces
Panel Size:
4,000 Households

2017-2018

Universe:
Rural + Urban
40 Provinces
Panel Size:
4,000 Households

2018-2025

Universe:
10.000+ Districts
40 Provinces
Panel Size:
4,000 Households

2025

Universe:
10.000+ Districts
81 Provinces
Panel Size:
4,000 Households

	Universe (000)					
Targets	2012-2014	2014-2015	2015-2016	2016-2017	2018-2025	Sept. 2025
Individuals 5+	48.376	55.723	56.933	57.279	58.367	78.873
Households	13.780	16.137	16.896	17.096	17.728	25.909

Individuals → +15%
HHs → +17%

History + The Effects of Rural Expansion on Universe
Figures

Individuals → +35%
HHs → +46%

Universe Definition Change:
Universe Expansion from 40
Provinces to Total Turkey



Panel & Fieldwork Management

- New panelist recruitments / Quota control
- People Meter Installations & on-site technical support: Larger geographic coverage for field engineers

Data Processing and Reporting

- Development of new RIMS definitions to extend the weighting model's coverage to include **'Turkey - Rural'** as a separate reporting entity.

DAILY QUALITY CONTROL REPORT											04/08/15	
for BARB Week: 2454 (week commencing 03/08/15)											CURRENT DAY	
PART TWO	Mon 03/08	Tue 04/08	Wed 05/08	Thu 06/08	Fri 07/08	Sat 08/08	Sun 09/08	Weekly ave.	Target	Minimum Acceptable	Warnings	

Acceptable HHs by Panel Id												

002 Ankara	383	0	0	0	0	0	0	383	0	207		
003 Istanbul	889	0	0	0	0	0	0	889	0	423		
004 Izmir	325	0	0	0	0	0	0	325	0	198		
005 Rest of Turkey	2212	0	0	0	0	0	0	2212	0	162		
020 Turkey - Rural	189	0	0	0	0	0	0	189	0	50		
TOTAL	3998	0	0	0	0	0	0	3998				

Current Methodology: Regional Representation of Total Turkey

September 2025 Onwards



Units >>	Sample	Universe
Targets	TTV	TTV
Individuals 5+	14.338	78.873
Individuals 5+ Region(Istanbul)	2.807	14.459
Individuals 5+ Region(Izmir)	989	4.237
Individuals 5+ Region(Ankara)	1.468	5.483
Individuals 5+ Region(Marmara (Ex. Istanbul))	1.769	11.667
Individuals 5+ Region(Ege (Ex. Izmir))	1.107	6.115
Individuals 5+ Region(Central Anatolia (Ex. Ankara))	1.482	6.225
Individuals 5+ Region(Mediterranean)	1.887	10.096
Individuals 5+ Region(Blacksea)	929	6.892
Individuals 5+ Region(East & Southeast Anatolia)	1.900	13.699
Households	4.164	25.909
Households Region(Istanbul)	817	4.686
Households Region(Izmir)	318	1.543
Households Region(Ankara)	440	1.910
Households Region(Marmara (Ex. Istanbul))	568	4.036
Households Region(Ege (Ex. Izmir))	347	2.191
Households Region(Central Anatolia (Ex. Ankara))	427	2.038
Households Region(Mediterranean)	547	3.335
Households Region(Blacksea)	278	2.472
Households Region(East & Southeast Anatolia)	422	3.697

Panel & Fieldwork Management

- No rural quota but full coverage of 9 regions represented by 40 provinces with all 10.000+ residential areas

PANEL CONTROL VARIABLES AND SUB-GROUPS

ESTABLISHMENT SURVEY				
TİAK TELEVISION AUDIENCE PANEL				
GEOGRAPHICAL DISTRIBUTION	SES GROUPS	TELEVISION IN HH		INDIVIDUALS IN HH
REGIONS (Household)	SES (Household)	NUMBER of TV SETS (Household)	RECEPTION TYPE (Household)	SIZE of HH (Household)
<ul style="list-style-type: none"> İSTANBUL ANKARA İZMİR EGE KARADENİZ İÇ ANADOLU DOĞU VE GÜNEYDOĞU MARMARA AKDENİZ 	<ul style="list-style-type: none"> SES AB SES C1 SES C2 SES DE 	<ul style="list-style-type: none"> 1 TV SET 2+ TV SETS 	<ul style="list-style-type: none"> SATELLITE CABLE TERRESTRIAL ONLY 	1- FEMALE 2- MALE 1- WORKING 2- NOT WORKING 1-2 PERSON HH 3-4 PERSON HH 5+ PERSON HH

Thank You...