

THE EXPORT OF TURKISH SERIES – A GENERAL OVERVIEW

The export volume of Turkish audiovisual content has grown in parallel with increasing demand and the global popularity of Turkish series in the last fifteen years. Today, Türkiye is the second-highest exporter of TV series after the United States, exporting to over 160 different countries, reaching an audience potential over the 800 million with the significant contributions of streaming platforms along with free TV and a strong position in foreign countries. The export volume of the Turkish series is expected to converge to 1 billion USD at the end of 2022.

The sudden and immense international popularity since the 2000s of Turkish TV series also called “Turkish dizi” has been widely analyzed as a social phenomenon both by the global film industry and academia. The success of Turkish TV series has also been crowned with global drama awards, wide-ranging popularity and remake productions.

For instance, “Woman” did win Special Drama Award in the Tokyo Drama Awards in 2018, “Magnificent Century” has been sold in more than 120 countries and has become the most exported TV series in Turkish TV history, “Fatmagül’ün Suçu Ne?” has been sold in 130 countries and a Spanish remake called “Alba” is currently in production. Haluk Bilginer has been awarded as “Best Actor” for his role in “Persona” in 2019 International Emmy Awards, besides “Endless Love” was selected as “The Best Soap Opera Drama” in International Emmy Awards in 2017. Additionally, Taner Ölmez was awarded as “Best Foreign Actor” for his role in “Miracle Doctor”. Lastly, The Turkish drama “Ölene Kadar”’s remake was made by one of Thai film producers and named as “Barb Ayuttitham”.

Concomitantly, Turkish TV series have become so widespread in such a short term thanks to the Turkish way of story-telling/scriptwriting, a highly talented cast, diligent and open-minded producers, dedicated directors, art directors, costume designers, fast and top-quality post-production service providers, also original background soundtracks reflecting the spirit of the scene, quite impressive and authentic spots.

Today, a season of the average “Turkish dizi” is around 35-40 episodes. New episodes are filmed almost 6 days a week to keep up with the demanding production schedule, and crews can work up to 18 hours a day. Each episode of a popular “Turkish dizi” today is usually between 120 and 150 minutes in length (excluding advertisements), which is much longer than a typical episode of an American or Western European series, these averages at around 30 to 60 minutes. However, when shown abroad, episodes of Turkish TV series are usually split into shorter segments, usually not exceeding more than 60 minutes.

As it is well known that ATF Singapore Fair is one of the prestigious fairs in the Asia region, the participation of Turkish companies will be supported by our Ministry. Furthermore, the Thai film distributors and producers could have the chance to contact with directly the Turkish content exporters or global film distributors at the fair.