

Country

Turkey



Country Facts

Population	79 million
Language	Turkish
Capital City	Ankara
Currency	Turkish Lira (TRY)

Smartphone Penetration

75%

Sim Penetration

89%

Transaction Types

- Premium
- In-app Purchases
- Subscriptions

Price Points

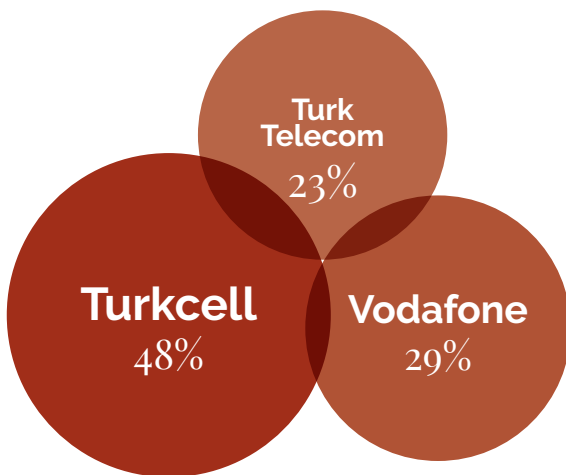
- 1 TRY yo 50 TRY
- 18% Local Tax

Credit Card Penetration



Market Share

Regulator: ICTA



Smartphone Penetration

