

RTUK & Research

**41th EPRA Meeting
BERN - 14 May 2015**



www.rtuk.gov.tr // rtukmobil // 444 1 178

Legal Framework



- Turkish Broadcasting Act No: 6112 Article 37 (ı)
- to make or to commission public opinion polls concerning media services and to share the results of these polls with the relevant parties and the public.

Department of Public Opinion, Broadcast Research and Measurement



Internal Research Department

In total 12 experts and 4 out of
12 are dedicated to research
activities

40.000 Euro Yearly Budget
For 2015

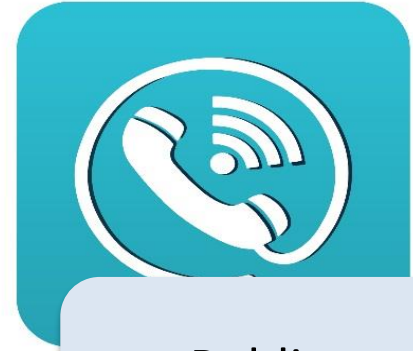
Functions



Public Opinion
Researches



Viewer and
Audience
Rating
Measurement

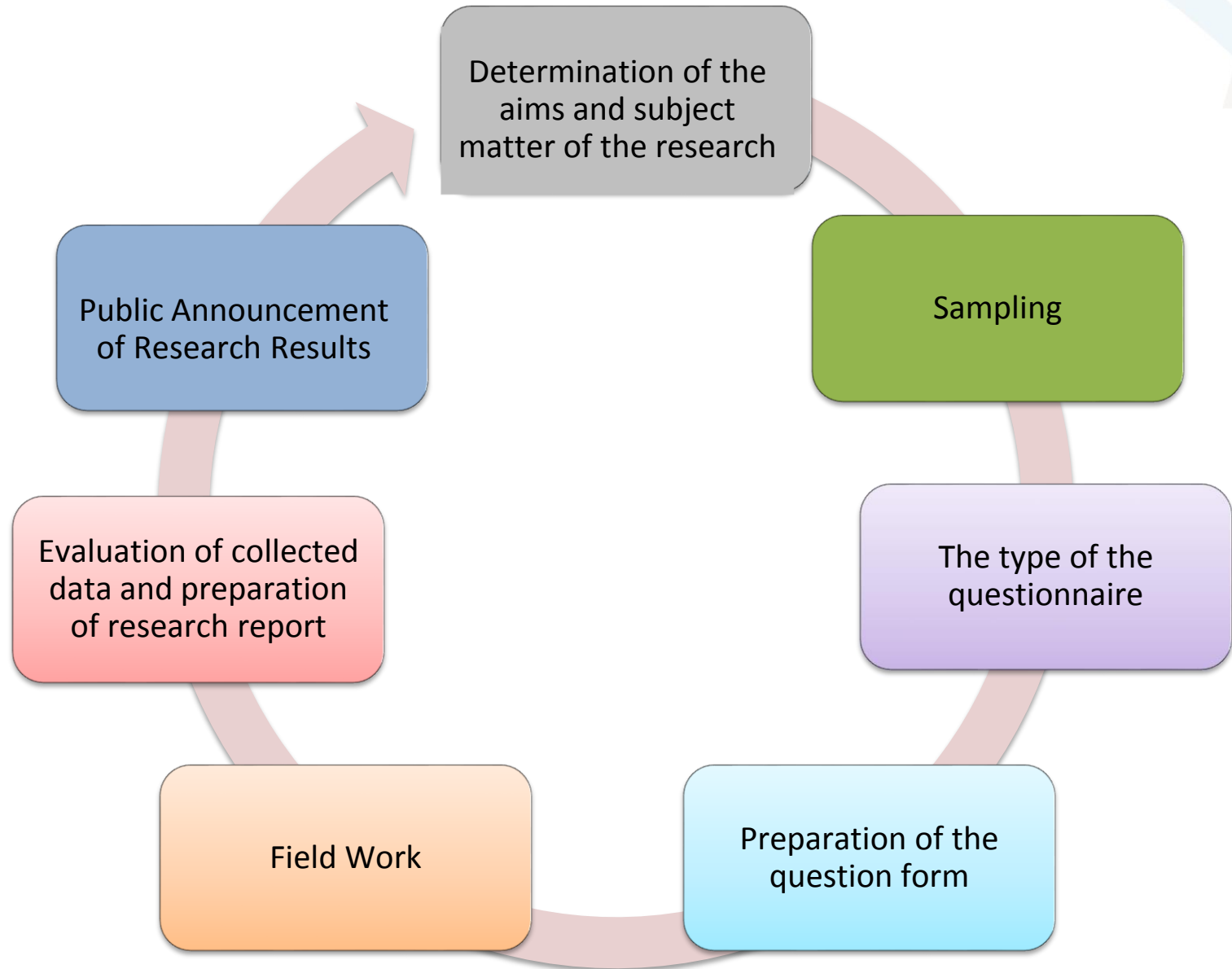


Public
Feedback
Call Center-
RTUK Mobile



Public Opinion Researches

Stages of A Research



Research Subjects



Television
Watching
Tendencies



Radio
Listening
Tendencies



Media
Literacy

Examples





RTÜK

COMMUNICATION CENTER



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rtükmobil



RTUK MOBILE





Instant Feedback from Mobile Devices

Mini Questionnaires

Demographic Information

Data sharing with the broadcasters

Thank you...

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