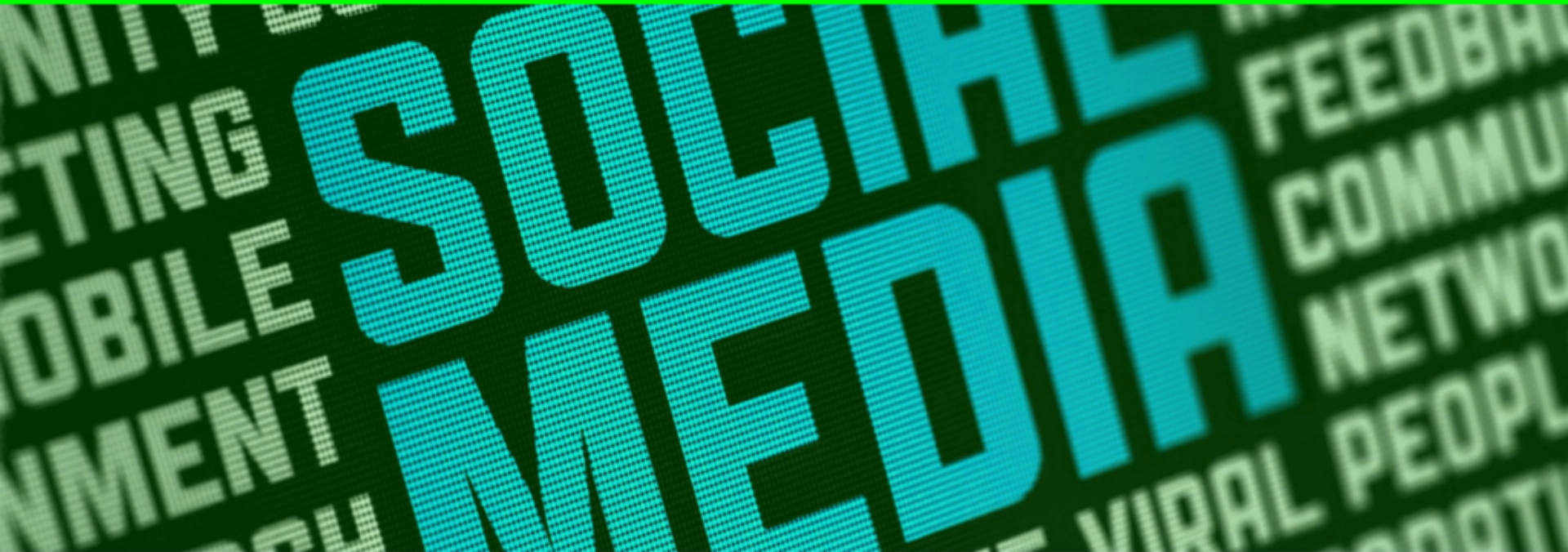


SOSYAL MEDYA PAZARLAMA

INTERNET EVRENİ

1. BÖLÜM

VOLKAN İNANÇ
2016



**YAZININ
BULUNUSU**

NE ZAMAN?

KİM?



SÜMERLER

M.Ö. 3300

**KAINATIN
BASLANGICINDAN
BUGUNE GECEN SÜRE
1 GÜN OLSAYDI**

**YAZI SAAT KAÇTA
BULUNURDU?**

CEVAP :



?

.....

CEVAP :

son
15
SANIYE

**INSANLIK TARIHI
SU ANA DEK HIÇ
OLMADIGI
KADAR HIZLI
BILGI ÜRETİYOR.**

**SON 20 YIL ICINDE
ÜRETİLEN BILGI,
SON 5000 YIL
İÇİNDE ÜRETİLEN
BILGININ
TOPLAMINDAN
BILE DAHA FAZLA
HALE GELDI.**

The New York Times Magazine

STOPPING THE

01

Amerika'da ki New York Times gazetesinin hafta sonu versiyonu içindeki bilgiler, 17. yüzyılda yaşayan bir kişinin, tüm hayatı boyunca beyinde tuttuğu ve öğrendiği bilgi miktarından bile fazla.

02

Bir yıl içinde üretilen tüm bilim yazılarını, bir kişinin okuyabilmesi için, bu kişinin 460 yılının her saniyesini bu yazıları okumaya adanması gerekiyor.

Her gün İnternet'e, 15 milyon yeni belge ekleniyor ve o herkesin, her türlü websitesini bulacağına inandığı Google, web içindeki bütün bilgilerin yalnızca 500'de 1'ini sizlere sunabiliyor. Geri kalan kısma "karanlık web" adı veriliyor.



4 yılda

2 KAT

**VE
BU BILGI
ÜRETİMİ
MIKTARI
HER 4 YILDA
BİR
KENDİNİ
2 YE
KATLIYOR.**

**JAN
2015**

GLOBAL DIGITAL SNAPSHOT

A SNAPSHOT OF THE WORLD'S KEY DIGITAL STATISTICAL INDICATORS

TOTAL
POPULATION



we
are
social

**7.210
BILLION**

URBANISATION: 53%

FIGURE REPRESENTS TOTAL GLOBAL
POPULATION, INCLUDING CHILDREN

ACTIVE
INTERNET USERS



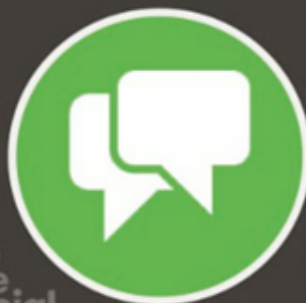
we
are
social

**3.010
BILLION**

PENETRATION: 42%

FIGURE INCLUDES ACCESS VIA
FIXED AND MOBILE CONNECTIONS

ACTIVE SOCIAL
MEDIA ACCOUNTS



we
are
social

**2.078
BILLION**

PENETRATION: 29%

FIGURE REPRESENTS ACTIVE USER
ACCOUNTS, NOT UNIQUE USERS

UNIQUE
MOBILE USERS



we
are
social

**3.649
BILLION**

PENETRATION: 51%

FIGURE REPRESENTS
UNIQUE MOBILE PHONE USERS

ACTIVE MOBILE
SOCIAL ACCOUNTS



we
are
social

**1.685
BILLION**

PENETRATION: 23%

FIGURE REPRESENTS ACTIVE USER
ACCOUNTS, NOT UNIQUE USERS

**JAN
2015**

SHARE OF WEB TRAFFIC BY DEVICE

BASED ON EACH DEVICE'S SHARE OF TOTAL WEB PAGES SERVED

SHARE OF WEB
PAGE VIEWS:
LAPTOPS & DESKTOPS



we
are
social

62%

YEAR-ON-YEAR:
-13%

SHARE OF WEB
PAGE VIEWS:
MOBILE PHONES



we
are
social

31%

YEAR-ON-YEAR:
+39%

SHARE OF WEB
PAGE VIEWS:
TABLETS



we
are
social

7%

YEAR-ON-YEAR:
+17%

SHARE OF WEB
PAGE VIEWS:
OTHER DEVICES



0.1%

YEAR-ON-YEAR:
+18%



GLOBAL SOCIAL MEDIA USAGE

**JAN
2015**

SOCIAL MEDIA USE

BASED ON THE MONTHLY ACTIVE USER NUMBERS REPORTED BY EACH COUNTRY'S MOST ACTIVE PLATFORM

TOTAL NUMBER
OF ACTIVE SOCIAL
MEDIA ACCOUNTS



2.08B

ACTIVE SOCIAL ACCOUNTS
AS A PERCENTAGE OF
THE TOTAL POPULATION



29%

TOTAL NUMBER OF
SOCIAL ACCOUNTS
ACCESSING VIA MOBILE



1.69B

ACTIVE MOBILE SOCIAL
ACCOUNTS AS A PERCENTAGE
OF THE TOTAL POPULATION



23%

we
are
social

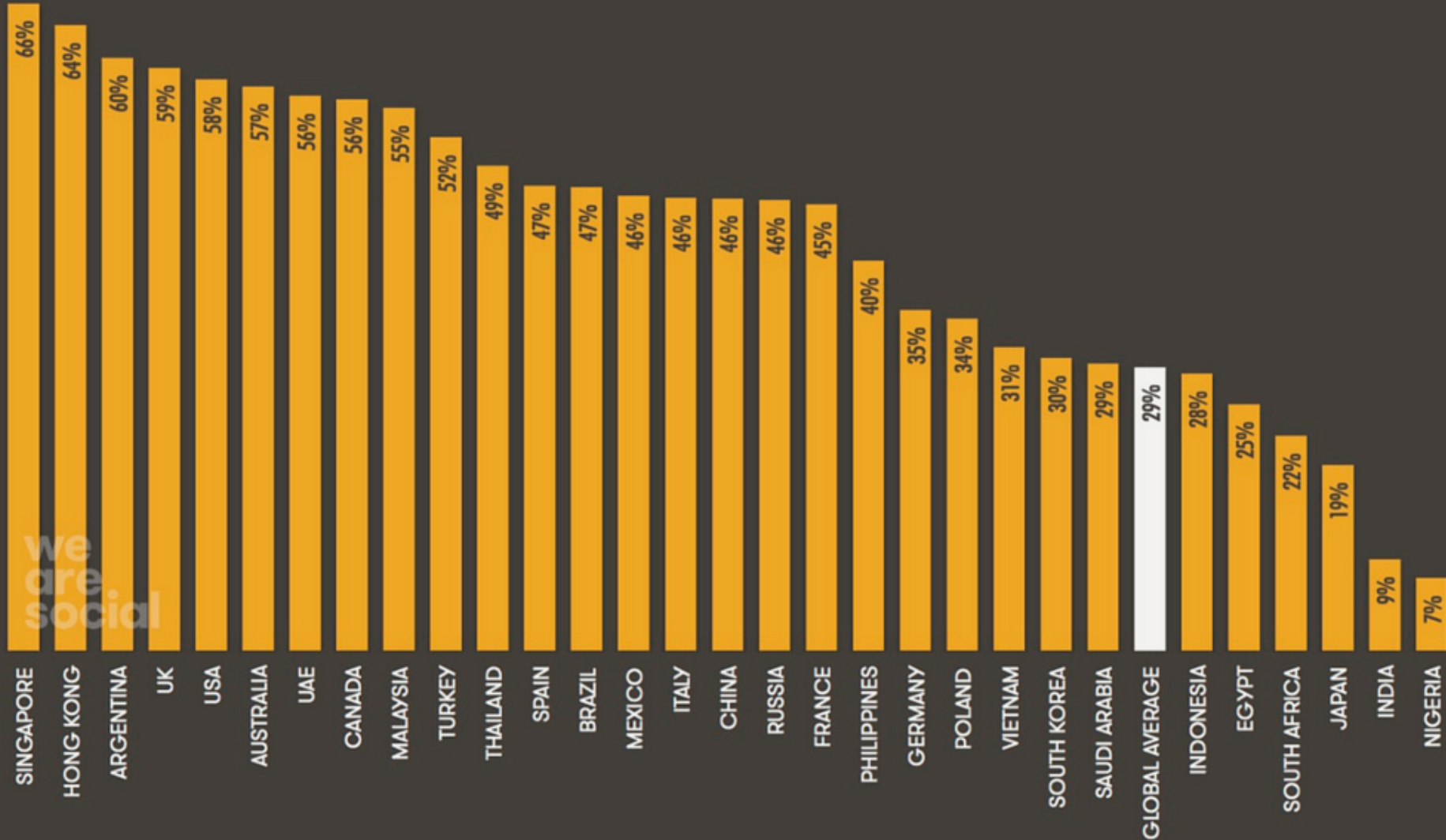
we
are
social

we
are
social

JAN
2015

SOCIAL MEDIA USE

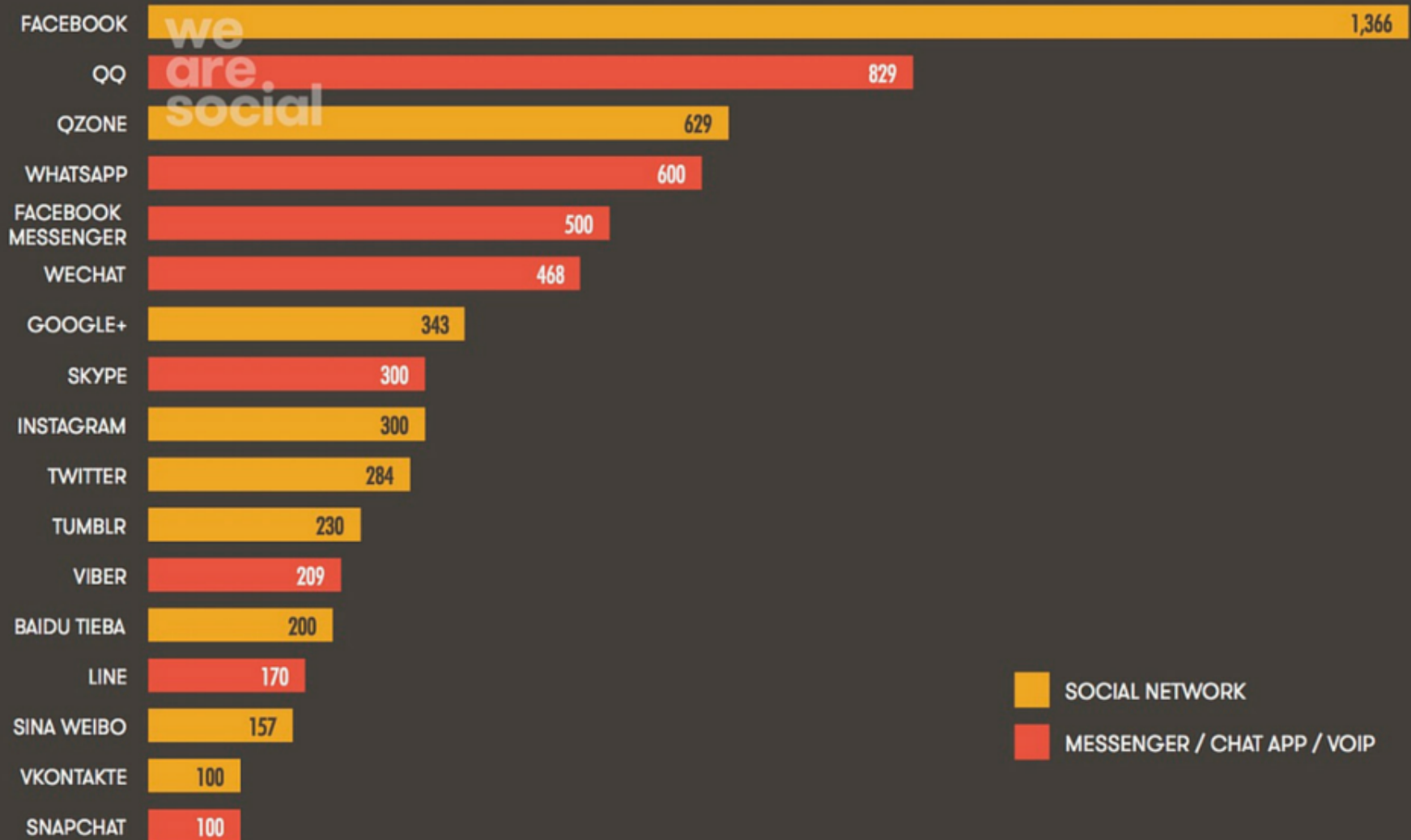
ACTIVE ACCOUNTS ON THE TOP SOCIAL NETWORK IN EACH COUNTRY, COMPARED TO POPULATION



JAN
2015

ACTIVE USERS BY SOCIAL PLATFORM

MOST RECENTLY PUBLISHED MONTHLY ACTIVE USER ACCOUNTS BY PLATFORM, IN MILLIONS

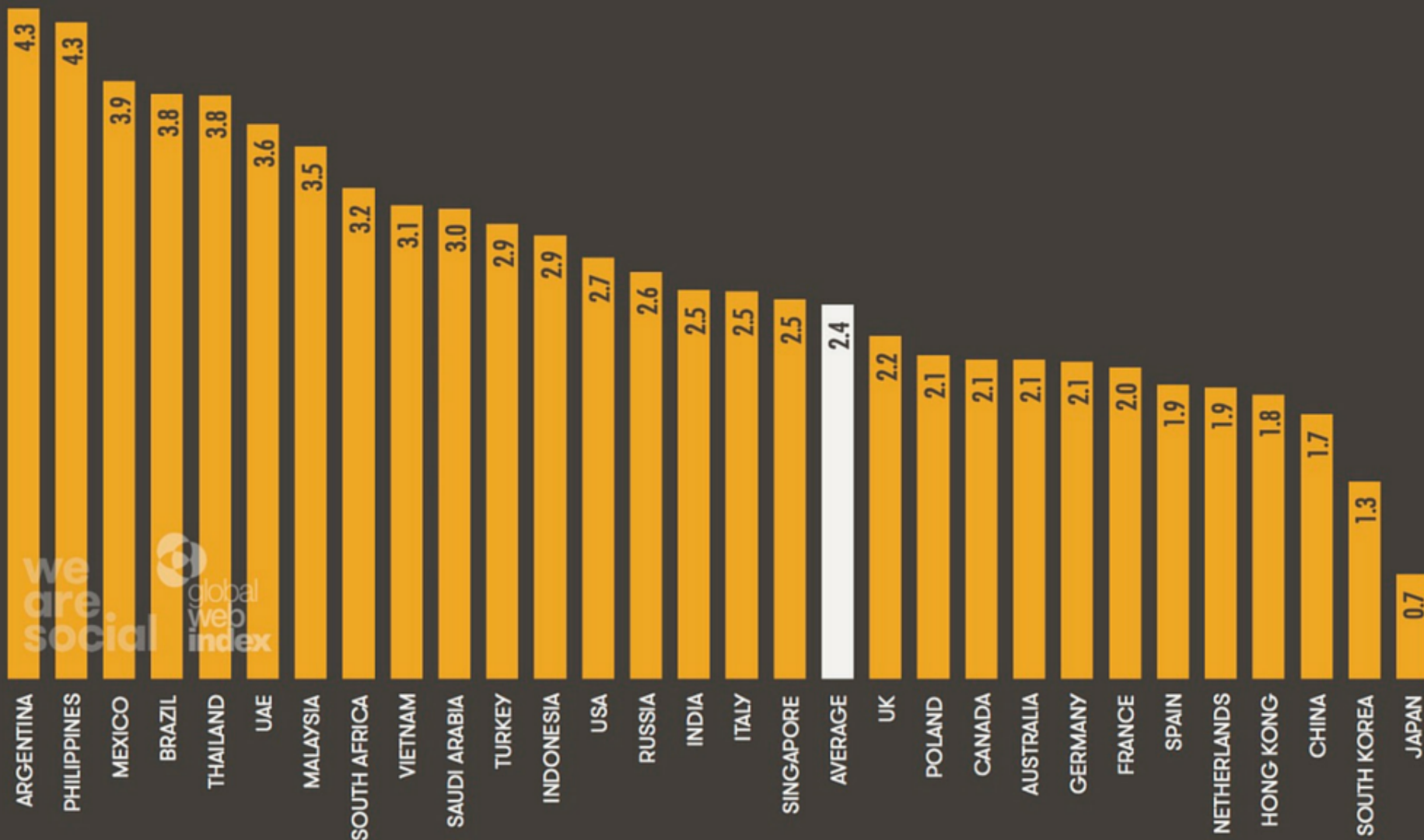


**JAN
2015**

TIME SPENT ON SOCIAL MEDIA

AVERAGE NUMBER OF HOURS THAT SOCIAL MEDIA USERS SPEND USING SOCIAL MEDIA EACH DAY

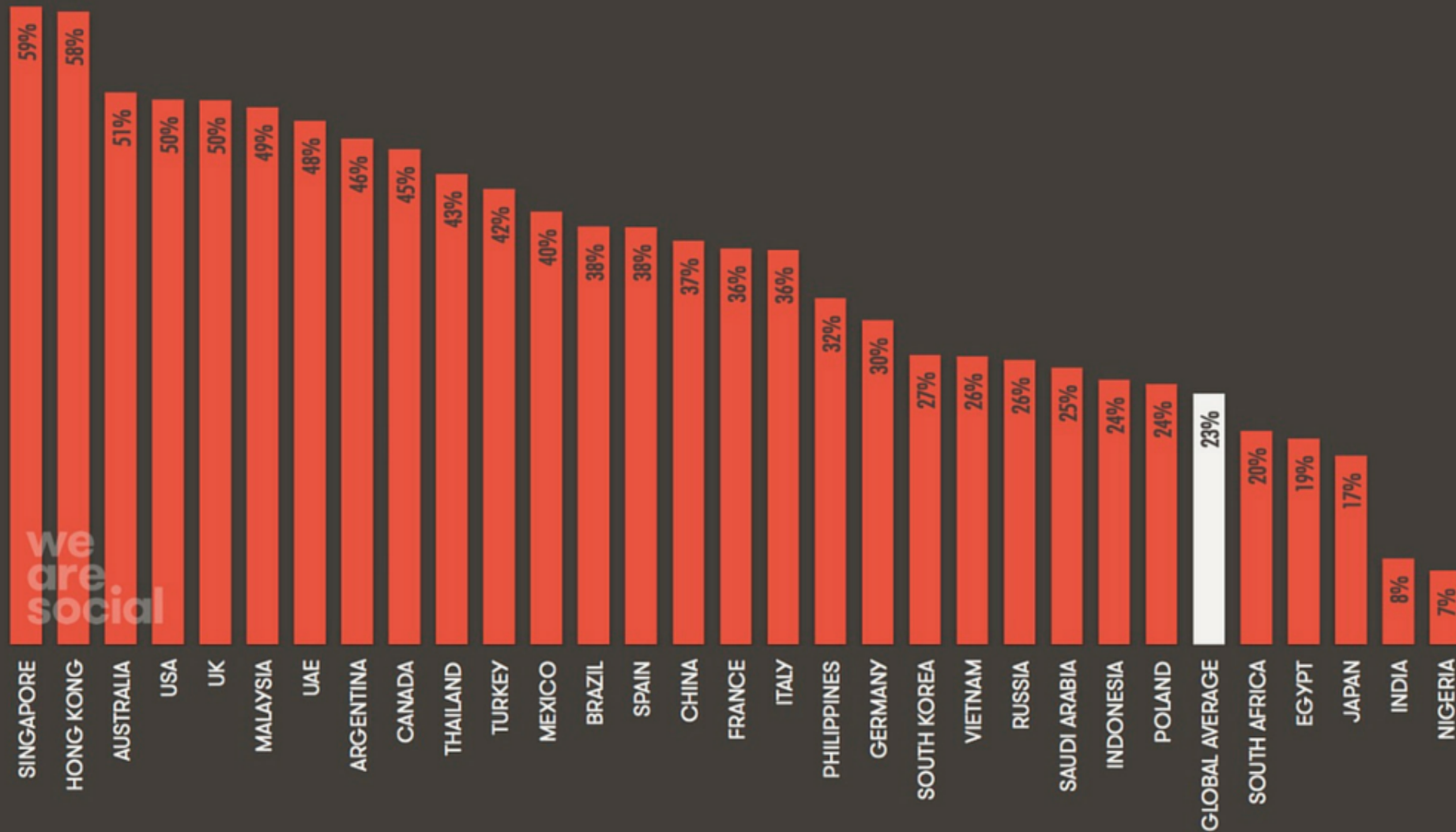
NOTE THAT AVERAGE TIMES ARE BASED SOLELY ON PEOPLE WHO USE SOCIAL MEDIA, AND DO NOT FACTOR NON-USERS



**JAN
2015**

MOBILE SOCIAL

ACTIVE ACCOUNTS ON THE TOP SOCIAL NETWORK IN EACH COUNTRY ACCESSING VIA MOBILE, COMPARED TO POPULATION



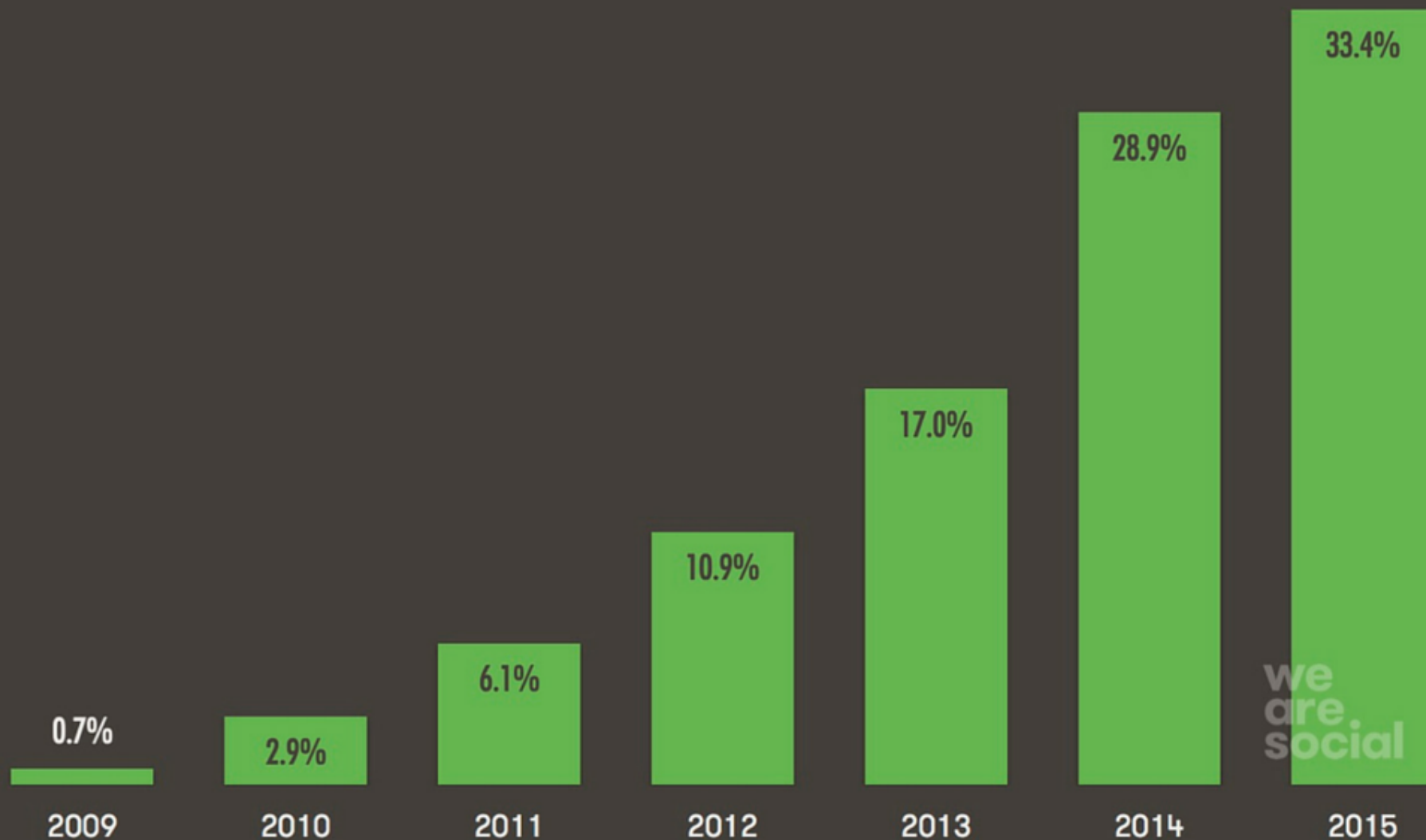


GLOBAL MOBILE PHONE USAGE

**JAN
2015**

MOBILE'S SHARE OF WEB TRAFFIC

PERCENTAGE OF ALL GLOBAL WEB PAGES SERVED TO MOBILE PHONES



**JAN
2015**

PLATFORMS' SHARE OF MOBILE WEB

BASED ON EACH PLATFORM'S SHARE OF TOTAL GLOBAL MOBILE WEB PAGE REQUESTS

PERCENTAGE OF GLOBAL
MOBILE WEB PAGE REQUESTS
FROM APPLE SAFARI BROWSERS



we
are
social

38.9%

PERCENTAGE OF GLOBAL MOBILE
WEB PAGE REQUESTS FROM
ANDROID WEBKIT BROWSERS



we
are
social

30.9%

PERCENTAGE OF GLOBAL MOBILE
WEB PAGE REQUESTS FROM
OTHER PLATFORM BROWSERS



30.2%



TURKEY

**JAN
2015**

DIGITAL IN TURKEY

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



we
are
social

**76.7
MILLION**

URBANISATION: 72%

FIGURE REPRESENTS TOTAL NATIONAL
POPULATION, INCLUDING CHILDREN

ACTIVE
INTERNET USERS



we
are
social

**37.7
MILLION**

PENETRATION: 49%

FIGURE INCLUDES ACCESS VIA
FIXED AND MOBILE CONNECTIONS

ACTIVE SOCIAL
MEDIA ACCOUNTS



we
are
social

**40.0
MILLION**

PENETRATION: 52%

FIGURE REPRESENTS ACTIVE USER
ACCOUNTS, NOT UNIQUE USERS

MOBILE
CONNECTIONS



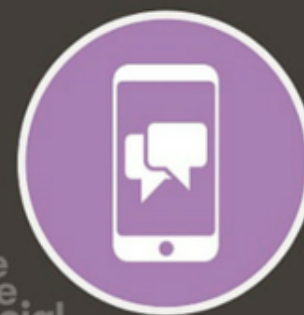
we
are
social

**69.6
MILLION**

vs. POPULATION: 91%

FIGURE REPRESENTS MOBILE
SUBSCRIPTIONS, NOT UNIQUE USERS

ACTIVE MOBILE
SOCIAL ACCOUNTS



we
are
social

**32.0
MILLION**

PENETRATION: 42%

FIGURE REPRESENTS ACTIVE USER
ACCOUNTS, NOT UNIQUE USERS

**JAN
2015**

ANNUAL GROWTH

GROWTH TRENDS FOR THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



GROWTH IN THE
NUMBER OF ACTIVE
INTERNET USERS



we
are
social

+5%

SINCE JAN 2014

GROWTH IN THE
NUMBER OF ACTIVE
SOCIAL MEDIA ACCOUNTS



we
are
social

+11%

SINCE JAN 2014

GROWTH IN THE
NUMBER OF MOBILE
SUBSCRIPTIONS

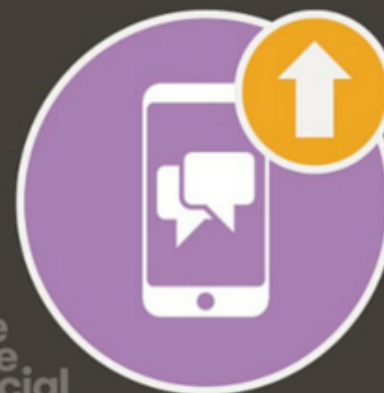


we
are
social

+2%

SINCE JAN 2014

GROWTH IN THE NUMBER
OF ACTIVE MOBILE
SOCIAL ACCOUNTS



+14%

* SINCE JUL 2014

**JAN
2015**

TIME SPENT WITH MEDIA

SURVEY-BASED DATA: FIGURES REPRESENT USERS' OWN CLAIMED / REPORTED ACTIVITY

NOTE THAT AVERAGE TIMES ARE BASED SOLELY ON PEOPLE WHO USE EACH MEDIUM, AND DO NOT FACTOR NON-USERS



AVERAGE DAILY USE
OF THE INTERNET
VIA A PC OR TABLET
(INTERNET USERS)



we
are
social

AVERAGE DAILY USE
OF THE INTERNET VIA A
MOBILE PHONE (MOBILE
INTERNET USERS)



global
web
index

AVERAGE DAILY USE
OF SOCIAL MEDIA
VIA ANY DEVICE
(SOCIAL MEDIA USERS)



we
are
social

AVERAGE DAILY
TELEVISION VIEWING
TIME (INTERNET USERS
WHO WATCH TV)



4H 37M

2H 51M

2H 56M

2H 17M

**JAN
2015**

INTERNET USE

BASED ON REPORTED ACTIVE INTERNET USER DATA, AND USER-CLAIMED MOBILE INTERNET USE



TOTAL NUMBER
OF ACTIVE
INTERNET USERS



we
are
social

37.7M

INTERNET USERS AS A
PERCENTAGE OF THE
TOTAL POPULATION



we
are
social

49%

TOTAL NUMBER
OF ACTIVE MOBILE
INTERNET USERS



we
are
social

31.7M

MOBILE INTERNET USERS AS
A PERCENTAGE OF THE
TOTAL POPULATION



41%

**JAN
2015**

SHARE OF WEB TRAFFIC

BASED ON EACH DEVICE'S SHARE OF THE TOTAL WEB PAGES SERVED TO WEB BROWSERS



SHARE OF WEB
PAGE VIEWS:
LAPTOPS & DESKTOPS



we
are
social

68%

YEAR-ON-YEAR:
-15%

SHARE OF WEB
PAGE VIEWS:
MOBILE PHONES



we
are
social

28%

YEAR-ON-YEAR:
+62%

SHARE OF WEB
PAGE VIEWS:
TABLETS



we
are
social

4%

YEAR-ON-YEAR:
+37%

SHARE OF WEB
PAGE VIEWS:
OTHER DEVICES



~0%

YEAR-ON-YEAR:
+100%

**JAN
2015**

SOCIAL MEDIA USE

BASED ON MONTHLY ACTIVE USER NUMBERS REPORTED BY THE COUNTRY'S MOST ACTIVE PLATFORM



TOTAL NUMBER
OF ACTIVE SOCIAL
MEDIA ACCOUNTS

ACTIVE SOCIAL ACCOUNTS
AS A PERCENTAGE OF
THE TOTAL POPULATION

TOTAL NUMBER OF
SOCIAL ACCOUNTS
ACCESSING VIA MOBILE

ACTIVE MOBILE SOCIAL
ACCOUNTS AS A PERCENTAGE
OF THE TOTAL POPULATION



we
are
social

40.0M



we
are
social

52%



we
are
social

32.0M

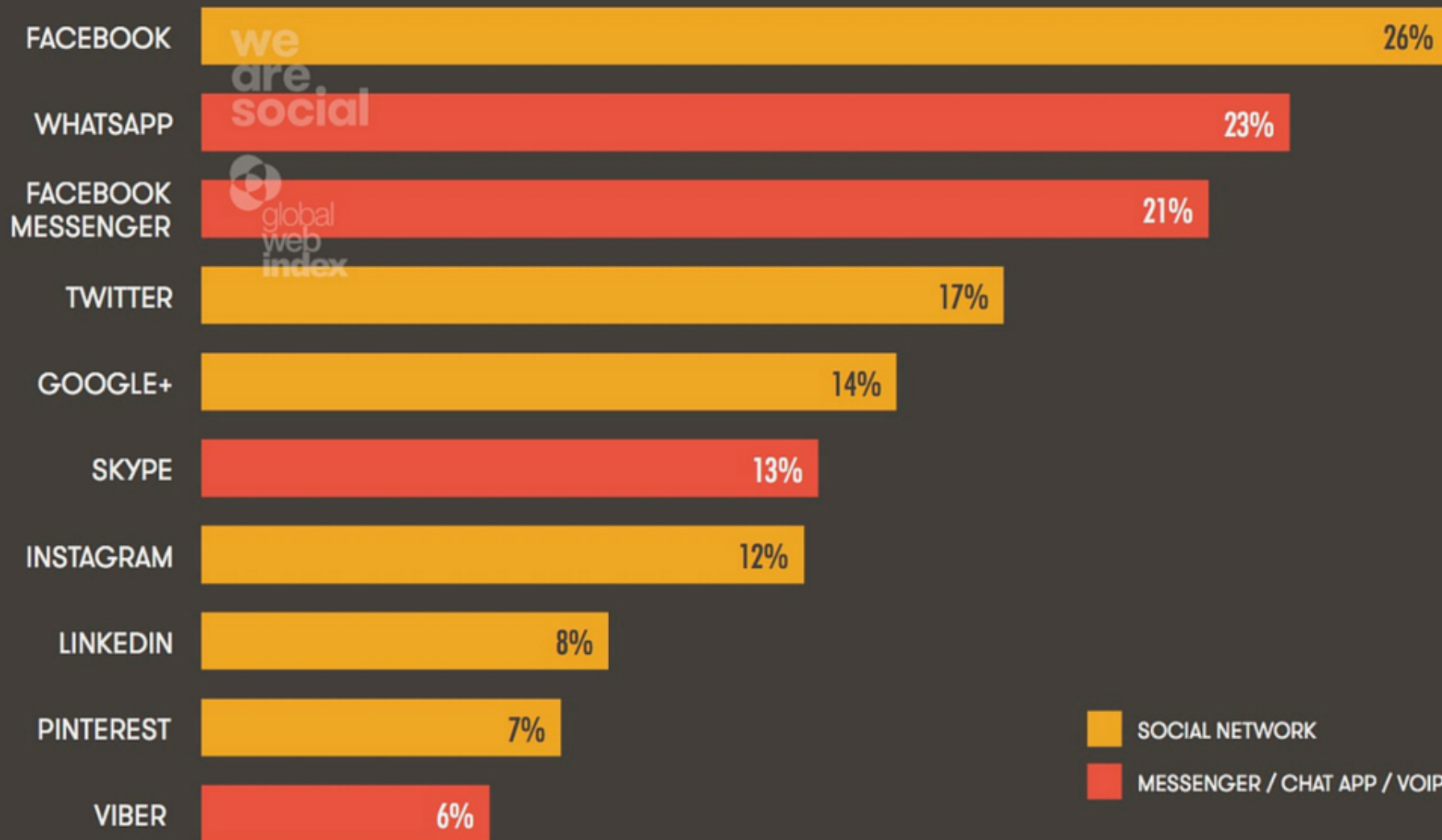


42%

**JAN
2015**

TOP ACTIVE SOCIAL PLATFORMS

SURVEY-BASED DATA: FIGURES REPRESENT USERS' OWN CLAIMED / REPORTED ACTIVITY



**JAN
2015**

MOBILE ACTIVITIES

SURVEY-BASED DATA: FIGURES REPRESENT USERS' OWN CLAIMED / REPORTED ACTIVITY



PERCENTAGE OF THE
POPULATION USING
SOCIAL MEDIA APPS



we
are
social

24%

PERCENTAGE OF THE
POPULATION WATCHING
VIDEOS ON MOBILE



global
web
index

28%

PERCENTAGE OF THE
POPULATION PLAYING
GAMES ON MOBILE



we
are
social

22%

PERCENTAGE OF THE
POPULATION USING MOBILE
LOCATION-BASED SEARCH



global
web
index

22%

PERCENTAGE
OF THE POPULATION
USING MOBILE BANKING



25%