

EVERY COUNTRY WHERE TURKISH SERIES ARE WATCHED  
BECOMES A MARKET FOR PRODUCTS LABELED "MADE IN TÜRKİYE"  
ŞEKİB AVDAĞIÇ, PRESIDENT OF ICOC

I AM MOTHER: ORDINARY DAYS,  
EXTRAORDINARY STORIES  
ZEYNEP GÖNENLİ

CALINOS'S 25TH YEAR, LOVE WITH  
LAVENDER SCENT AND BEYOND  
AKSHIT SANDHU

# EPISODE

ATF 2024



DREAMFILM  
PRODUCTION

antenaPLAY



Calinos 25  
Entertainment YEARS





# love berry





FROM THE CREATORS OF BITTER LANDS

# VALLEY of HEARTS







# 6 OF US

Visit us at ATF  
Booth K10





# DILEMMA

DRAMA, THRILLER | 8 x 45" | 2024

BERGÜZAR KOREL | CANER CİNDORUK | SERKAN ALTUNORAK

# Lost In Love

DRAMA | 77x45" | 2023

CEMRE BAYSEL | URAZ KAYGILAROĞLU | ASUDE KALEBEK

# Broken Destiny

DRAMA | 121x45" | 2022-2023

HAZAL ADIYAMAN | OSMAN AYDIN



# Exploring the World of Content From Türkiye to the Globe

## CEO

ÖZLEM ÖZDEMİR  
ozlem@episodedergi.com

## EDITOR-IN-CHIEF

OBEN BUDAK  
oben@episodedergi.com

## EDITORS

YAĞMUR ÇÖL  
yagmur@episodedergi.com

YOLDAŞ ÖZDEMİR  
yoldas@episodedergi.com

ENGİN İNAN  
engin@episodedergi.com

## ONLINE EDITOR

ONUR BAYRAKÇEKEN  
onur@mylosyayingrubu.com

ART & DESIGN  
CANSU ÖZCÖMERT

SOCIAL MEDIA EDITOR  
İREM ÜNER

SALES & MARKETING  
info@episodedergi.com

Website: episodedergi.com

## FOLLOW US

    
@EPISODEDERGI

## HEADQUARTERS

CAFERAGA MAH. DR ŞAKIR PASA  
SOK. NO 3-A, KADIKOY- İSTANBUL,  
TÜRKİYE  
+90 0543 345 46 00

Episode and episodedergi.com  
are operated by Mylos Publishing  
by Mylos Publishing Group  
-Publishing Consultancy Services  
Limited Company. All text, content,  
photographs, video, audio, and  
graphics are owned by or licensed  
by Episode or other third parties  
and are protected from any  
unauthorized use, copying and  
dissemination by copyrights,  
trademarks, and/or other  
proprietary rights and laws of the  
Türkiye and other countries.

Oben Budak



As we move into the new season, one of the biggest gatherings in the TV world is taking place in Singapore! Leading content creators from around the globe are coming together to showcase their top productions on the international stage and explore new collaborations. In our special ATF 2024 issue, we bring you highly anticipated interviews and the latest industry news, eagerly awaited by both audiences and industry professionals.

In this edition, we had a pleasant conversation with Akshit Sandhu from Calinos Entertainment about the company's legacy and commitment to Turkish drama. Celebrating its 25th anniversary at this year's MIPCOM, Calinos stands out with its innovative projects. In our exclusive interview, we took a closer look at their new romance series, *Love with Lavender Scent*.

Şekib Avdagiç, President of the Istanbul Chamber of Commerce, highlighted ICOC's record-breaking success in 2024, including 47 fairs across four continents, emphasizing Türkiye's ambitious goals for expanding Turkish content and products in the Asian market.

Additionally, *The Nightfall*, starring Su Burcu Yazgı Coşkun and Burak Deniz, has been attracting significant interest from viewers. We spoke with the series' director, Emre Kabakuşak, about his directorial journey from *Remember Darling* to *The Nightfall*. Kabakuşak openly shared how criticisms on his work has influenced his craft.

Mert and Zeynep Güner explore the importance of television series in promoting historical and touristic locations through destination marketing, while Zeynep Gönenli dives into one of our favorites, *I Am Mother*. Rating analysis and the latest news are also waiting for you in this new issue.

At EPISODE, we look for hope and inspiration in every story we tell, and we look forward to taking you along on each new page.

Enjoy the new issue!

## EPISODE CONTENTS

### INTERVIEWS



AKSHIT SANDHU  
Calinos  
Entertainment

06



EMRE  
KABAKUŞAK

14



ŞEKİB AVDAGIÇ  
Istanbul Chamber  
of Commerce  
(ICOC)

20

### NEWS

10

### I AM MOTHER: ORDINARY DAYS, EXTRAORDINARY STORIES

24

### LISTING

26

Subscribe to our newsletter: [episodedergi.com](https://episodedergi.com)





# Türkiye

Visit Türkiye  
Pavilion

## K10

THE **WORLD** IS WATCHING  
**TURKISH**  
**CONTENT**



REPUBLIC OF TÜRKİYE  
MINISTRY OF CULTURE  
AND TOURISM



REPUBLIC OF TÜRKİYE  
MINISTRY OF TRADE



ISTANBUL  
CHAMBER OF  
COMMERCE 1882

[in](#) [x](#) [f](#) [@](#) [/itokurumsal](#)



AKSHIT SANDHU, **MANAGER OF FORMAT ACQUISITIONS &  
SALES, CALINOS ENTERTAINMENT**

*Love with Lavender Scent definitely stands out within the romance genre by going beyond the traditional love story.*

By YAĞMUR ÇÖL





**A**kshith Sandhu, Manager of Format Acquisitions & Sales at Calinos Entertainment, joined us to discuss Calinos's 25th-year anniversary, the success of their new series *Love with Lavender Scent*, and the continued global popularity of *Farah*. He also shared Calinos's goals for ATF 2024, emphasizing their focus on expanding into the Asian market and exploring co-production opportunities to bring more Turkish narratives to international audiences.

**Calinos recently celebrated its 25th anniversary at MIPCOM with a special event. How was your experience there, and what can you tell us about the celebration?**

The celebration in Cannes was a wonderful tribute to Calinos Entertainment's achievements. It felt meaningful with the launch of *Hidden Garden*, where Firat Gülgen and the cast shared heartfelt insights into the project. A unique highlight was the "wish box", where guests contributed wishes that will be woven into the series' storyline. The evening beautifully captured Calinos' legacy and its commitment to Turkish drama on a global stage.

**You've recently added a new romance series to your catalog. Could you tell us a bit about *Love with Lavender Scent*?**

To answer your question, *Love with Lavender Scent* is a captivating romance series that weaves together complex relationships and hidden pasts within a small Romanian village. Set in Podișor, a community where time seems to stand still and residents live by their own rules, the story brings to life a rich tapestry of secrets and evolving connections. At its core is Anda, a respected family doctor who, after escaping an abusive marriage, has built a life of strength and resilience for herself and her daughter. Her life is upended with the arrival of Stefan, a former football star who unexpectedly inherits her family property through a twist of fate tied to her father's dark past...

***Love with Lavender Scent's* first two episodes, aired on October 31, 2024, attracted over 1.2 million viewers nationwide, securing the top position in audience ratings across all viewer categories. What do you think has contributed to its success, and how do you see this series growing in the future?**

I think one of the key factors driving its popularity is the way it connects emotionally with

*Love with Lavender Scent has set a solid foundation. With the right blend of emotional storytelling and visual appeal it has the potential to keep climbing and make a lasting impact.*

viewers right since the first episode. Audiences today are drawn to stories that don't just entertain but make them feel seen and understood, and *Love with Lavender Scent* has tapped into that beautifully. *Love with Lavender Scent* has set a solid foundation. With the right blend of emotional storytelling and visual appeal it has the potential to keep climbing and make a lasting impact.

***Love with Lavender Scent* seems to offer a romance that goes beyond just a love story. What aspects of the series do you feel set it apart within the romance genre, and what kind of emotional journey do you hope it will take viewers on as they follow its story?**

*Love with Lavender Scent* definitely stands out within the romance genre by going beyond the traditional love story.

It isn't just telling a love story; it's inviting the audience to explore the many shades of love and to find beauty in both the tender and challenging moments of connection.

**How do you see *Love with Lavender Scent's* global journey developing? What impact do you hope it will have as it reaches new audiences worldwide?**

The exploration of themes such as love, resilience, and self-discovery transcends cultural boundaries, enabling viewers from diverse backgrounds to find common ground with the characters'





*The series addresses societal issues and personal dilemmas, prompting discussions on topics like societal expectations, personal fulfillment, and the complexities of human relationships. “Love with the Scent of Lavender” aspires to captivate global audiences through its heartfelt storytelling and authentic cultural representation, leaving a lasting impression that encourages both entertainment and reflection.*

experiences. The series addresses societal issues and personal dilemmas, prompting discussions on topics like societal expectations, personal fulfillment, and the complexities of human relationships. “Love with the Scent of Lavender” aspires to captivate global audiences through its heartfelt storytelling and authentic cultural representation, leaving a lasting impression that encourages both entertainment and reflection.

**Farah has already been sold in multiple regions and is one of your standout shows. Demet Özdemir and Engin Akyürek are hugely popular worldwide, and Farah is a powerful story about a mother’s sacrifices to save her child. What do you think makes Farah appeal to viewers around the world?**

Farah has indeed been a standout success, and we’re thrilled with its journey so far. It’s been well-received in multiple regions, and audiences have connected deeply with its emotional story. At the heart of Farah is a powerful narrative about a mother’s resilience and sacrifice, which resonates universally.

Demet Özdemir and Engin Akyürek’s performances have also brought incredible depth to their characters, adding to the show’s appeal. Both actors have a strong global following, and their chemistry in Farah makes the story even more impactful. The themes of love, sacrifice, and survival make Farah a relatable story that transcends cultural boundaries, and we’re excited to see it continue to reach new audiences around the world.

**In our previous conversation with Firat Gülgen, he mentioned that Calinos is also involved in production. How is that going? Are there any new projects you can share with us?**

Yes, Calinos is indeed expanding into production, and it’s an exciting new chapter for the company. Beyond distributing Turkish dramas globally, we are now focusing on creating original content that brings fresh stories and voices to the screen. We’re also developing a few other projects, though details are still under wraps. The team is enthusiastic about bringing unique, compel-

ling Turkish narratives to an international audience, and there’s definitely more to look forward to in the coming year!

**Calinos has a rich and diverse catalog. Which genres in your lineup tend to attract the most interest in the Asian market?**

In the Asian market, some of the genres that attract most interests are romance, family, and drama genres. Romantic dramas with emotionally compelling storylines have a strong appeal, as they resonate well with audiences looking for relatable, heartfelt narratives. We’re also seeing increased interest in thrillers and mini-dramas, as viewers are drawn to high-quality productions with suspenseful and engaging plots. As our catalog expands with international titles, we’re excited to introduce more genres to Asian audiences.

**After MIPCOM, we’re now heading to ATF. Could you share some of Calinos’ goals and expectations for ATF?**

We’re excited about the opportunities Calinos has to strengthen our presence in the Asian market. We’re eager to introduce Hidden Garden to new audiences and build on the enthusiasm from MIPCOM. Personally, I’m looking forward to seeing the interest in our scripted formats as well as exploring co-production opportunities with Asian partners.





# mip<sup>®</sup> london

Savoy Hotel &  
IET London: Savoy Place  
London, UK

23 → 27 Feb. 2025

Where  
the content  
year starts

More information



Built by  
In the business of  
building businesses



## FILMING BEGINS FOR OGM PICTURES' NEW SERIES ŞEHRAZAT

Filming has officially started for *Şehrazat*, the highly anticipated new series from OGM Pictures, coming soon.

Set in İstanbul, this intense drama tells the story of Şehrazat, a hopeful and strong young woman studying medicine. Just as she's dreaming of a bright future with her boyfriend, Ferhat, their world is turned upside down when he's wrongfully sentenced to death. In a desperate move to save him, Şehrazat reaches out to Büyükbey, a powerful figure known for his dark influence, but she quickly discovers that nothing he offers comes without a cost. Adding to the intrigue, the storyline also follows Büyükbey's daughter, Şirin, and his nephew, Kubat, whose strained marriage becomes part of Büyükbey's larger plan to protect his empire.

The cast includes names such as İsmail Hacıoğlu, Simay Barlas, Aytaç Şaşmaz, Burcu Cavrar, Mehmet Çevik, and Ayşegül Ünsal. Produced by OGM Pictures and Onur Güvenatam, the series is directed by Çağrı Vila Lostuvalı, and the screenplay is written by Pelin Gülcan, Lara Bulut Tecim, and Batuhan Özbay.



## ATV'S NEW DRAMA HOLDING: FAMILY SECRETS AND POWER STRUGGLES

Atv's highly anticipated series *Holding* will soon premiere, inviting viewers into a world of glamour and power struggles. The story follows Aydan, a world-champion freediver, who unexpectedly finds herself in this high-stakes environment when she joins a new family. Her arrival uncovers hidden secrets and ignites a fierce battle for control within the family. Will Aydan stay true to her values, or will she be drawn into the toxic game of power and money? Produced by Limon Yapım and Hayri Aslan, the series features an impressive cast, including Erdal Özyağcılar, Tuğba Sunguroğlu, Caner Topçu, Mustafa Üstündağ, and many more. *Holding* promises gripping drama and family intrigue that will captivate audiences.



## GOLD FILM'S ÇİÇEKLER AÇAR: A NEW HISTORICAL DRAMA SET TO PREMIERE IN 2025

Gold Film, the team behind *Red Roses* and *One Love*, is preparing for a new series. Written by Şükrü Necati Şahin, *Çiçekler Açar* (Flowers Bloom) is set in 1925 and follows Ayşe, a village woman who, after the Hat Revolution, challenges expectations and rises to become a fashion icon. Directed by the acclaimed director Hülya Gezer, *Çiçekler Açar* is expected to premiere in 2025.



## FERİT KARAHAN BEGINS PRODUCTION ON NEW FEATURE FILM *DJINN WEDDING* WITH DEMET ÖZDEMİR AND İLHAN ŞEN

Award-winning Ferit Karahan, known for *The Fall from Heaven* (2013) and *Brother's Keeper* (2021) has started production for his new film, *Djinn Wedding*. The film stars Demet Özdemir (Farah) and İlhan Şen (Safir) and follows the generational breakdown of a family, exploring whether individuals can break free from the bonds of fate. Filming is expected to take place in Erzincan in October. The production includes collaboration from Türkiye's Berton Medya, FK Film, and As-teros, as well as Romania's Flama and Serbia's See Film.



## ATV'S UPCOMING DRAMA *CAN BORCU* BEGINS FILMING

Filming has begun for atv's new series *Can Borcu* starring Bülent İnal, Ebru Özkan, Mine Tugay, and Cüneyt Mete.

The series centers on the intertwined lives of two families brought together by a car accident. Their story weaves through betrayals, forbidden relationships, and deep secrets. On one side, a man trying to be a father figure to three young people who lost their own father; on the other, a mother struggling to keep her children strong after the loss of their father.

The series is directed by Semih Bağcı and written by Onur Uğraş. Alongside the leads, the supporting cast features Ragıp Savaş, Demircan Kaçel, Nurşim Demir, Goncagül Sunar, Selen Soyder, Çağla Boz, and many others.



## PRIME VIDEO SHARES NEW BEHIND-THE-SCENES PHOTOS FROM *39 DERECEDE AŞK*

Prime Video has released new behind-the-scenes images from its original film *39 Derecede Aşk* (Love at 39 Degrees), starring Ayşin Turan and Furkan Andıç.

This romantic comedy captures the warm atmosphere of İzmir, with a screenplay by Uygur Şirin and direction by Tunç Şahin. Produced by Bir Film, *39 Derecede Aşk* will soon be available exclusively on Prime Video.

Fatih was born and raised in İzmir, one of Türkiye's coastal cities, which, like him, has a calm character. Ege, on the other hand, is an ambitious and successful young lawyer who grew up in the hustle of Istanbul. Punctuality is Ege's middle name. As events unfold, Ege finds herself in İzmir, dealing with a high-profile divorce case that will make or break her career, and she suddenly crosses paths with Fatih. As the divorce case heats up, these two contrasting characters have only 8 hours to gather evidence against the cheating spouse, wrap up the case, visit Ege's eccentric mother, get Fatih's musician friends to a concert, and attend a wedding all while racing around the streets of İzmir in a single car. Their plans and lives will change in ways they never expected.

## CJ ENM, O3 MEDYA, DASS YAPIM, AND ECCHO RIGHTS TEAM UP FOR *QUEEN OF TEARS* TURKISH ADAPTATION

The popular Korean drama *Queen of Tears* is being adapted in Türkiye. CJ ENM has partnered with O3 Medya and DASS Yapım to bring the series to Turkish audiences, with Eccho Rights handling international sales.

Saner Ayar, CEO of O3 Medya, stated: "We're thrilled to bring *Queen of Tears* to Turkish audiences as it marks an important milestone in the collaboration between the Turkish and Korean television industries. We believe this adaptation, with its powerful story and themes of family, love, and resilience, will deeply resonate with viewers. This partnership reflects O3 Medya and DASS Production's commitment to delivering top-quality content and pioneering international scripted adaptations."

Sebastian Kim, Head of International Sales at CJ ENM, shared: "We're excited to see *Queen of Tears*, one of this year's most successful series, reimagined for Turkish audiences. It will be fascinating to see how the story is adapted to a new cultural setting. We look forward to the Turkish version and believe the strong story will continue building on its global success."

Handan Özkubat, Director of Turkish Drama at Eccho Rights highlighted the impact of the adaptation, saying, "O3 and DASS Yapım's ambitious plans for this beautiful story's Turkish adaptation will make a significant impact on the international market. We're eagerly looking forward to sharing this exciting new project with the world."



## YASAK AŞK: TIMS&B'S NEW DRAMA COMING SOON TO ATV

One of Türkiye's top production companies, TIMS&B Productions, is set to release its new series *Yasak Aşk* (Forbidden Love) on Atv. Directed by Umur Turagay and written by Ayfer Tunç, the show stars Erkan Petekkaya as Cengiz Bazmanoğlu, whose story kicks off with his release from prison. Görkem Sevindik plays his brother, Sinan Bazmanoğlu, while their uncle Derman is portrayed by renowned actor Kerem Alışık. The role of Hande Alkan, the Bazmanoğlu family's greenhouse manager and lead female character, has yet to be announced.



## GOLD FILM'S NEW DRAMA MAVİ BEGONVİL IN THE WORKS WITH ACCLAIMED WRITER NURAN EVREN ŞİT

Gold Film has teamed up with Nuran Evren Şit, the renowned screenwriter of *Another Self*, for one of its upcoming projects this season, *Mavi Begonvil*. The series will center on a woman with two children as she embarks on a journey of self-discovery following the loss of her husband. Currently in development, the cast and release date have yet to be confirmed.



## BOZDAĞ FILM'S *BİR ZAMANLAR İSTANBUL*, STARRING CİHANGİR CEYHAN AND ALİNA BOZ, COMING SOON TO TRT1

Bozdağ Film is bringing a new series, *Bir Zamanlar İstanbul* (Once Upon A Time in İstanbul) to TRT1, starring Alina Boz and Cihangir Ceyhan. Alina Boz plays Seher, a fearless journalist in 1990s İstanbul, while Cihangir Ceyhan takes on the role of Ali, whose path crosses with Seher's during their university days. The premiere date for this highly anticipated series is yet to be announced.



## NEW COMEDY SERIES *PLATONİK* BEGINS PRODUCTION, STARRING KEREM BÜRSİN

The upcoming series *Platonik*, written by Gupse Özay, is set to start production soon. Starring Öykü Karayel, Kerem Bürsin, and Özay herself, the show follows Gülten (Özay) and her sister Nedret (Karayel) as they navigate life at their family's hotel in Çeşme.

When the charming businessman Kaan (Bürsin) arrives in Çeşme with secret plans to take over the hotel, an amusing rivalry springs up between the sisters, unaware of his true intentions. Kaan's presence not only spices up family dynamics but also brings unexpected fun to the lives of the hotel's guests and staff.



## *APOLLON BY DAY ATHENA BY NIGHT* WINS ASIAN FUTURE BEST FILM AWARD AT 37TH TOKYO FILM FESTIVAL

Emine Yıldırım's first feature-length film *Apollon by Day Athena by Night* celebrated a major success at the 37th Tokyo Film Festival, winning the Asian Future Best Film Award. As the only entry from Türkiye, the film generated significant interest, with tickets selling out days in advance.

Director Emine Yıldırım, along with lead actors Ezgi Çelik and Barış Gönönen, editor Selda Taşkın, sound designer Metin Bozkurt, and producer Dilde Mahalli, expressed their gratitude for the enthusiastic response at the festival. The award was presented by a jury including Indonesian director Nia Dinata, Japanese festival director Yamashita Koyo, and Japanese director Yokohama Satoko during the closing ceremony on November 6.

The jury praised the film as "an original work, with standout performances that add layers of depth to the story. Visually captivating, it seamlessly connects past and present with a refreshing perspective."

Accepting the award on stage, Emine Yıldırım couldn't hide her excitement. In her speech, she shared insights into the film's creation: "This film is the product of true collaboration between artists in front of and behind the camera, who poured their hearts and souls into it with me. I owe my gratitude to my actors and the entire crew, especially my lead actress, Ezgi Çelik, with her lionhearted spirit, and my producer, Dilde Mahalli, with her wisdom. Despite all the challenges, we completed this film thanks to the solidarity of women. I dedicate this award to all the women of the Middle East."



# Creating a Fairytale: Emre Kabakuşak on *The Nightfall*

By YAĞMUR ÇÖL

**T**he *Nightfall*, starring Su Burcu Yazgı Coşkun and Burak Deniz, has captured viewers' attention from its very first episode. We sat down with the show's director, Emre Kabakuşak, to discuss his directing journey from *Remember Darling* to *The Nightfall* and much more.

**I'd like to start by talking about your new series. *The Nightfall* has been quite successful in the ratings so far. We'd love to hear more about the show from your perspective.**

*The Nightfall* is about the struggle of two people who fall in love at first sight and try to make the impossible happen. A police officer who requests a transfer to seek revenge falls in love with the daughter of the man who had his father shot, and our journey begins with the most genuine emotions and unexpected surprises.



***The Nightfall* has been very well-received, and it also has a strong cast. The story explores new directions with each episode. What do you think are the elements that make the show so beloved by the audience?**

I think the audience wants to see something relatable, genuine, and natural. We combined visuals that fit the story with a straightforward narrative. This approach was appreciated by viewers, they found our work sincere. They connected with the actors, took sides in the character conflicts, and that made what we created engaging to watch.

**The series started in Denizli and is now continuing in Istanbul. Your choice of locations and use of music have also been widely praised. What can you tell us about these aspects?**

All of it is the result of extensive efforts. Before choosing Denizli, we visited and examined many places, including Adana, Mersin, Tarsus, and other locations in the west. We decided that Denizli and its surroundings were the most fitting for the story we wanted to tell and the atmosphere we aimed to create. I'm glad we went there; the working conditions were very favorable, and visually, it provided a setting that really satisfied us. Our music is by Alp Yenier, with whom I previously worked on *The Ambassador's Daughter*. He's an artist whose intuition and sensibility I trust deeply, and his contributions are clearly evident. He understands perfectly touch the scenes I shoot and grasps exactly what kind of scene I'm aiming to create with each shot.

**Before *The Nightfall* started, there was some criticism about the age gap between Burak Deniz and Su Burcu Yazgı Coşkun. After the first episode aired, there were also discussions about the cave scene. As the director of the series, how do you respond to these criticisms?**

Criticism of my work has always had a positive effect on me. The story we're telling doesn't need to have an exact equivalent in real life; we're creating a kind of fairytale, selling dreams. We're not here to present absolute truths, deliver public service announcements, or act as thought leaders. Of course, there will be criticism, as long as it's within the bounds of logic and reason. If we're telling the love story of a 32-year-old police officer and a 21-year-old young Yörük girl, then Burak and Yazgı are perfect for it! They're both so talented and intelligent; always bringing something extra to their roles. With such high awareness, every scene they perform sparks reactions, which is completely normal. The script finds ways to advance its story, and the ablution scene in the cave was just an element to bring the characters together, and it turned out to be a beautiful scene.

***The Nightfall* has started its global journey at MIPCOM, one of the most important content fairs. How do you feel about the show's potential success internationally? What do you think awaits the series in this regard?**

We create our work to be successful, so seeing it appreciated

*Criticism of my work has always had a positive effect on me. The story we're telling doesn't need to have an exact equivalent in real life; we're creating a kind of fairytale, selling dreams. We're not here to present absolute truths, deliver public service announcements, or act as thought leaders. Of course, there will be criticism, as long as it's within the bounds of logic and reason. If we're telling the love story of a 32-year-old police officer and a 21-year-old young Yörük girl, then Burak and Yazgı are perfect for it!*

and enjoyed is a wonderful feeling. As a country, we're already in a good position in the international TV series market, and being part of that presentation, reaching a global audience, and being watched motivates us to do even better.

**Since the beginning of your career, you've been involved in memorable projects on Turkish television and have worked with many prominent directors. Know you studied at university in Niğde and then began working as an assistant, but I'd love to hear about your journey into the industry from your perspective.**

I started in the industry as an assistant in 2003. After that, I set a goal for myself, to become a director within five years, and my first step toward that was with the series *Remember Darling*, where I began directing. Then came other series and film projects...

***Remember Darling* was one of the most important and valuable series in our television history. Following that, you directed memorable series like *To Better Days*, *War of the Roses*, and *Lifeline*. Turkish television has undergone a significant transformation, especially over the past decade. You've spent many years in the world of television and cinema, and I believe**



**you have a strong intuition about audience preferences and expectations. How do you view this change? What have you observed?**

Yes, each project I've done is very valuable to me. With each one, I learned a lot, gained experience, made mistakes, and tried to learn from them. I'm still learning, trying to understand, to find my own absolute truths because what we do is actually a very subjective job. Everyone has their own perspective, their own story, and their own way of telling it. In the past, episodes were shorter, audiences could watch without getting bored and engage more deeply. Now, the episodes are very long, sometimes slow, with a slower pace... It has become challenging to keep viewers engaged and watching.

**I'd also like to touch on audience preferences. What do you think viewers want to watch these days?**

I think viewers want to empathize. They want to find heroes, to celebrate with the characters they choose, to feel joy, to see resilience even in sorrow, and to watch people overcome challenges. They want to see strength. In dramas, want to feel grateful, to see that their own situation isn't so bad, and to see what else is out there. They want to be intrigued, to see their predictions come true, and to have that satisfaction of saying, "I knew it." But, of course, that's just my perspective.

**In the TV series industry, casting and script selection are crucial. Great scripts can fail due to poor casting and vice versa. As a director, what criteria do you pay attention to when choosing scripts and actors? I am sure you have some special instincts you developed in this process.**

Everything must be in harmony; a great story can be wasted with poor casting and direction. In my projects, I first look at what kind of cast the script requires: the type, talent, and energy. Then comes a rigorous audition process, working and

reading scenes until we find the right fit, and finally, aligning the cast like puzzle pieces to ensure cohesion.

**You've directed *Bride of Beirut*, an adaptation of *Bride of Istanbul*. What did this experience bring you? It must not be so easy to direct a series in a different country, with local actors, and in a different language.**

It was a project I experienced for the first time, and I was initially very anxious. During the preparation process, I realized how universal our work is and how cinema is based on emotions, a common language beyond words. Though I heard a different language, I saw the same feelings. After I expressed what I wanted to accomplish, despite the cultural differences, their understanding and sharing in my emotions and excitement led to a successful project.







3 DEC | The ATF Leaders Dialogue  
4 - 6 DEC | Market & Conference  
Marina Bay Sands, Singapore




IF IT'S  
**ASIA,**  
IT'S  
**ATF**

# A NEW ERA OF ENTERTAINMENT CONTENT & CO-PRODUCTION

It's all about great content across film, TV, & emerging media



Be part of Asia's Future  
**REGISTER FOR YOUR ALL-ACCESS PASS  
TO ATF 2024 NOW!**

    @asiatvforum  [www.asiatvforum.com](http://www.asiatvforum.com) | [privacy.rxglobal.com](http://privacy.rxglobal.com)

Produced by:



An event of:



Hosted by:



Held in:



Supported by:



# *Hits, Misses, and Fresh Starts:* A Look at the Türkiye's New TV Season

YAĞMUR ÇÖL

HOW WILL THESE FRESH RELEASES IMPACT THE ALREADY COMPETITIVE RATINGS SCENE? ONLY TIME WILL TELL, BUT ONE THING IS CERTAIN: TÜRKİYE'S TV INDUSTRY CONTINUES TO CAPTIVATE AUDIENCES WITH PLENTY OF EXCITING NEW STORIES.





The rising costs of production in Türkiye led networks to cancel summer series and start the regular season earlier than usual. This year, Turkish dramas began airing as early as September, with a mix of renewed fan-favorites and ambitious new titles produced by the country's leading production companies, all competing for top ratings.

A total of 17 series returned from last season, with 8 new ones kicking off in September and 2 more debuting in October with more shows lined up to premiere in November and December. In the tough ratings competition, some new releases were canceled early, while others turned into big hits, adding to the success of the returning favorites. Let's dive in and take a closer look.

### THE STANDOUT NEW SERIES

Among the season's top-performing new dramas, *Valley of Hearts*, produced by TIMS&B Productions, captured a strong total rating of 4.03 in its premiere. Another buzzworthy title, *The Good and the Bad*, featuring Aras Bulut İynemli, debuted with an impressive 5.49 rating. Meanwhile, the adaptation of *Avenida Brasil*, retitled *Leyla*, launched with a respectable 4.87, and ATV's *The Nightfall* joined the lineup with a debut rating of 4.67. All these new series have successfully maintained their run so far.

October added a few promising new dramas to the lineup. On October 15, *Hidden Garden*, starring Murat Yıldırım and Ebru Şahin, aired its first episode with a rating of 3.36. Another notable series, *The Cost of Lies*, made its debut the same month, securing a rating of 3.88.

### OLD BUT GOLD

While fresh stories and cast ensembles draw initial interest, renewed series have shown they still hold a special place in view-



ers' hearts. In the ABC1 category, classics like *One Love* (8.59), *An Anatolian Tale* (6.91), *Blooming Lady* (7.98), *Red Roses* (7.87), *The Shadow Team* (7.22), and *The Ottoman* (6.03) are consistently topping the charts.

In the ABC1 category for October, *The Good and the Bad* joined the top ranks alongside *One Love*, *An Anatolian Tale*, *Blooming Lady*, and *Red Roses* in the top three spots, underlining the continued appeal of these beloved series.

### CANCELLED SHOWS

Despite a strong lineup, some newcomers fell short in the ratings and ended sooner than anticipated. *Kötü Kan*, *Güzel Aşklar Diyarı*, and *Loveberry* all wrapped up by their sixth episodes. Meanwhile, the returning series *Taş Kağıt Makas* concluded its second season with only five episodes. The series *Kör Nokta*, starring İsmail Ege Şaşmaz and Rabia Soytürk, also met an early end, ending after just four episodes due to low ratings.

### WHAT'S NEXT?

Even with an early start to the season, there are still many new series set to premiere in the coming months. Following the debut of *6 of Us*, OGM Pictures is gearing up to launch several highly anticipated shows, including *Kral Kaybederse*, starring Halit Ergenç, and *Şehrazat*. The historical drama *Şakir Paşa Ailesi: Mucizeler ve Skandallar* is also on the way, along with an ambitious Korean adaptation, *Aşk Evlilik Boşanma*, which is expected to capture significant audience interest.

How will these fresh releases impact the already competitive ratings scene? Only time will tell, but one thing is certain: Türkiye's TV industry continues to captivate audiences with plenty of exciting new stories.

\*This article was written on November 10, 2024.





ŞEKİB AVDAĞIÇ, PRESIDENT OF ISTANBUL CHAMBER OF COMMERCE (ICOC)

*Every country where Turkish series are watched becomes a market for products labeled “Made in Türkiye”*

By YOLDAŞ ÖZDEMİR



**F**or our ATF Singapore issue, we had the opportunity to sit down with Istanbul Chamber of Commerce President Şekib Avdağç to discuss the Chamber's strategic vision for 2025 and more.

Avdağç highlighted ICOC's record-breaking achievements in 2024, including 47 trade fairs across four continents, and outlined ambitious goals for expanding Turkish content and products in the Asian market. With ICOC's continued presence at key events like ATF Singapore, Avdağç foresees new partnerships that will strengthen ties between Türkiye and Asia, driving mutual growth and opening doors for Turkish businesses worldwide.

**How was 2024 for the Istanbul Chamber of Commerce (ICOC)? Could you provide a detailed evaluation of ICOC's activities in various trade fairs across different sectors around the world?**

At ICOC, our most significant initiative to enhance the competitiveness and productivity of our members has been to take our products and business community to international trade shows, a tradition we have maintained since the 1893 Chicago Fair. Back in those days, we were only able to organize participation in one fair at a time. However, in 2024, we reached a record by organizing 47 trade fairs.

This year has been our most productive yet. Through these 47 trade fairs, we facilitated the participation of 1,300 Turkish companies, providing them with approximately 40,000 square meters of exhibit space to showcase their products and services on an international stage. For example, we set a new record at the Paris SIAL Expo with 294 companies participating and a total exhibition area of 7,983 square meters. Similarly, our national participation in Phase 2 of the Canton Fair saw a three-fold increase compared to the previous year.

In summary, in 2024, we were present at global trade shows across all sectors: from lighting to textiles, promotional products to digital transformation, construction to stationery, TV and film content to mobile communication technologies, composites to automotive. We participated in numerous fairs across 17 different countries on 4 continents.

**In 2024, ICOC also participated in numerous global content fairs. What can you share about this year's developments in the export of Turkish content?**

First, let me emphasize this: Türkiye's TV industry functions as a driving force for the Turkish economy and continued this praiseworthy role in 2024. The success of our dramas has helped create a billion-dollar industry for Türkiye. Beyond that, it has strengthened Türkiye's global soft power. Research shows that Türkiye is now the world's second-largest exporter of scripted TV series, following the United States. We see that our content exporters play a significant role in the upward trend of our exports.

*The uniqueness of the Turkish content industry, its emotional depth and the life motifs it portrays, meets Asia's strengths at this fair. I believe that Turkish companies, which have established a solid target audience at ATF Singapore under the principle that "Content is everything," will become a sought-after partner for new successes and collaborations.*

In this regard, I think data from Parrot Analytics, a research firm, will be insightful: Between 2020 and 2023, global demand for Turkish dramas rose by 184%, while Korean series saw a 73% increase. Turkish series attract attention even at the script stage, with 80% of them being sold before they even air. Turkish productions have now reached their 18th year in the Middle East and Gulf countries and their 11th year in Latin America. The characters of Turkish series have even become an inspiration for novelists worldwide.

I believe that, alongside the Turkish TV drama and content industry, the pioneering projects and initiatives led by the Istanbul Chamber of Commerce (ICOC) since 2011 have made a significant contribution to achieving this success. Since then, we have been facilitating the participation of companies in various content fairs across Europe, the Middle East, Asia, America, and Africa. I am pleased to say that our efforts, which began with MIPCOM, have helped foster a robust export culture in this field.





In 2024, we participated in Content Americas, MIPTV, NATPE Budapest, MIPCOM, Dubai International Content Market, and ATF Singapore, and we will continue our work at the same pace in 2025.

**We're now at ATF, one of the most important fairs for the Asian market. How does ICOC evaluate ATF, and what are your goals for this year's market?**

We consider ATF Singapore to be the most significant content fair in the Asian region. For this reason, we are organizing Türkiye's national participation for the 9th time. We see ATF Singapore as the gateway for the Turkish content industry to reach Asian markets. It's a two-way exchange... Because this fair also provides the strongest platform for our content collaborations with Asian countries.

The uniqueness of the Turkish content industry, its emotional depth and the life motifs it portrays, meets Asia's strengths at this fair. I believe that Turkish companies, which have established a solid target audience at ATF Singapore under the principle that "Content is everything," will become a sought-after partner for new successes and collaborations. Therefore, bringing together the Turkish content industry with professionals from the Asian sector is incredibly exciting for us.

**Asia is indeed a crucial market for Turkish content. What can you say about our content exports and potential collaborations with Asian countries in other sectors?**

I agree with your observation that Asia is an essential market for Turkish content. There are actually two seemingly contrasting reasons for this: Turkish content resonates with global tastes and emotions, appealing to a wide international audience. Secondly, the content Turkish produce have the ability to

preserve local values while presenting them with a universal touch. So this is a significant richness...

Undoubtedly, when a society with Asian heritage creates content infused with modern values, and this content reaches the right audience on the right platform, success naturally follows. Türkiye is now acting as a bridge between Asia and Europe in the TV and content sector; not only bringing these two ancient continents together with its young content but also helping to keep them connected.

This, in particular, will enable collaborative production between Asian countries and Türkiye, not only for their own markets but also for a world of 8 billion people. I believe that ATF Singapore will bring us even closer to achieving this goal.

**Beyond content exports, we have numerous collaborations and exports across various sectors in Asian countries. Could you provide a general assessment of these as ICOC?**

The world has truly become a global village. Despite challenges like the pandemic, the inhabitants of this village rely on one another and must engage





in mutual exchange. The key point here is ensuring that these connections continue uninterrupted, in other words, maintaining the supply chain. For this reason, the Istanbul Chamber of Commerce places great importance on every corner of Asia, from East Asia to Central Asia, South Asia to West Asia. As we strengthen our relations with every country from China to Kazakhstan, we believe that Asia's integration into global trade will contribute to a more equitable world with fairer distribution of wealth.

**The export of Turkish content has a very positive impact on many sectors, from fashion to tourism. We're certain that ICOC has observed these effects and outcomes closely. Could you share your insights on how Turkish content influences Turkish exports and other sectors?**

Turkish TV series and content are acting as free consultants guiding Turkish businesses to the right markets. Türkiye's soft power serves as a key that opens the doors of global markets for our exports. In other words, every country where Turkish series are watched becomes a market for products labeled "Made in Türkiye." This is because the Turkish content industry vividly shows Türkiye's diverse product and service sectors, from food to technology, automotive to healthcare, to audiences worldwide. As a result, we have a private sector that can export to nearly every country in the world.

**We're preparing for a new year. In your opinion, what goals should be set for Turkish content exports in 2025?**

In fact, our goals for participation in content fairs, which we've planned together with the industry's stakeholders, clearly outline our targets. Let me tell you this much about the goals: in January 2025, the Istanbul Chamber of Commerce will be organizing participation in a content fair in the United States

aimed at the Latin American market. We plan to be present at every quality series fair on every continent, further elevating Türkiye's content industry which serves as a driving force for the country's service industry. Because we believe that just as Türkiye is advancing in industries like manufacturing, agriculture, and technology, it must also continue to grow in the TV series and content sector to engage with the world. When the content industry becomes one of the strongest pillars of Türkiye's global trade ambitions, its achievements will be lasting and unbreakable.

**What are ICOC's goals and plans for global fairs and organizations in 2025?**

With 142 years of experience and over 800,000 members, the Istanbul Chamber of Commerce is one of the world's two largest chambers. Our long-standing mission and guiding principles remain unchanged: to position the Turkish business community at the heart of global trade and production.

We've set our 2025 global fair participation goals in this spirit. We will continue to be present in every fair and sector where trade, new markets, competition, innovation, and collaboration thrive, alongside Turkish companies. Therefore, in 2025, our Chamber will keep paving the way for Turkish businesses at global fairs and events, helping them reach new heights.

*With 142 years of experience and over 800,000 members, the Istanbul Chamber of Commerce is one of the world's two largest chambers. Our long-standing mission and guiding principles remain unchanged: to position the Turkish business community at the heart of global trade and production.*

# *I Am Mother:* Ordinary Days, Extraordinary Stories

ZEYNEP GÖNENLİ

I AM MOTHER IS A SERIES FILLED WITH BOTH HEARTBREAKING AND SIGNIFICANT EVENTS, YET IT SOMEHOW GIVES A SENSE OF CALM, MAKING IT FEEL LIKE WE'RE SIMPLY WATCHING AN ORDINARY DAY. I KNOW IT SOUNDS CONTRADICTIONARY, BUT ONCE YOU WATCH IT, YOU'LL SEE WHAT I MEAN.





When I first saw the trailers for *I Am Mother* which begins with the story of a missing child, I'll admit I thought, "Here comes another show that will drown us in sorrow and misery." I even thought to myself, "What a shame; such a great cast, and we probably won't be able to watch it." But after finishing the first episode, I realized I was completely wrong, and I happily admitted my mistake. I love being wrong in such a good way.

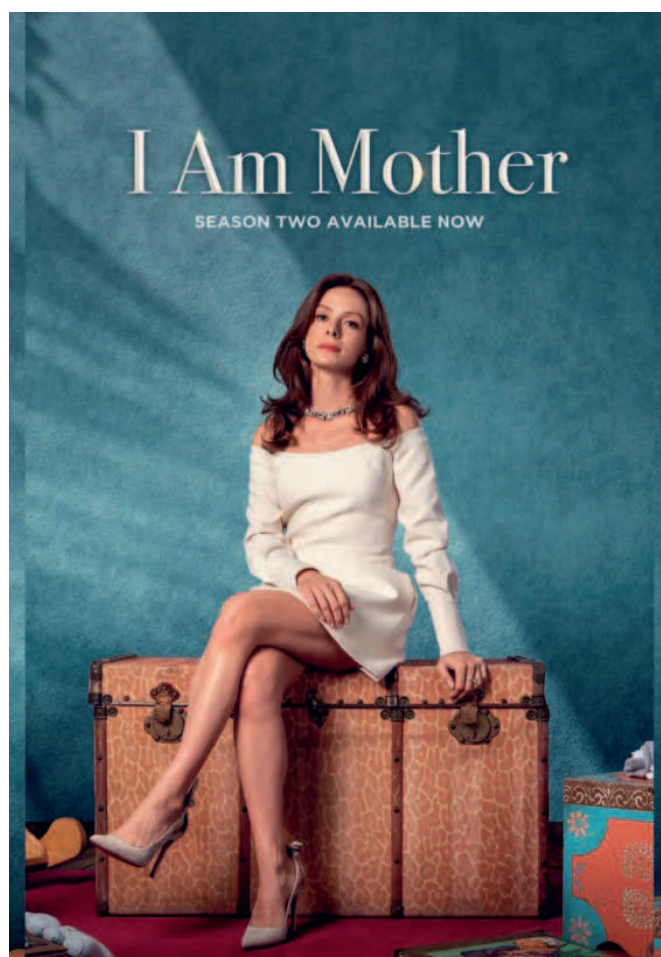
The series begins with Karsu and Reha's son, Kuzey, going missing while on the way to İstanbul with his grandmother, Filiz. By the end of the first episode, Kuzey has been found but is now known as Deniz. What we see at the end of the first episode actually represents three years in the story, and that's exactly where everything truly begins.

Karsu, portrayed by Özge Özpırınçci with a naturalness we've sorely missed in TV series is married to Reha, played by Necip Memili with a remarkable intensity that's almost terrifying. By the fifth minute of the show, amid all the drama, we're already wondering, "Why on earth did this woman marry such a man?" Filiz, the grandmother played by Demet Akbağ, not only amplifies the drama of the show but also brilliantly lifts the curtain on it, mischievously raising the humor in every scene she enters.

The story begins when, after finding her son, Karsu discovers her husband has been cheating on her for years with her best friend. She immediately leaves everything behind and heads to İstanbul, moving in with her estranged mother. Actually, she doesn't go straight there; her aunt brings her there, and her mother tells her it's time to put the past behind them and the story unfolds from there. One thing I really appreciate about this series is how quickly things progress, it doesn't drag things out unnecessarily. For example, we don't have to wait five episodes with sad music in the background for Karsu to learn she's been cheated on. My main hope for the rest of the series is that it keeps up this momentum.

*I Am Mother* is a series filled with both heartbreaking and significant events, yet it somehow gives a sense of calm, making it feel like we're simply watching an ordinary day. I know it sounds contradictory, but once you watch it, you'll see what I mean. For example, Karsu hasn't spoken to her mother Filiz in years because she lied to her, but the next morning, they have breakfast together as if everything is normal. Later, Filiz goes for Botox, has an allergic reaction, and Karsu rushes her to the hospital in a panic. The next day, over coffee, her mother and aunt exchange glances, wondering how they'll look after the kids if Karsu starts working. Then Reha refuses to pay for the kids' school fees, and all these moments blend in together, just like a slice of everyday life. It's proof that you don't always need grand gestures or dramatic lines to convey meaningful stories, just a storyteller who believes in what they're telling and actors who truly understand their characters.

If you haven't started watching *I Am Mother* yet, you can jump in at any point and I promise that you won't feel left out.

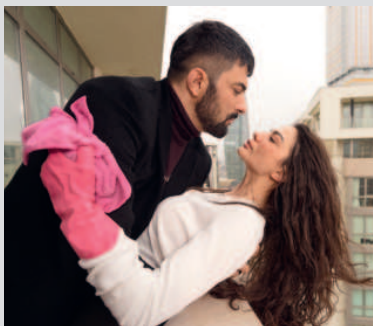




### LOVE WITH LAVENDER SCENT

Fifteen years ago, Anda returned to Podişor, escaping her abusive husband just before giving birth to her daughter. In this small village, she raised her child alone and became a respected family doctor, essential to the community. Her simple life changes dramatically when Stefan, a retired football player and stranger, inherits her house and land through her father's will.

Anda discovers her father obtained the property through deceit and murder, and in a bid for redemption, he left everything to Stefan, the victim's grandson. Stefan moves in, and although they initially clash, a bond begins to form as they confront their painful histories. The arrival of Stefan's rebellious daughter, Alma, complicates matters, especially as tensions arise between Alma and Maria, Anda's daughter. Amidst conflicts, secrets, and mutual attraction, Anda and Stefan navigate their evolving relationship, facing emotional and external challenges. Just as they seem to find harmony and Stefan proposes, a new test threatens their fragile peace, reshaping Anda's world once more.



### FARAH

Adapted from the award-winning Argentinian series *La Chica Que Limpia*, *Farah* is the story of an Iranian woman, who had to run away from her country and is struggling to live in İstanbul, working as a cleaning lady in order to maintain the treatment of her son. Farah was one of the brightest students at one of Iran's leading medical schools, until months before she had to flee. But she and her entire family ruthlessly pay the price for a man's failure to reciprocate her love, and Farah flees to Türkiye, unaware that she is pregnant with a boy. Seven years later, this bright future woman is forced to work as a cleaning lady in order to provide for herself and her son. Farah's son Kerim has a disease called "balloon boy disease"... One night while cleaning, Farah witnesses a mafia murder. She begs to the hitman Tahir to let her go promising to keep her mouth shut and offers to clean the murder scene. The following day, Farah finds out that the victim of the crime is a policeman; a dear friend to her neighbor Gönül and her big brother Chief Inspector Mehmet (Firat Tanış). Farah decides to testify and goes to the police station where she meets Tahir, who has been detained by Mehmet. Leaving the station at once, Farah decides to leave the country, however, fate has its own way and she suddenly finds herself at a hospital. While she tries to get away, a deadly injured man is being brought to the E.R. Farah intervenes in order to rescue him, unaware of the fact, that the man she tries to rescue is the leader of the mafia and Tahir's boss - Ali Galip. This instinctive act takes her to the middle of the mafia-police war and an unpredictable love with her hunter Tahir, at the first season. With Farah's son Kerim, all three together, create a family, against all odds around them. But the love between Farah & Tahir will be tested even harder at the second season when Behnam, the father of Kerim who was known as dead, arrives İstanbul to get his so-called "family" back.



### EGO

The Koraslan Family is one of the most well-known families in tourism industry in Türkiye. Sibel and Tuncay are both involved in their family business. On the other hand, the Öztürks are a middle-class family, Burhan being the father, who lost his beloved wife 2 years ago, his daughter Elif and son Arda. Elif is engaged to Erhan, a frank and brave man who works in the finance department at the Koraslan Family's firm. Burhan loves Erhan as his own son and relies heavily on him. When Erhan asks for money to invest on the stock market, he hypothecates his house in return for a huge loan. Things turn for the worse and Erhan loses the all money. The Öztürk Family could lose their house unless Erhan mends the situation. Meanwhile Sibel, who got unexpectedly abandoned by the man, who she had fallen in love with for the first time in her life, suddenly learns that she has a cyst in her womb and if she doesn't conceive soon, she will not be able to bear children. Elif, Erhan and Sibel's lives will completely change, when Sibel decides to get pregnant with Erhan's baby and makes an indecent proposal in the amount of 3 million.





### **TYCOON / TAJKUN**

Vladan Simonović is a tycoon, hated in Serbia because of the wealth he gained during the disintegration of Yugoslavia in the 1990s. Although he was able to run his company from the shadows, and to some extent the economy of the entire country, the politicians now in power, put him on a kind of pillar of shame, using him to strengthen their political authority. At the same time, the same politicians are cooperating with Simonović's rivals and plan to turn themselves and people from their closest surroundings into a new class of tycoons who are unconditionally loyal to them, with a seemingly clean past. Therefore, the assassination attempt on Simonović will not make him a victim in the eyes of politicians and the media under their control. On the contrary, that attack will make him even more isolated and vulnerable, making him conduct the investigation into his assassination attempt by himself. He is a persecuted man, forced to take drastic measures to preserve himself and his company. Besides his public and secret enemies, he is in conflict with his son, but also with the rest of the family, which is only kept together by his wealth.



### **THE CLAN / KLAN**

The murder of Tigar, the biggest mafia boss in this part of Europe, shook the Serbian underground to its foundations. Many want to take his place. The cards are open again. Everyone wants their piece of booty and they are ready to do anything to win it... On the margins of that world, Shock and Pasha, provincials and not overly successful petty thieves, are just beginning their careers which will take them to unimaginable levels... This is their path; their story.



### **ALERT SQUAD**

Behind each disappearance lies a hidden reality. Every single minute counts when the Missing Persons Unit is working a case. Driven by hope, bound by courage and determination, the team investigates with one clear objective: to recover the missing alive. *Alert Squad* is a police-driven series built on human drama. With its 3rd season it was awarded by The Academy of Canadian Cinema and TV as "The Best Annual Series" at the 38th Prix Gémeaux Awards.



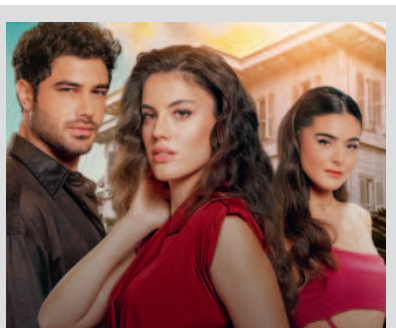
### **FORBIDDEN FRUIT**

Ender, a woman from the high society and wife of successful businessman Halit Argun, hires Yıldız Yılmaz as her husband's personal waitress in order to seduce her husband, so that Ender can get Halit's assets after their divorce. But, Yıldız betrays Ender and exposes her plan. When Halit learned the truth; he divorces Ender, leaving her penniless and discredited. After their divorce Yıldız and Halit get married. This is the beginning of an endless war between Ender and Yıldız; which will continue for seasons.



### VALLEY OF HEARTS

At a young age, Sumru abandoned her newborn twins without even holding them. She moved to Cappadocia with her mother, where she married Samet, a wealthy and prominent figure in the city's tourism industry. They had two children. Samet also has a son from his first marriage, Cihan. Growing up under difficult circumstances the twins, Nuh and Melek, fueled by hatred for the mother who abandoned them, find out their mother's identity. They come to Cappadocia to claim what they believe they are entitled to and confront their mother. Caught off guard, Sumru denies everything, but she is aware that it's only a matter of time before the secret she has hidden is revealed. Things are also complicated at the Şansalan mansion. Sumru's widowed sister-in-law lives at the mansion with her daughter Sevilay. Her goal is to marry her daughter off to her nephew Cihan and secure their future. Also, Samet supports this plan. As the twins pursue what they believe is rightfully theirs from their mother, Melek crosses paths with Cihan, and Nuh encounters Sevilay. From the first moment, Cihan is deeply affected by Melek and can't get her out of his mind, even as he finds himself on the brink of a forced marriage. Meanwhile, as Sevilay tries to oppose the marriage on her own, she crosses paths with Nuh. Although Sumru tries to keep the children she rejected away from her family, Melek and Nuh will gradually infiltrate both the family and the hearts of Cihan and Sevilay. As Samet's health problems worry the entire family, his old enemy, Tahsin, waits in the shadows, ready to take revenge for the past.



### LOVE AND PRIDE

The Köksoys live in an ancestral mansion as a wealthy and rooted family. With three daughters, the family is sinking and on the verge of losing everything. In a state of great panic, they contemplate how to escape the impending disaster when Tolga enters their lives like a savior. He is the heir to a wealthy and established family. If one of the daughters marries him, life will continue as it used to, affluent and secure. The idea is considered for the eldest daughter, Mercan, to marry him. However, Mercan rebels against this imposition, finding Tolga excessively arrogant and frivolous. Despite Tolga and Mercan being attracted to each other, Mercan's high pride and Tolga's spoiled attitude build thick walls between them. However, unlike Mercan, there is someone who desires him passionately- the middle daughter, Gül. Tolga shifts his focus from Mercan to Gül. As they drift towards marriage, Tolga's heart remains with Mercan. Mercan, too, has fallen in love with him. The girls' mother insists on a quick marriage because Tolga will rescue them from the financial crisis. However, Tolga is just as submerged as them and desires this marriage for his own salvation.



### DECEPTION

Güzide Yenersoy is a respectable family court judge living in Istanbul. With a marriage of 30 years and two children, Güzide Yenersoy has what could be described as the epitome of a perfect family. Her husband, Tank, is an experienced and successful lawyer, running his own law firm. Her son, Ozan, is a construction engineer working at a prestigious company, while her daughter, Oylum, is studying medicine in the Netherlands, upon her mother's insistence. From the outside, Yenersoy family has a picture-perfect life based on trust and love, but the truth is completely different from this false reality. Although everything seems to be going well, Güzide is not aware that the events buried in the past will come to light again. Every member of her family, whom she loves and dedicates her life to, is lying to Güzide. She does not know that Oylum has made the decision to go to the USA to realize her dream of studying modern dance. While Oylum is counting down for the day she will go to New York, her family friend Tolga, whom she met by chance at the airport, becomes her partner in secret. Oylum is not the only one lying to Güzide. After not receiving the promotion he was expecting, Ozan follows his friend's advice of investing in crypto money, but he gets himself into huge trouble by sinking his father's friend's entrusted money. However, her husband is the one who commits the betrayal that will change Güzide's life forever. Tarik has a second family, which he has been keeping secret for five years. When her husband's betrayal is revealed, Güzide finds herself confronting the reality that her life has been a lie.



### LIKE THERE'S NO TOMORROW

The meeting of popular and successful actress Manolya with experienced journalist Hakan for an interview changes both of their lives. In the brief time they spend together, they lay out secrets they have never shared with anyone else, their past relationships, and the failures within those relationships. As Manolya and Hakan grow closer while discussing love, hate, relationships, sex, jealousy, and the spirit of the times, they seek ways to establish honest and open communication, only to realize that it's not as easy as it seems.





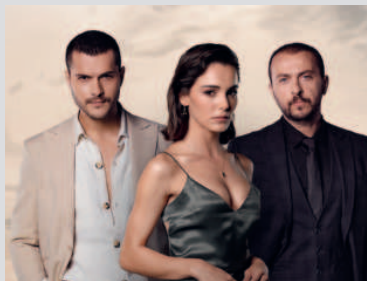
## TUZAK

*Tuzak* tells the story of three siblings Mahir, Umut and Umay whose springs of life were taken from them. Who is bad, who is real, who is fake? In such a mixed-up world, three siblings Umut, Mahir and Umay who came together for a common purpose, find out that they don't have the bond they thought they had. On the other hand, Güneş, Güven and Mete are the siblings, each one of whom believed that their father's approval and their comfortable lives were more important than each other. Umut, as he is taking revenge from this family he hates, he goes through his biggest conflict thanks to Güneş, the girl whom he believes to be the love of his life with each passing day. Güneş doesn't know the real identity and purpose of Umut whom she knows as a dirty lawyer Çınar Yılmaz. She will entrust her family's and her own future to this man whom she falls in love with.



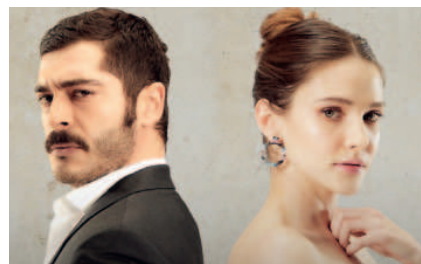
## POISON IVY

Macide, the daughter of a poor family who has studied psychology and is not happy in business life and seeks to heal others, falls in love with the elder brother of Ahmet, Kazım Işık, who is known as the smartest and the most successful businessman in the country. She has just met and fallen in love with the man with a morbid passion. Moreover, Kazım Işık is married to Nermin. Macide's love is not unrequited. Kazım passionately embraces Macide, who is by his side at his weakest moment... But will he be able to protect her from the cruelty of the rich and powerful life he created? Will Macide be able to preserve the purity, innocence and sensitivity she had when she first met Kazım? Or worse yet, when everyone makes her a "queen" out of false reverence... This is the story of a young woman who falls in love for the first time on her way to heal herself by healing others, following the healing she received from her father. The story of a man who has everything he wants in life, but perhaps mostly for this reason, looking for a companion in unhappiness and loneliness... *Poison Ivy* is a love story that tells that when two souls find each other despite the whole world, even themselves. Everything stands in front of them but still, they meet. However, no one can illuminate another's darkness.



## LAST SUMMER

Idealist Prosecutor Selim Kara receives an offer too good to refuse from the mob leader Selcuk Taskin he put into prison 8 years ago. Selcuk Taskin wants to testify against his organization in Prosecutor Selim Kara's case's. But he has one condition. Selim Kara will protect Taskin's son Akgun Gokalp Taskin. Growing up in a world full of crime and danger, Akgun, an emotional young man behind his tough guy exterior, find this situation too difficult to accept. All of a sudden, life tests Selim in the most unexpected way; His wife Canan who lives with their kids in Izmir wants to file a divorce. Now in between his work and family, Prosecutor Kara has to take Akgun, who he identifies as a troublemaker, to "Justice Residence" where his family resides in Izmir, Cesme. Selim's unexpected guest Akgun will cause all the residing residence members thrown off their balance's; this wind which started in Aegean region, will become a storm that will change everyone's lives.



## THE TRUSTED

Marashli is an ex-soldier who has left the special forces in order to open up a second-hand bookstore and spend more time with his sick daughter, Zelis. His life changes when the beautiful Mahur Turel walks into his bookstore. Mahur's life is saved by Marashli that day when she accidentally gets herself into trouble. From now on the destiny of the two characters will be interwoven irrevocably. Mahur is the precious daughter of Aziz Turel, one of the most powerful businessmen in Turkey. She gets into trouble because of a photo she takes that day which puts her life in constant danger. But her fearless persona is almost impossible to contain...at least by anyone other than Marashli who is now employed with keeping Mahur safe as her personal bodyguard. Mahur is a workaholic who has withdrawn from life after the untimely death of her mother. She watches the videos her late mother recorded for her to fill the emotional void in her life. The veil of mystery behind her family liaisons start to unfold around the same time Marashli is hired to be her bodyguard. She will start to discover the real and dark intentions of the ones who are closest to her. On this journey, Marashli will become her closest ally, the person whom she trusts the most, and her lover. That is until she finds out who Marashli really is...



## LEYLIFER

Meryem, formerly known as Maria, travels to Istanbul with her husband Kemal and children for his sister's wedding. However, their plans to return to their home in Spain are abruptly disrupted when Kemal goes missing and is later found dead in a burned-out car with a woman Meryem has never met. Believing that Kemal was murdered, Meryem vows to stay in Istanbul until she finds his killer. However, she must navigate a new life in a foreign land, among a family who is wary of her and a community who struggles to accept her. Despite the challenges, Meryem finds unexpected love with Aziz, the designer of her wedding ring, Leylifer. Their paths become illuminated by Leylifer's light, and Meryem begins to reclaim her identity in this new home.

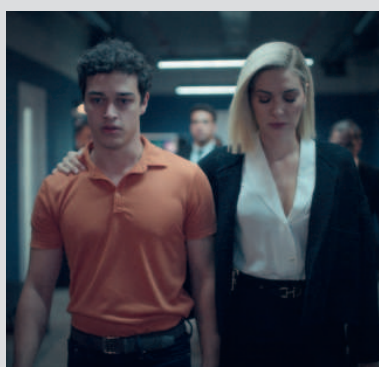


## 6 OF US

A story of six siblings, Azize, Cemo, Zeliha, Fidan, Samet, and Balm, who, after suddenly losing their parents, struggle to stay united and survive. The roots of their tragedy trace back to their parents, Bala and Rifat, whose forbidden love began in a village in Mardin.

Rifat, a teacher, falls in love with Bala, but Yavuz, the wealthy and obsessive son of Mardin's richest family, kidnaps her. Despite his abuse, Bala escapes with Rifat, and they build a secluded life in the forest, raising six children in peace. However, Yavuz's revenge shatters their world when he finds and attacks them.

Fleeing to Istanbul, the siblings face the dangers of the city while seeking refuge with "Uncle Aslan," their father's trusted friend. The story highlights resilience, as the older siblings are forced to grow up quickly to protect their younger brothers and sisters in the face of overwhelming challenges.



## DILEMMA

*Dilemma* follows the story of Neslihan Turhan, a successful journalist known for her honesty and integrity, making her a favorite among viewers. At the peak of her career with her show "One Truth", which tackles cases of missing persons and murders, Neslihan's life takes a devastating turn when her son Can is accused of murdering his friend Leyla. Thrust into a nightmare, Neslihan faces a harrowing choice: protect her son or uncover the truth. As the world she built on principles of justice and truth crumbles, Neslihan must decide if she will pursue Leyla's murderer, even at the cost of sending her son to prison.



## THE TAILOR

*The Tailor* delves into the intertwined pasts of Peyami, a renowned tailor, his childhood friend Dimitri, and Dimitri's fiancée, Esvet. Set against the captivating backdrop of Istanbul, the story begins as Peyami is tasked with sewing Esvet's wedding dress. Unbeknownst to him, Esvet harbors dark secrets that could unravel not only her life but also the fragile bonds between the three of them. As these hidden truths emerge, Peyami finds himself caught in a web of love, betrayal, and mystery, forcing him to confront the shadows of his past.



## WHEN A MAN LOVES

An entertaining romantic series that explores the unexpected love story between Zeynep, a divorced mother of two, and her charismatic and successful boss, Kenan. In her early thirties, Zeynep works as an assistant at one of the country's leading women's clothing companies. Heartbroken after her ex-husband Oktay leaves her for another woman, she has lost faith in love, until she meets Kenan. Kenan, in his late thirties, is a handsome, intelligent, and athletic businessman who attracts the attention of many women, including Yelda, Zeynep's boss, who hopes to turn their business partnership into a marriage. While Kenan finds the prospect of marriage daunting, his feelings for Zeynep begin to change everything. As he gets to know her, he realizes that love might just be worth the risk.





## LOST IN LOVE

Mete and Naz, born into affluent and influential families, are bound together by a promise made during their childhood. This promise stems from a tragic incident where Naz's innocence was compromised, and Mete's family offered unwavering support. As they grow older, their relationship becomes a rollercoaster of heated arguments and passionate reconciliations.

Mete, deeply committed to keeping the childhood promise, returns from studying abroad to marry Naz. However, fate intervenes when he crosses paths with İncila, Naz's loyal servant. İncila, who has found a family within Naz's household after a troubled past, accidentally becomes a pivotal figure in the unfolding drama.

Both Mete and İncila share similar wounds from their respective pasts, and they discover their emotional connection runs deeper than they initially thought. This realization complicates Mete's already confused feelings and leaves him torn between two women.

The story is further complicated by the ongoing rivalry between their families, filled with hidden secrets, secret relationships, and personal struggles. These family dynamics add layers of tension to the unfolding drama, and the characters must deal with lies and intrigue. As Mete and Naz's relationship becomes clouded with suspicion and jealousy, the story explores the intricacies of love, trust, and competition in their intertwined lives.



## MIRACLE OF LOVE

Ali Tahir was a brave commander who fought in the Battle of Sakarya in 1921. During the battle, he made a costly mistake that led to the death of many of his soldiers. However, he managed to turn the tide of the battle and was shot in the process. Miraculously, he was resurrected by the "Water of Life" and never aged again. In the following years, he became an agricultural educator and married Leyla. However, Leyla couldn't handle his never-aging and committed suicide. In 1968, he changed his name to Esref and became a school inspector. He fell in love with a teacher named Süreyya and they got married. However, their marriage ended after Süreyya discovered hints from his past. In 2023, he changed his name to Kemal and met Harika, a young and beautiful writer who entered his life unexpectedly. Will Harika be able to help Kemal find the answers he has been searching for over a decade?



## STICKMAN

Tamer faced early life challenges, working to support his family while his peers played. He turned adversity into a game to preserve his inner child. After a tragic incident, he excelled academically and became a successful game developer.

He married Berrin, and when his game struck gold with a \$300 million investment, he bought a mansion. This reunited his family, including his estranged parents Aysel and Bülent, bringing immense joy. Peri, a private bank manager with a traumatic past, endured her mother's abandonment and cared for her ill sister, Naz. After a heartbreaking betrayal, she contemplated ending her life but unexpectedly crossed paths with Tamer. They discovered their shared pain and found solace in each other's company.



## BROKEN DESTINY

After five years in a coma, Toprak wakes up to a family he doesn't remember. Aydan, his fiancée, has loved him since they were kids, but he has amnesia. His mother, Keriman, encourages him to marry Aydan and move on with his life.

Five years ago, Fidan lost her husband and baby in a terrible car accident. She lives in Şile with her sick father and stepmother, working to pay off the huge debt they owe the loan shark who wants to marry her. When a twist of fate brings these two together, Fidan cannot believe her eyes. Toprak looks exactly like her dead husband, although he doesn't recognize her. Yet, something stirs within Toprak... Toprak and Fidan unravel the mystery of Toprak's past and his uncanny resemblance to Fidan's deceased husband as Fidan becomes Burak's nanny.

## Series

**PROMISE OF THE HEART**

*Promise of the Heart* focuses on the powerful story of free-spirited Kerim, whose life is shattered when his father dies in a traffic accident, forcing him to take charge of the family. His life becomes emotionally entwined with that of the beautiful Ecrin, whose father is arrested on suspicion of Zeki's murder, leaving her to prove his innocence. When she begins to work for Kerim's family, she faces abuse from those who believe her father was a killer, but everything changes when she discovers a dark conspiracy plotted by an enemy of Kerim's father. Kerim and Ecrin embark on a dramatic journey of discovery that transforms lives, fueling passions that pull them both towards taking revenge and falling in love.

**ONE LOVE**

*One Love* tells the captivating story of the idealistic Doğa falling hopelessly in love at university with the charming Fatih, a man from a devout family whose values clash with those of her mother, creating a moving drama as they seek to overcome their differences. Doğa's life plans are turned upside down and her mother is shaken to the core when she refuses to have an abortion and instead marries him. With her devastated mother convinced that religion will doom their marriage, Doğa and Fatih face a battle for their love to triumph over this culture clash. Her mother too faces a struggle that triggers major changes in her attitudes, enriching a complex love story that brings together two families who are worlds apart but share the same deep truths.

**VENDETTA**

*Vendetta* tells the moving story of Dilan and Baran and the marriage they are forced into to end a blood feud, triggered by an attack on Baran's parents, which leaves him struggling to bring peace to a conflict-filled family. The powerful drama revolves around a treacherous uncle's plot to get his hands on the family fortune by pressuring Baran to take revenge. Desperate to prevent a spiral of violence, Baran vows instead to marry his enemy's daughter and, discovering that this is Dilan, finds himself torn between love for her and hatred of her family. Despite hostility around them, Dilan and Baran realize the spark between them is set to erupt into a passion that will either blossom into love or bring devastation.

**RED ROSES**

*Red Roses* tells the poignant story of Meryem, married off at 14 in an Islamic sect, and now battling bravely to prevent her daughter Zeynep suffering the same fate as the bride of the sheikh's grandson. Guided by her sister-in-law, a former sect member, they realize they must flee to save Zeynep from the sect's powerful clutches. Fearfully hiding her plans from her cruel husband, Meryem must first earn money as a carer in the home of secular psychiatrist Levent, who agrees to help her. Despite their clashing religious and progressive beliefs, Meryem and Levent are drawn together emotionally, but the turmoil in their lives deepens as the identity of his daughter is revealed.





### EVERYBODY SING

*Everybody Sing* is a unique singing contest with the inspiring goal of uniting community groups through music, whether those with the same job, the same hobbies or life experiences. The show, anchored by a charming host, sets the 50 contestants entertaining musical challenges and gives them the chance to win a big money prize and bond as they have fun. Contestants must complete lines of lyrics as the orchestra halts mid-song, using pictorial and letter clues, rearranging lyrics and guessing songs hummed by the host, before seeking to win the final jackpot. *Everybody Sing* is a joyous celebration of music and its power to bring people together, packed with entertainment for viewers who can share the delight of the contestants.



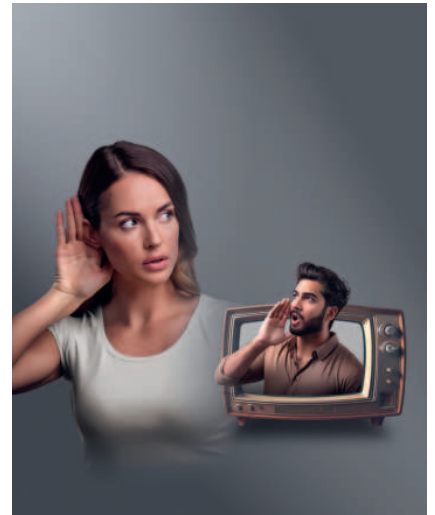
### PLAN IT

Knowledge, strategy and quick thinking under pressure are essential in *Plan It*, a fun and intriguing game show in which players block opponents and turn grid segments to their color in an entertaining battle of wits. Over three rounds the three contestants must answer questions in various categories, with the player who wins the least amount of money eliminated at the end of the first two rounds. The final player advances to the third round and must answer multiple-choice questions with the goal of doubling their prize money. In an exciting test of knowledge and cunning, the victor of *Plan It* can win big if they prepare well, choose wisely and move faster than their rivals.



### THE NEXT TOP INFLUENCER

Aspiring influencers face a series of tough challenges in the exciting new contest *The Next Top Influencer*, which captures the spirit of the social media age and is set to create the social media stars of the future. The 12 contestants stand to win big money prizes and a big brand contract if they can impress the four tough judges, win the most followers and beat their rivals. The tasks include creating a post on a randomly designated "Theme of the week" and devising a post that successfully integrates a particular product. The show presents a golden opportunity to influencers who struggled to get their voice heard and may also inspire viewers to raise their own online profile.



### THAT DOESN'T SOUND RIGHT

The game show *That Doesn't Sound Right* sets contestants the challenge to identify false elements within real news items, creating an entertaining battle to identify the truth. In an age of social media-driven fake news, where we all face such challenges, it is a contest that resonates strongly with young and old. Three contestants are reduced to one over three rounds as they amass points from picking out the incorrect elements of news stories, with the winner walking away with a big cash prize. With a charming host, varied material and a fast pace, it creates recipe that leaves viewers entertained, informed and amused.



### THE NIGHTFALL

Mahir, whose father was assassinated in the city of Denizli by Kürşat Kilimci, returns twenty years later as a police inspector, determined to avenge his father's death. On his first day back, he has a fateful encounter with a mesmerizing girl named Canfeza, the daughter of Kürşat, and instantly falls in love. As Mahir searches for this mysterious woman, he also keeps a close watch on Kürşat, waiting for him to slip up. Mahir realizes his chance will come at the wedding of Kürşat's daughter. But what he doesn't know is that this event will change his life forever, marking the beginning of a night filled with unexpected twists.



### SAFIR

Feraye, a textile design student and housekeeper at a wealthy Gülsoy family mansion in Cappadocia, has a flaw in her affection for Yaman, one of the family's heirs. Her father, Muhsin, married Cemile, who was cruel to the family. Ateş, the eldest child, returns to his native Cappadocia where his grandfather has grander plans for him. Yaman plans to propose to Feraye, but she meets Bora, a shady character. Bora is hospitalized, and Yaman remains silent to protect his family. Yaman is now forced to wed Aleyna as a result of threats made by an eyewitness. Aleyna deceives Feraye, leading to her insane behaviour. Ateş saves her and they learn she is expecting a baby. Both loves are unable to reveal their truths, and Ateş will eventually fall in love with Feraye.



### STREET BIRDS

Five friends living on the streets, they sell handkerchiefs. They find a baby in the trash bin, because of Mercan's motherly instincts, they decide to take care of the baby; named 'Gülayşe'. Çatal, the bad guy notices the baby, thus the chaos begins by accidentally hurting him on their way to escape. Moreover, they had to kill the woman who was looking for the baby, again accidentally. Time goes by and the five 'Ruthlesses' are adults now. They run a cafe called 'Ateş Kuşları' and everything will soon fall apart after a policeman called Barbaros is after Gülayşe.





### THE FATHER

A secret service assassin who served his country, Cezayir Türk, takes revenge on his brother for being sabotaged. The necessary actions are taken and he fakes his own death, for the sake of the two things he values most in the world: his family and the government. Fate loves him and he starts his new life in Tashkent with his new family but everything starts to fall apart when he is discovered and forced to return to Istanbul.



### FOR MY FAMILY

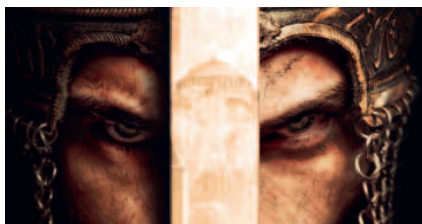
A hurtful story starts when the same day both their parents died. Their big brother Kadir takes responsibility for their little siblings' care. Now, unfortunate siblings have to face every painful truth of wicked life. Despite of poverty and homelessness they always stick together and stand by their side with every heartbroken truth and situation.



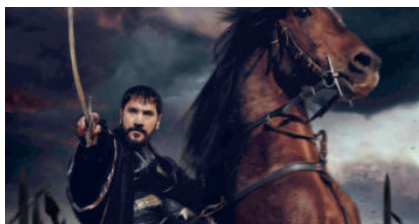
### THE OTTOMAN

With Ertugrul Ghazi's sickness, the Kayı tribe started to struggle both with outside enemies such as the Byzantine Empire and Mongolians and power struggles between the youngest son of Ertugrul Ghazi, Osman, his uncles, Dündar and Gündüz. The young and brave Osman will fight both internally and externally to defeat his enemies and empower the Kayı tribe in Anatolia.

## TRT SALES

**FATIH: SULTAN OF CONQUESTS**

Mehmed, who became sultan when he was only 21 years old, stood out among the candidates for the throne with his intelligence and greatness. He has only one dream: After conquering Constantinople and making it his capital, he wants to transform the Ottoman Empire into a world power through reforms in education and justice. But his progressive ideas are seen as dangerous by traditional Ottoman statesmen. A fierce political struggle broke out between his team and Zağanos and Şehabettin Pashas, who had raised Mehmed and were influential in the formation of his ideas. As a political maneuver, Mehmed marries and is caught in a love war in the harem. The rivalry between his first wife and new wife turns into an argument that can be used by his rivals in the political arena. When everything becomes complicated, Mehmed finds his new friend by his side. Mehmed, who does not care about the situation he is in, is subjected to an assassination attempt as he is about to march to Constantinople. It is revealed that his close friend is behind the assassination and that he was commissioned by the Byzantine emperor Constantine. The Ottomans, now united into a single fist, stand against the Byzantine walls under Mehmed's leadership.

**SALADIN: THE CONQUEROR OF JERUSALEM**

In the 12th century, the Crusader invasions upheaved the Islamic world, leading to the conquest of pivotal territories, including Jerusalem. Nureddin Zengi emerged as a hopeful figure, driven by the mission to reunite the fragmented Islamic world, expel the Crusaders, and liberate Jerusalem from their grasp. Faced with the loss of his own son, Nureddin adopts Yusuf, renaming him Selahaddin, entrusting him with the monumental task of realizing this vision. Selahaddin's journey unfolds against a backdrop of internal and external challenges. As he matures, conflicts with his Ayyubid family, clashes with adversaries, and the complexities of love shape his path. Jerusalem, the linchpin in both the Islamic world and Selahaddin's personal odyssey, remains a sought-after objective, with Selahaddin holding the key to its liberation. Throughout these struggles, Selahaddin remains resolute in his commitment to the mission bestowed upon him by Nureddin Zengi. Unbeknownst to him, a significant secret gradually unravels, adding an unforeseen layer to his life and the unfolding narrative of his quest for Jerusalem's freedom.

**THE SHADOW TEAM**

A terrorist attack is organized to a SIHA (armed unmanned aerial vehicle) factory in Türkiye, a country that has increasingly become the target of operations of foreign intelligence services. It is found out that the attack was organized by foreign intelligence services. As a result of this attack, the senior levels of the government assign Mr. Mete in order to create a team consisting of members who are the best of their fields to completely eliminate the enemy. After being appointed, Mr. Mete creates a team of experts in their field. But there is only one condition for becoming a member of this team: the team members will be officially considered dead from now on and no one, including their loved ones, will know that they are alive. These heroes from now on will live in the shadows among crowds.

**LEGEND OF THE BLACK TREE**

Celal Aga, who covets all the lands in his region, seizes the lands of all the aghas and has his last rival Osman Aga killed. Osman Aga's wife Raziye gives birth to a son that night. To protect her son from the wrath of Celal Aga, who has another daughter, she gives him to Celal Aga's wife Asiye through Naile Kadın. Ömer is now the son of Celal Aga, the murderer of his father. The daughter born to Celal Aga's wife Asiye is a secret. Years pass and Ömer grows up as Celal Aga's son. Sultan returns to the town claiming to be Osman Aga's daughter and seeks revenge. Fate reunites two people born on the same night.





### THE COST OF LIES

Adem, a clerk at the Mint, creates a commemorative coin as a gift for his son. However, when his son shows the coin to his peers at school, Adem is fired from his job, plunging him into a downward spiral. Faced with the risk of losing his family and home, a desperate Adem partners with his swindler brother Kartal to counterfeit money. As the money is printed it changes their lives, but it also attracts trouble.



### A JOURNEY TO BELONG

When Yasemin leaves her little sister Mine at their estranged grandmother Münevver's mansion, she sets off a chain of events that risks exposing buried family secrets. Münevver, living in a mansion amidst an increasingly poor neighbourhood, lost her husband years ago and her daughter left home without explanation. With Mine's arrival, Münevver hopes for a chance to reconnect with her long-lost daughter and to reunite her family, but to regain their trust, she must confront painful events from the past.



### BENEATH THE SURFACE

Cihan, a determined investigator whose life has been shaped by her oppressive father, secretly looks into his murder when he's found dead, though officially the case is handled by her colleague, Metin. As they race to uncover the truth, an emotional attraction forms, though matters are complicated as Cihan's sisters emerge as Metin's primary suspects.



### US AND THEM - LIVING IN A POLARIZED WORLD

The world's increasing complexity is apparently resulting in a growing polarization among people-over issues such as war and peace, dealing with the climate crisis, the gap between rich and poor, the rapid development of Artificial Intelligence and the right to affordable homes. Are we still capable of adopting other perspectives, or does everything really need to be so irreconcilable? What happens when people explain the background behind their very individual world view, thereby offering an insight into their lives and promoting greater understanding?

### THE QUEST FOR KNOWLEDGE

Humans have always had a thirst for knowledge-whether it be to improve their lives and circumstances or out of sheer curiosity and the urge to get to the bottom of things. Without scientific discoveries, humanity would not have evolved at such a rapid pace. Life as we know it today would be unthinkable without the knowledge we gain through science and scholarship. Innovations and new insights are integrated into our lives in ever quicker succession. We watch scientists, engineers and inventors as they look for ways to increase human knowledge. These fascinating films accompany them in their *Quest for Knowledge*.



# Creating Routes: How Turkish Series Shape Tourism

MERT GÜRER & ZEYNEP GÜRER

TELEVISION SERIES, WHICH HAVE AN EXPANDING MARKET BOTH DOMESTICALLY AND INTERNATIONALLY, ARE A POWERFUL TOOL FOR DESTINATION MARKETING AS THEY BRING HISTORICAL AND TOURIST SITES TO VIEWERS' ATTENTION, ULTIMATELY TRANSFORMING THEM INTO TOURISTS.







**T**ourist travel and visiting various locations are activities people choose to experience unique moments and escape from everyday stress. Tourist destinations can be defined as a blend of tourism products that provides consumers with integrated experiences. Recently, films and TV series have become popular platforms for increasing the visibility of tourist sites and boosting their brand value. The locations chosen for films and series often spark greater interest in these places, leading to organized tours that include these newly popularized routes.

Mainstream media plays a significant role, particularly in the initial stages of building and spreading the image of tourist destinations. Television and tourism-specific thematic media are instrumental in creating awareness and shaping perceptions of a destination. The images produced through these channels increase awareness and set expectations about the destination. Film-induced tourism involves featuring elements of tourist sites, such as natural beauty, historical landmarks, and cultural events, within movie or TV show content, therefore encouraging the planning of tourism activities in these locations. Film-induced tourism contributes to the economic, social, and cultural structure of a region by generating tourist flow. Tours are often

organized to the film or series locations, whether real sites or studios to bring tourist income to the area. While films are not created specifically to promote tourism, it is widely accepted that films, particularly those that appeal to certain audiences, raise awareness of locations and destinations, thereby attracting potential tourists.

The characteristics of a destination where a series is produced, whether natural, historical, or literary, can be a key factor in promoting tourism activities in that location. Locations seen on screen make viewers more familiar with these destinations, encouraging them to visit. This type of marketing helps transform places into tourism brands. In particular, the recent international sales performance of Turkish series, along with the popularity of the actors, the items and clothes they use, and the locations where the stories are filmed, has created a substantial business volume.





With series like *An Istanbul Fairytale*, *Brave and Beautiful*, *Second Chance*, *Flames of Desire*, *Love for Rent*, and *Orphan Flowers*, İstanbul has become widely recognized; *Behzat Ç.* has brought attention to Ankara; *The Mansion with Vines* to Ürgüp; *An Anatolian Tale* to Sivrihisar; *Bride of Istanbul* to Bursa; *Sevdaluk* and *Lifeline* to the Black Sea region; *Berivan*, *Beyond the Clouds*, and *Sıla* to Mardin; *Lady's Farm*, *New Bride*, *Ramo* and *Bitter Lands* to Adana; and *Daydreaming*, *Last Summer*, *Familiya*, and *Waves* to the Aegean coast. Among these, perhaps the most iconic location remains the mansion popularized by *The Mansion with Vines*, which is still a prominent stop on tour itineraries. The audience's appreciation and attachment to series and characters increase interest in the locations where these stories unfold. While many series settings are typically within İstanbul's boundaries, the trend is gradually shifting toward cultural, historical, and touristic sites in different cities, enriching the atmosphere of these narratives. Sometimes, these stunning visuals overshadow the storyline itself, drawing increased interest to the destination and fostering new travel routes in domestic tourism.

Television dramas not only aim to appeal to audiences but also seek to shape this preferences. This goal is a product of an economic-political perspective. Destination marketing is a comprehensive effort that contributes significantly to the economic, social, and cultural structure of a country. Film-induced tourism proves to be effective, lasting, and persuasive in destination marketing, encouraging viewers to visit these places. Therefore, official institutions need to support film-induced tourism by providing funding, setting up filming locations, and contributing to the national and international promotion of cities, regions, and countries. While film-induced tourism encourages viewers to visit these locations, private enterprises play a crucial role in hosting the tourists, convincing them to return, and promoting the destination through direct communication. Considering

the recent surge in our series exports, specially to over 150 countries, including Latin American nations, the Middle East, Eastern Europe, Turkic Republics, Asia, Russia, Africa, Spain, and Portugal, our series have become a powerful tool for cultural and tourism marketing.

Using TV series, the most popular television content, for cultural and tourism promotion is an effective method of reaching audiences. When utilizing series, it's essential to incorporate tourist sites into the storyline and choose locations that align with the dramatic narrative, highlighting their historical and cultural features. In episodes, visually captivating locations should be used in scenes that drive the storyline toward resolution and keep the audience engaged. Integrating local expressions and descriptions within the dramatic narrative would help create an authentic portrayal, making it a powerful promotional tool. Content creators, public officials responsible for cultural policy, and local authorities should collaborate to encourage projects that spotlight destinations. Television series, which have an expanding market both domestically and internationally, are a powerful tool for destination marketing as they bring historical and tourist sites to viewers' attention, ultimately transforming them into tourists.



# NATPE

GLOBAL

February 5-7, 2025 • InterContinental Miami

Join over 500 key global  
buyers at North America's  
one-stop-shop content marketplace

Get your pass  
at the best rate

**REGISTER NOW**

[global.natpe.com](https://global.natpe.com)



# CONTENT Americas

**Hilton Miami Downtown  
20 - 23 January 2025**

**Everyone's going to Content Americas**

Buyers & Commissioners . Coproduction .  
Sales marketplace . Hitmakers . Pitch competitions .  
Networking parties . Awards

**CONTENTAMERICAS.NET**

