

Media Company Entertains Print Guide Readers in New, Compelling Ways

Case Study

Digiturk

Website

www.digiturk.com.tr

Country or Region

Turkey

Industry

Media and Entertainment

Customer Profile

Digiturk provides television, radio, and interactive digital music to millions of customers in Turkey, Cyprus, Europe, and the U.S. and publishes a monthly magazine with information about its lineup, which includes foreign programs, movies, documentaries, and family entertainment as well as related media and entertainment products and services.

Digiturk provides television, radio, and interactive digital music programming to millions of customers around the world. Its monthly media and entertainment guide reaches 2.5 million subscribers and regularly exceeds 300,000 copies in sales. To connect the magazine with its extensive digital offerings, Digiturk has adopted Microsoft® Tag, which is helping it to provide more compelling experiences for readers and is garnering thousands in additional advertising revenue.

Turkish media and entertainment company Digiturk provides television, radio, and interactive digital music to millions of customers in Turkey, Cyprus, Europe, and the U.S. It is a division of Çukurova Holding A.S., a diversified conglomerate that has core businesses in banking and financial services as well as telecommunications.

Digiturk publishes a monthly magazine, also named *Digiturk*, which is packed with information about its many media and entertainment offerings. Those offerings include foreign programs, movies, documentaries, and family entertainment as well as related products and services. With 2.5 million subscribers and sales that regularly top 300,000 copies, *Digiturk* magazine claims the largest coverage in Turkey.

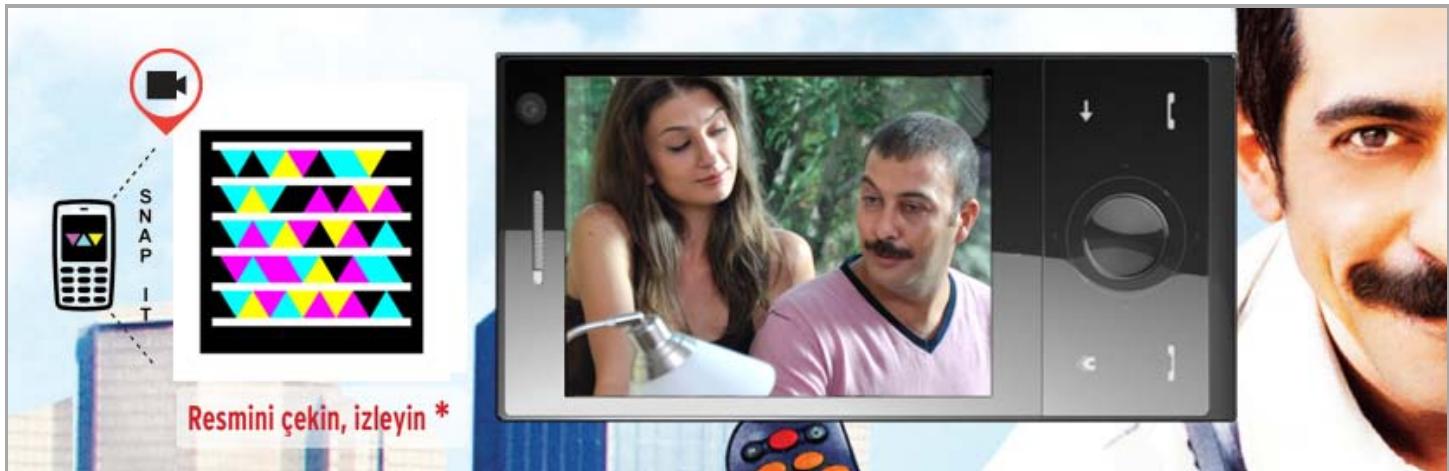


Tag Helps Produce More Enjoyable Experiences for Media Guide's Readers

In keeping with the image its name implies, *Digiturk* magazine is focused on making the most of cutting edge information technology. Therefore, to connect its printed materials with its extensive digital offerings, *Digiturk* has adopted Tag as a way to produce even more compelling experiences for the magazine's readers. The technology allows the company to use its readers' mobile devices to bridge its print content to its digital content in an engaging and measurable way.

Since the middle of 2009, *Digiturk* has been using Tag to deliver trailers of its programming to the magazine's readers. While Tag can be used to link physical objects like magazines, movie posters, and print advertisements to a wide variety of digital content, *Digiturk* new media marketing director Banu Celikkaya says *Digiturk* prefers to link via Tag to video content because that's what the guide's readers are most interested in. The magazine's designers also customize some of its advertisers' Tags, by incorporating their logos into the Tags designs.

Using Tag is also helping *Digiturk* to make its print publication more attractive to advertisers. "Before the trailers play, we show our advertisers' commercials," Celikkaya explains, "so we can generate additional revenue by using Tag."



Media Guide Generates Revenue from Advertising Related to Tag

Tag is helping Digiturk transform its print publication into an interactive portal that not only provides more compelling experiences for its readers, but has created new opportunities to monetize online properties, is making the publication more attractive to advertisers, and is therefore exposing additional revenue opportunities. Future plans include using Tag to deliver privileged and exclusive services to VIP customers.

"The people in Turkey are very excited about Tag – especially advertisers – and when we use new technology products like Tag, it improves our image, so we are very excited about it."

Banu Celikkaya
New media marketing director

While it is still too early to fully quantify the benefits of its work with Tag, the benefits to date have been extremely promising. "We generate thousands from the advertising related to Tag," says Celikkaya, who adds: "We trust Microsoft technology, and we are very happy with Tag."

Moreover, Celikkaya says, "The people in Turkey are very excited about Tag – especially advertisers – and when we use new technology products like Tag, it improves our image, so we are very excited about it."

For more information about Microsoft Tag, go to
<http://tag.microsoft.com>

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