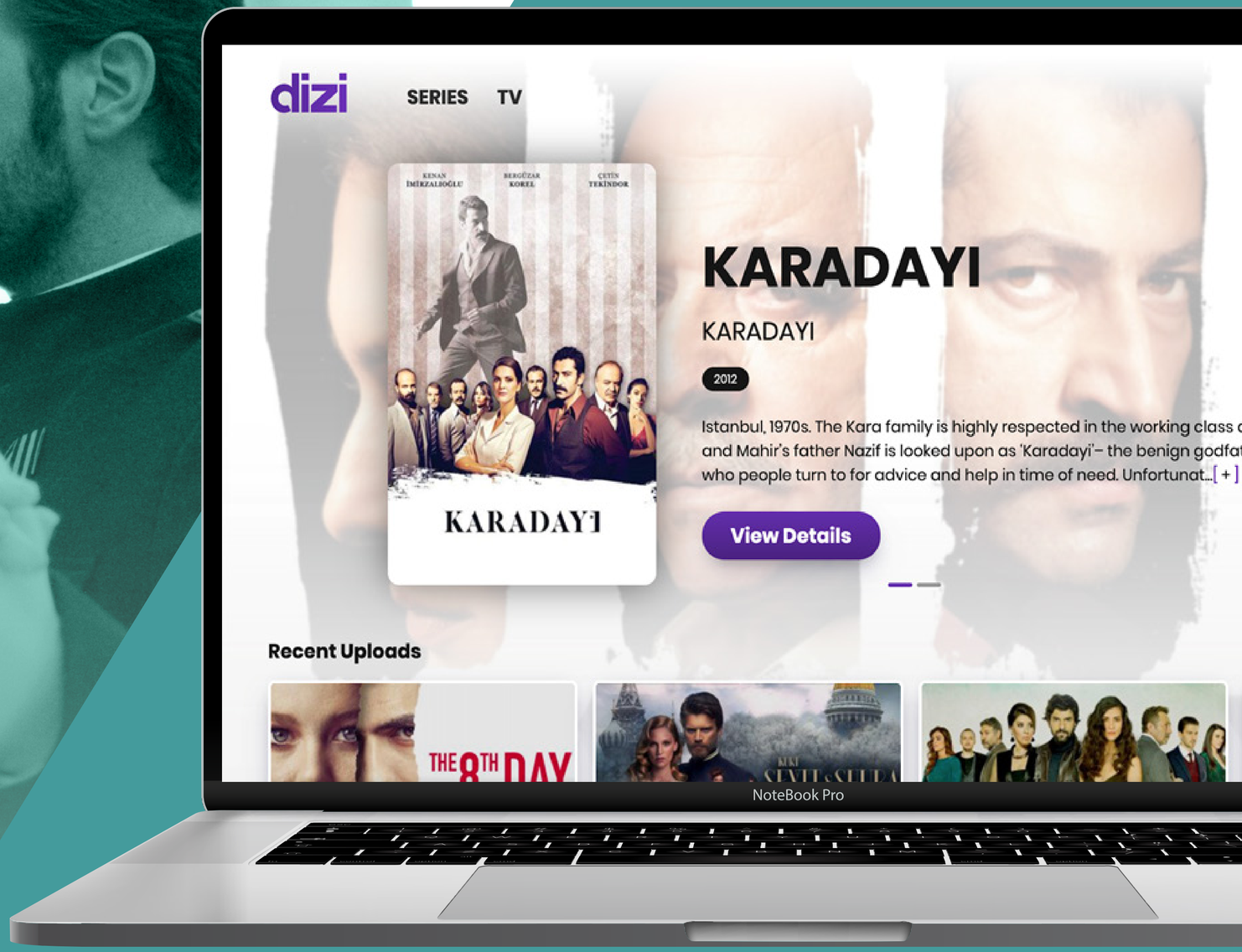


DIZI APP PRESENTATION

DISCOVER DIZI - THE BEST OF TURKISH DRAMA

Dizis are now being watched by more than 400 million people in more than 140 countries

Turkey is globally the second highest exporter of TV series abroad, after the United States

Crosses cultural boundaries by capturing universal themes and family values

Big budget productions with avg. $200K budget per episode, and avg. 40 episodes per series

Turkey has produced highest number of fictions ranked among the best-performing drama series outside its home country.*

* Eurodata TV - One Television Year Report 2016

Beautiful productions set in the stunning natural backdrops of famous Turkish cities

GLOBAL LAUNCH SUCCESS
with numbers

INCREDIBLY POPULAR CONTENT GENERATING HIGH RATINGS

Since it launched in **April 2019**, Timeless Dizi Channel has seen rapid success globally.

Timeless Dizi Channel reaches more than
5 million homes, in 50 countries.

DIZI APP

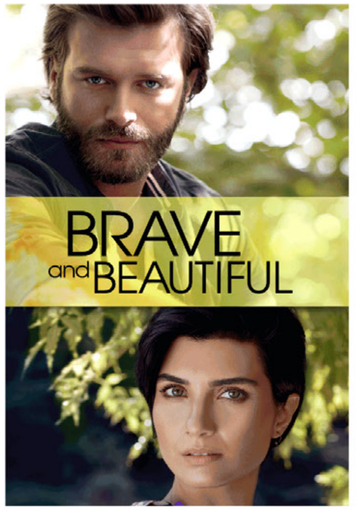
Easy to use digital offering with an intuitive user interface, in multiple languages, with high picture quality that is accessible across **all devices**

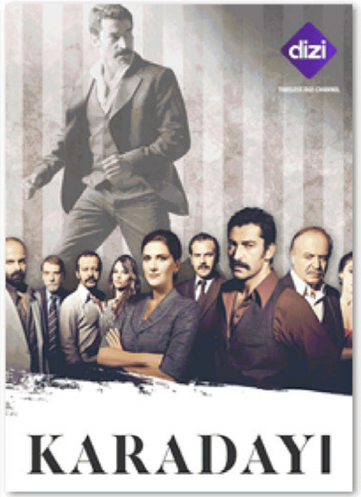
1. **SVOD Library + Linear Channels (Intl + Localized Options)**
   - New content every week
   - 5 series available at any time
2. **Localisation Selection Options**

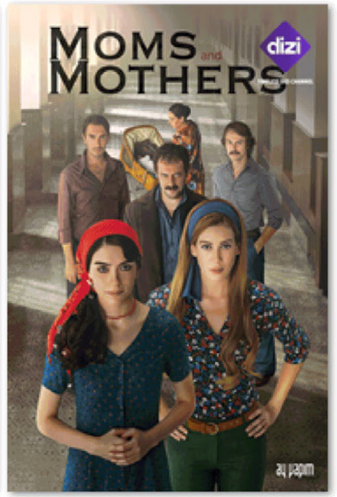
   Original Audio (Turkish), English, Spanish, Russian, Bulgarian, Arabic dub and 9+ subtitling options
3. **High Picture Quality & CDN**
4. **No Ad-breaks: Continuous Streaming Experience**

   Smart Linear Channels With Specific Content Curated by Dizi Editors according to Moods (Love, Action, Thriller, Crime etc.)
5. **Advanced Player Features (for VOD selection)**
6. **Episodic View**

CONTENT PROPOSITION



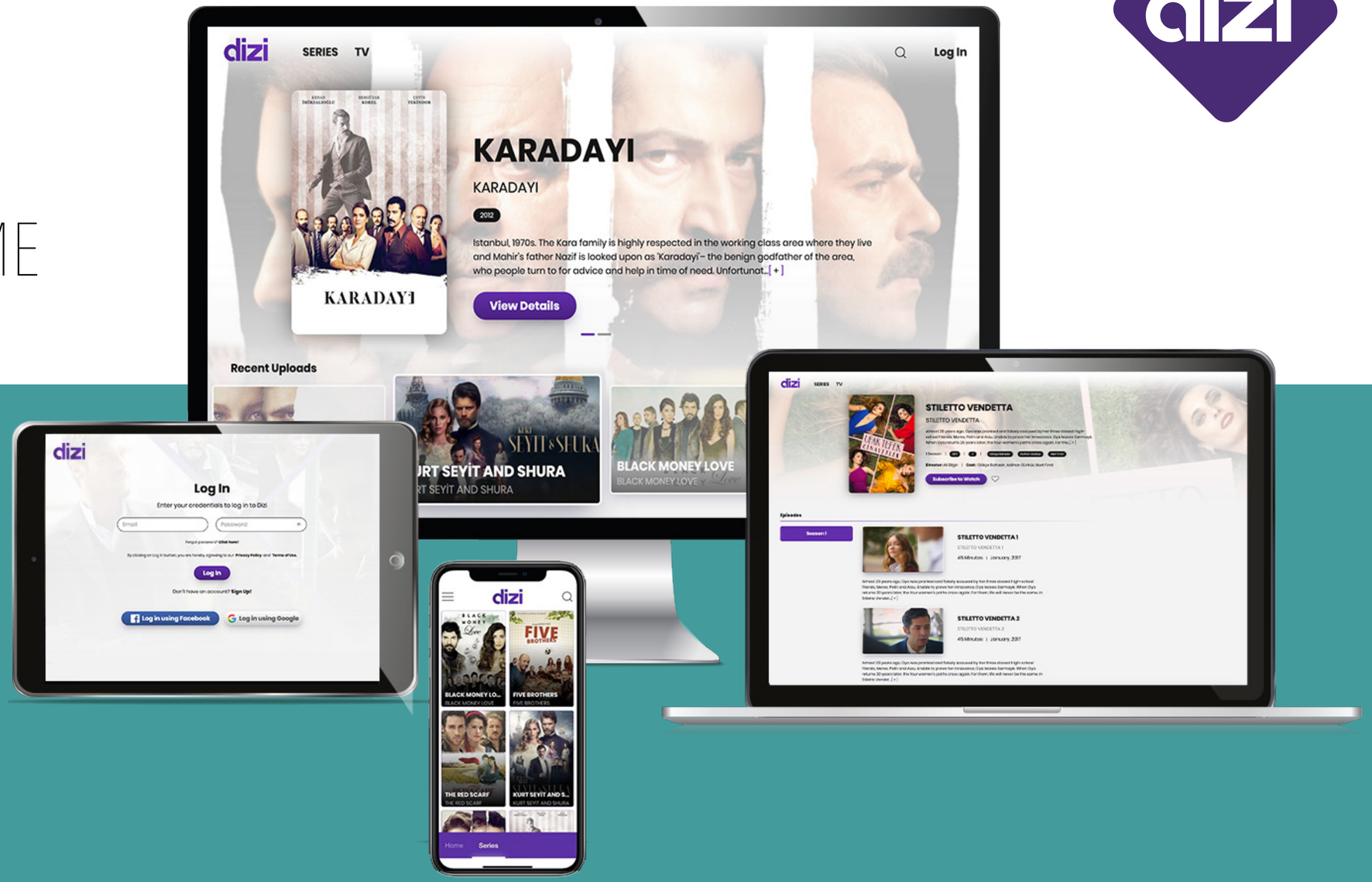




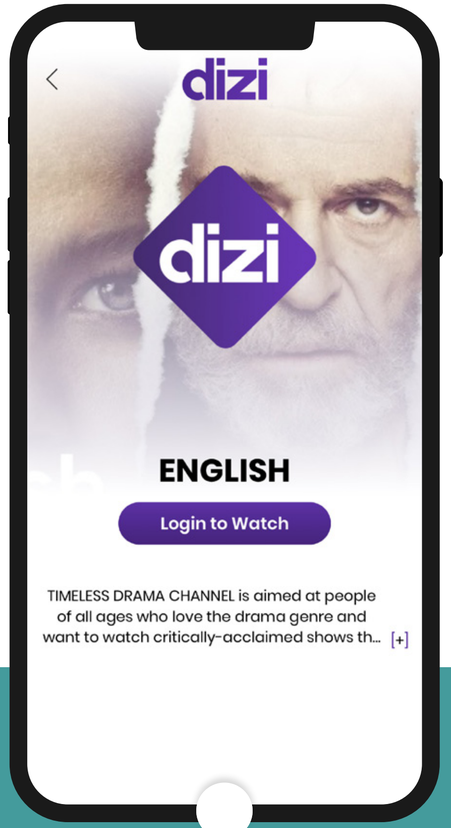
AVAILABLE ON ALL DEVICES

ANYWHERE & ANYTIME

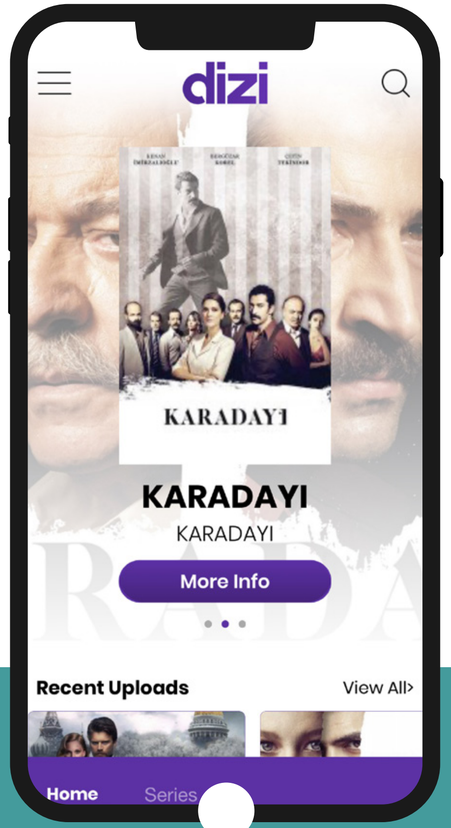
- Desktop Web: **dizi.com**
- Mobile App IOS & Android & Tablet
- Smart TV Apps
- Google Chromecast Support
- Apple AirPlay Support
- Google & Facebook Login



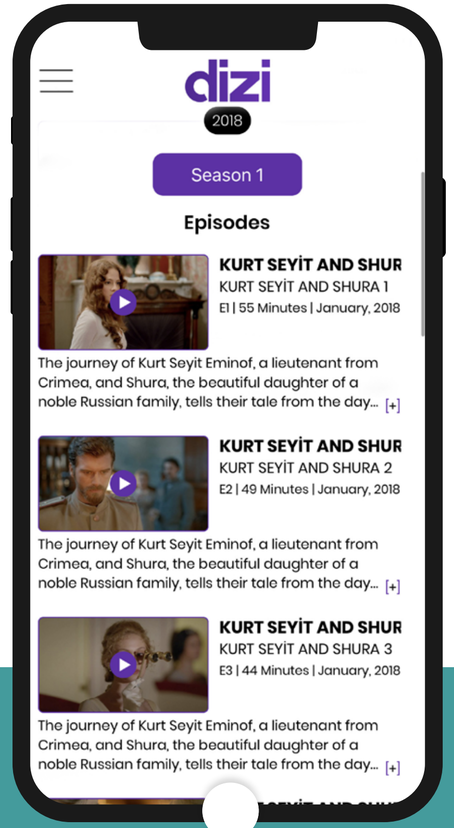
MOBILE APP EXPERIENCE



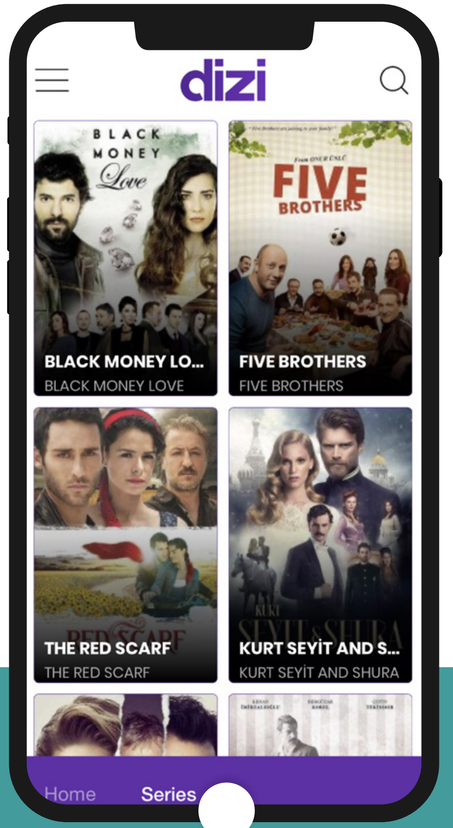
Fresh & Legible UI



Seamless user experience



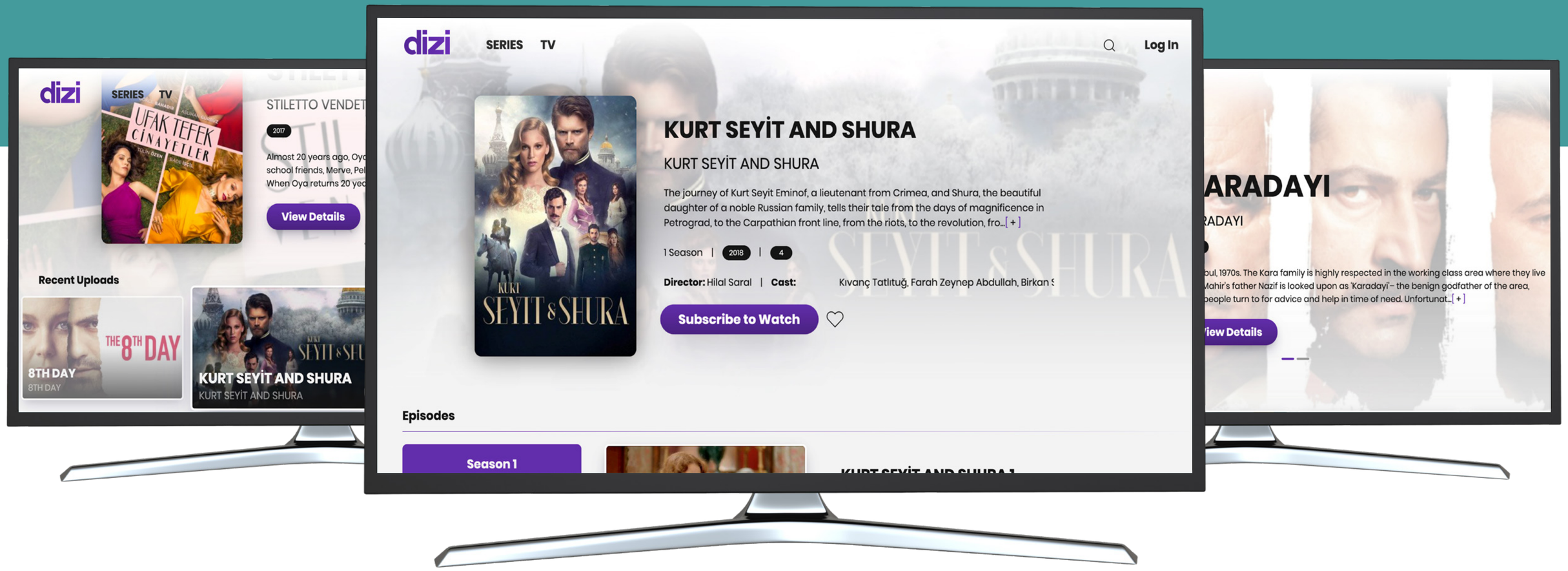
Easy Navigation



Best collection of
Top Notch Content

STB APP EXPERIENCE

- Android, Google Chromecast, Apple AirPlay Support



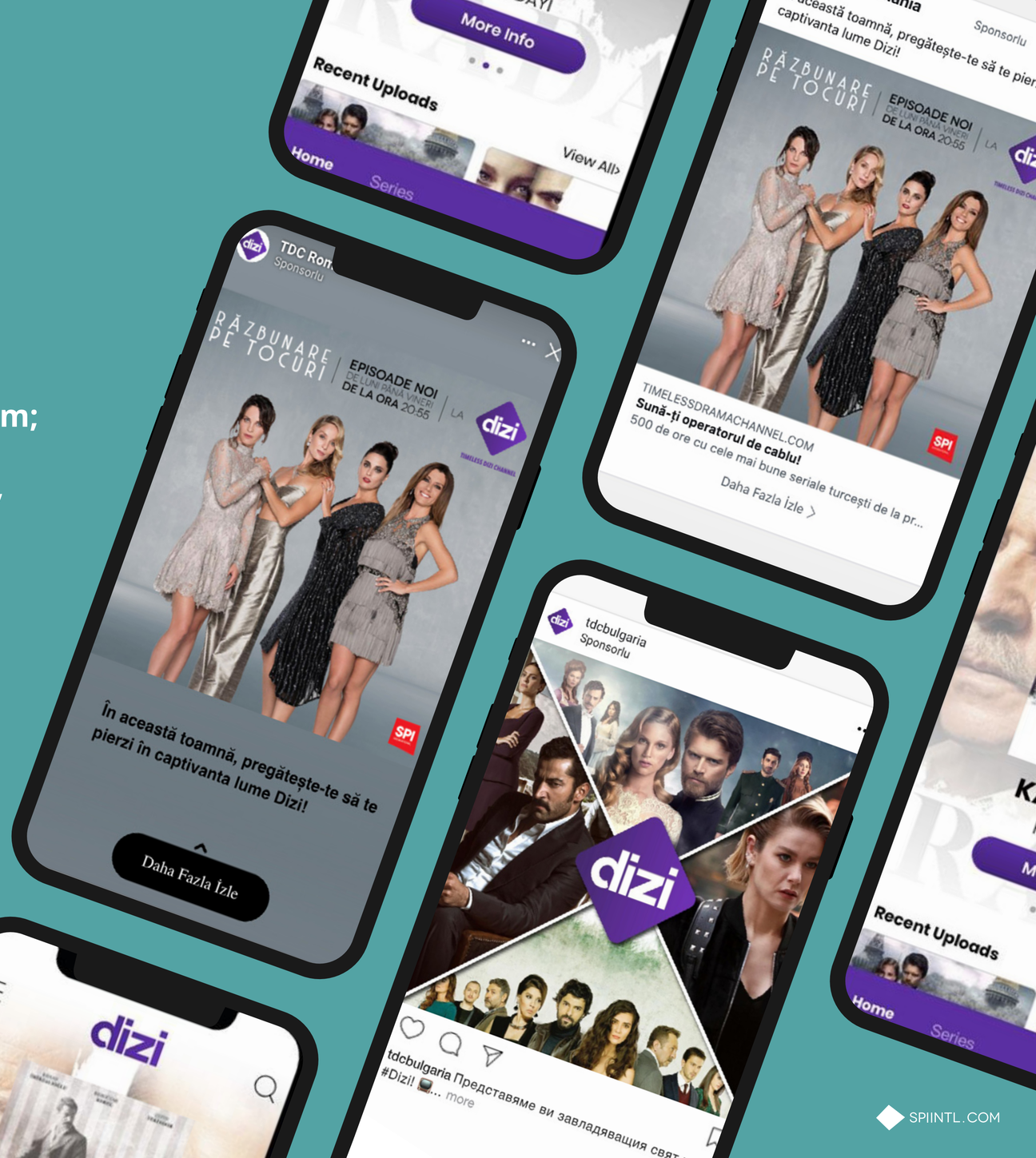
CUSTOMIZED EXPERIENCE
per operator

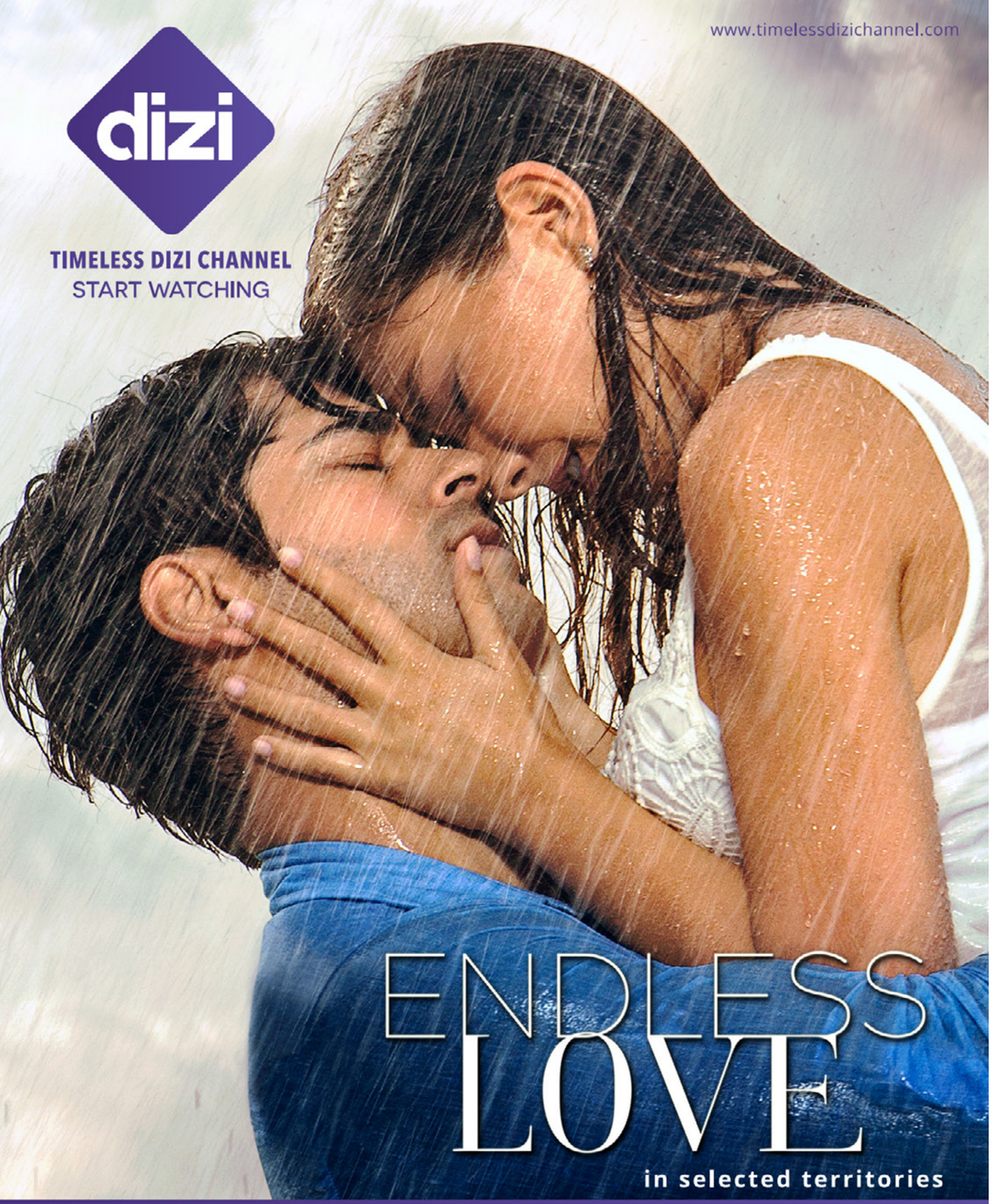
1. **Customized Login Pages for our Business Partners**
2. **Various Subscription Packages** (Basic/Premium/ Monthly/Annual Subscription)
3. **Flexible Business Model**
   - Add on subscription
   - Integrated into STB at no cost to the subscriber
   - Bundled into pay tv package price as added value
4. **Easy Operator Integration with various Models**
   - Easy & secure API integration
   - SSO integration
   - FTP integration
5. **Providing Detailed User Analytics Data for Business Partners**

MARKETING SUPPORT
ONLINE

Throughout every step of our app integration experience, there will be a 360 marketing support provided ranging from;

- Joint Marketing activities and User Acquisition Support (Voucher, Promo Codes, trials etc.)
- Promotional Materials Support & Optimization (promos / newsletters / highlights / trailers / banners / visuals etc.)
- Website & Social Media Management
- Seasonal Campaigns
- PR Initiatives and Event Support
- Promotion of Megahits and Monthly Premiers
- Interactive Social Media Engagement Activities (contests, surveys etc.)





MARKETING SUPPORT

OFFLINE

Our marketing support extends to offline activities to optimize the B2C awareness and demand to our channel

- Info Channel Promos
- Digital TV Corner In Stores
- Dedicated Flyers for Stores and D2D Agents (If Any)
- Insert in National Promo Leaflet
- Posters, Floor Stickers, Cutout, Running Order Number Logos in Stores
- Newsletter / Blog Content Provided To Operator CRM
- Bill Inserts To Operator Customer Base
- IVR Messages (Interactive Voice Response)
- Call Center Promo Assets (posters, handbooks, etc.)
- TV Guide Collaborations
- Bill Envelope Message On All Invoice Envelopes