

TÜRKİYE



April 2026

Population & Economy

86.5 mill Population **33.9** Median Age

GDP (PPP)

\$3,980 bill

GDP per capita (PPP)

\$45.990

Digital Penetration

90% Individuals Using the Internet

108 Mobile Subscriptions (per 100 people)

\$15.37 Digital Music Spend (per capita)

Streaming Consumption

84% Weekly Music Streaming Users

24% Monthly Paying Streamers

6 h 29 min Weekly Music Streaming Time

Top 5 Social Media



Top Streaming Platforms (alphabetical)



Spotify Subscription

TRY 99.0 / \$2.26

(\$ conversion at date of report)

Recorded Music Revenues

24 Global Rank

\$144.3 mill
TRY 6,442 mill

60.1% Year-on-Year

87% Streaming

Independent Association

BMYD
BAĞIMSIZ MÜZİK YAPIMCILARI DERNEĞİ

Collecting Societies

MÜ-YAP **MÜYORBİR** **mesam** **MSG**
Producers Artists Songwriters

€37 mill
Music Publishing Collections

Copyright Law

Law No. 5846 on Intellectual and Artistic Works, amended up to Law No. 7346 dated 21/12/2021

Top Independent Labels (alphabetical)

Artvizyon
Dokuz Sekiz Müzik
Eva Records
GRGDN
Hypers Music
Mahzen Media
We Play Music
Wediacorp
Zoom Music

Other Data

Turkey's music market sits at the crossroads of Europe and Asia, blending Ottoman classical heritage, Anatolian folk, and Sufi traditions with modern genres. In the 2020s, electronic dance, rap, hip-hop, and drill have surged, while arabesque, mixing Turkish folk and pop with Arabic influences, remains influential. Turkish rap and hip-hop dominate streaming with around 40%, followed by T-pop at roughly 30%, and rock, indie, and alternative completing the landscape. fity is a local music and video streaming platform offering songs, podcasts, videos, and audiobooks. Müzik Analiz, affiliated with MÜ-YAP, and Radiomonitor are key data and analysis providers. MÜ-YAP awards official gold and platinum certifications, and the Power Music Awards stand as the country's major industry event. Vitrin, part of the Istanbul Jazz Festival, offers a prominent showcase and networking platform for contemporary Turkish music.

Sources: IMF, UN, ITU, Data Reportal, Spotify, IFPI, WIN, BMYD, Chartmetric, WIPO. Latest year/period available.