

Where
News
Inspires
Change

TRTWORLD

Our Story

For over 50 years, the Turkish Radio and Television Corporation (TRT) has been at the heart of Turkey's media landscape, developing a rich tradition of journalistic integrity, and offering a bouquet of original and exclusive content.

As a public broadcaster operating 'beyond the box', TRT has captured the attention of a global audience with epic Turkish drama serials such as Resurrection, Filinta and The Last Emperor: Abdulhamid which have been exported to over 100 countries.

TRT owes its success to understanding shifts in consumer preferences, keeping up with technological trends and the digital transformation; but most importantly to a humanitarian approach that puts the human being at the core of its coverage.

With this vision in mind, we launched our first English channel, TRT World. It is a cross-media news organization that aims to inspire change in the world by delivering new perspectives and diverse reporting.

TRT World went live in August, 2015 and has since grown into an international network, broadcasting 24/7 with breaking and in-depth news reports from around the globe.



At TRT World, we strive to be the voice of the oppressed by putting the human at the center of our coverage and placing the concerns of our audience first.

Our reporting of humanitarian stories is brave, independent and inspirational. Apart from capturing the news on the ground, we also convey human stories to inspire positive action, evoke understanding and compassion.

As well as setting an example in responsible journalism, TRT World has also been creative and resourceful in maintaining its coverage through digital resources, such as live-streaming and social media.

In that sense, the July 15th Coup Attempt occupies a rather meaningful place in the history of our institution. We showed our priorities in keeping our audiences involved and informed during the events of that night. While TV broadcasts were shut down in an attempt to control the media, Turkey remained connected to its people and the rest of the world.

We will continue to stand together with our audience to keep our community informed and inspired. At TRT, we make sure we are relevant to our audience today, tomorrow and in the coming years.

Welcome to TRT World, our world-class international news network where news inspires change!



Our Strategic Approach

At TRT World, we put people at the heart of each story. We seek to raise global awareness and promote a deeper understanding of the world's cultural diversity by focusing on the stories that need to be told. Our priority is to demonstrate how events influence the everyday life of people.

Our intimate approach to storytelling, which brings to light the human sentiment behind each story, comes from our professional team of 300+ journalists from more than 50 countries. Our reporting is based on journalistic and human values; not on algorithms and pre-conceived, calculated reporting that aims to meet mass expectations.

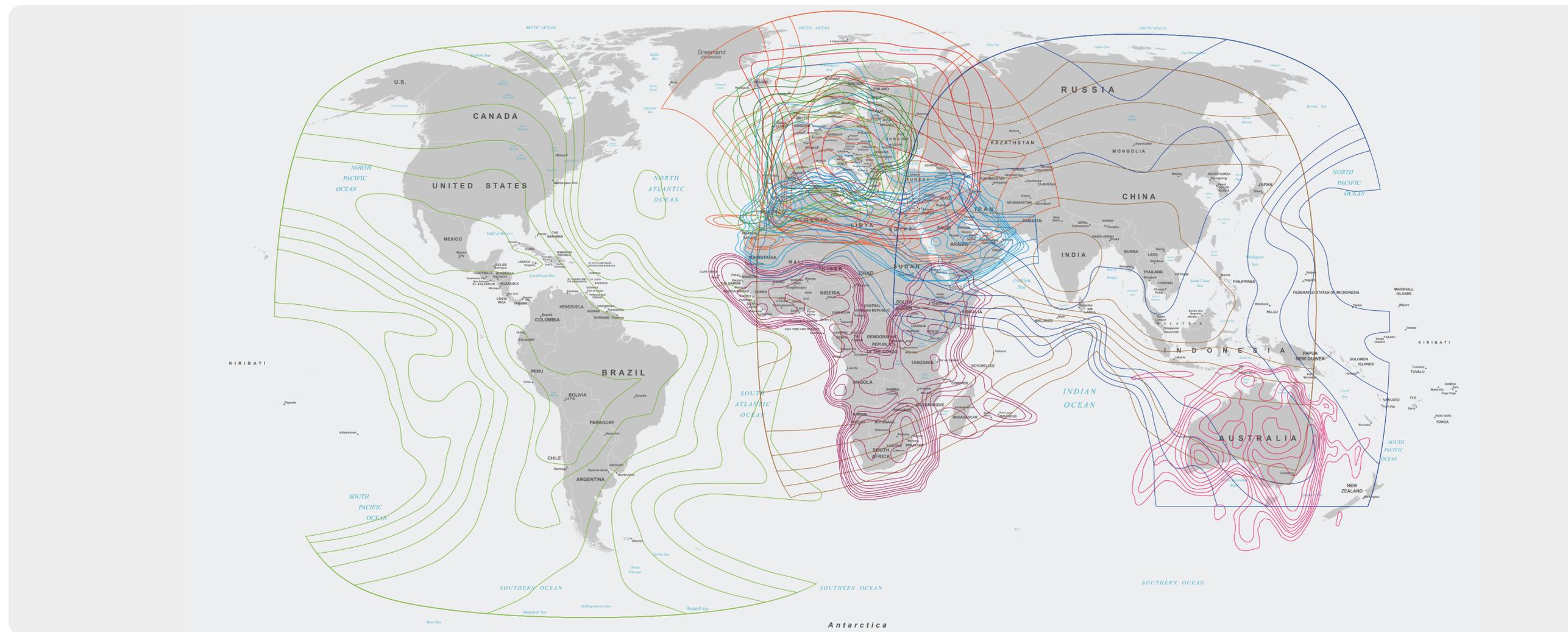
Strategically designed to maximize its global reach, TRT World is available in all major English-speaking countries and can be accessed via traditional media, including free-to-air, cable and satellite, and digital social media platforms, and devices including mobiles, desktops and connected TV.

As one of the fastest growing international news organisation, TRT World is available in 190 countries worldwide across 12 satellites, reaching more than 260 million homes and 1.2 billion individuals through major TV platforms, airlines, hotels, cruise lines and digital devices.

As digital distribution is becoming the global platform to reach consumers, we focus equally on driving reach, retention and engagement across the global portfolio of our digital products and services.



Distribution Satellites



- | | | | | | |
|---|--|---|---|---|---|
|  |  |  |  |  |  |
| TURKSAT 3A (HD) | HOTBIRD (HD) | ASTRA - 2G (HD) | ASTRA - 2G | ASTRA - 1L (HD) | INTELSAT 21 - 302° E (HD) |
|  |  |  |  |  |  |
| ASIASAT - 7 (HD) | EUTELSAT - 8° WB (HD) | BADR - 4 (HD) | INTELSAT 20 - 68.5° E (HD) | SES5 | OPTUS D3 |

Distribution Partners



Commercial Distribution

Inflight Distribution

TRT World is one of the few channels available in the aviation sector.

<https://www.panasonic.aero/inflight-connectivity/global-communications-services/global-television/>

Hotel Distribution

TRT World has partnerships with major hotel brands worldwide.

<https://www.trtworld.com/partners/hotels>

Our Strategic Approach

As a newly established cross-media organization, TRT World also had the opportunity to make the digital leap right from its inception. Today's viewers have less time for traditional TV transmission. Therefore, reaching people through OTT (over-the-top), mobile and social media services is a strategic aspect of TRT World's efforts to be close to the audience.

At TRT World we are not afraid to experiment with innovative new ways of storytelling as the media industry continues to evolve. By producing unique content for each platform on TV, web, mobile, and social media; it allows us to connect with audiences across their preferred devices.

TRT World is among the first international media companies to develop voice activated games and daily news podcasts for smart speaker devices. In its

early days of aiming at worldwide reach, TRT World took on the challenge to prioritize Amazon Alexa and Google Home over other platforms. Acquiring new users by packaging and distributing digital native audio experiences on voice-first devices. When it comes to our distribution strategy, we put our audience first by delivering richer experiences across a wide variety of platforms with tailored content.

At TRT World, we strive to connect with each member of our audience, by simply reporting world events in an inspiring and inviting way. We aspire for a better informed global audience.

TRT World will continue to keep you informed across all platforms with quality in-depth journalism.

Digital Platforms

Mobile

iOS
Google Play

Digital Media Streamers

Roku
Amazon Fire TV
Apple TV

Smart Speakers

Google Home
Amazon Alexa

Smart TV

Beko
Arcelik
Grundig
Philips
Hisense
Sony
Roku TV
TCL
Vestel

TV App Stores

Metrological
Foxxum
Net Range
Vewd (Opera TV)
Zean



Our Voice

At TRT World, we use one consistent voice to trigger compassion, inspire change and influence positive behavior. Our voice is an essential part of our brand that presents a new perspective on world events and makes engaging television for a better informed global audience.

Our Awards & Achievements

Not only have our voice achieved a sound recognition, but also we were awarded by reputable organizations around the globe.

- ▶ One of our programmes "Off the Grid" won ASBU BroadcastPro Television Award 2017 in the outstanding documentary production category. Off the Grid's "Jarablus, rising from the ashes" episode gave a voice to the Syrian people and brought their endless sufferings to the attention of audience and industry professionals.
- ▶ "Silent Death on a Syrian Journey" documentary on organ trafficking won the prestigious DIG Awards 2018 Investigative Medium format exposing the inhumanity towards the most vulnerable community in our world today; refugees.

Here are some more award winning projects of TRT World.

▶ **Lovie Awards Gold Award (2019)**

"Is Kashmir becoming Palestine?"

https://www.youtube.com/watch?v=ltDjy2q9_d0

▶ **Lovie Awards People's Lovie Award for Best Internet Video (2018)**

"The History of Daesh (ISIS)"

<https://www.youtube.com/watch?v=IMgNdZVu2kU>

▶ **DIG Awards & International Emmy Nomination Investigative Medium format (2018)**

"Silent Death on a Syrian Journey"

<https://www.youtube.com/watch?v=wxTzgJLF0Q4&t=84s>

▶ **AIB Media Excellence Awards Human Interest (2018)**

"Syrian Slaughterhouses"

https://www.youtube.com/watch?v=oW4yCitZSM&has_verified=1

▶ **Tulsa American Film Festival (2018) / Displayed at Opening**

"Guardian of Angels"

<https://vimeo.com/289240873>

▶ **Actions on Google Developer Challenge (2017) / Best Persona and Best App by Students**

▶ **"The News Quiz from TRT World"**

▶ **Broadcast Pro Middle East Awards (2017) Best Outstanding Documentary Production "Off The Grid - Jarablus Rising From the Ashes"**

https://www.youtube.com/watch?v=q_lqXxfflQc

Our Memberships

Turkish Radio & Television Corporation (TRT) is the member of Asia - Pacific Broadcasting Union (ABU) and European Broadcasting Union (EBU).

“More than news” is one of our mottos at TRT World. In that sense, we have dedicated one of our editorial lines to broadcast our vision and humanitarian approaches to the field.

We launched our World Citizen Initiative in 2017 to raise awareness of those in need of help, security, and compassion regardless of their identity or religious/political preferences. We are proud to prove that a different level of understanding each other makes the changes, once believed to be impossible, possible.

► We carry out numerous paradigm shifting campaigns and activities under the directive of the World Citizen platform. “Am I not a Child” initiative is one

of them. This call to action campaign exposes the current humanitarian crisis concerning the trafficking of young refugees in Europe. It inspires people to do something, big or small, that create global change.

► The World Citizen team also prepares “Journalism for Juniors (J4J)” - a three-day journalism training program for Syrian children living in refugee camps. We aim to provide participants with opportunities to learn the basics of journalism and motivate them to become the next generation of global journalists.

Our main goal is to orient the audience to focus on human beings in any story. By putting forward the human aspect of reporting, we want to connect our audience empathetically with the people in our stories.

Our powerful content fuels compassion and empowers action. We are a distinctive voice for the global news landscape.



**To become one of our valued partners,
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