

Turkish Film Industry 2011 Report

Having started to come alive in the middle of 1990s, the 2000s have been the most productive and most successful years for Turkish film industry, both nationally and internationally. The industry has continued to grow during the last year, as well: 2011 has been the most successful of the recent years in terms both of the number of new releases and of admissions. During the last year, a total of 288 films were released, of which 70 were Turkish. Looking at the last 25 years of the theatrical releases in Turkey, 2011 has witnessed the highest number of Turkish films, as well as the highest number of total of Turkish and international films having been released.

While the number of admissions for 65 Turkish films was 21,706,524 in 2010, the number of admissions for 70 Turkish films has been 21,222,541 in 2011. Although there has been a slight drop in the viewers of Turkish films, the total number of admissions increased. The number of admissions has increased from 41,064,394 in 2010 to 42,298,500 in 2011. While Turkish films represented 53% of total admissions in 2010, this figure dropped to 50% in 2011. Although there has been an increase in the number of Turkish and foreign releases, the admissions per film decreased. While the year 2011 witnessed the highest number of admissions among the last 22 years, it is observed that Turkey is still behind European countries in terms of admissions with proportion to the population. Thus, the country still has a small film market compared to its population of 73 million, and as such it has a high potential for growth.

Distribution

Free market conditions apply for the Turkish film distribution industry, with no subsidies or incentives. 18 distribution companies have been active in Turkey in 2011, among which Özen Film, UIP, WB and Tiglon dominate 80% of the market.

Among the 288 new releases in Turkey in 2011, Eyvah Eyvah 2 (**Alas Alas 2**), which is a sequel, has been the film that was most extensively distributed and reached the highest number of viewers. It reached 3,947,988 admissions with 356 copies. 2011's top four films, as well as six out of top ten films were Turkish films. Apart from Eyvah Eyvah 2 which was number one, the romantic drama Aşk Tedadüfleri Sever (**Love Just A Coincidence**) reached 2,418,090 admissions as number two. An action film which was a TV series adaptation Kurtlar Vadisi Filistin (**Valley of the Wolves: Palestine**) was number three with 2,028,057 admissions and the Turkish animation Allah'ın Sadık Kulu (**God's Faithful Servant**) was number four with 2,186,696 admissions. Meanwhile, Karayip Korsanları: Gizemli Denizlerde was number one among foreign releases in 2011, with 1,170,783 admissions.

In spite of the fact that only four of the top ten films were Turkish ones, the total number of admissions of these four films represent half of the admissions of the 70 new Turkish releases in 2011. Looking at this picture, it goes without saying that increases in the numbers of productions and admissions do not support each other in the Turkish cinema. Although the Turkish cinema manages to make popular films that draw millions of people to movie theaters during the recent years, the films that are not competitive in the

commercial sense can only reach a limited admission figure. As an example, the film that was awarded the Grand Jury Prize at Cannes Film Festival, *Biz Zamanlar Anadolu'da* (Once Upon A Time in Anatolia, reached only 153,669 with 66 copies.

2005-2011 Theatrical Release Data - Turkey								
Year	Total Admissions	Total Number of Films Released	Turkish Films	Admissions for Turkish Films	Share of Admissions for Turkish Films	Foreign Films	Admissions for Foreign Films	Share of Admissions for Foreign Film
2011	42.298.500	288	70	21.222.541	50%	218	21.075.959	50%
2010	41.064.394	252	65	21.706.524	53%	187	19.357.870	47%
2009	36.899.954	255	69	18.790.700	51%	186	18.109.254	49%
2008	38.465.046	265	50	23.074.291	60%	215	15.390.755	40%
2007	31.161.700	247	40	11.875.820	38%	207	19.285.880	62%
2006	34.860.844	238	34	17.800.496	51%	204	17.060.348	49%
2005	27.250.989	221	27	11.441.856	42%	194	15.809.133	58%

Support

A considerable increase has been recorded in terms of production of Turkish films thanks to support provided by the Ministry of Culture and Tourism since 2005 and the increasing admission numbers of Turkish films. While only 9 Turkish films were released in 2002, this figure has increased to 70 in 2011. Currently, the support from the Ministry of Culture and Tourism is the only national support mechanism for local productions. Besides supporting national productions, in order to increase international productions in Turkey and subsidize co-productions, an amendment was made to the VAT law in 2009. This has provided for the legal infrastructure that would allow companies based abroad to rebate the VAT's of their costs incurred in Turkey. Last year, some portions of the films *Taken 2* and *Ghost Rider: Spirit of Vengeance* were shot in Turkey, and this year, the latest James Bond movie to be directed by Sam Mendes will also include scenes to be shot in Turkey. Apart from this, the General Directorate of Intellectual Property and Cinema is drafting a law to allow for foreign films to be shot in Turkey. This draft law which is expected to be enacted within 2012 aims at providing financial support to foreign productions.

While the guilds and the trade unions for the audiovisual industry in Turkey are not yet as powerful as their counterparts in Europe or the U.S., these institutions have been organizing and mobilizing in the recent years to become more active. An example to these undertakings is the Young Turkish Cinema, a movement initiated in 2010 by young Turkish directors and producers, which aims at increasing cooperation, communication and solidarity between young filmmakers and supporting the development of various production and distribution models. The Ministry of Culture and Tourism has recently announced that they will provide increased support to family movies, as well as historical and epic movies from now on. Objecting such evaluation of the projects that apply for support within a certain ideological framework, the Young Turkish Cinema movement declared that they will discuss this issue with the ministry this year.

In 2011, 19 out of 70 newly released Turkish films have received support from the Turkish Ministry of Culture and Tourism's production and post-production funding. This table gathers the data on these supported films (Hayda Bre was added to the list on account of its release date of 31st of December 2010).

Support from Turkish Ministry of Culture and Tourism General Directorate of Cinema for the Films Released in 2011						
	Title of the Film	Year of Support	Type of Support	Amount of Support (TL)	Amount of Support (Euro)¹	2011 Admissions
1	Hayda Bre	2008	feature	250.000	115.740	10.472
2	Zefir (Zephyr)	2008	first feature	200.000	92.592	5.105
3	Gölgeler ve Suretler (Shadows and Faces)	2009	feature	225.000	102.272	28.348
4	Bizim Büyük Çaresizliğimiz (Our Grand Despair)	2009	feature	200.000	90.909	20.018
5	Saç (Hair)	2009	feature	150.000	68.181	1.205
6	Kars Öyküleri (Tales from Kars)	2009	post-production	60.000	27.272	450
7	Kaledeki Yalnızlık	2009	first feature	200.000	90.909	8.542
8	Küçük Günahlar	2009	first feature	200.000	90.909	5.104
9	İncir Reçeli	2010	feature	200.000	96.618	250.327
10	Çınar Ağacı	2010	feature	400.000	193.236	322.232
11	Aşk ve Devrim (Love and Revolution)	2010	first feature	250.000	113.636	9.865
12	Labirent (Labyrinth)	2010	feature	400.000	193.236	106.718
13	Gelecek Uzun Sürer (Future Lasts Forever)	2010	feature	350.000	159.090	31.918
14	Gişe Memuru (Toll Booth)	2010	feature	200.000	96.618	18.645
15	7 Avlu (Seven Courtyards)	2010	post-production	60.000	28.985	3.070
16	Saklı Hayatlar	2010	feature	200.000	96.618	44.953
17	Entelköy Efeköy'e Karşı (Ecotopia)	2011	feature	250.000	104.166	407.547
18	Ay Büyüyürken Uyuyamam	2011	feature	300.000	125.000	67.816
19	İz / Reç (The Trace)	2011	post-production	75.000	33.125	2.202

¹ The TL amounts were converted to Euro amounts through the annual average Euro/TL exchange rate of the year the support was provided.

Number of Films That Received Support from Turkish Ministry of Culture and Tourism General Directorate of Cinema				
Year	Feature	First Feature	Post-Production	Total
2005	14	0	0	14
2006	10	8	1	19
2007	24	11	6	41
2008	16	14	2	32
2009	16	11	5	32
2010	15	17	7	39
2011	23	23	12	58

Average support received from the Turkish Ministry of Culture and Tourism General Directorate of Cinema			
Year	Feature	First Feature	Post-production
2005	67.058 €	0	0
2006	77.383 €	105.485 €	12.618 €
2007	48.773 €	89.566 €	20.538 €
2008	40.326 €	85.894 €	12.658 €
2009	118.011 €	84.388 €	24.050 €
2010	148.523 €	90.613 €	25.316 €
2011	106.402 €	93.560 €	30.590 €

European Co-Productions

As a member of Eurimages since 1990, Turkey annually takes part in 4 majority co-productions and 2 minority co-productions on average. Among the films released in 2010, *Bal* (Semih Kaplanoğlu), *Köprüdekiler* (Aslı Özge) and *Pus* (Tayfun Pirselimoglu) had European co-producers. Meanwhile, eight out of the 70 Turkish films released in 2011 had European co-producers. These films were: *Aşk ve Devrim* (Serkan Acar), *Bir Zamanlar Anadolu'da* (Nuri Bilge Ceylan), *Bizim Büyük Çaresizliğimiz* (Seyfi Teoman), *Gelecek Uzun Sürer* (Özcan Alper), *Labirent* (Tolga Örnek), *Saç* (Tayfun Pirselimoglu), *Sinyora Enrika ile İtalyan Olmak* (Ali İlhan) and *Yangın Var* (Murat Saraçoğlu). Majority co-productions are conducted usually with Greece, the Netherlands, Hungary, Germany and France.

Children's Movies in Turkey

Melodramas and comedies were genres that stood out in Turkey which possessed one of the largest film industries of the world before 1980. Children's movies were among the hundreds of films produced in the golden age of *Yeşilçam* (*Green Pipe*), the metonym for the Turkish film industry. Movies narrating the stories of child heroes and heroines such as *Ayşecik* (*Little Ayşe*) and *Ömercik* (*Little Ömer*) turned out to be productions that attracted the attention of adults, as much as children. Turkish versions of classical tales such as *Snow White* and *Cinderella*, as well as popular American movies such as *The Wizard of Oz* were also produced in this era. The fact that these films are still shown on

national television channels, reaching a certain amount of audience, is a major indication of their enduring potential for attracting attention. Although the Turkish cinema has been growing in the industrial sense recently, there is no revival in the production of children's movies. Besides *Ömerçip*, a film produced in 2003 emulating *Yeşilçam*'s child hero, and *Çocuk*, produced in 2007 and directed by Onur Ünlü; the feature animation *Allah'ın Sadık Kulu Barla*, which attracted much attention when it was released last year, come out as films produced for children during the recent years. Meanwhile, currently, a fantastic film project and a feature animation film project are planned to be released during the coming year. While there is no significant increase of attention for producing children's movies in the industry, the increasing numbers of children's films' festivals and featuring of children's films as a sub-category of film festivals organized in various provinces indicate that the interest in this area is rising.

Television

Since the deregulation of the monopoly of the public broadcasting and establishment of private TV channels in 1990, TV productions and advertising films industry have been important venues for developing the technological and human capital for the Turkish Cinema. Although TV networks do not commission TV films, there is a huge market for TV series. Recently, Turkish TV series have started to access the Middle Eastern, North African and Balkan markets, where they are followed with much interest.

Turkey – Film Industry Fact Sheet (2011)

Average price per ticket (2010)	9,26 TL / 3,9 €
Average price per ticket (2011)	9,42 TL / 4 €
Price for a loaf of bread	1,75 TL / 0,73 €
Number of screens (2011)	1968
Total Number of Films Released (2011)	288
Local Films Released (2011)	70
Total Admissions (2011)	42.293.660
Box Office Gross of Local Films (2011)	183.694.163,80 TL / 77.508.086 €
Box Office Gross	398.393.000,00 TL / 168.098.312 €
Admissions for Local Films (2011)	21.222.541
Admissions for Local Films (2010)	21.706.524
Share of Local Films (2011)	50%
Digital Cinema Screens (2011)	135
Average Budget for Local Productions	500,000 €
Ministry of Culture and Tourism's Production Support (2011)	€100,000 –€200,000 (58 features, 23 first features)

INTERNATIONAL ACCLAIMS (2002-2011)

2011: Bir Zamanlar Anadolu'da (Once Upon a Time in Anatolia) by Nuri Bilge Ceylan wins Grand Jury Prize at Cannes Film Festival
2011: Bizim Büyük Çaresizliğimiz (Our Grand Despair) by Seyfi Teoman was in competition at Berlin Film Festival
2010: Çoğunluk (Majority) by Seren Yüce wins Lion of the Future at Venice Film Festival
2010: Bal (Honey) by Semih Kaplanoğlu wins Golden Bear in Berlin Film Festival
2009: Pandora'nın Kutusu (Pandora's Box), Yeşim Ustaoglu wins Golden Shell–Best Film and Best Actress Awards at San Sebastian Film Festival
2009: Uzak İhtimal (Wrong Rosary) by Mahmut Fazıl Coşkun wins Tiger Award at Rotterdam Film

Festival
2008: Üç Maymun (Three Monkeys) by Nuri Bilge Ceylan wins Best Director at Cannes Film Festival
2008: Gitmek (My Marlon and Brando) by Hüseyin Karabey wins Best New Narrative Filmmaker Award at Tribeca Film Festival
2006: İklimler (Climates) by Nuri Bilge Ceylan wins FIPRESCI Prize at Cannes Film Festival
2002: Uzak (Distant) by Nuri Bilge Ceylan wins Grand Prix and Best Actor Prize at Cannes Film Festival

Sources: Antrakt Sinema Gazetesi, Box Office Türkiye Altyazı Aylık Sinema Dergisi.