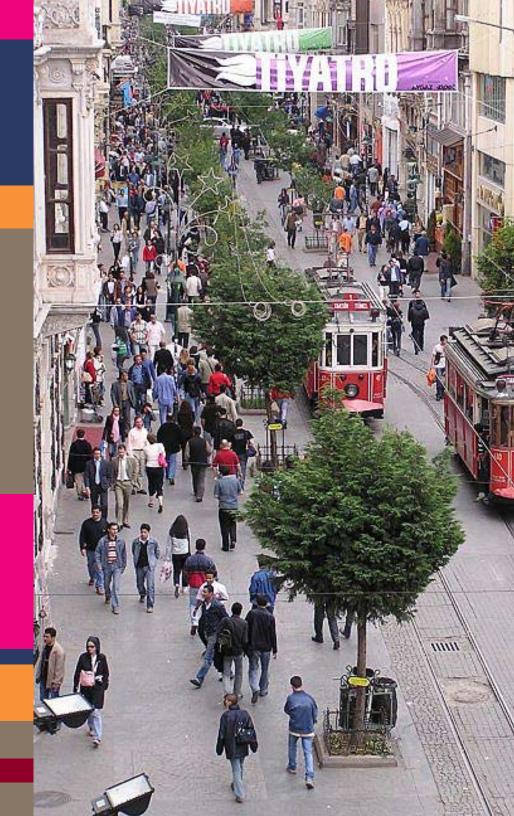
# Turkey

New Media and Emerging Trends Research Opportunities

Winter 2007

jaredresearch



## Why Turkey?

- Strategic geographic and cultural location at crossroads of Asia and Europe, Muslim and Christian
- Young and mobile population adopts new technology
- Bellwether for emerging markets in Middle East and Central Asia
- Poised for rapid change with proposed European Union membership



## Turkey Offers Business Insights

- Social networking and personal expression by Muslim youth\*
- Distance communication by expatriate millions in Europe and United States
- Role of religion in historically secular nation
- New perceptions of wellbeing and identity
- Emerging trends that drive global new media expansion









Nytimes.com

## Why Work with Us?

- Jared Braiterman and Natasha Curry have twenty years design research experience in Silicon Valley, Asia, Europe, Latin America
- Seven years experience working in Turkey with language fluency and extensive research network
- Expertise in foresight, observation and business innovation



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#### Contact Us

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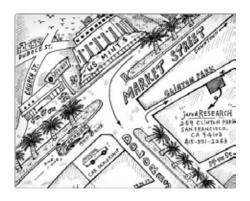
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