

# Turkey

## New Media and Emerging Trends Research Opportunities

Winter 2007

**jared**RESEARCH

© 2007 All Rights Reserved



# 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



Wikipedia Commons

# 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 well-being and identity
- Emerging trends that drive global new media expansion

\*25.5% of population is younger than 16



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



Flickr user h.bissot

# Contact Us

**Jared Braiterman PhD**

Principal, **jared**RESEARCH  
jared@jaredResearch.com

**Natasha Curry MA**

Research Associate, **jared**RESEARCH  
natasha@jaredResearch.com

+1.415.551.2263

269 Clinton Park  
San Francisco CA 94103  
United States

[www.jaredResearch.com](http://www.jaredResearch.com)



Flickr user revolucy