

ALL-NEW HURRIYET.COM.TR

As the pioneer of the innovations in the digital world, Hürriyet transformed into a social news website on 12 May 2014 by taking a major step with the motto, 'social journalism for the social reader'. With this project, hurriyet.com.tr not only turned into a website that socializes the digital news reading experience but it has also transformed into a profile and community based world offering interactive features.

Once again proving the emphasis it places on innovation and leadership, Hurriyet.com.tr pioneered yet another innovation both in Turkey and in the global media. Offering social features to all of its users through subscription, Hurriyet.com.tr provided its subscribers the opportunity to personalize the news based on their content on their own wall.

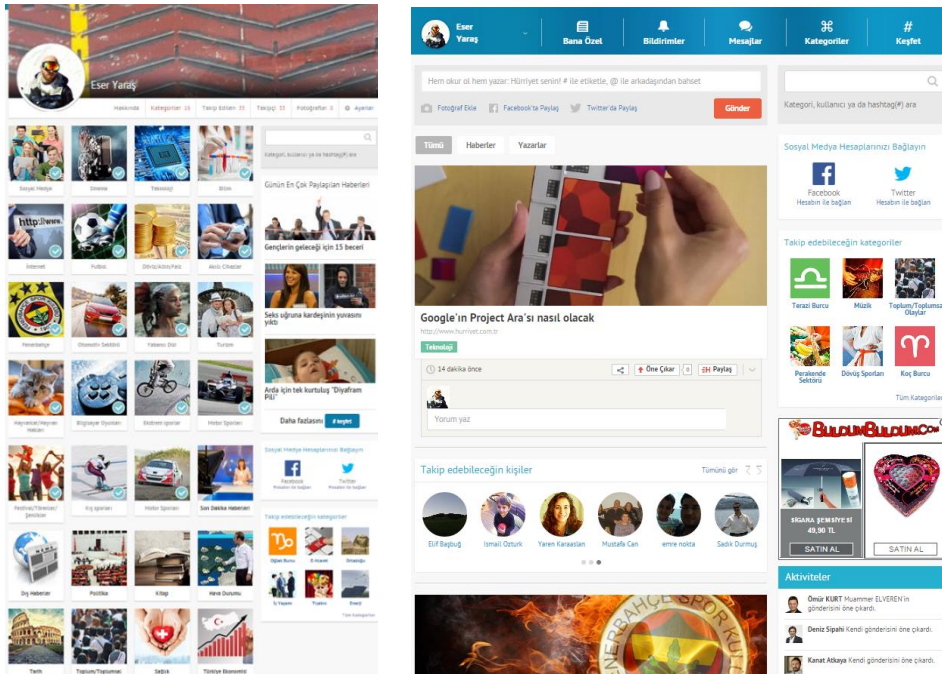
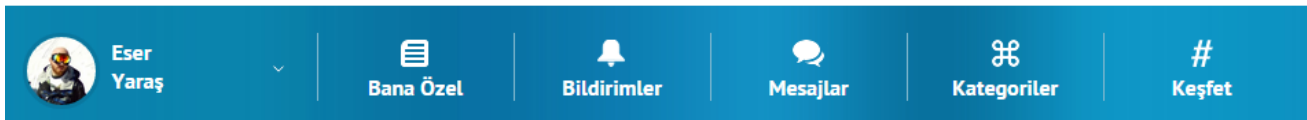
This platform is launched in order to able socialization and engagement of the users. It brings Hurriyet.com.tr the chance to grow target audience and to diversify targeted advertisement / content marketing models.

Subscription to the website Hurriyet.com.tr is quite easy. The readers simply connect with their Facebook, Google+ or LinkedIn accounts or open a new account with their e-mail addresses.

What does the renewed Hurriyet.com.tr offer its readers?

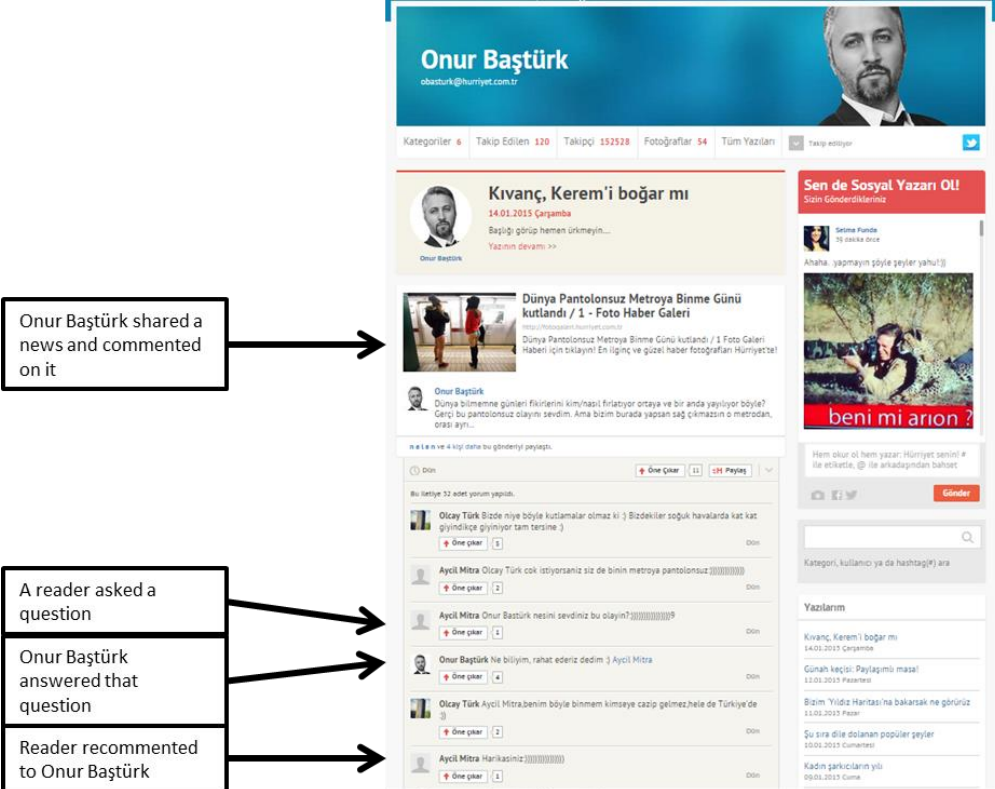
SEE WHAT YOU WOULD LIKE TO SEE ON YOUR WEBPAGE

Now, the page entitled 'My Personal Page' on Hurriyet.com.tr allows the readers to see only the contents related to the issues that they are interested in. They simply select their areas of interest from hundreds of listed categories.



READERS CLOSER TO THE COLUMNISTS

As our members, our columnists now also have profile pages on Hurriyet.com.tr. The readers can now follow the columnists they want and see all of the contents that these columnists share during the day. They can comment on these contents and get a response from the columnists for their comments. Furthermore, they can also enjoy the contents and special articles that our columnists prepare specially for Hurriyet.com.tr.



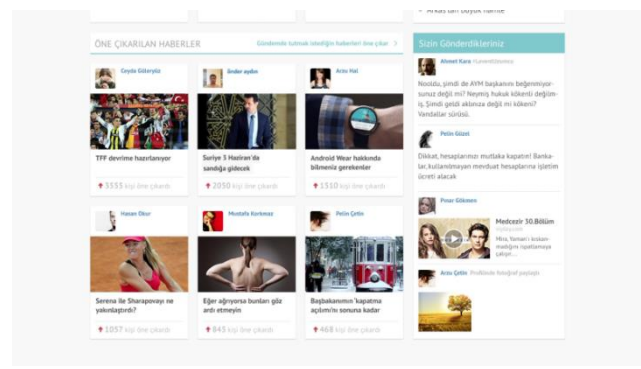
WHICH ARTICLES SHOULD WE EMPHASIZE?

Readers can now use the option 'Emphasize' to carry a content to the homepage if they think that it's important and they believe everyone should see. The contents that are “emphasized” most are placed in Hurriyet.com.tr homepage to ensure that that millions are able to view them.

ARE YOU READY TO DISCUSS AND LEAD THE CURRENT AGENDA?

In addition to the several new features of Hurriyet.com.tr, the readers can now start a discussion about any topic on their own profile pages, create their own hashtags and share their discussions with the other members of Hurriyet.com.tr by using their hashtags.

Moreover, they can share contents / photographs / links that they like by posting on their status.

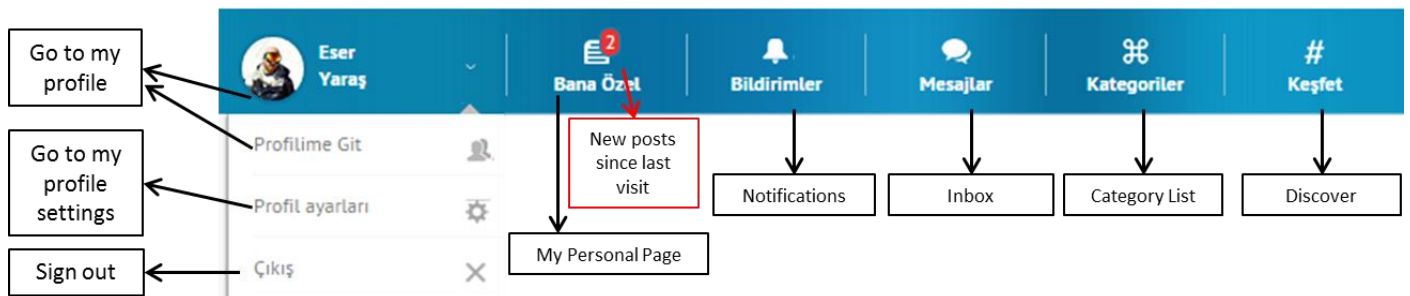


COMMENTS ARE UP TO YOU ON HURRIYET.COM.TR!

The readers are free to comment on Hurriyet.com.tr. Because the comments made on Hurriyet.com.tr can be shared in real time without any changes. All users can comment freely on the news that they read and share their views freely with millions of other users.

THROUGHOUT YOUR JOURNEY AT HURRIYET.COM.TR, 'MY PERSONAL BAR' FEATURE WILL MAKE YOUR LIFE EASIER

Thanks to the blue 'My Personal' bar, the readers will be able to keep their 'personal' pages, notifications, messages, categories they can select and explore tabs while surfing Hurriyet.com.tr.



Brand Image:

2014 Brand Research of IPSOS shows that hurriyet.com.tr added 'being social' feature to its powerful features and differentiated from other news sites.

Hurriyet.com.tr by Numbers:

The number of Hurriyet.com.tr members becomes 1.2 million at the end of the 2014.

With the 'freedom of comment' strategy hurriyet.com.tr had over 1 million comments on news in 2014

More than 200 million pageviews of Hurriyet.com.tr came from new social features.

Hurriyet.com.tr TVC and Digital Campaign:

In order to promote this innovative platform that allows us to stand one step ahead of our local and global competitors, we conducted a 10-day campaign in October 29, 2014 with 4 different TVCs where we used our columnists. Each film introduced a new social feature of Hurriyet.com.tr.

In one week, the number of new members increased by 31.000.

After the campaign average number of posts increased by 75%

While the number of comments before the campaign was 19.000 per week, incoming comments increased by more than 75% and become 34.000 after the campaign

The campaign had overall 81 million views.

In social media we had almost 25 million impressions and 33 million views with #buhürriyetçoksosyal hashtag

All videos watched online almost 8.5 million times in total (Youtube, HurriyetTV & Vimeo)

Youtube Links: Ertuğrul Özkök



Ahmet Hakan



İzzet Çapa



Ayşe Arman



CAMPAIGN RESULTS:

Campaign	Views	Clicks	Impressions
Total	81.091.580	707.774	25.009.506

	Web TV	Hürriyet TV	Youtube	Vimeo	Total
İzzet Çapa	7.450.886				7.450.886
İzzet Çapa	21.560	72.951	132.543	330	227.384
Ahmet Hakan	27.117	108.650	116.545	208	252.520
Ayşe Arman	38.684	103.761	117.550	289	260.284
Ertuğrul Özkök	134.767	78.249	119.612	267	332.895
	7.673.014	363.611	486.250	1.094	8.523.969

Facebook Ad:



Masthead:



Print Ads:



Banner:

