Turkey’s Global News Agency
100 Years of Experience

Anadolu Agency was established on April 6, 1920, 17 days prior to the opening of the Grand National Assembly of Turkey, with the mission of “heralding Anatolia’s voice to the world”.
Witness of Time

Anadolu Agency is one of the world’s leading news agencies as well being the most reliable agency in the region.
Global Access
More Than 6,000 Media Outlets Use Anadolu Agency’s Photographs, Videos and News in the World
He felt the blood on his face. He didn’t know what had happened.
Anadolu Agency's Access Network Covers 90% of World’s Population
Global Structuring
Global Correspondent
Reach – 24/7 Coverage

Offices in
41 Locations

Representatives in
100 Countries

Subscribers from
76 Countries

Employees from
124 Nationalities
International Offices

Regional Broadcasting Centers
- Europe (Brussel)
- America (New York)
- Middle East (Jerusalem)
- Africa (Addis Ababa)
- Asia-Caucasia (Baku)
- Pacific (Jakarta)
- Indian Subcontinent (Islamabad)

Regional Centers • Offices • Representative(S)
More Production, Higher Quality
Increase Over Years

<table>
<thead>
<tr>
<th></th>
<th>2012</th>
<th>2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>Content Production (Daily)</td>
<td>1.320</td>
<td>3.929</td>
</tr>
<tr>
<td>Number of Subscribers</td>
<td>1.079</td>
<td>2.300</td>
</tr>
<tr>
<td>Number of Offices (Domestic and International)</td>
<td>39</td>
<td>129</td>
</tr>
<tr>
<td>Digital Access (Web) (Daily average of page views)</td>
<td>158.622</td>
<td>520.000</td>
</tr>
<tr>
<td>Human Resource</td>
<td>764</td>
<td>1.731</td>
</tr>
</tbody>
</table>

ernals

↑ : Percentage increase

197% 113% 230% 227% 90%
Broadcasting in 13 Languages

- Turkish
- English
- Arabic
- (BCS)
- Spanish
- Indonesian
- Persian
- Sorani
- Kurmanji
- Albanian
- Macedonian
- Russian
- French
## Social Media Global Access

<table>
<thead>
<tr>
<th>Social Media</th>
<th>AA</th>
<th>REUTERS</th>
<th>AP</th>
<th>AFP</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>5.5 M</td>
<td>4.1 M</td>
<td>714 K</td>
<td>629 K</td>
</tr>
<tr>
<td>Instagram</td>
<td>797 K</td>
<td>2.3 M</td>
<td>367 K</td>
<td>483 K</td>
</tr>
<tr>
<td>YouTube</td>
<td>276 K</td>
<td>22 K</td>
<td>1 M</td>
<td>409 K</td>
</tr>
<tr>
<td>Twitter</td>
<td>2.1 M</td>
<td>20.6 M</td>
<td>13.4 M</td>
<td>3.2 M</td>
</tr>
</tbody>
</table>

News Agencies social media followers (main language) (July 2019)
Daily Production

- 2,000 News/Day
- 2,300 Photographs/Day
- 400 Videos/Day
- 15 Live Broadcasts/Day
- 6 Infographics/Day
- 13 Broadcast in Languages
Global Distribution Partnerships

- gettyimages
- dpa
- AFP
- REUTERS

Photograph
Photograph
Photograph
Video
Active Participation to Unions of International News Agencies

The Association of The Balkan News Agencies Southeast Europe
Member

The European Alliance of News Agencies
Member

The Organization of Asia Pasific News Agencies
Vice Presidency

News Agency’s Network for Knowledge Exchange
Member

Alliance of Mediterranean News Agencies
Member
What if there was not Anadolu Agency?

63% of the photographs on national newspapers would be missing

40% of the news on national newspapers would be missing
Editors’ Desk Takes Global Pulse

Anadolu Agency takes the global pulse with its Director General, Editor-in-Chief, editors and foreign regional bureau chiefs, holding meetings via teleconferencing.
Editors’ Desk
Airing Live Across
10 Different National TV Channels
Anadolu Agency Breaks New Ground in Media.
Photo and Video Portal

6 million photos
1 million videos

Anadolu Images, which offers access to Anadolu Agency’s photos and videos from all around the world, has been active since 2014.
Finance Sector Joint Data Platform

A news platform posting up-to-the-minute financial news and data flow from Turkey and the world.
Energy Sector Information and Analysis Platform

A news platform that includes news, analysis and reports in the field of energy from Turkey and the world, followed by energy firms.

aa.com.tr/en/energy
News Analysis

A service for our readers which breaks down political, economic, social developments in Turkey and the world from all angles and with contributions from experts in the field.
Anadolu Agency helps foster quality personnel for the media sector with its training programs for aspiring media employees. The News Academy has trained 5,611 people since its foundation in December 2011 through July 2019.
The purpose of this program is to train journalists who can function in extraordinary situations like wars and natural disasters.

Over 350 people have successfully completed the training since it was first offered.
Pioneer in News Technology
Today in 60 Seconds

A video service for digital platforms summarizing major news headlines in Turkey and worldwide in 60 seconds

Anadolu Post

Single page digital newspaper
Newest Mobile Journalism App

iPhone Application
iPad Application
Android Application
Windows Application
New Tracking on Newspapers and Digital with NTS

News Tracking System (NTS) provides monitoring of the usage of Anadolu Agency’s content in print and online media.
Drone Photography in Journalism

Anadolu Agency started using Drones for journalism in Turkey
360 Degree Journalism Captures All Angles

Anadolu Agency spearheaded the capturing of 360-degree footage among news agencies in Turkey.
Capturing Underwater

Anadolu Agency is the first news agency in Turkey to use underwater cameras.
Social Responsibility
An annual international photo contest, in which professional photojournalists can participate.

The 2018 contest attracted more than 15,000 entries from more than 100 countries.
At the end of every year, the public votes to choose the best pictures taken by Anadolu Agency photographers in the categories of news, life and sports. In 2018, 223,000 people cast ballots.
Every year, Anadolu Agency sponsors scores of national and international events. In 2018, AA sponsored 42 events as a “Global Communications Partner”.
Anadolu Agency is conveying to the public and the media the insights and experience from its nearly 100 years of reporting the news through “Anadolu Agency Publications”.