

# TTNET: Bridging the Digital Divide in Turkey



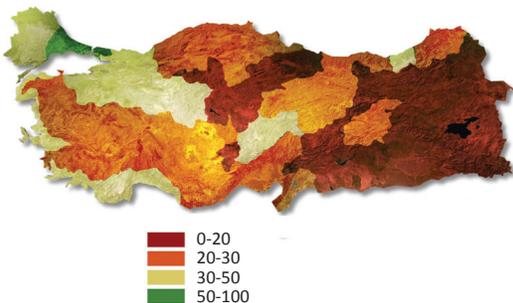
## Initiative Description

In 2013 TTNET, Turkey's leading Internet service provider (ISP), joined the Business Call to Action with a commitment to increase access to the Internet and education in Turkey.

TTNET's goals by 2014 include:

- Bringing 250,000 people online to become regular Internet users in 2014, with a special focus on low-income consumers;
- Providing up to 30,000 households with access to an online education platform; and
- Delivering Internet literacy training to 12,000 disadvantaged people in 20 cities.

### Turkey's ADSL Penetration Map



Source: Research by Ipsos KMG, Turkey's internet usage for Q1, 2012



## Business Model

A 'digital divide' still separates Turkey. In 2013, Internet penetration in Turkey was measured at 44 per cent. Today nearly 10 million people in the country still do not use the Internet – almost half of them for economic reasons (46 per cent of non-users find the Internet too expensive, 29 per cent do not believe it is a need or priority, and 39 per cent either have no computer or an old one).<sup>1</sup> Those who do not use the Internet mainly live in regions designated by the Ministry of Development as 'disadvantaged'.<sup>2</sup>

*TTNET has been pioneering digital transformation in Turkey as a leading internet service provider. Internet 4All has been designated as our inclusive business initiative considering its potential to propel the growth of internet penetration in less developed regions of the country. It is a holistic and sustainable effort to overcome the "digital gap" in Turkey while growing our business and creating social impact on the ground.*

Mert Basar  
CMO of TTNET

1. 2013 Quarter 1 Penetration Monitoring Research, conducted by Barem Research Company

2. 2014 ICTA Report, Provincial Based Analysis of the Penetration in Electronic Communication Sector of Turkey, Turkish Information and Communication Technologies Authority

TTNET is Turkey's leading Internet service provider (ISP), offering Internet, television, and telephone services. The company caters to 6.33 million customers. TTNET launched the 'Internet 4All' initiative in 2013 to reach households with no Internet access. Internet 4All creates strong incentives for going digital through discounted Internet and other valuable services.

The initiative aimed to reach 140,000 new subscribers in the country – 30,000 of them from 20 cities prioritized for development. It aims to strengthen the company's growth by increasing Internet literacy and widening the base of Internet users in Turkey.



## How it works

### Affordability

Internet 4All provides a 40 per cent discount to first-time subscribers. Two packages are offered: the larger package costs an equivalent of US\$18 while the smaller package costs US\$8.80 per month. To make these packages even more attractive and increase access to education, TTNET is providing its educational subscription service *Vitamin* to new subscribers free of charge (the service normally costs US\$4.45 per month). The *Vitamin* platform features science, math, Turkish and social sciences for grades 4-12. Its content is presented through animation, interactive simulations, online tests and games, for a fun and engaging learning experience.

### Internet literacy

Because people who have never used the Internet may not understand its benefits, Internet 4All also includes Internet literacy training. To offer the training, TTNET has partnered with UNDP Turkey and the Habitat Development Association, a national NGO, and took the support of the

Turkish Ministry of Transport, Maritime Affairs and Communications. The curriculum covers a number of topics ranging from computer literacy, basic Internet use, email, online banking, social media and online access to government services.

The training is targeted at women over the age of 35 in 20 of Turkey's most underdeveloped cities. It began with one project coordinator from the Habitat Development Association, who trained 11 volunteer master trainers, who in turn trained 123 volunteer trainers to implement the training across these cities. The trainers also benefit by learning the necessary skills to establish local multi-stakeholder partnerships, organize training sessions and recruit trainees. Volunteer trainers can recruit other trainers with the help of project coordinators. The trainings are organized within the framework of local partnerships with municipalities, public education centres, and universities. The trainings take place in the partners' facilities. The training sessions are designed to increase the participants' ability to manage local stakeholder relationships.



## 10.997 K non-users

44.6% of non-users indicate economic barriers while 30.4% say that internet is not a "necessity."

## Results Achieved

Clear indicators – and the means to track them – are part and parcel of the initiative. Uptake of the *Vitamin* education platform and the internet literacy training can be tracked through registration. In addition, a research company will conduct a social-impact analysis twice during the 12-month pilot period, including focus group discussions and interviews with new users and training participants.

### Business impact

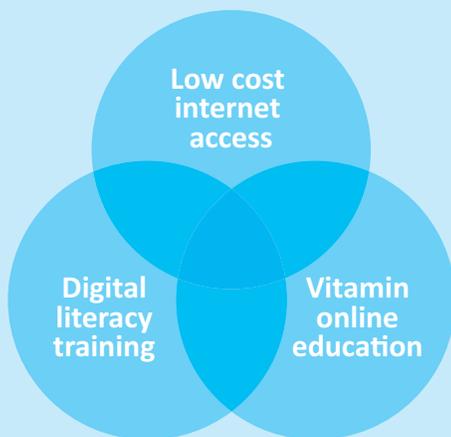
The initiative has surpassed its initial goals, reaching 250,000 new subscribers throughout Turkey by September 2014. Annual revenue for the subscribers living in the 20 target cities in the first year of the initiative was US\$11,130,000.

### Development Impact

Internet 4All provides children with access to education and makes new technologies – especially information and communications tools – available to their entire families. Based on the target number of households during



### Internet 4All



the one-year pilot period, cost savings as a result of the discounted price equal approximately US\$3,581,956, for a per-household savings of US\$221.40 per year on average. In addition, a projected 30,000 households will access the *Vitamin* platform, enabling both young and old to strengthen

their knowledge in many subject areas through dynamic learning tools. An additional 12,000 disadvantaged people will benefit from Internet literacy training; the goal is for 90 per cent of these trainees to be women who are either retired or unemployed.

### Key success factors

#### Value-added Internet packages at an appropriate price point

TTNET designed Internet 4All to appeal to low-income consumers by bundling a new low-cost Internet package with the *Vitamin* online educational platform – motivating families to prioritize home

Internet access. The price has been set such that the Internet packages are now accessible to low-income consumers who previously could not afford them.

#### Locally based literacy trainings

TTNET worked with partners to make literacy trainings available to women with a focus on local community management. The training system was set up to not only provide instruction, but to enable volunteers to pass along the information as trainers themselves. Internet literacy trainings also serve to show participants the usefulness of Internet access both personally and professionally.

## Next Steps and Spin Off Effects

Based on the results of impact analysis, TTNET will scale up of the initiative over an extended coverage area. While TTNET is currently focused on closing the digital gap in urban areas, reaching rural areas may be a longer-term goal.



## Innovations

that improve lives



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