

July 23, 2024



# Barometer of mobile Internet connections in Turkey

01/07/2023 - 30/06/2024



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## Expert in the telecom network optimization

nPerf is an independent French company based in Lyon (France). For over a decade, nPerf has been a trusted partner for both fixed and mobile operators, providing comprehensive network testing solutions and analysis. Our mission is to accurately measure, evaluate, and enhance the understanding of Internet connectivity around the world.



**300k+** tests daily worldwide.



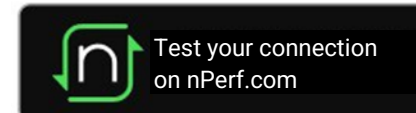
**26Md+** coverage scans in total.



**3k+** servers all around the world.

## Test your Internet connection with nPerf!

nPerf allows you to test the quality of your fixed, mobile, or Wi-Fi Internet connections up to 10 Gb/s! Download our app or visit our website!



## 2. Executive Summary



The subscribers of Turkcell and Türk Telekom enjoyed the best mobile Internet performances in Turkey during 2024.

### Mobile Internet connections in Turkey

|                        | Turkcell | Türk Telekom | Vodafone |
|------------------------|----------|--------------|----------|
| Download speeds (Mb/s) | 42.49    | 31.14        | 20.42    |
| Upload speeds (Mb/s)   | 14.25    | 13.14        | 9.56     |
| Latency (ms)           | 52.19    | 47.12        | 35.49    |
| Web browsing (%)       | 59.19    | 59.38        | 61.11    |
| YouTube streaming (%)  | 81.84    | 83.61        | 82.60    |
| nPerf Score (nPoints)  | 67 979   | 66 136       | 63 482   |

Source : nperf.com



Best mobile Internet performance in 2024



Source : nperf.com



Source : nperf.com

### Introduction

Turkey's ISP market is defined by intense competition, with Turkcell and Turk Telekom emerging as co-leaders. This report highlights the performance of the leading ISPs: Turkcell, Türk Telekom, and Vodafone, focusing on their strengths in various performance metrics.

### Turkcell and Türk Telekom co-leaders with distinct strengths

Turkcell and Türk Telekom share the top spot in Turkey's ISP market, each excelling in different areas. Turkcell stands out with its formidable download speed of 42 Mbps and upload speed of 14 Mbps, ensuring a swift and reliable internet experience for users. Meanwhile, Türk Telekom dominates the streaming category with an impressive score of (89%), providing a seamless and high-quality streaming experience that is ideal for media consumption.

### Vodafone leading in latency and web browsing

Vodafone ranks third but excels in latency and web browsing performance. With a latency of 35 ms, Vodafone offers the fastest response times among the top ISPs, making it the best choice for real-time online activities like gaming and video conferencing. Additionally, Vodafone scores 61 in web browsing, ensuring a smooth and efficient Internet navigation experience. These strengths make Vodafone a competitive option for users who prioritize low latency and superior web browsing capabilities.

### Conclusion

Turkcell and Türk Telekom lead Turkey's ISP market with their strong performance in download and upload speeds, and streaming, respectively. Vodafone, although third, excels in latency and web browsing, highlighting its unique strengths in these areas. The fierce competition among these ISPs drives continuous improvements in service quality, ultimately benefiting consumers with enhanced internet experiences.

## 4. Methodology



nPerf provides a **free tool to assess Internet connection** quality via its website and mobile apps (Android, iOS). Daily, thousands of people rely on nPerf for speed tests in their country, contributing to a comprehensive crowdsourced database covering all operators.

The study employs a strong filtering method to reflect real customer experiences on a specific network (mobile or fixed line). Measures are taken to prevent probes and measurement robots from affecting the results.

For mobile connections, we assess:

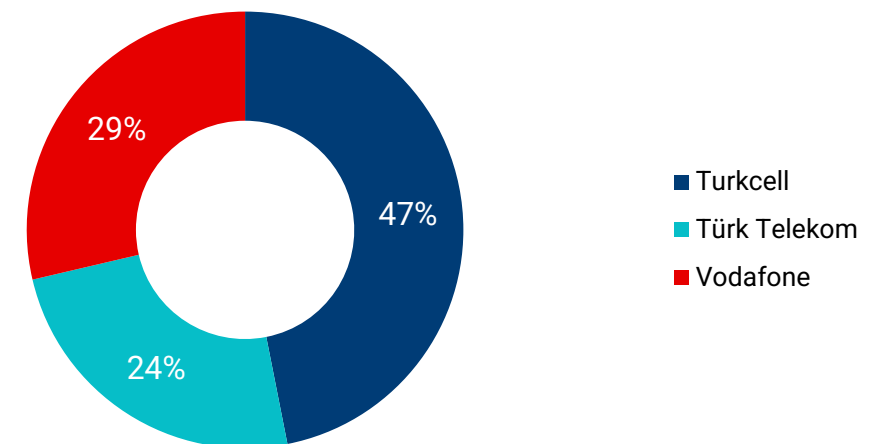
- ▼ **Download bitrate:**  
Indicates the amount of data your connection can receive in one second from the nPerf server. The highest the measured value, the best is the bitrate of your connection.
- ▲ **Upload bitrate:**  
Indicates the amount of data your connection can send in one second from the nPerf server. The highest the measured value, the best is the bitrate of your connection.
- ◀▶ **Latency (ping) :**  
It indicated the delay a small packet of data requires to make a round-trip from your computer to the nPerf server. The shorter the delay, the most reactive your connection is. The main is the minimum value.
- 🌐 **Browsing performance :**  
The browsing test assesses the load time of the fully loaded pages, including images, JavaScript, CSS, and fonts, for the five most popular sites. This indicator reflects the user's perceived quality of the Internet network.
- 📺 **Streaming performance :**  
The video streaming test gauges the load time of a fully loaded video in three resolutions on YouTube, considering stalls during playback. This indicator reflects the user's perceived quality of the Internet network.

Statistical precision is crucial in accurately determining winners. At nPerf, we prioritize test quality, precise reporting, and transparency. Analyzing a large volume of tests in this study, we've achieved 1.7% precision for absolute values, highlighting the reliability and accuracy of our data.

For a more comprehensive understanding of the user experience, our report features test results during both Busy hours (6 PM to 11 PM) and Idle hours (the rest of the day). Busy hours, marked by network strain, can impact user experience through congestion. This approach helps in understanding how network performance fluctuates throughout the day.

We only include national Internet service providers with test share above 5% share. The chart below shows the overall test distribution for each service provider.

Overall distribution of the tests per provider (ISPs Share)



Source : nperf.com



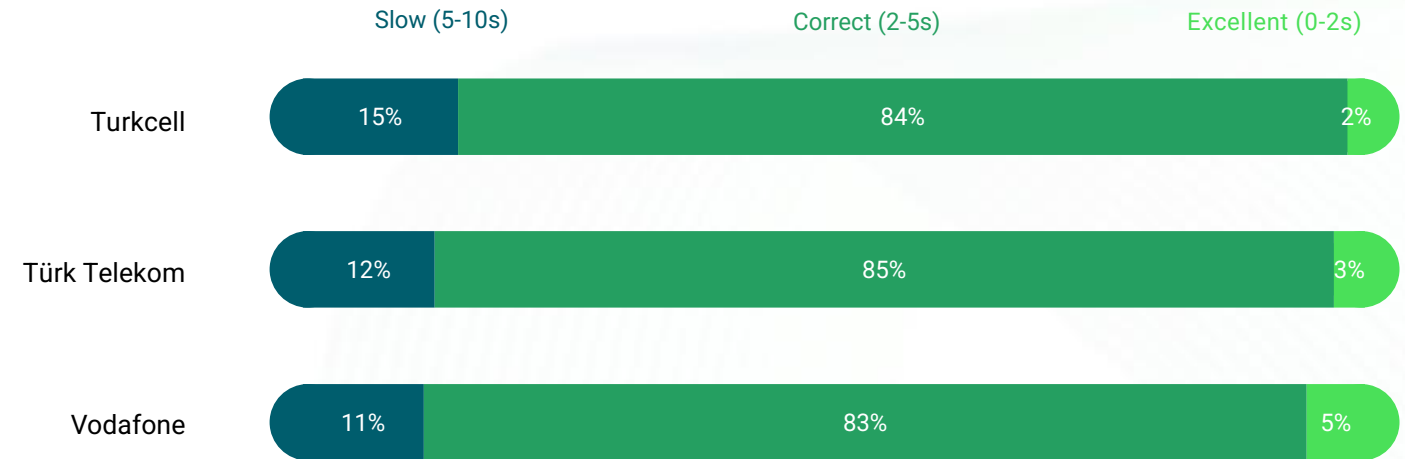
## Browsing Performance rate (average)



Source : nperf.com

The subscribers of Vodafone enjoyed the best mobile Internet browsing performance in 2024.

## Browsing Performance results ventilation (average)



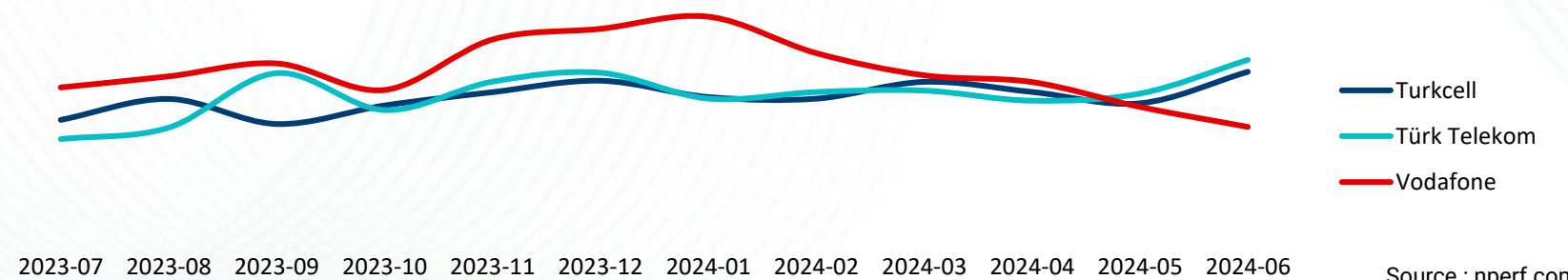
Source : nperf.com

## Browsing Performance rate (average)



Source : nperf.com

## Browsing performance rate (average) evolution over the year



Source : nperf.com



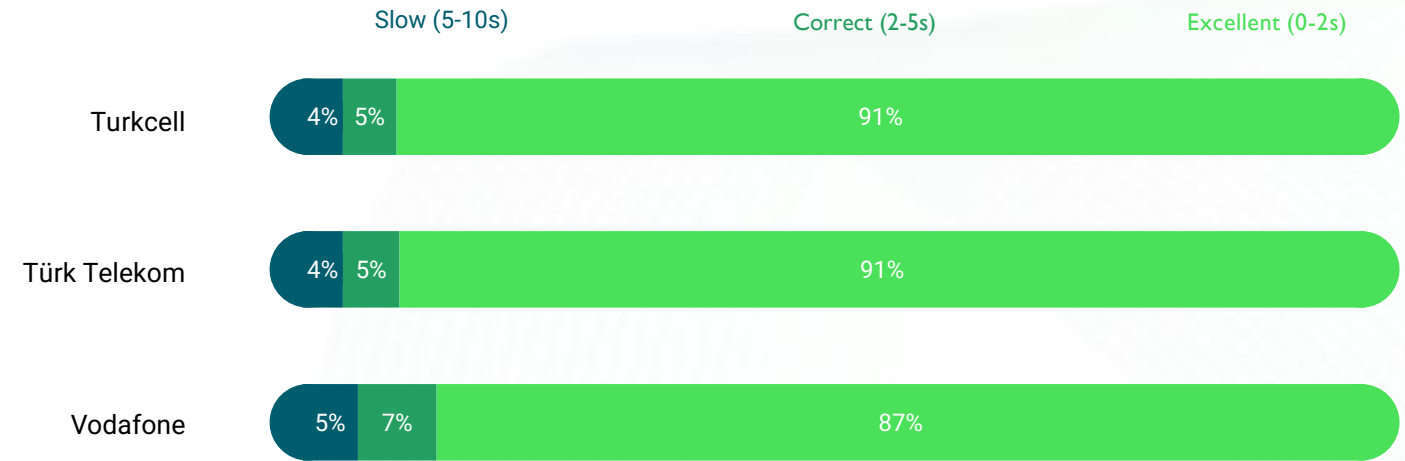
## Streaming Performance rate (average)



Source : nperf.com

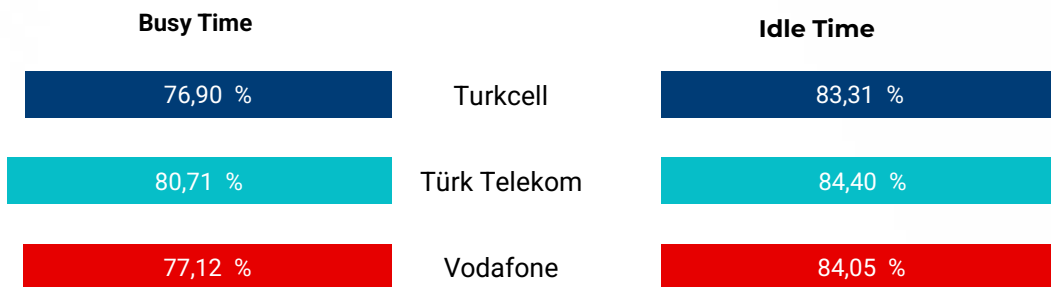
The subscribers of Türk Telekom enjoyed the best mobile Internet streaming performance in 2024.

## Streaming Performance results ventilation (average)



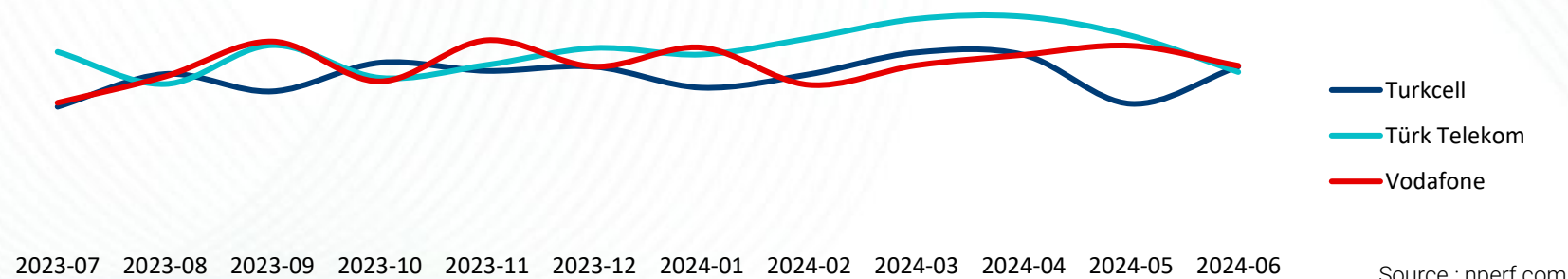
Source : nperf.com

## Streaming Performance rate (average)



Source : nperf.com

## Streaming performance rate (average) evolution over the year

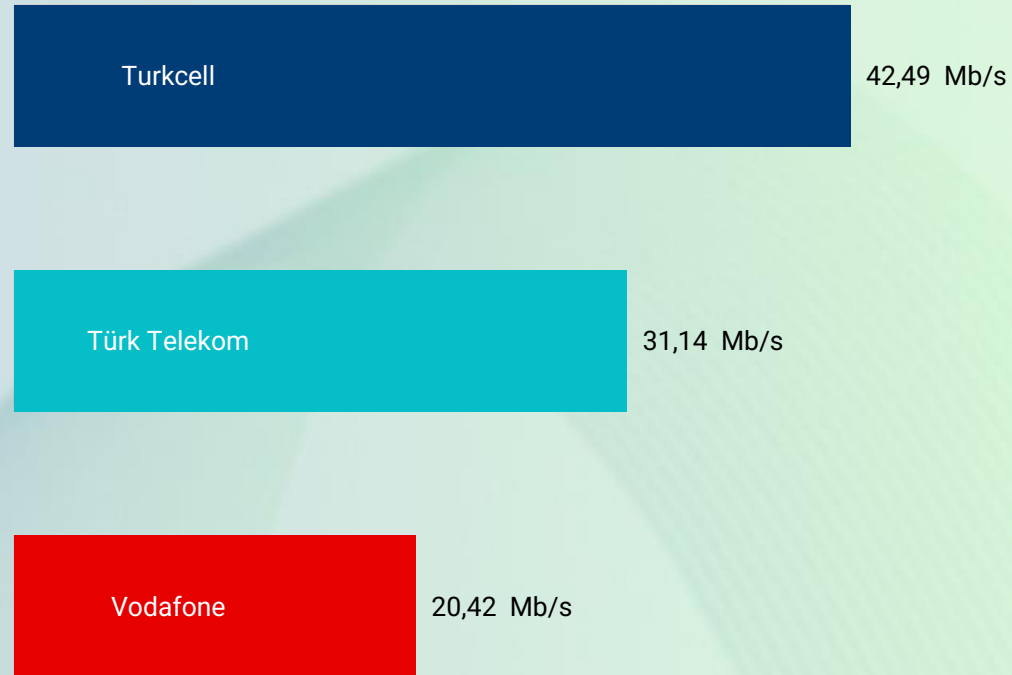


Source : nperf.com





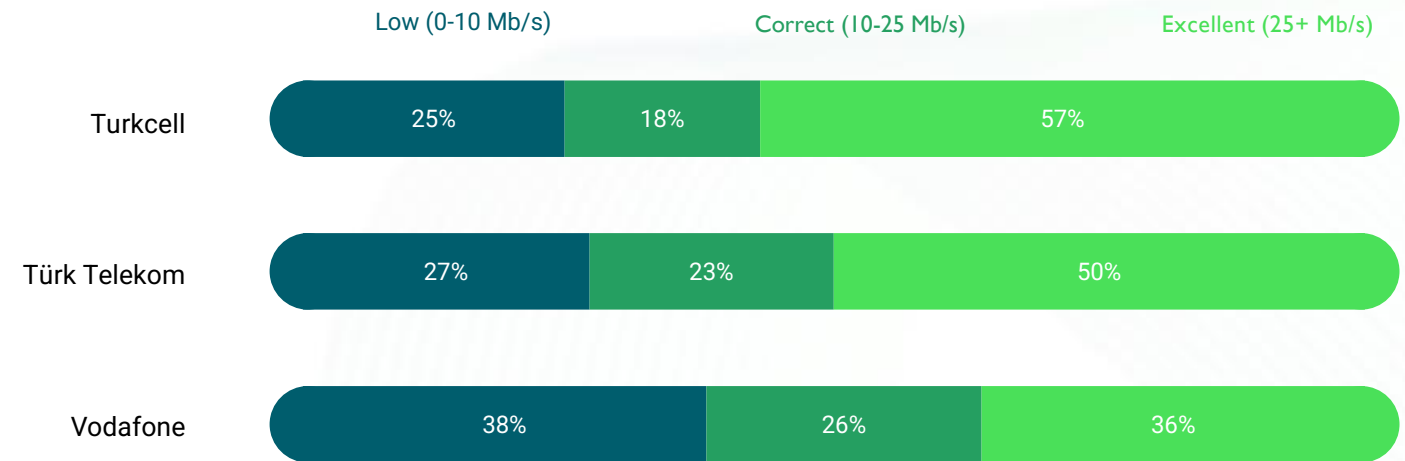
## Download Speed (average)



Source : nperf.com

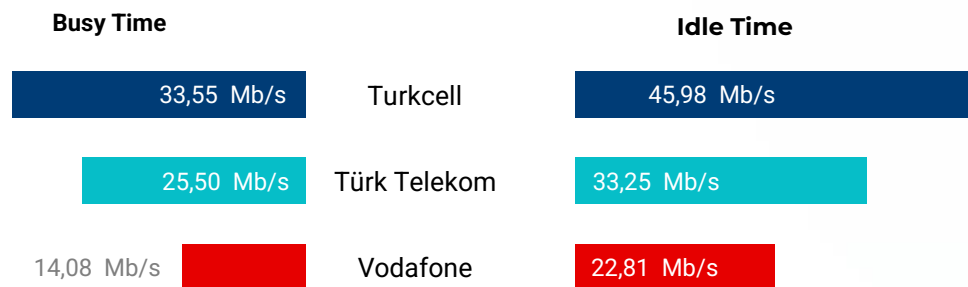
The subscribers of Turkcell enjoyed the best average mobile Internet download speed in 2024.

## Download Speed results ventilation (average)



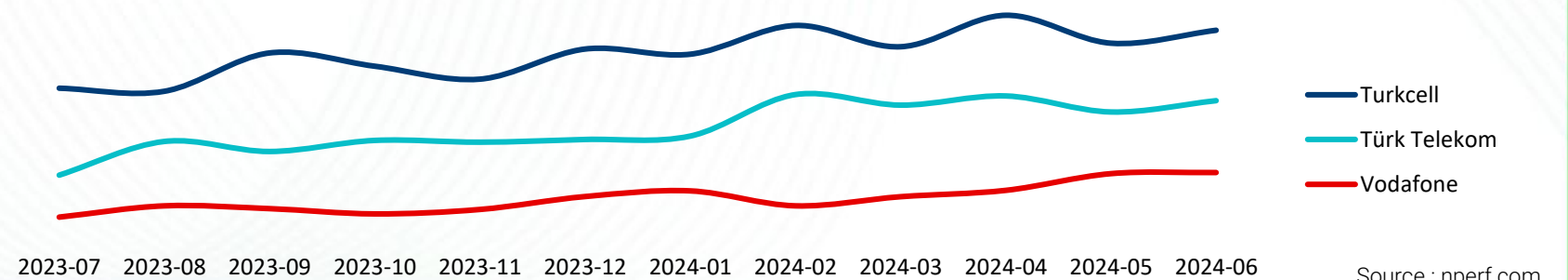
Source : nperf.com

## Download Speed (average)



Source : nperf.com

## Download Speed evolution over the year (average)



Source : nperf.com



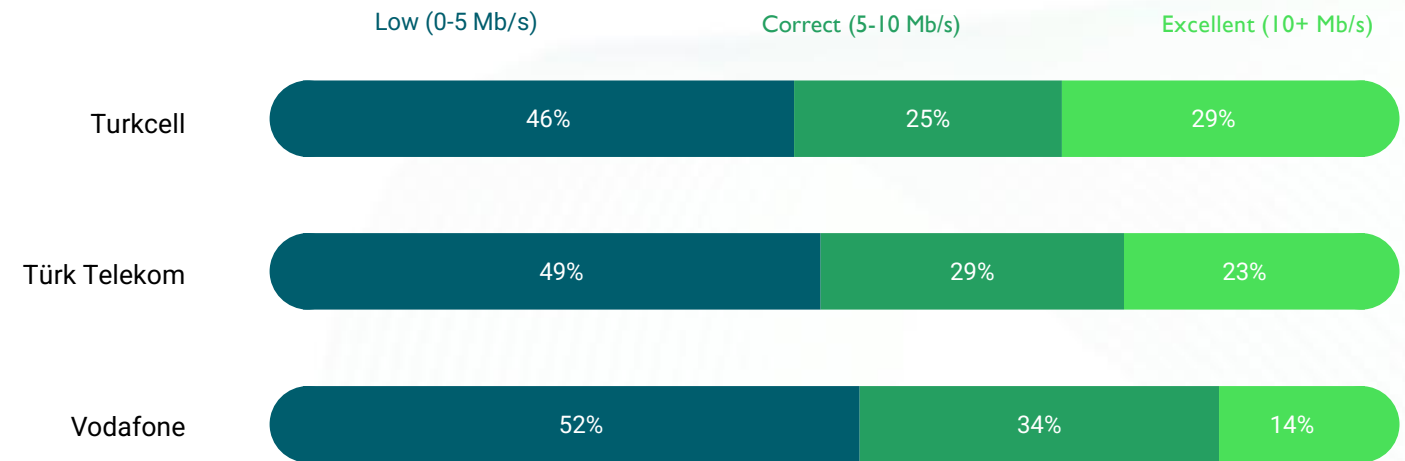
## Upload Speed (average )



Source : nperf.com

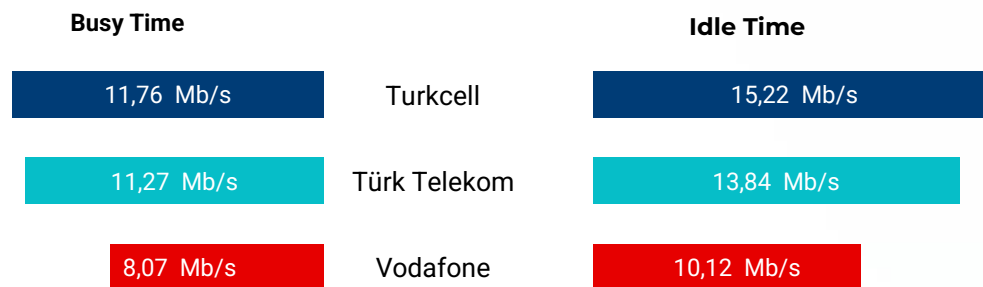
The subscribers of Turkcell enjoyed the best average mobile Internet upload speed in 2024.

## Upload Speed results ventilation (average)



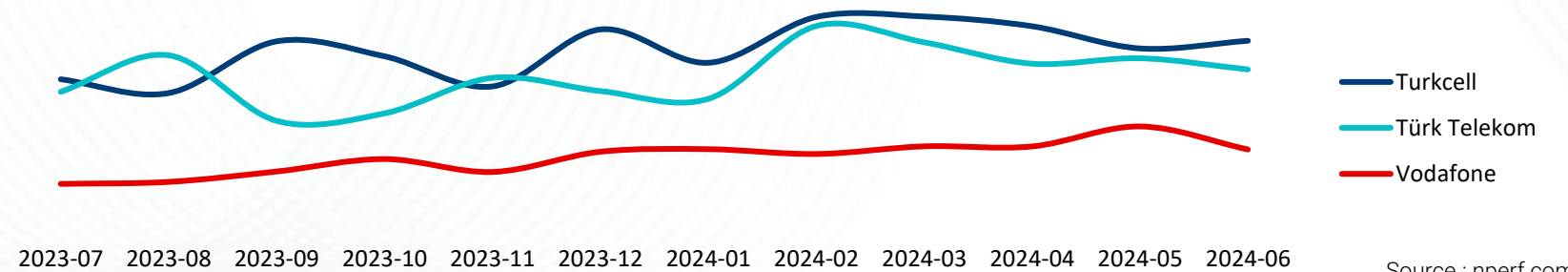
Source : nperf.com

## Upload Speed (average )



Source : nperf.com

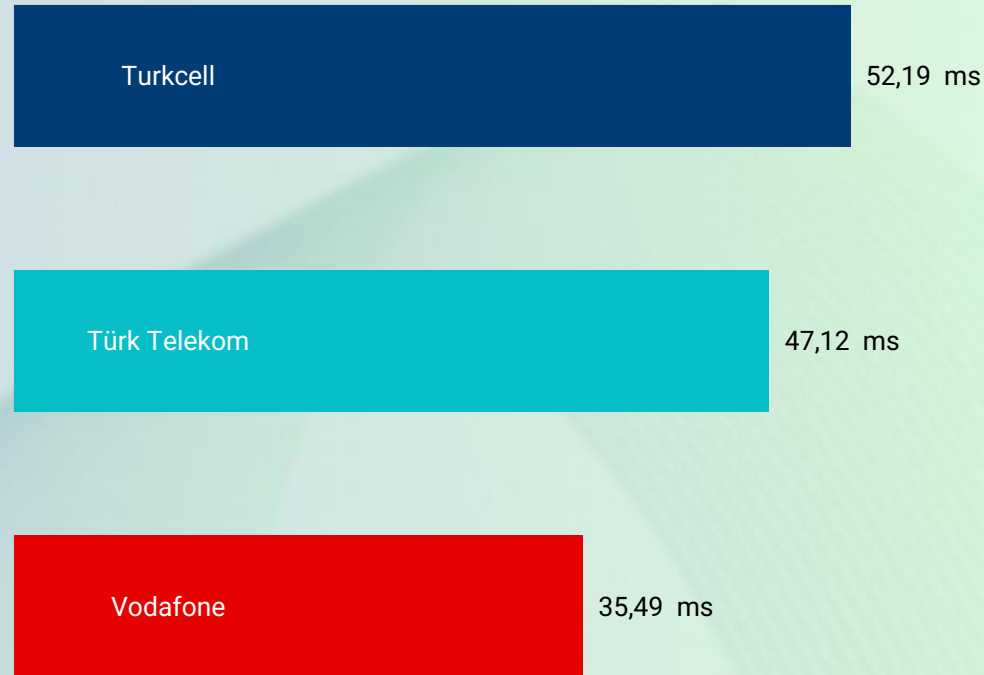
## Upload Speed evolution over the year (average)



Source : nperf.com



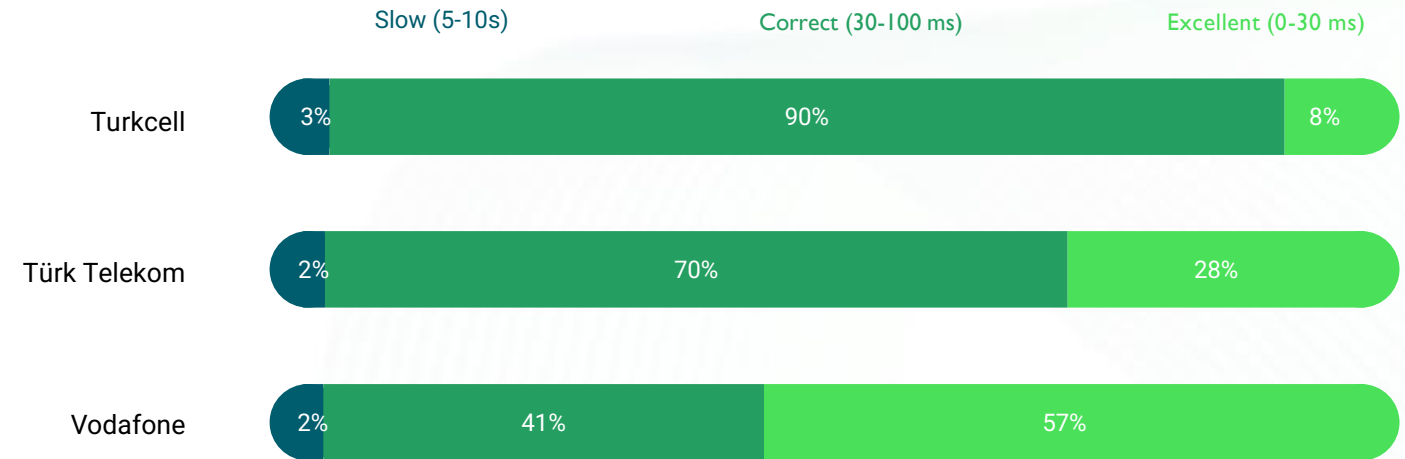
## Latency Speed (average)



Source : nperf.com

The subscribers of Vodafone enjoyed the best average mobile Internet latency speed in 2024.

## Latency Speed results ventilation (average)



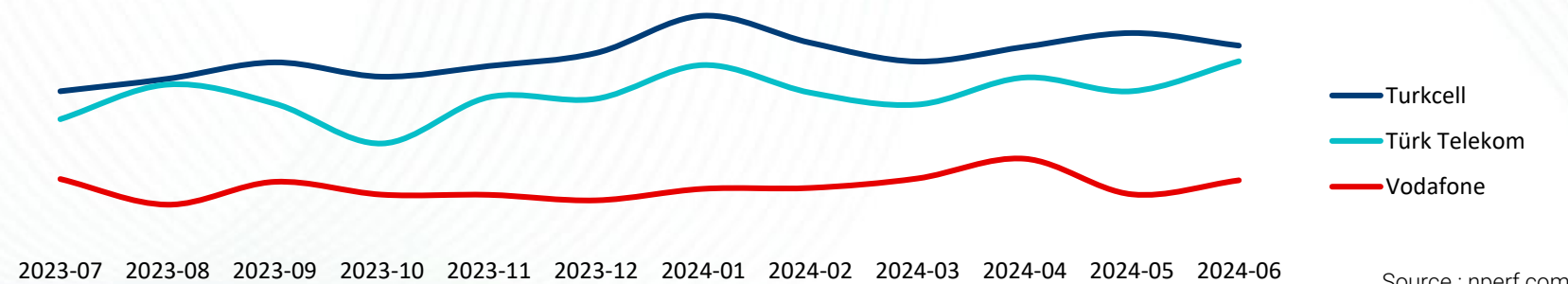
Source : nperf.com

## Latency Speed (average)



Source : nperf.com

## Latency Speed evolution over the year (average)



Source : nperf.com

## nPerf Score (nPoints)



Source : nperf.com

The subscribers of Turkcell and Türk Telekom enjoyed the best mobile Internet performances in Turkey during 2024.

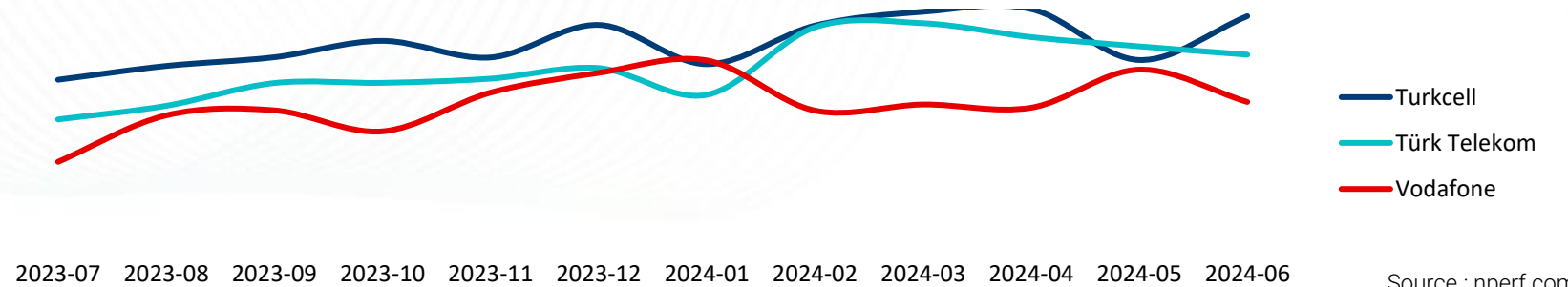
The nPerf score takes into account the measured bitrates, the latency and the QoE tests. The value of the points for the rates and the latency is calculated on a logarithmic scale, to better represent the perception of the user. Thus, this score reflects the overall quality of the connection experienced by the user.

Source : nperf.com



Source : nperf.com

## nPerf score evolution over the year (average)



Source : nperf.com



We qualify your connection