

**Remarks of TRT Director General Prof. Mehmet Zahid Sobacı
on the occasion of TRT's 60th Anniversary**



The period we are currently in witnesses a content struggle aimed at capturing a global audience in the broadcasting field. Not only corporate entities but also individuals are now actors in broadcasting as content creators, with hundreds of thousands of new content being presented to audiences every day. In today's world, where communication opportunities have diversified, access has increased, and boundaries have blurred with virtual platforms, the most significant challenge in capturing the audience's attention is the ambiguity of ethical boundaries. A broadcasting approach that will be carried out and developed with an awareness of staying within ethical boundaries is of vital importance for the future

of humanity. In this context, the most delicate task falls on public service media.

Founded on May 1, 1964, TRT is Türkiye's first and only public service media. Throughout its 60-year journey, TRT has produced numerous programs and broadcasts that have garnered significant interest both domestically and internationally, sought solutions to common human problems through various organizations, and introduced many innovations that advance the broadcasting sector, and is continuing to do so. As TRT, in line with our vision of "International Impact and Digitalization," we continue to implement effective strategies to ensure that valuable content reaches more people in Türkiye and around the world through large and bold projects. We assess 21st century technologies and developments from a perspective centered on meaning and humanity, and we are building the future of broadcasting with the strength we derive from our roots, stating that "TRT is both memory and the future".

We view radio, television, and the internet-often seen as interchangeable as distinct fields with unique values; and plan our work in line with the strategic goals we have set for each of them. We achieve our productions, movies, TV series, programs and news broadcasts in a way that amplifies the voice of those who are not visible enough, enriches people's understanding, makes content a tool for cultural diversity, and places truth and reality at the center. As Türkiye's public service media, we take it not only as a duty but also as a debt to humanity to leave meaningful traces in the hearts and minds of people who seek meaning in the vast sea of contents.

With our perspective of "Strong Broadcasting, Strong Impact," we will continue to be a pioneer in the field of broadcasting, raise awareness of global issues on a fair basis,

and keep on human-centered broadcasting in our country and around the world. With the strength we draw from our memory and the values we carry from local to global, as TRT, we are committed to doing our best and we will continue to carry out works that will shape the future of the media, broadcasting and communication sector.

In this journey, we will move forward in unity, solidarity and cooperation with the Permanent Conference of Mediterranean Audiovisual Operators (COPEAM) family of which we have been a part since its foundation.