TURKEY

Flow, carriers, various

- The connection we have in TR is Direct Operator Billing (MCB).
- They handle both 3G and WIFI traffic (for wifi it becomes pin submit).

- We have 12 offers in Turkey: WhatsApp, games, antivirus, ringtones.
- All offers are availble for: Avea and Vodafone.

- Turkcell stopped Antivirus offers and WhatsApp some months ago because of the misleading advertisements, they will restart again as they are still testing the offers.
- Due to the high risk we will not run Antivirus offers and WhatsApp on Turkcell.

   Adult traffic – depends of the carrier:

- Vodafone – very relaxed on adult traffic even on very hard & explicit traffic.
- Turk Telekom – they allow some adult traffic but they don't like explicit images and if it's really misleading (for example glamour banner leading to games).
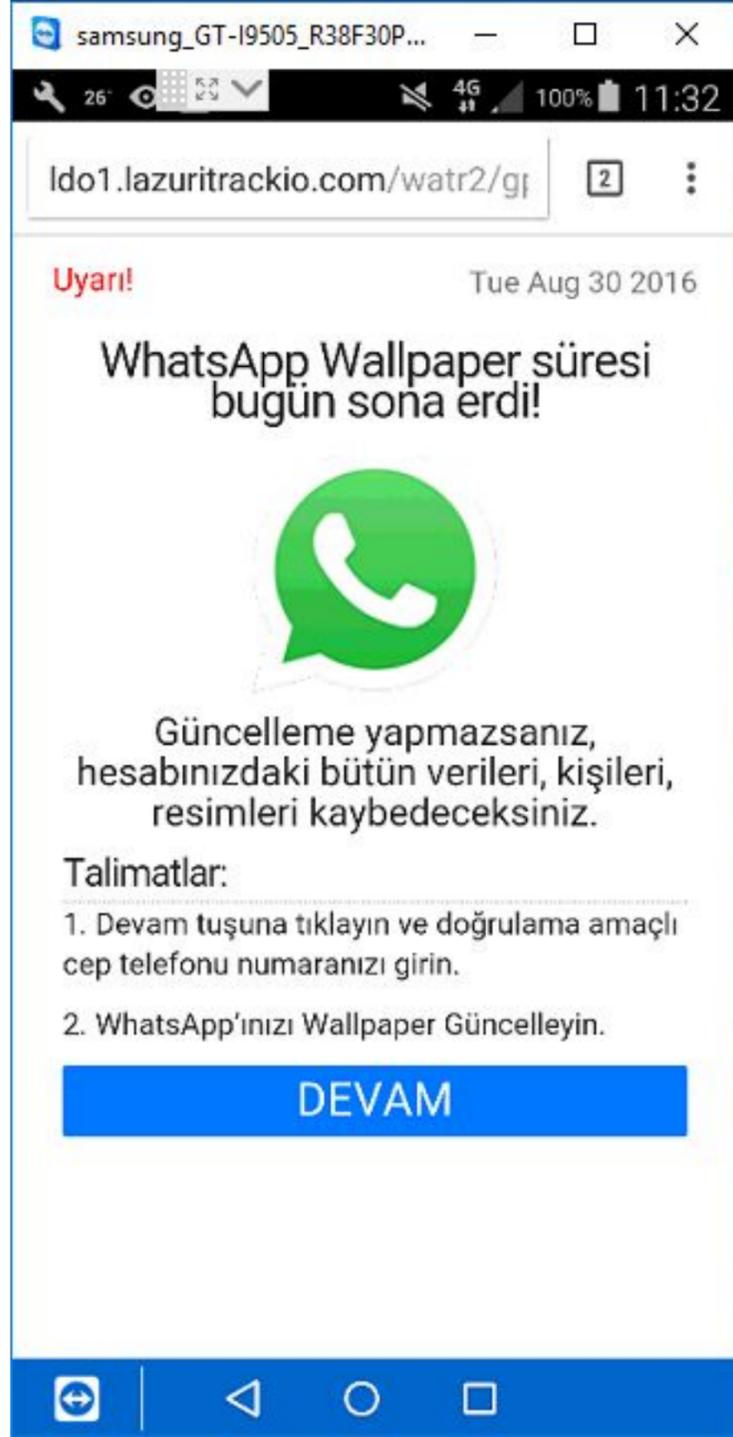- Turk cell no adult traffic – they will shut down immediately the service (!!!)

What is not allowed for creativities, pre-landers

- Using google brand and logo.
- Using WhatsApp brand and logo.
- Using google brand and logo and Turkish flag with POLICE!
- Instructions how to download "FREE" antivirus.
- To say that actually a virus is detected or was detected.
- Warning that WhatsApp is expired.
- Time pressure ,timers on the page.
- Misleading information forcing consumer to take action.
- Instructions to enter MSISDN for approval purposes.
- Pre-landers from adult pages / traffic that fwd. to games.

Please, use adult traffic for each carrier, as specified above, and just for related offers, for examples: antivirus offer.
Do not use adult traffic to promote game offers or other offers not related.

Non compliant pre-landers Whatsapp
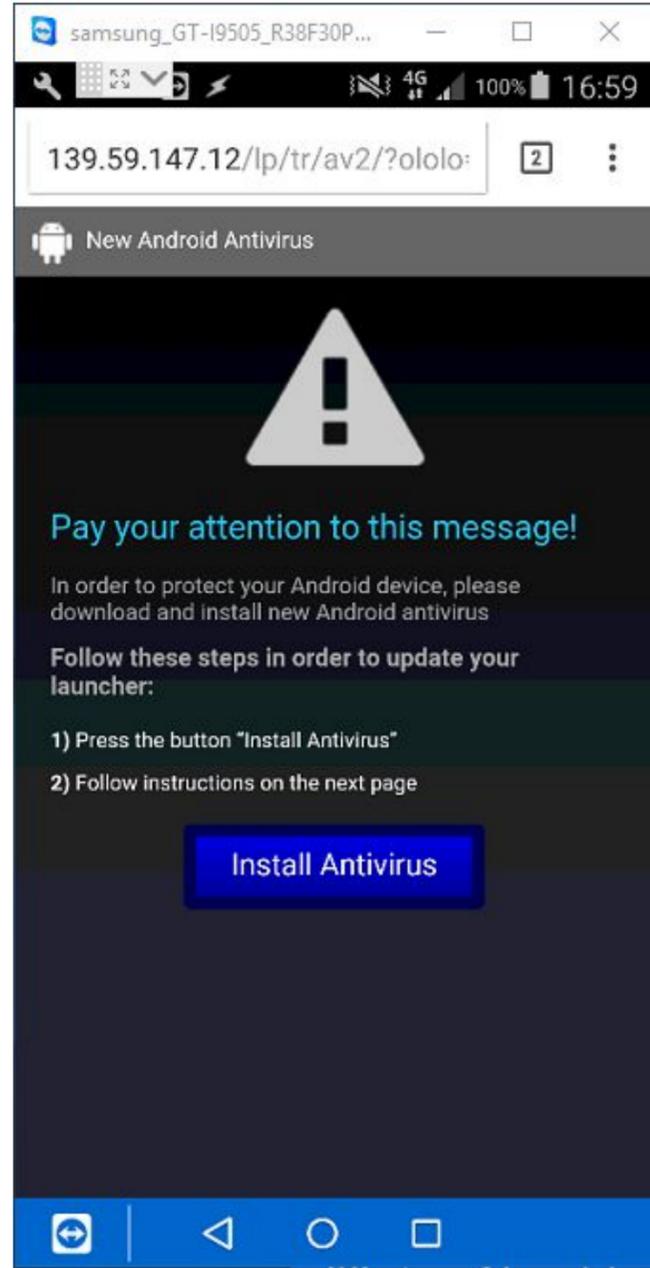
Compliant pre-landers Whatsapp

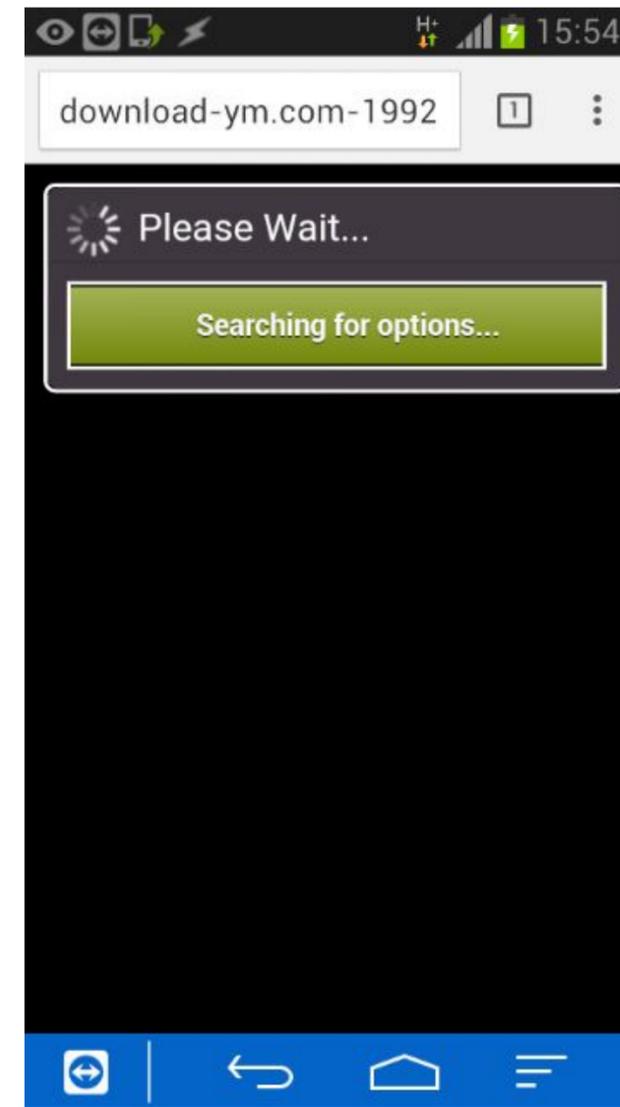# Non Compliant pre-landers Antivirus
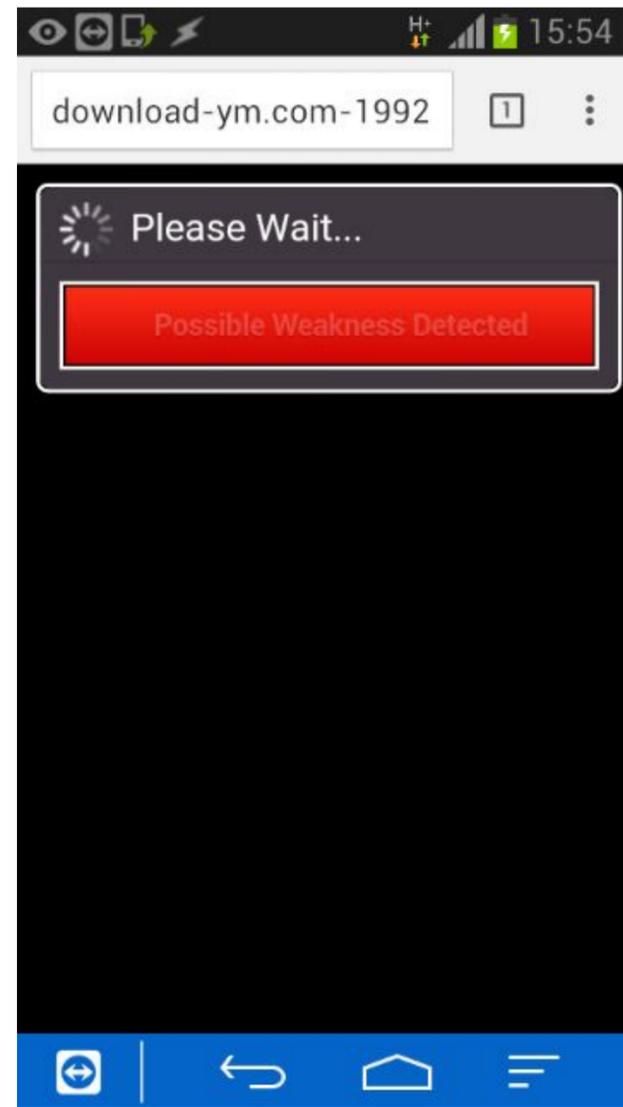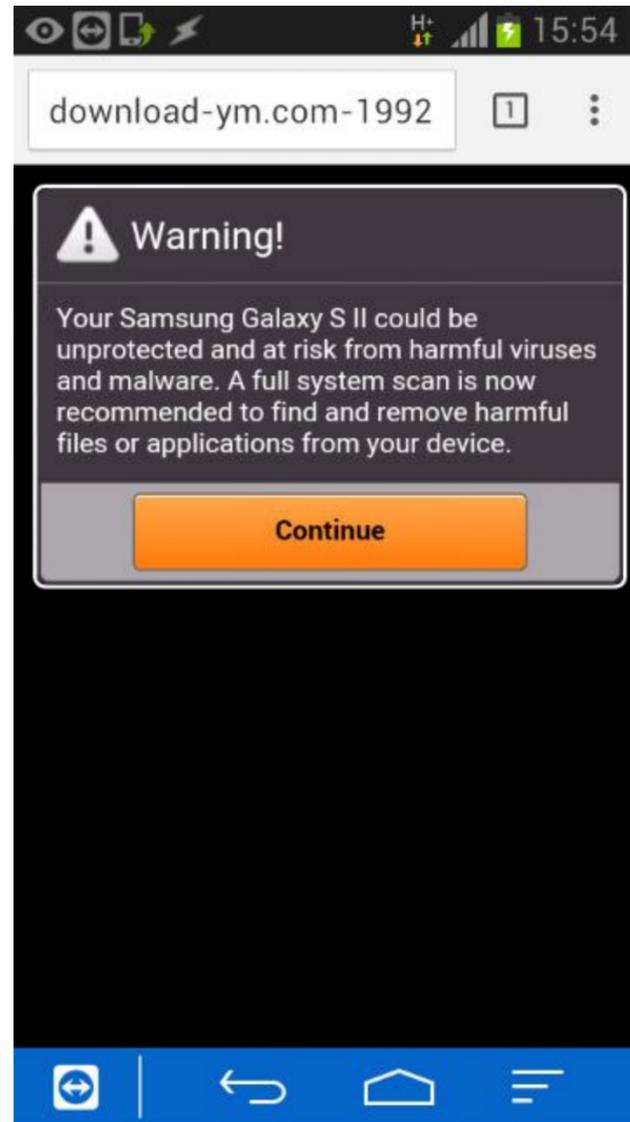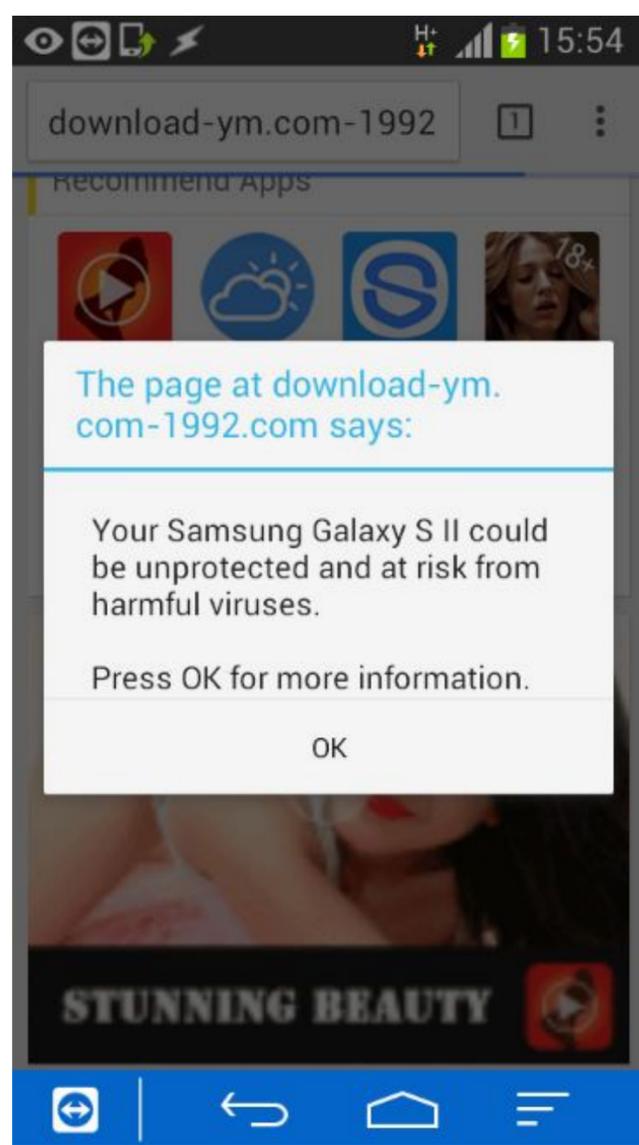## Please don't use GOOGLE logo!

Compliant pre-landers Antivirus

*Please translate it in Turkish!

Compliant pre-landers Antivirus

*Please translate it in Turkish!

Other compliant pre-landers