

PRESS RELEASE

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The 34th Issue of Strategy Magazine is Published with the Cover "Turkey's Concert and Festival Culture is Transforming"!

The 34th issue of Strategy Magazine, published quarterly by Akfen Holding since 2013, has met with its readers. Prepared in Turkish and English, the new issue addresses the prominent titles of the world and Turkish agenda with comprehensive files and expert opinions, ranging from Turkey's changing concert and festival culture to global energy security, from the new legal era starting in sustainability to COP31, and from artificial intelligence to the gaming economy.

Published by Akfen Holding and digitally accessible free of charge, the 34th issue of Strategy Magazine brings the agenda of economy, energy, sustainability, technology, culture-art, sports, and tourism to its readers with a broad perspective. Prepared in Turkish and English with the slogan **"Read Tomorrow Today,"** the cover of Strategy's 34th issue features the concert and festival economy, which has recently gained momentum in Turkey.

The cover story titled **"Turkey's Concert and Festival Culture is Transforming, While Its Added Value to the Economy is Increasing"** examines the transformation extending from the Turkish leg of global tours to cultural tourism, and from the mobility provided by concerts to the city economy to the new revenue models of the live music sector. While the magazine draws attention to the fact that **the global live music economy is progressing toward 67 billion dollars by 2035, the economic mobility created by concerts in Turkey's tourism, accommodation, transportation, and food-beverage sectors** is also evaluated.

CONCERTS IN TURKEY ARE TRANSFORMING FROM THE STAGE TO AN ECOSYSTEM EXTENDING TO THE ECONOMY

In Strategy Magazine's cover story, the changing concert culture is addressed as world stars include Turkey more in their global tour routes in 2026. It is revealed that large-scale concerts are not limited to ticket revenues alone, but mobilize a wide economic ecosystem ranging from hotels to restaurants, and transportation to city tourism.

In the magazine, music tourism—which has developed as new generations increasingly see concerts as a travel and experience preference—new revenue models such as premium ticket and VIP experiences, and the contribution of concerts to the brand value of cities are also analyzed. Attention is drawn to the fact that event mobility extending from Istanbul to the tourism centers of the Aegean strengthens Turkey's position on the international culture-art route.

THE WORLD CUP'S ECONOMY EXCEEDING 80 BILLION DOLLARS

In the new issue of Strategy, the growing economic dimension of sports is also under examination. In the "World Cup and Its Economy" dossier, the economic ecosystem exceeding 80 billion dollars—extending from broadcast rights to sponsorships, and tourism to infrastructure investments of the 2026 FIFA World Cup—is analyzed.

While the impact of the new tournament format, which has expanded to 48 teams and 104 matches, on FIFA revenues, host country economies, and the sports industry is examined; employment, tourism mobility, and infrastructure investments created by the tournament economy, as well as disparities in income distribution, are evaluated from different aspects.

GAMING ECONOMY AND GENERATIVE ARTIFICIAL INTELLIGENCE UNDER THE SPOTLIGHT

In the new issue, where the transformation in the tech world also receives broad coverage, the rapid rise of the Turkish gaming sector draws attention. According to the data included in the magazine, the Turkish gaming market, which crossed the 1 billion dollar threshold in 2025, is projected to surpass the 2 billion dollar limit by the end of 2026 with its current growth trend. Turkey's potential to become a major game development center that not only consumes games but also produces content on a global scale is addressed.

Entrepreneur Sina Afra, in his article titled "New Opportunities in Generative Artificial Intelligence," evaluates the new areas opened up by artificial intelligence for entrepreneurs, especially in art, design, entertainment, e-commerce, and personalized services. In the issue, the growing infrastructure of AI data centers is also examined through graphics.

Featured News Topics of the New Issue:

- Turkey's Concert and Festival Culture is Transforming, While Its Added Value to the Economy is Increasing
- The Sensitive Point of Global Energy Security: The Strait of Hormuz
- The Importance of Value-Added Growth Increases

- World Cup and Its Economy
- The Turkish Gaming Market Will Become a Major Industry Producing Content on a Global Scale in 2026 and Beyond
- New Opportunities in Generative Artificial Intelligence
- The New Stop of the Global Climate Agenda Will Be Antalya
- The Voluntary Era in Sustainability Has Ended
- Turkish Tourism Targets Long-Term Growth with a 68 Billion Dollar Revenue Target
- A Closer Look at Artificial Intelligence Data Centers

Contributing Writers and Subject Headings:

- Fatih Birol - A New Era in Energy Security Risks
- Mahfi Eğilmez - Changing Conditions, Changing Approaches
- Tuğrul Akşar - Unseen Exploitation on the Green Pitch: Financialization of Football and Player Labor
- Sina Afra - New Opportunities in Generative Artificial Intelligence
- Saffet Emre Tonguç - The Most Magical State of Stone