

Medya Takip Merkezi (MTM), 2010 y?l?n?   Avrupa K lt r Ba?kenti  unvan?yla ge ren ?stanbul u mercek alt?na alarak, y?l boyunca medyaya nas?l yans?d???n? ara?t?rd?. Gazetelerde ve haber sitelerinde yay?nlanan her haber ve yaz?y? inceleyerek, i ri?ine g e s?n?fland?ran ve de?erlendiren MTM nin ?stanbul raporu, ortaya dikkat  kici sonu ar  kard?. </p>
<p><strong>K T -SANAT FAAL?YETLER? ARTTI </strong></p>
<p>Hem ticari, tem turistik, hem de sosyal anlamda T rkiye nin en  emli ?ehri olan ?stanbul, y?l boyunca medyan?n da yak?n markaj?ndayd?.</p>
<p>2010 y?l?n?n Avrupa K lt r Ba?kenti,  ellikle k lt r-sanat faaliyetleri ile medyada s?k   yer buldu. ?stanbul daki sergi, konser, festival, tiyatro ve sinema haberleri,  ceki y?la g e yakla??k y zde 46 oran?nda art?? g terdi.</p>
<p><strong>?STANBUL DA ?NT?HAR HABERLER?NDE Y DE 70 ARTI? YA?ANDI </strong></p>
<p>K lt r-sanat haberlerinde ortaya pozitif bir tablo  karken, intihar haberlerindeki b y k art?? ise ara?t?rman?n negatif ba?l??? olarak kayda ge i. MTM nin ayn? raporuna g e, intihar haberlerinde 2009 y?l?na oranla y zde 70 oran?nda art?? ya?and?. Cinayet haberleri y zde 4, kavga haberleri y zde 37 oran?nda y kselirken, h?rs?zl?k haberlerinde ise y zde 5 lik d ??? ya?and?.</p>
<p>Ayn? rapora g e, su bask?n? ile ilgili haberler  ceki y?la oranla iki kat?ndan fazla art?? g terirken, ?stanbul da ya?anan yang?n olaylar? ile ilgili haberler ise y zde 63 oran?nda  ald?.</p>
<p><strong> AVRUPA K T  BA?KENT? ?STANBUL  ADINA YARA?IR B?R TABLO  ZD? M??</strong></p>
<p>Medyay? d zenli olarak takip eden ve t m yaz?lanlar? uzman edit leriyle analiz ederek raporlayan MTM Medya Takip Merkezi nin Genel M d r  <strong>Halef Remzi Vay?s</strong>, ?stanbul  elindeki ara?t?rman?n, ?ehrin medya yans?malar? yoluyla d nyada nas?l bir izlenim yaratt???n? ortaya koydu?unu belirterek,  <strong>2010 y?l?, t m d nyan?n g lerini ?stanbul a  virdi?i bir y?l oldu. Bu nedenle, medyada nas?l yans?malar sa?lad???,  ceki y?llara g e daha  emliydi. Ara?t?rmam?z, k lt r-sanat haberlerinde ciddi bir art?? oldu?unu ortaya koydu ki, ama anan geli?me de buydu. Ancak ne yaz?k ki,  ellikle intihar haberlerindeki art??, ya?anan su bask?nlar? ve yang?nlar?n  klu?u, y?l boyunca ?stanbul u g ndeme ta??yan olumsuzluklard?.  c  olaylarda dikkat  kici boyutlarda art??lar g lendi. Bu tablo, ?stanbul gibi g zel bir ?ehirde, g mek istedi?imiz tablo de?il</strong>  dedi.</p>
<p><strong>MEDYANIN G DE BA?KENT ?STANBUL!</strong></p>
<p>Ayn? ara?t?rma raporunun, T rkiye genelini kapsayan de?erlendirmesine g e; T rk medyas?nda yay?nlanan cinayet, intihar, kavga, gasp, kapka  h?rs?zl?k konulu haberlerin y zde 48 i ?stanbul da ya?anan olaylara dair olurken, y zde 52 si ise di?er illere da??l?m g terdi.</p>
<p>Kaza, yang?n, sel, su bask?n?, patlama, vb. konularla ilgili haberlerin ise y zde 61 lik k?sm?nda yine ?stanbul yer al?rken, y zde 39 luk k?sm? ise di?er illerdeki olaylara ayr?ld?.</p>
<p>K lt r-sanat haberlerinde, beklendi?i ?ekilde ba?rolde ?stanbul vard?. Sergi, konser, festival, tiyatro, sinema gibi  itli k lt r-sanat faaliyetlerinin yer ald??? haberlerin y zde 70 i, ?stanbul da yap?lan etkinlikler ile ilgiliydi. Ba?kent Ankara dahil, di?er b t n illerde ger kle?en k lt r-sanat haberlerine ayr?lan oran ise sadece y zde 30 da kald?.</p>
<p style="text-align: left;"><strong>2010 YILINDA ?STANBUL EN  K HANG? HABERLER ?LE G DEME GELD??</strong></p>
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<div style="text-align: center;">
<table style="width: 277px;" border="1" cellpadding="0" cellspacing="0">
<tr style="text-align: left;">
<td style="text-align: left;" nowrap="nowrap" width="83"> <p><strong>Konu</strong></p>
</td>
<td style="text-align: left;" nowrap="nowrap" width="74"> <p style="text-align: center;">

center;"><strong>2010 y?!?</strong></p> </td> <td style="text-align: left;" nowrap="nowrap" width="74"> <p style="text-align: center;"><strong>2009 y?!?</strong></p> </td> <td style="text-align: left;" nowrap="nowrap" width="47"> <p style="text-align: center;"><strong>%</strong></p> </td> </tr> <tr style="text-align: left;"> <td style="text-align: left;" nowrap="nowrap" width="83"> <p><strong>Sergi</strong></p> </td> <td style="text-align: left;" nowrap="nowrap" width="74"> <p style="text-align: center;">55.095</p> </td> <td style="text-align: left;" nowrap="nowrap" width="74"> <p style="text-align: center;">40.591</p> </td> <td style="text-align: left;" nowrap="nowrap" width="47"> <p style="text-align: center;">35,7</p> </td> </tr> <tr style="text-align: left;"> <td style="text-align: left;" nowrap="nowrap" width="83"> <p><strong>Konser</strong></p> </td> <td style="text-align: left;" nowrap="nowrap" width="74"> <p style="text-align: center;">34.679</p> </td> <td style="text-align: left;" nowrap="nowrap" width="74"> <p style="text-align: center;">24.044</p> </td> <td style="text-align: left;" nowrap="nowrap" width="47"> <p style="text-align: center;">44,2</p> </td> </tr> <tr style="text-align: left;"> <td style="text-align: left;" nowrap="nowrap" width="83"> <p><strong>Sinema</strong></p> </td> <td style="text-align: left;" nowrap="nowrap" width="74"> <p style="text-align: center;">35.059</p> </td> <td style="text-align: left;" nowrap="nowrap" width="74"> <p style="text-align: center;">22.408</p> </td> <td style="text-align: left;" nowrap="nowrap" width="47"> <p style="text-align: center;">56,5</p> </td> </tr> <tr style="text-align: left;"> <td style="text-align: left;" nowrap="nowrap" width="83"> <p><strong>Tiyatro</strong></p> </td> <td style="text-align: left;" nowrap="nowrap" width="74"> <p style="text-align: center;">28.035</p> </td> <td style="text-align: left;" nowrap="nowrap" width="74"> <p style="text-align: center;">18.220</p> </td> <td style="text-align: left;" nowrap="nowrap" width="47"> <p style="text-align: center;">53,9</p> </td> </tr> <tr style="text-align: left;"> <td style="text-align: left;" nowrap="nowrap" width="83"> <p><strong>Festival</strong></p> </td> <td style="text-align: left;" nowrap="nowrap" width="74"> <p style="text-align: center;">25.388</p> </td> <td style="text-align: left;" nowrap="nowrap" width="74"> <p style="text-align: center;">17.082</p> </td> <td style="text-align: left;" nowrap="nowrap" width="47"> <p style="text-align: center;">48,6</p> </td> </tr> <tr style="text-align: left;"> <td style="text-align: left;" nowrap="nowrap" width="83"> <p><strong>Toplam</strong></p> </td> <td style="text-align: left;" nowrap="nowrap" width="74"> <p style="text-align: center;"><strong>178.256</strong></p> </td> <td style="text-align: left;" nowrap="nowrap" width="74"> <p style="text-align: center;"><strong>122.345</strong></p> </td> <td style="text-align: left;" nowrap="nowrap" width="47"> <p style="text-align: center;"><strong>45,7</strong></p> </td> </tr> </table> </div> <p> <br clear="all" /></p> </div> <strong> </strong> <div> <table style="width: 268px;" border="1" cellpadding="0" cellspacing="0"> <tr style="text-align: left;"> <td style="text-align: left;" nowrap="nowrap" width="73"> <p><strong>Konu</strong></p> </td> <td style="text-align: left;" colspan="2" nowrap="nowrap" width="74"> <p style="text-align: center;"><strong>2010 y?!?</strong></p> </td> <td style="text-align: left;" colspan="2" nowrap="nowrap" width="74"> <p style="text-align: center;"><strong>2009 y?!?</strong></p> </td> <td style="text-align: left;" colspan="2" nowrap="nowrap" width="48"> <p style="text-align: center;"><strong>%</strong></p> </td> <td style="text-align: left;" width="17"> <p>◆</p> </td> </tr> <tr style="text-align: left;"> <td style="text-align: left;" nowrap="nowrap" width="73"> <p><strong>Cinayet</strong></p> </td> <td style="text-align: left;" colspan="2" nowrap="nowrap" width="74"> <p style="text-align: center;">17.290</p> </td> <td colspan="2">

16.596	4,2	19.866	14.484	37,2	12.870	13.536	-4,9	12.787	7.534	69,7	62.813	52.150	20,4	2010 y?l?	2009 y?l?	%	Kaza	131.086	128.634	1,9	Patlama	12.602	9.475
<strong>Kavga</strong>		<strong>H?rs?zl?k</strong>		<strong>?ntihar</strong>		<strong>Toplam</strong>		<strong>Konu</strong>		<strong>2010 y?l?</strong>		<strong>2009 y?l?</strong>		<strong>%</strong>		<strong>Kaza</strong>		<strong>Patlama</strong>					

33,0

Yangın	13.115	8.033	63,3
Su baskını	3.717	1.766	110,5
<strong>Toplam</strong>	<strong>160.520</strong>	<strong>147.908</strong>	<strong>8,5</strong>

**8,5**