

The Caucus on U.S.-Turkey Relations & Turkish Americans

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Turkey and the US: Who knew?

A Global Phenomenon: Turkish Soap Operas



Turkey is now second only to the U.S. in worldwide TV distribution, with Turkish shows having enormous followings in the Middle East, Russia, Latin America, and the Far East. These Turkish TV shows, or “dizis,” as they are known in Turkey, have risen to global popularity over the past decade. These sweeping epics, with each episode often running to two hours or longer, are characterized by their original music, vast mosaic of unique characters, and picturesque settings in Istanbul.

- The success of dizis has become an integral part of Turkey’s public diplomacy and has led to a skyrocketing of tourism to Turkey, especially from Arab countries.
- One of the most popular dizis, “Magnificent Century,” gave viewers all over the world a glimpse into the opulence and palace intrigue of the Ottoman Empire. The series was seen by more than 500 million people worldwide.

Fun Fact:

Turkish Soap Operas in America

Turkish soap operas and movies have become a big hit in the United States as well, offering dramatically different settings and plotlines.

This has led to the proliferation of many online fan groups, including the Turkish Dramas Appreciation Group on Facebook, which has more than 11,000 members.

Additionally, a number of U.S. fans have created the “North America Turkish Entertainment Network,” a non-profit for North American business women to share their growing interest in Turkish dramas.