

EXECUTIVE REPORT: Market Potential and Strategic Insights for GTA VI (Turkey)

Confidential – Independent Field Research

To: Rockstar Games / Take-Two Interactive Strategic Planning Team **From:** Arda Başaran (MBA) – Owner & Managing Director, Red Playstation Cafe **Date:** January 29, 2026 **Subject:** Optimizing User Retention and Revenue through Turkish Localization

1. THE EXPERT PERSPECTIVE: 18 YEARS IN THE FIELD

Since 2008, I have managed **Red Playstation Cafe** in Ankara, Turkey—a premier gaming lounge and "living laboratory" located in the city's most elite district. With an **MBA** background, I have personally observed the evolution of gaming behavior across four console generations. Our venue is currently ranked **#1 on TripAdvisor and Foursquare**, and we are proud to be a **Restaurant Guru Recommended** establishment utilizing **PS5 Pro** consoles, **2025 flagship OLEDs**, and **KEF Hi-Fi sound systems** to provide a world-class experience.

2. FIELD OBSERVATION: THE "PROLOGUE WALL"

Despite my personal mentorship and the premium hardware provided, I witness a recurring, critical failure: Based on long-term field observation, **nearly 90% of players struggle to complete the Prologue due to the language barrier.** * **The Hostage Scenario:** Players repeatedly fail at the very first steps—for instance, killing hostages simply because they do not understand the onscreen instructions.

- **Wasted Artistry:** Unable to connect with the narrative, players mistakenly skip world-class cinematics, ultimately treating your cinematic masterpiece as a mere **"City Simulator"** where they drive aimlessly and quickly lose interest.

3. THE RED DEAD REDEMPTION 2 PRECEDENT

We saw this tragic pattern with **Red Dead Redemption 2**. While it is undoubtedly an artistic masterpiece, its complex, period-specific English proved to be a **huge barrier** for the majority of the Turkish audience. Without native support, the profound depth of the story remained inaccessible, leading to a significant loss in long-term engagement and community growth in our region. We must ensure **GTA VI** does not suffer this same fate.

4. SECURITY & RETENTION RISK (THE PC MOD DILEMMA)

While our establishment provides a 100% original console experience, we observe that PC players in the region are forced to use unofficial translation mods to understand the story. These mods often trigger anti-cheat systems, leading to **accidental bans in GTA Online**. This fear of **permanent account bans** prevents thousands of players from ever entering your Online ecosystem, resulting in a direct loss of recurring revenue.

5. ECONOMIC FRICTION & CANCELLED SALES

The lack of localization leads to direct financial loss for the ecosystem:

1. **Onboarding Failure:** Players accidentally enter **GTA Online** without understanding the Story Mode context, get frustrated by the complexity, and exit the ecosystem entirely.
2. **Cancelled Purchases:** I have personally witnessed countless high-spending customers decide **NOT** to buy a console or the game for their homes once they realize they cannot fully experience the depth of the world without Turkish support.

5.1 STATISTICAL EVIDENCE: THE COMPLETION GAP & THE GLOBAL TREND

Public achievement data on Steam, PlayStation and Xbox confirms what we see every day in the field: players are buying the hype, but not consuming the content.

- The Completion Gap: Despite GTA V's massive sales, public trophy and achievement data shows that only around 15–25% of players (depending on platform) have earned the trophy for completing the final story mission, *"To Live or Die in Los Santos"*. In other words, the majority of paying players never see the ending.

- The Language Multiplier: Globally, this means that roughly three out of four players never experience the full narrative arc. In the Turkish market, our 18 years of on-the-ground field observation shows that the drop-off happens much earlier: for roughly 80–90% of first-time Turkish players, the friction point is the Prologue itself. The complexity of the English script acts as an immediate "exit trigger".

- Market Ceiling Without Localization: Rockstar does not publish country-level sales data, but based on console install base and community estimates we believe GTA V has already reached at least low seven figures in Turkey (on the order of 1–2 million copies across PS3, PS4, PS5 and PC), based on publicly available install base data, retailer feedback, and long-term community observation. Industry studies across comparable emerging markets (such as Brazil and Poland) consistently show that native-language support significantly increases conversion and retention; in some localized regions, the share of sales has roughly doubled compared to similar titles without localization.

Conclusion: Rockstar is currently capturing only the "tip of the iceberg" in Turkey. The low completion rates prove that players are buying the hype but failing to consume the content. Turkish localization would convert this passive ownership into active engagement, driving long-term revenue through GTA Online and recurring in-game transactions while securing the loyalty of the next generation of Turkish gamers.

6. THE "PIRACY VS. PROFIT" LOGIC: A FIELD INSIGHT

There is a common misconception that piracy is a preference in Turkey. My 18 years of field data proves the opposite: **Turkish gamers want to buy original games, but they need to feel represented.**

- **No Turkish Support:** Players feel excluded and some may look for 'cracked' versions just to understand the story, staying outside the official ecosystem.
- **With Turkish Support:** Players are highly motivated to buy the original copy to experience the full narrative and, more importantly, to join the **GTA Online** community.

The Bottom Line: Localization is the single most effective tool to turn potential piracy into guaranteed profit and long-term legal ownership in the Turkish market.

7. REAL-TIME MARKET VALIDATION: A MANIFESTO OF PASSION & DATA

To move beyond theoretical analysis, I have executed a large-scale, self-funded **Meta (Instagram & Facebook) advertising campaign**. This is not just a marketing exercise; it is a professionally funded movement born out of a lifelong obsession with the Rockstar Games legacy. Having followed the evolution of your artistry since the top-down streets of **GTA 1**, I have dedicated my career and my resources to ensuring your masterpieces are fully understood in my homeland.

In just **11 days**, our independent lobbying operation—funded entirely by my personal capital—achieved results that reflect the heartbeat of the Turkish gaming community:

- **Direct Financial Commitment:** **\$757 USD (32,890 TRY)** was invested exclusively in this localization advocacy. This is a personal sacrifice made to prove that our passion is not just verbal, but a verified commercial force.
- **Massive Market Reach:** We reached **994,529 unique Turkish gamers**, generating nearly **1.4 million impressions**. This proves that when the Rockstar name is mentioned, the entire nation stops and listens.
- **High Engagement Velocity:** We secured **33,457 direct link clicks** with a **2.4% Click-Through Rate (CTR)**. This engagement level is a testament to the "Rockstar Love" in Türkiye; players aren't just seeing an ad, they are joining a cause.
- **Surrounding the Source of Art:** To ensure our voice reached the geniuses behind the screen, we specifically targeted digital campaigns to surround your headquarters in **Edinburgh, London, and New York Take-Two HQ**. We brought our message to your very doorsteps because we believe in your work as much as you do.
- **YouTube Video Engagement:** Our video-driven strategy generated **138,168 views** with over **190 hours of total watch time**. The rapid peak of **74,000+ views in a single day** confirms the viral potential of the GTA VI Turkish localization topic.

View the Campaign Video Here: [YOUTUBE](#)

We know that a titan like Rockstar Games does not "need" advertising. However, we have chosen to invest our own money to show you that we are not just customers—we are your most loyal allies. This data proves that the Turkish market is high-spending, organized, and deeply connected to your brand. We have built the bridge with our own hands; we only ask for the final stone: **Turkish Localization**.

[PROVISION OF VERIFICATION]: To ensure total transparency and data integrity, you may verify these real-time Meta campaign metrics and official expenditure reports at the following secure link:

[Meta campaign metrics](#)

8. TECHNICAL FIELD REPORT & COMMUNITY ENGAGEMENT

For a deep dive into our technical observations—including AI-driven PSSR 2.0 performance, OLED motion analysis on PS5 Pro, and hardware-specific bottlenecks observed in our 'living laboratory'—please refer to our field report and global community engagement summary:

👉 **Field Report from Türkiye: AI-Driven PSSR 2.0, Mark Cerny & Rockstar Games Insights**

[LinkedIn Technical Field Report Summary Community Engagement - Mark Cerny & Rockstar Games](#)

9. CONCLUSION & STRATEGIC RECOMMENDATION

Turkey represents a massive, high-spending premium audience. Adding **Turkish Localization** is not just a request for inclusion; it is a **strategic investment with a guaranteed high ROI** (Return on Investment). It ensures that your art is understood as intended and that the commercial potential of the Turkish market is fully realized. This is not a request driven by sentiment, but by measurable market inefficiency. Turkish localization represents a clear opportunity to convert existing demand into sustained engagement, retention, and recurring revenue.

I am ready to share 18 years of field data with your localization and marketing teams to support this transition.

With Respect,

Arda Başaran *Owner & Managing Director, Red Playstation Cafe Ankara, Turkey*

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