

Turkish, English,
Portuguese and Arabic
languages available



**TURKISH
MICRO
DRAMA**

Boardroom
to *Bedroom*



**INTER
MEDYA**

Production Company

Inter Medya

Producers

Can Okan, Ahmet Ziyalar

Director

Canan Çelik

Scriptwriter

Melik Saraçoğlu

Format

Vertical Drama

Genre

Romance / Drama / Comedy

Available Languages:

Turkish, English, Spanish, Portuguese and Arabic

Story Themes

CEO/Boss Romance, Power Couple, Love Triangle Revenge

Episode Duration

Between 1-2 min. x 55 episodes

Episode Quality

Available in HD

Audience Data & Global Potential of Turkish Vertical Dramas

Turkish dramas already perform exceptionally well across Latin America, the US Hispanic market, the Middle East, Europe, and APAC. We are now seeing similarly strong interest in our vertical dramas from audiences in these regions.

As the second most exported drama genre in the world after English-language content, Turkish drama has a proven global reach. Building on this strength, we are developing Turkish vertical dramas tailored for different markets, with dubbed versions available in English, Spanish, Arabic, and Portuguese.

Since there is currently no dedicated local micro-drama platform in Turkey, we tested our content directly with audiences by launching the Turkish version on a brand-new Instagram account (@kami.shortcuts), releasing one episode per day.

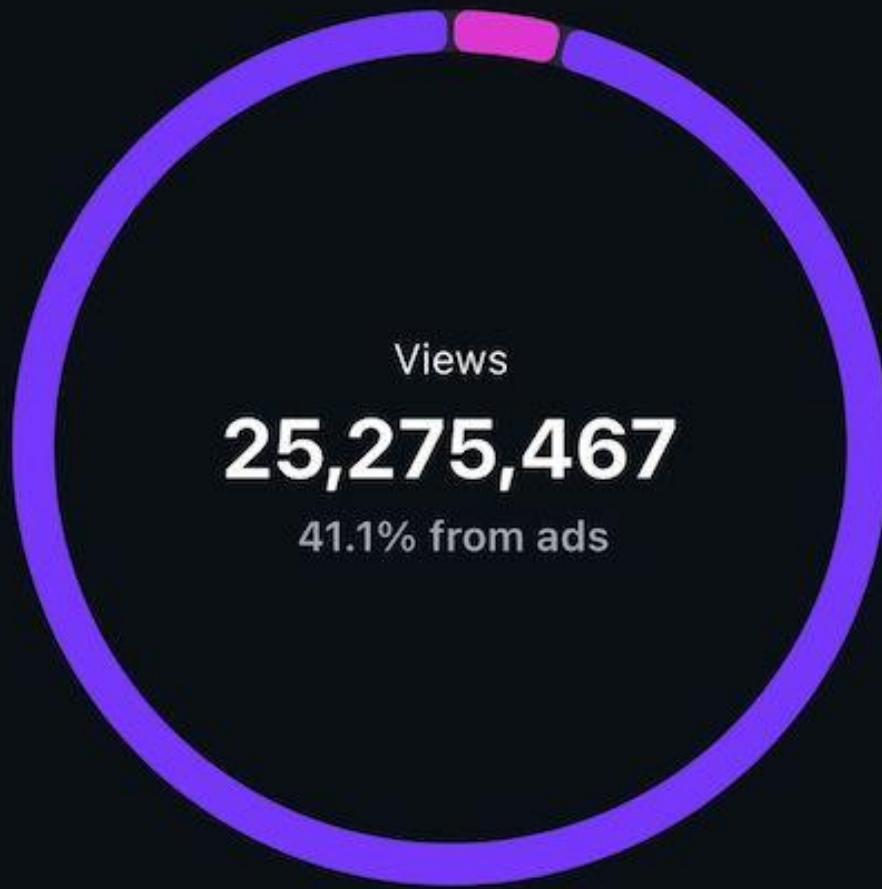
The response has been extremely strong. In just 25 days, the account grew from zero to 30,000 followers, while the first 15 episodes surpassed 20 million total views.

We also received tens of thousands of likes, shares, and comments, with many coming from Spanish, Arabic, and Russian-speaking audiences asking where they can watch the series in their own countries and languages.

This early test clearly demonstrates both the strong user engagement and the global potential of Turkish vertical dramas.

Custom ▾

Feb 15 - Mar 22



- Followers 4.3%
- Non-followers 95.7%

Accounts reached 7,435,012 +1,067.8%

By top content

[See all](#)

<p>2 CEO Bir Araya Ge 3.1M</p> <p>Feb 20</p>	<p>2 CEO Bir Araya Ge 2.1M</p> <p>Feb 24</p>	<p>2 CEO Bir Araya Ge 1.8M</p> <p>Feb 16</p>	<p>2 CEO Bir Araya Ge 1.4M</p> <p>Feb 20</p>
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Profile activity ⓘ

652,485

vs Jan 10 - Feb 14

+8,568.6%

Profile visits

634,333

+8,860.8%

External link taps

18,152

+3,951.8%

Last 30 days ▾

Feb 21 - Mar 22

32,476

Followers

+355.7% vs Feb 20

Last 30 days ▾

Feb 21 - Mar 22



Followers	13.9%
Non-followers	86.1%

By interaction

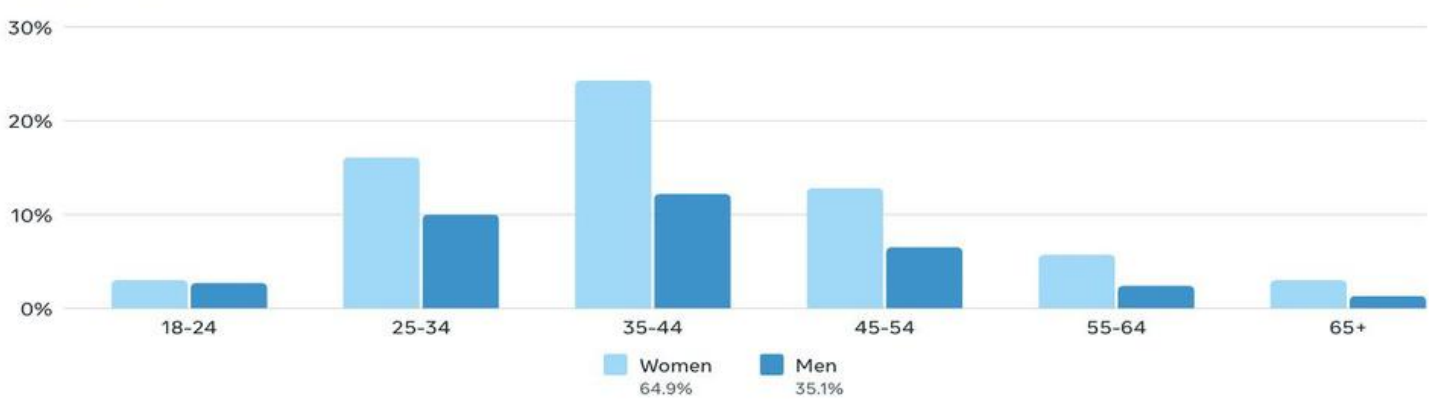
Reels

Posts

Stories

Likes	96,743
Comments	1,515
Saves	64,079
Shares	32,074
Reposts	1,554

Age & gender ⓘ



Synopsis

Murat (32), a successful London-based executive, returns to Istanbul to take over his family's company only to find Azra (30), a brilliant and ambitious woman, already sitting in the CEO's chair. Shock turns to hostility when Murat learns they've been appointed co-CEOs by his father, Orhan. Coming from opposite worlds Murat a privileged heir, Azra a self-made orphan the two clash fiercely, competing for control and respect.

Their rivalry takes an unexpected turn one late night, leading to a passionate encounter caught on the office's security camera. When Murat's ex and top executive Defne gets hold of the footage, she blackmails Azra, igniting a scandal that rocks the company.

As Murat and Azra's mutual sacrifices reveal growing trust, they uncover a darker truth: Orhan orchestrated their conflict to bankrupt the company and escape his debts. Teaming up, they expose his scheme in a public showdown, saving the company and clearing their names.

By the end, Murat and Azra stand side by side not as rivals, but as partners in love and leadership. The office door now bears both their names and this time, no cameras watch.

Logline

Two opposing characters, Azra and Murat, from completely different worlds are forced to run a failing company together as co-CEOs; their rivalry quickly escalates into scandal, sabotage, and a dangerously intense attraction. But behind all this chaos lies a much bigger game: a trap set for Murat by his own father.

“Same seat, different worlds, a passionate battle.”

Actors

Burcu Binici
Emre Özmen
Melis Özçimen
Hakkı Ergök
Meriç Özkaya