STARLECTA WEEKLY SECTOR REPORT

Influencer Marketing Competitive Analysis

Event ticketing

19 October – 25 October 2026 (7 days) · Instagram posts, reels and stories · Turkish Instagram accounts Starlecta tracks: about 12 thousand at the start of the week; the tracked base widened to about 51 thousand on 24–26 October

Bubilet | Biletinial | Biletix | Passo

This report covers the 4 platforms with the most creator content in Event ticketing for the week of 19–25 October 2026.

77 of the 83 reels in the period were analysed from the video itself.

CONTENTS	CREATORS	BRAND	PERIOD
1,045	365	4	7
posts mentioning a brand	distinct accounts	event ticketing	days

Prepared by: **Starlecta**

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Executive summary

This report covers the 4 platforms with the most creator content in Event ticketing for the week of 19–25 October 2026.

CONTENTS	CREATORS	STORY SHARE	LARGEST VOLUME
1,045	365	74%	Bubilet
7 days · 1,130 assignments per brand	44 accounts in 2+ brands	of 1,130 brand assignments	678 contents · 236 creators

KEY FINDINGS

- In 19–25 October 2026 the four platforms appeared in 1,045 distinct contents from 365 accounts: Bubilet 678, Biletinial 213, Biletix 142, Passo 97.
- The sector is story-heavy: story share is 88.3% at Biletinial, 73.2% at Biletix, 71.8% at Bubilet and 53.6% at Passo; Passo has the highest reels share (23.7%).
- Weekly change: from 12–18 October to 19–25 October, Bubilet rose from 654 to 687, Biletinial from 192 to 213 and Passo from 87 to 104; Biletix fell from 184 to 149.
- Most of the increases came from stories: 26 of Bubilet's 33, 13 of Biletinial's 21, 12 of Passo's 17; at Biletix the decline is in stories (from 141 to 104).
- The week's most-played reel is at Passo: the video tagged #PassoileHayatRutindenÇıktı received 2,019,869 plays on 19 October.
- 53 account-content rows tagged several platforms at once (38 of them three platforms); artist and organiser announcements are shared across platforms.
- City event pages take up a large part of Bubilet's volume: 27 pages produced 208 of 687 rows (30.3%); they were not shown as collaboration examples.
- The platforms' own accounts' posts were not counted: Biletix 86, Passo 57, Biletinial 39 contents.

WHAT THE COMPARISON SHOWS

- Format: story share Biletinial 88.3%, Biletix 73.2%, Bubilet 71.8%, Passo 53.6%; reels share Passo 23.7%, Biletix 12.0%, Bubilet 11.2%, Biletinial 5.6%.
- Account base: Bubilet 236, Biletinial 111, Biletix 43, Passo 38 accounts; share of repeat accounts Biletix 83.2%, Bubilet 83.0%, Passo 79.8%, Biletinial 67.6%.
- Scale: macro and mega account share Bubilet 55.3%, Biletinial 46.0%, Passo 42.3%, Biletix 37.6%; median followers Passo 257,273, Bubilet 228,008.
- Median reels plays: Bubilet 25,398, Biletinial 24,565, Passo 24,103, Biletix 18,262; n=8 at Biletinial.
- Shared accounts: Bubilet–Biletinial 27, Bubilet–Biletix 16, Bubilet–Passo 15, Biletix–Passo 10, Biletinial–Biletix 9, Biletinial–Passo 9; news and deal accounts excluded.

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Comparison table

Volume, format, creator pool, disclosure and performance; brands ordered by 7-day volume.

BRAND	CONTENTS 7 D	CREATORS	FORMAT MIX STORY · REELS · POST	MACRO+MEGA CONTENT SHARE	REPEAT CREATOR SHARE	AD DISCLOSURE	CO-AUTHORED POST	MEDIAN REELS PLAYS	MEDIAN ER POST PER FOLLOWER	MEDIAN ER REELS PER PLAY
Bubilet	**678**	236	72% · 11% · 17%	55.3%	83.0%	62.0%	6.4%	25.4 K n=72	0.05% n=62	0.92% n=50
Biletinial	**213**	111	88% · 6% · 6%	46.0%	67.6%	16.0%	5.2%	24.6 K n=8	0.06% n=9	0.67% n=7
Biletix	**142**	43	73% · 12% · 15%	37.6%	83.2%	0.0%	20.1%	18.3 K n=19	0.12% n=15	1.47% n=14
Passo	**97**	38	54% · 24% · 23%	42.3%	79.8%	5.8%	27.9%	24.1 K n=25	0.22% n=13	1.08% n=16

Story Reels Post

Period 19 October – 25 October 2026. Format mix is by distinct content (Contents 7 d column); macro+mega share, repeat creator share, ad disclosure and co-authored post are over account-content rows (a post published jointly by two accounts is one content and two rows). Account-content rows: Bubilet 687, Biletinial 213, Biletix 149, Passo 104; posts and reels only: 200, 25, 45, 52. Macro 250 K–1 M, mega 1 M+ followers. Repeat creator share: share of content produced by accounts that posted the brand 2+ times in the period. Ad disclosure: share of posts and reels carrying a #reklam / #işbirliği / #tanıtım tag; includes the 'Ücretsiz #reklam' tag on gifted products, excludes contents noted 'reklam değil/yok' (not an ad) or 'kendim aldım' (bought it myself) (stories are not part of this rate). Co-authored post: content published with Instagram's co-author feature. Plays are for reels only. ER = (likes + comments) rate, two separate medians: per follower for posts, per play for reels; the two use different denominators and are not comparable with each other. n = account-content rows entering the median; contents with hidden like counts excluded.

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Scope and method

Data source, brand matching, media analysis and limits.

DATA SOURCE

- Turkish Instagram accounts Starlecta tracks: about 12 thousand at the start of the week; the tracked base widened to about 51 thousand on 24–26 October; posts, reels and stories.
- Period: 19 October – 25 October 2026 (7 days). Last 9-week series for the weekly trend (from the week of 24 August 2026).
- Total 1,045 contents, 365 distinct accounts; the 46 contents that mention several brands (53 account-content rows) were counted separately for each brand.
- Followers, category and audience (gender, age, city) information come from Starlecta profile data.
- Even if a brand's tag, mention and link appear several times in the same content, the content was counted once for that brand.
- The platforms' own accounts' posts were not counted; contents removed for 19–25 October: Biletinial 39 (7 posts, 6 reels, 26 stories); Biletix 86 (4 posts, 1 reels, 81 stories); Passo 57 (57 stories).
- The same rule was also applied to the nine-week series.

BRAND MATCHING

Brand and sub-brand account tags (@), hashtags and brand names in the caption text. Platforms were chosen as the top 4 platforms with the most contents in the weekly ranking (tag and link matching; the platform's own account and deal accounts excluded). In this story- and link-led sector the minimum of 5 reels criterion was not applied to the selection for the week of 19–25 October. Frequently matching accounts:

Bubilet	@bubilet
Biletinial	@biletinial
Biletix	@biletix
Passo	@passo

MEDIA ANALYSIS

- 766 unique creative visuals were analysed: images directly, videos by their opening frame and a 4-frame summary.
- 77 of the 83 reels in the period were analysed from the video itself: four frames, the opening frame and the audio. The audio of 178 videos with speech was transcribed; the communication language was taken from these transcripts and captions.
- Each creative was classified by content type, tone, product placement, location, whether the creator is on camera, call to action and period/occasion; one of the unique creatives could not be classified.
- Repeats of the same image across different accounts (perceptual similarity) were grouped as a single creative.
- Story visuals were analysed from a sample of at most 300 stories per platform (Bubilet 300 / 487; all stories for the other three platforms); story counts and shares are over all stories.

LIMITS AND READING NOTES

- The universe is not all of Instagram; absolute volumes are a lower bound. The number of tracked accounts grew over the last 9 weeks; weekly trends show direction.
- For story contents, visibility is measured by content count; ad disclosure and performance are computed over posts and reels. Ad disclosure includes the 'Ücretsiz #reklam' tag on gifted products; contents noted 'reklam değil/yok' (not an ad) or 'kendim aldım' (bought it myself) do not enter the rate.
- Sector news and deal/discount accounts were flagged separately; overlap and creative selections were prepared excluding these accounts.
- A brand name appearing is not evidence of a paid collaboration.
- The tracked account base widened on 24–26 October: posts and reels of the new accounts were completed 90 days back, while their stories exist from the day they were added. Therefore story counts are not directly comparable across weeks; the weekly change was counted with the same matching in both weeks.

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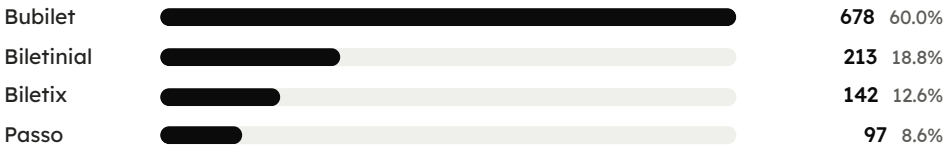
Visibility share, format and follower segment

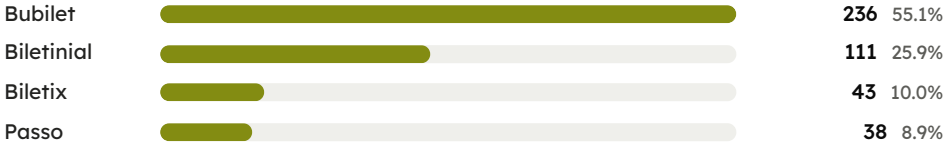
Which brand is how visible, in which format and with accounts of what size?

VISIBILITY SHARE

CONTENT COUNT AND SHARE · N = 1,130 BRAND ASSIGNMENTS

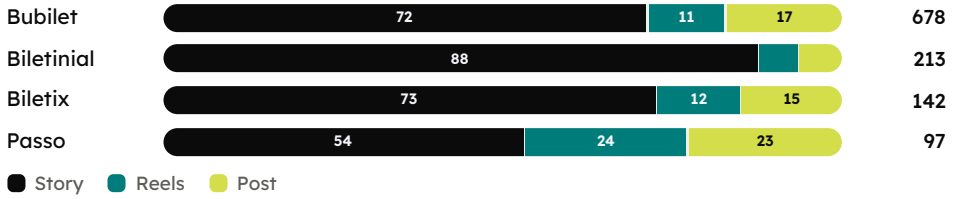


CREATOR COUNT AND SHARE · N = 428 BRAND–ACCOUNT PAIRS

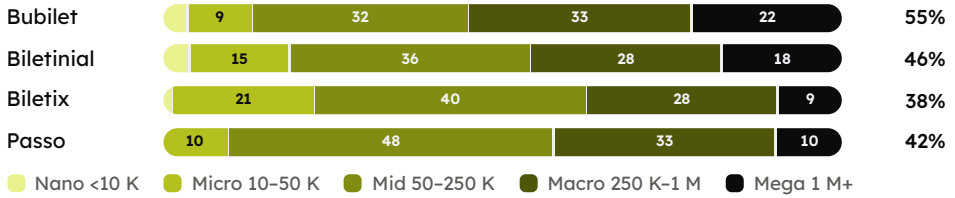


FORMAT AND FOLLOWER SEGMENT

FORMAT MIX, CONTENT SHARE · CONTENT COUNT ON THE RIGHT



FOLLOWER SEGMENT, CONTENT SHARE · MACRO+MEGA SHARE ON THE RIGHT



Period 19 October – 25 October 2026; contents naming more than one brand were counted for each brand. Follower segment is by the account's current follower count.

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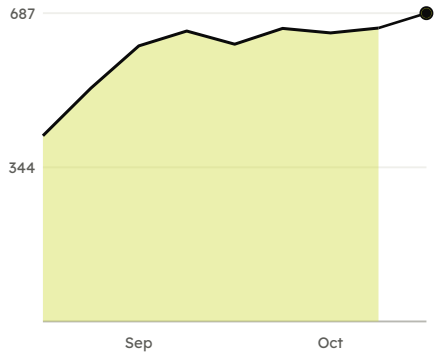
Last 9 weeks (24 Aug–25 Oct 2026)

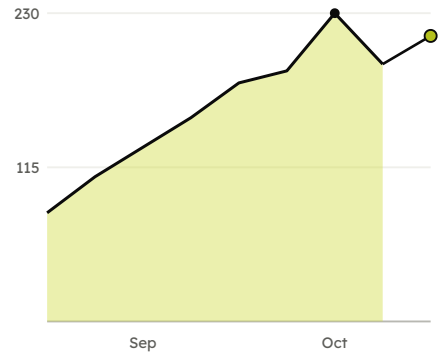
Campaign waves: which brand concentrated when?

Bubilet 678 distinct contents / 7 d · 5,450 account-content rows / 9 weeks



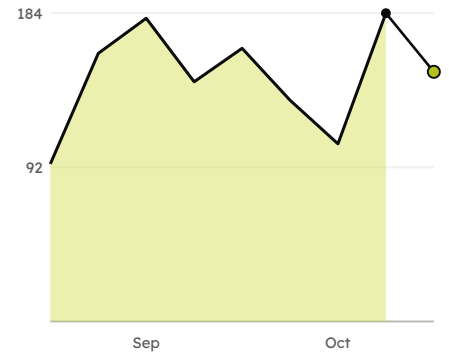
Peak: week of 19 Oct, 687 account-content rows

Biletinial 213 distinct contents / 7 d · 1,471 account-content rows / 9 weeks



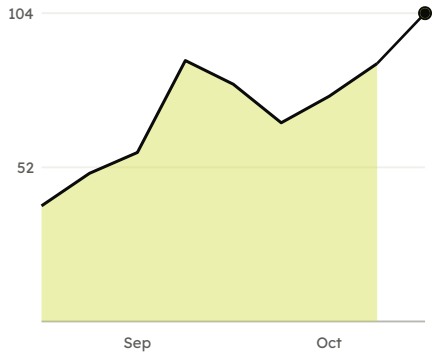
Peak: week of 5 Oct, 230 account-content rows

Biletix 142 distinct contents / 7 d · 1,312 account-content rows / 9 weeks



Peak: week of 12 Oct, 184 account-content rows

Passo 97 distinct contents / 7 d · 648 account-content rows / 9 weeks



Peak: week of 19 Oct, 104 account-content rows

7-day analysis period

Weekly number of account-content rows (a co-authored content is a separate row for each account; the distinct content count is in the comparison table) (weeks starting Monday), 24 August – 25 October 2026, n = 8,881 account-content rows. Each panel's vertical scale is its own; see the previous page for the level across brands. The series shows nine weeks, from the week of 24 August to the report week, with the same matching. The tracked account base widened on 24–26 October: new accounts' posts and reels were completed 90 days back, while their stories exist only from the day they were added. Therefore story counts are not directly comparable across weeks; the weekly change was counted over two weeks with the same matching. The last point is the report week. Because the number of tracked accounts grew during the period, trends indicate direction; early weeks may look low.

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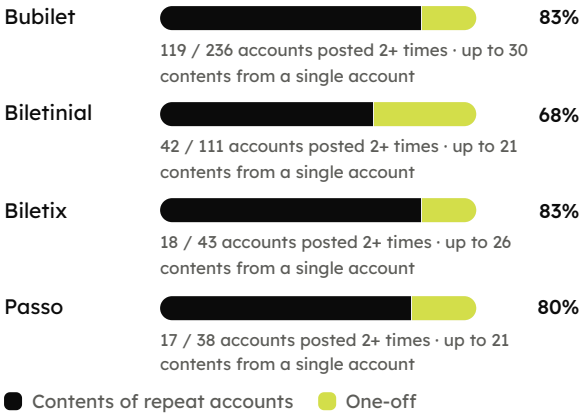
Creator pool, disclosure and timing

Continuity with the same accounts or visibility with a broad pool? How is disclosure done, when is it posted?

REPEAT AND ONE-OFF CREATORS



DISCLOSURE AND BRAND LINK

BRAND	AD LABEL	CO-AUTHORED POST	BRAND TAG	PAID PARTNERSHIP	N
Bubilet	62%	6%	6%	0%	200
Biletinial	16%	5%	2%	0%	25
Biletix	0%	20%	4%	0%	45
Passo	6%	28%	1%	0%	52

Ad label: #reklam/#işbirliği/#tanıtım (including gifted 'Ücretsiz #reklam'; excluding 'reklam değil/yok' (not an ad)), within posts+reels (n = account-content rows). Co-authored post, brand tag and Instagram paid-partnership label are over all account-content rows (counts in the comparison table note).

POSTING DAY

	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Hour
Bubilet	15	15	16	17	14	8	15	12:00
Biletinial	16	11	8	20	15	12	17	14:00
Biletix	16	28	10	15	9	10	12	17:00
Passo	29	29	12	8	8	7	8	14:00

In-row percentage: distribution of contents across days of the week (TRT). Dark cells are the brand's busiest days; the last column is the busiest hour. n = the brand's 7-day account-content rows (Bubilet 687 … Passo 104).

Period 19 October – 25 October 2026.

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Who with whom: creator overlap

Do rival brands work with the same creators?

NUMBER OF SHARED CREATORS

	Bubilet	Biletinial	Biletix	Passo
Bubilet	233	27	16	15
Biletinial	27	109	9	9
Biletix	16	9	43	10
Passo	15	9	10	38

Diagonal: the brand's creator count. Cell: number of accounts that posted both brands in the period. News and deal accounts excluded; n = 361 accounts, 43 accounts in 2+ brands.

SHARED ACCOUNTS BETWEEN DIRECT COMPETITORS

Bubilet – Biletinial 27 shared

Creator 01, Creator 02, Creator 03, Creator 04, Creator 05

Bubilet – Biletix 16 shared

Creator 06, Creator 07, Creator 08, Creator 09, Creator 10

Bubilet – Passo 15 shared

Creator 07, Creator 08, Creator 11, Creator 10, Creator 12

Biletinial – Biletix 9 shared

Creator 10, Creator 12, Creator 13, Creator 14, Creator 15

Biletinial – Passo 9 shared

Creator 16, Creator 10, Creator 12, Creator 13, Creator 17

Biletix – Passo 10 shared

Creator 07, Creator 08, Creator 10, Creator 12, Creator 13

REGULAR CREATORS POSTING FOR MULTIPLE BRANDS · CONTENT COUNT

Creator 10 410 K followers

Bubilet 4 · Passo 4 · Biletinial 1 · Biletix 1

Creator 12 400 K followers

Biletix 14 · Bubilet 10 · Passo 7 · Biletinial 2

Creator 13 342 K followers

Biletix 13 · Bubilet 6 · Passo 5 · Biletinial 3

Creator 18 47.0 K followers

Biletix 15 · Bubilet 5 · Passo 4 · Biletinial 1

Creator 19 15.1 K followers

Bubilet 1 · Biletinial 1 · Biletix 1 · Passo 1

News and deal accounts were excluded because they inflate the raw overlap.

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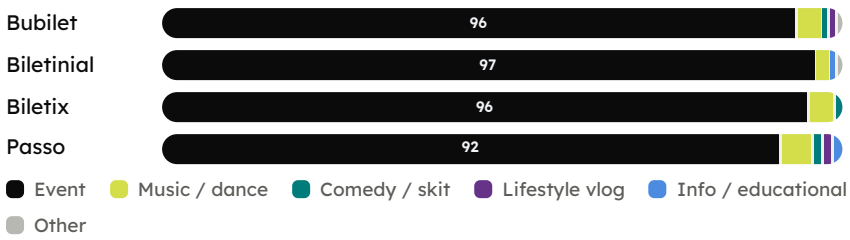
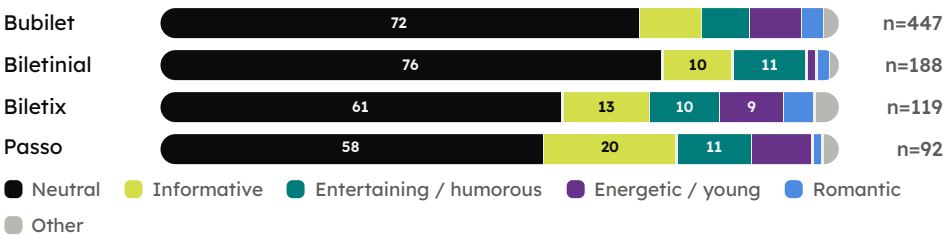
Creative and communication comparison

How brands build their contents: type, tone, product placement, setting and call.

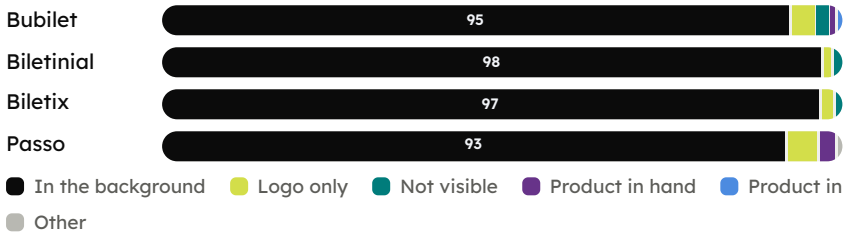
CONTENT TYPE



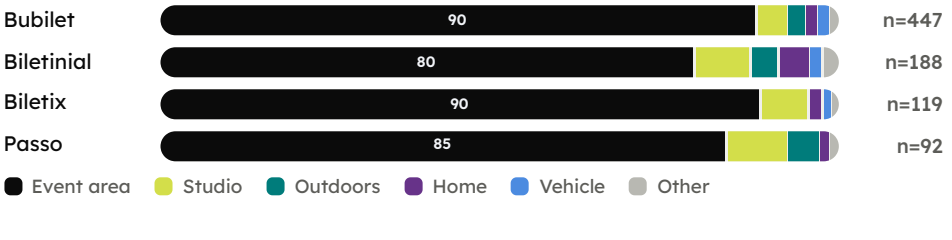
TONE



PRODUCT PLACEMENT



SETTING



Automatic visual and speech classification per creative; repeated identical visuals counted as one creative. n = analysed creatives.

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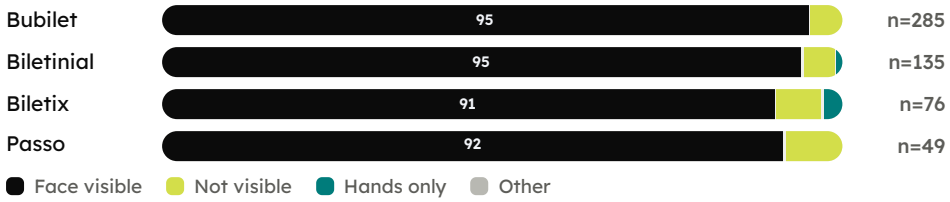
Creative and communication comparison (continued)

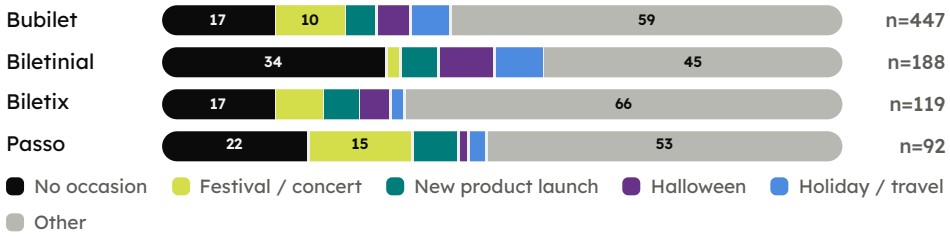
How brands build their contents: type, tone, product placement, setting and call.

IS THE CREATOR ON CAMERA? (VIDEOS)



CALL TO ACTION

PERIOD / OCCASION



Automatic visual and speech classification per creative; repeated identical visuals counted as one creative. n = analysed creatives.

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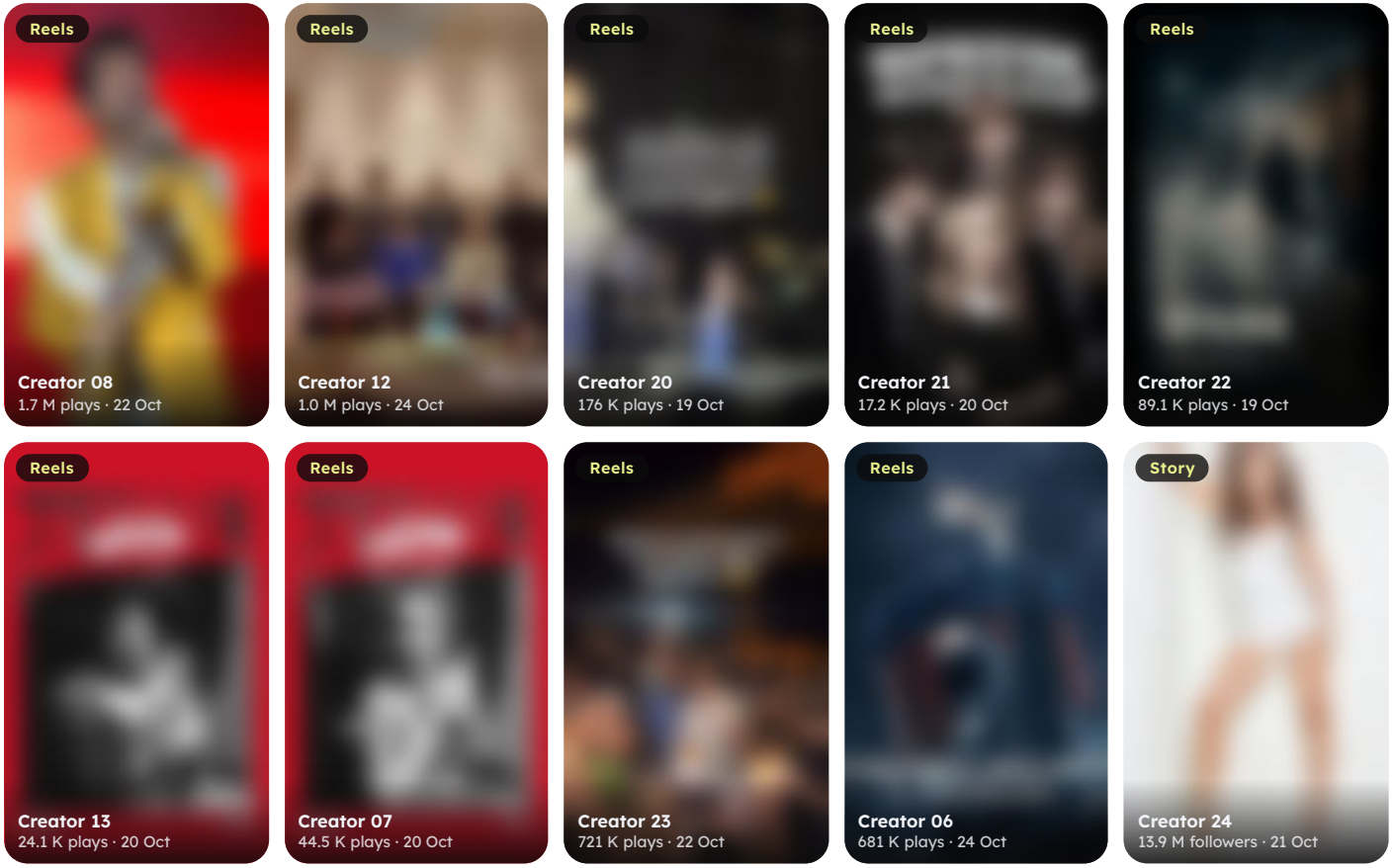
Bubilet

Figures, creative selection and summary

CONTENTS · 7 D	CREATORS	FORMAT	MEDIAN REELS PLAYS	ER · POST	ER · REELS	AD DISCLOSURE
678	236	72% · 11% · 17%	25.4 K	0.05%	0.92%	62%
19–25 October 2026		story · reels · post	n = 72 reels	median, per follower · n = 62	median, per play · n = 50	post+reels, n = 200 · co-authored post 6%



SUMMARY

Bubilet is the highest-volume of the four platforms with 678 contents from 236 accounts in 19–25 October; 71.8% of the contents are stories carrying a ticket link.

- Bubilet appeared in 678 contents from 236 accounts in 19–25 October 2026: 71.8% stories, 17.0% posts, 11.2% reels.
- 86.1% of the 447 analysed creatives carry a link or swipe call; 95.5% show the event itself or its announcement.
- 27 city event pages produced 208 of the 687 account-content rows (30.3%); these pages were not shown as collaboration examples.
- Volume rose from 654 account-content rows in 12–18 October to 687 (5.0%); 26 of the 33 increase came from stories.
- 124 of the 200 non-story rows (62.0%) carry a #reklam, #işbirliği or #tanıtım tag; 113 of them are from city pages.

TOP POSTING ACCOUNTS

ACCOUNT	CATEGORY	FOLLOWERS	CONTENTS
Creator 25	Music & entertainment	2.2 M	**30**
Creator 26	Food & drink	1.5 M	**22**
Creator 23	Events & culture	1.4 M	**21**
@babylonistanbul	Music & entertainment	92.1 K	**18**
Creator 27	Music & entertainment	851 K	**16**

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Bubilet · campaigns and collaborations

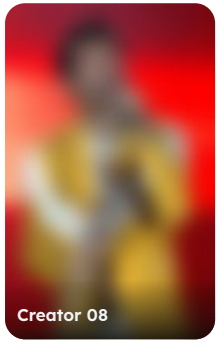
Campaigns highlighted in the period, with sample contents

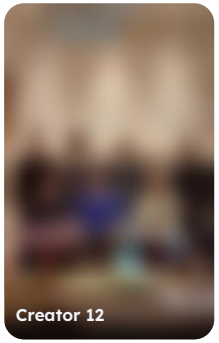
CAMPAIGN

Concert and festival announcements

19–25 Oct 2026

Artists and organisers announced their own events with a ticket call; an announcement, not a collaboration. The most played were the 11–12 December concert and the 25 October Adana festival.





Creator 08 Reel announcing the 11–12 December concert with stage and crowd footage; tags all three platforms; 1,665,498 plays.

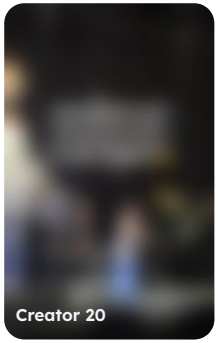
Creator 12 Reel announcing the 25 October Adana festival with the band's greeting; 'Tickets at @bubilet' call; 1,029,235 plays.

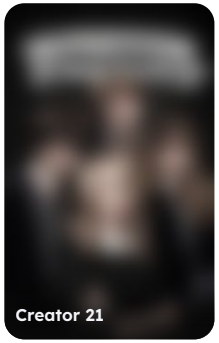
CAMPAIGN

Tagged creator contents

19–20 Oct 2026

Two creators described a concert experience with a #reklam or #işbirliği tag; the caption mentions Bubilet directly. The number is small: both are a single reel.





Creator 20 Reel using a line from the concert stage; the caption thanks Bubilet and carries #reklam; 175,836 plays.

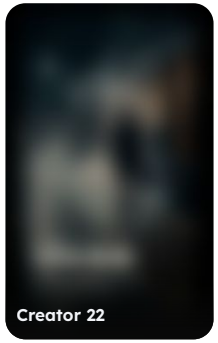
Creator 21 Reel about the Harry Potter film concert; the caption is tagged #işbirliği and #Reklam, tickets at @bubilet; 17,216 plays.

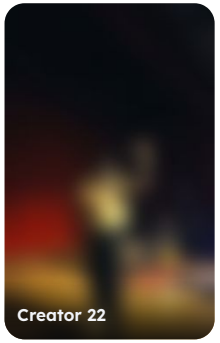
CAMPAIGN

Artist's own tour

19–25 Oct 2026

An artist presented an acoustic tour starting in Sivas on 31 October in four reels; dates on screen, Bubilet link in the caption.





Creator 22 Reel showing the tour schedule and the Bubilet logo; 89,130 plays.

Creator 22 Reel showing the finale of the acoustic concert and listing the tour cities; 75,347 plays.

CAMPAIGN

SKANDAL play character reels

20 Oct 2026

The play's four characters each invited the audience in a separate reel with their own line; the same contents were also counted at Biletix and Passo.

Creator 13 Reel promoting the play with the character Napoleon's line; 24,103 plays.

Creator 07 Reel promoting the play with the character Josephine's line; 44,525 plays.

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Bubilet · strategy, creative and communication

Influencer strategy, creative approach, communication language and standout creatives

CREATOR STRATEGY

- 55.3% of the contents from 236 accounts come from macro and mega accounts; median followers 228,008.
- 119 accounts (50.4%) posted two or more times and produced 83.0% of the contents; up to 30 contents from a single account.
- The top three posting accounts are city event pages: Istanbul 30, Izmir 22, Ankara 21 contents; read as announcement pages.
- Artist accounts shared ticket dates in stories: Creator 27 16, Creator 28 13, Creator 29 11 stories.
- 27 accounts in common with Biletinial, 16 with Biletix, 15 with Passo; news and deal accounts excluded.

PLATFORM AND FORMAT

- 487 stories, 115 posts, 76 reels; story share 71.8%.
- Median reels plays 25,398 (n=72); reels ER per play 0.92% (n=50), post ER per follower 0.05% (n=62).
- Busiest day Thursday (16.6%), busiest hour 12:00.

CREATIVE APPROACH

- 95.5% of the 447 unique creatives show the event itself or its announcement; 89.7% were shot at the event venue.
- 86.1% of creatives have a link or swipe call, 10.7% have no call; discount code 1.1%.
- Tone 72.0% neutral, 8.9% informative; the face is visible in 95.4% of videos (n=285).
- Speech was transcribed in 33.7% of videos (n=285).

CONTENT STRUCTURES

- Date and venue → artist or stage footage → 'Tickets at @bubilet' call.
- City page pattern: event visual → date and venue → ticket link in the profile → #reklam.
- Character series: the play's four characters invite the audience in four separate reels with their own lines.
- Story: single-frame poster or stage footage, date and city on screen, link sticker.

COMMUNICATION LANGUAGE

Short announcement language made up of date, venue and ticket call; the pattern repeats across city pages.

> **"Tickets now on sale at @bubilet!"**

> **"Get your seat before tickets sell out"**

> **"Click the link in @bubilet's profile and buy your ticket now!"**

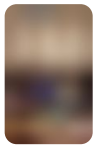
- The caption of 89 of the 200 non-story rows carries the 'link in the bubilet profile' pattern; 82 of them are from city pages.
- In multi-platform announcements @bubilet, @biletix and @passo are tagged together; one reel was counted at all three platforms.
- 11 of the 76 non-story rows outside city pages carry a #reklam, #işbirliği or #tanıtım tag.

DATA NOTE

- City event pages carry 30.3% of the volume and 113 of the 124 tagged rows; they should be read separately from the platform's creator collaborations.
- Stories do not carry like, comment or play counts; the 487 stories are read only as counts and shares.
- Outside city pages there are only 11 tagged rows; they should not be read as a creator collaboration pattern.

STANDOUT CREATIVES

Creator 08
The most-played Bubilet reel of the period (1,665,498 plays, 101,196 likes): concert scene, crowd and lights; the caption tags three platforms.



Creator 12
Reel announcing the festival with the artists' own greeting; 1,029,235 plays, 32,445 likes.

Creator 20
Reel describing the concert moment through a single line, with a thank-you note to Bubilet and tagged #reklam; 175,836 plays.

SUB-BRANDS AND TAGS

BRAND AND SUB-BRAND ACCOUNTS · CONTENTS

@bubilet 60

TOP HASHTAGS · CONTENTS

#bubiletsenin 72 #ankara 14 #konser 8 #Creator 18 6 #modundayız 6 #çünküçokgüzel 6

News and deal accounts excluded.

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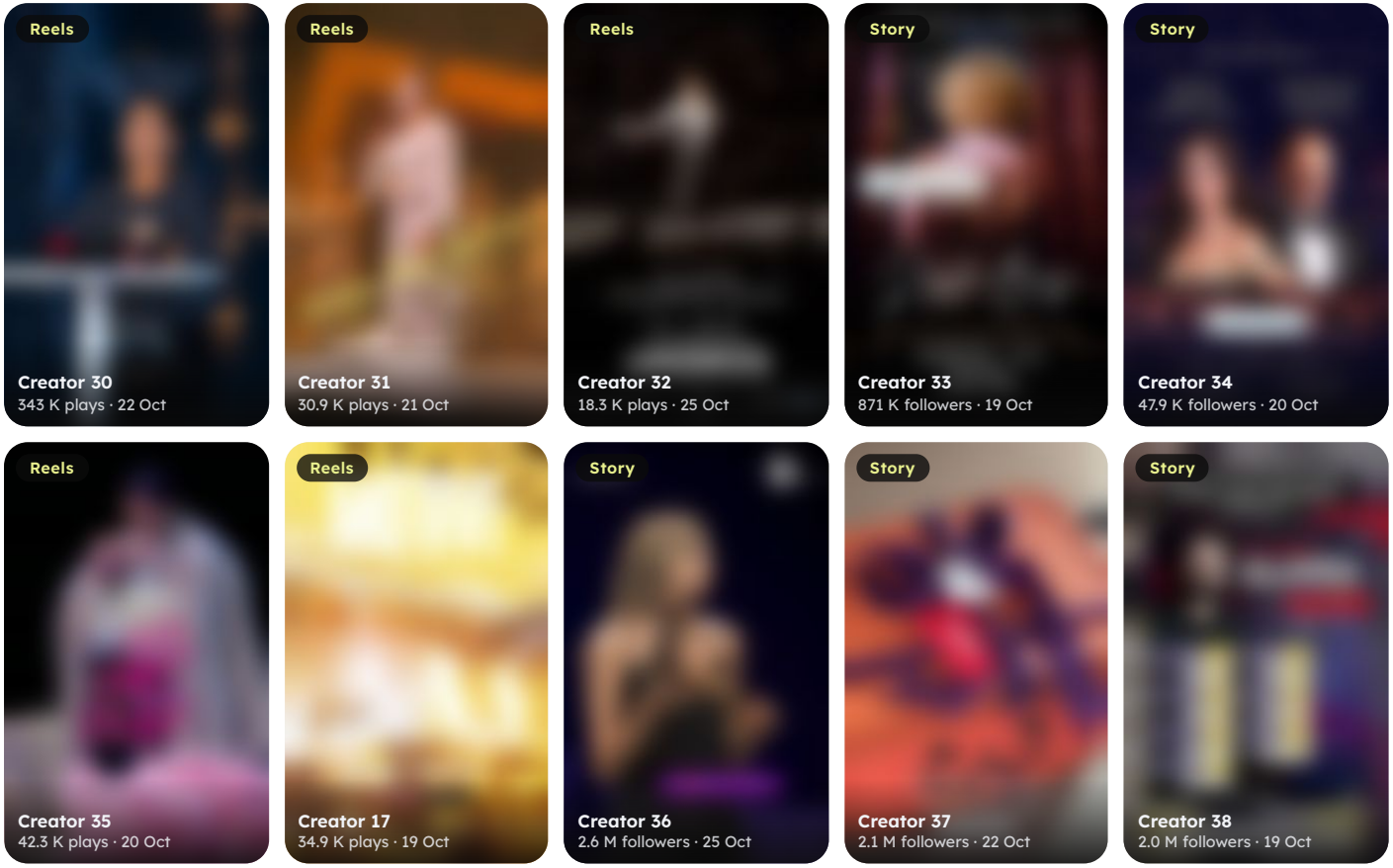
Biletinial

Figures, creative selection and summary

CONTENTS · 7 D	CREATORS	FORMAT	MEDIAN REELS PLAYS	ER · POST	ER · REELS	AD DISCLOSURE
213	111	88% · 6% · 6%	24.6 K	0.06%	0.67%	16%
19–25 October 2026		story · reels · post	n = 8 reels	median, per follower · n = 9	median, per play · n = 7	post+reels, n = 25 · co-authored post 5%



SUMMARY

Biletinial collected 213 contents from 111 accounts in 19–25 October; 88.3% of the contents are stories and all were link-matched to the platform.

- Biletinial appeared in 213 contents from 111 accounts in 19–25 October 2026: 88.3% stories, 6.1% posts, 5.6% reels.
- All 188 stories were link-matched to Biletinial; the top posting account is Creator 33: 21 stories (9.9%).
- Rose from 192 account-content rows in 12–18 October to 213 (10.9%); of the 21 increase, 13 are stories, 5 posts, 3 reels.
- 4 of the 25 non-story contents (16.0%) carry #reklam or #işbirliği; reels median 24,565 plays (n=8).
- 39 contents from the platform's own account (7 posts, 6 reels, 26 stories) were not counted.

TOP POSTING ACCOUNTS

ACCOUNT	CATEGORY	FOLLOWERS	CONTENTS
Creator 33	Music & entertainment	871 K	**21**
Creator 34	Music & entertainment	47.9 K	**6**
Creator 39	Street fashion & luxury	1.2 M	**5**
Creator 40	Music & entertainment	279 K	**5**
Creator 41	Comedy	57.5 K	**5**

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Biletinial · campaigns and collaborations

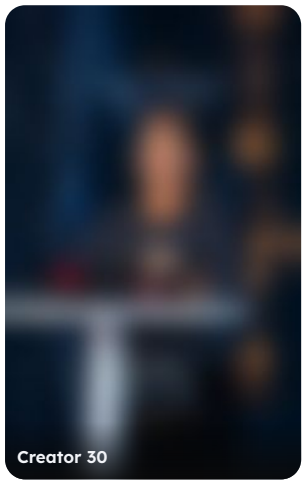
Campaigns highlighted in the period, with sample contents

CAMPAIGN

Kanlı Nigar musical promotion

22 Oct 2026

Reel from the lead actor's own account describing the character and the play; the ticket call is inside the speech. An event announcement; no collaboration tag.



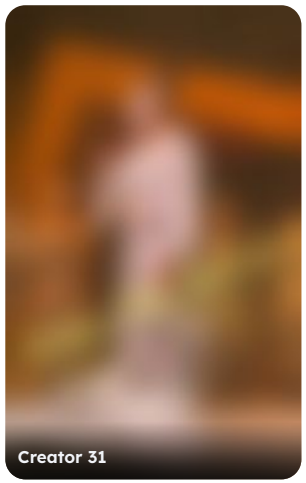
Creator 30 Reel in which the actor promotes the musical with interview frames; 342,814 plays.

CAMPAIGN

Theatre play: backstage and tickets

21 Oct 2026

A creator took Antalya Şehir Tiyatroları's play along in a reel that starts with preparation hours before the play and ends with the audience; 'send to your friend' call.



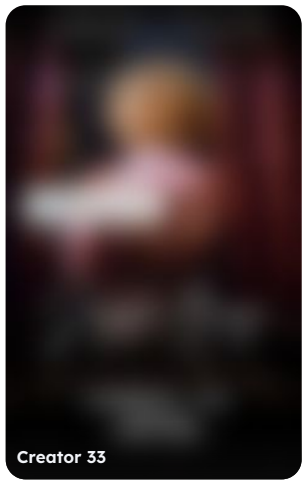
Creator 31 Reel presenting the play with backstage and stage frames; 30,868 plays, 543 likes, 51 comments.

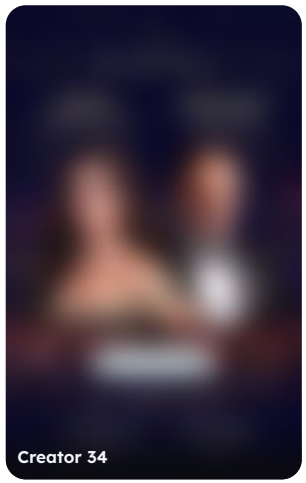
CAMPAIGN

Account owners' event stories

19–25 Oct 2026

Artist and organiser accounts shared concert and play dates in stories with a ticket link; date and venue dominate the screen.





Creator 33 Story with a 'buy here' call for concert tickets.

Creator 34 New Year concert story with the text 'Tickets on sale'.

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Biletinial · strategy, creative and communication

Influencer strategy, creative approach, communication language and standout creatives

CREATOR STRATEGY

- 46.0% of the contents from 111 accounts come from macro and mega accounts; median followers 180,447.
- 42 accounts (37.8%) posted two or more times and produced 67.6% of the contents; up to 21 contents.
- 27 accounts in common with Bubilet, 9 with Biletix, 9 with Passo; news and deal accounts excluded.
- 26.1% of the accounts are in the music and entertainment category.

CREATIVE APPROACH

- 97.3% of the 188 unique creatives show the event itself or its announcement; 80.3% at the event venue.
- 85.1% of creatives have a link or swipe call, 12.8% have no call.
- Tone 75.5% neutral, 10.6% entertaining, 10.1% informative; speech was transcribed in 31.9% of videos (n=135).
- The Biletinial logo or name is visible in 88.8% of creatives.

COMMUNICATION LANGUAGE

Announcement language giving play, concert and date information, weighted towards theatre and musicals.

> **"Send it to the friend you said let's go together with and save the video !!"**

> **"Watch it, come and buy tickets."**

> **"Tickets at @biletinial "**

- 4 of the 25 non-story contents carry #reklam or #işbirliği (16.0%); one is a post from a news account.
- Two posts name all four ticketing platforms in the same caption: @bubilet, @biletinial, @vidipass_tr, @iticketturkiye.
- One reel carries #reklam and #işbirliği and names Biletinial together with Bubilet and Passo.

STANDOUT CREATIVES

Creator 30
The most-played Biletinial reel of the period (342,814 plays): interview frames of the actor describing the character, and the poster.

Creator 31
Reel carrying the Antalya Şehir Tiyatroları play from backstage make-up to the stage; 30,868 plays.

Creator 32
Reel announcing the 4 November Ankara concert; the caption names all three platforms; 18,262 plays, 639 likes.

PLATFORM AND FORMAT

- 188 stories, 13 posts, 12 reels; story share 88.3%.
- Reels median 24,565 plays (n=8); reels ER per play 0.67% (n=7), post ER per follower 0.06% (n=9).
- Busiest day Thursday (20.2%), busiest hour 14:00.

CONTENT STRUCTURES

- Actor or artist speaks to camera → promotion of the play → 'come and buy tickets' call.
- Backstage preparation → stage frames → audience reaction → send-to-a-friend call.
- Story: artist portrait or poster → date and city → link sticker.

DATA NOTE

- Reels rest on only 12 and the ER median on 7 reels; reels performance should not be read as a pattern.
- Artist and organiser accounts announce their own events; these contents should not be read as collaborations.
- 4 contents from news accounts (3 stories, 1 post) are in the count; they were not shown as examples.

SUB-BRANDS AND TAGS

BRAND AND SUB-BRAND ACCOUNTS · CONTENTS

@biletinial 4

TOP HASHTAGS · CONTENTS

#missturkey 3 #tiyatro 3 #ankarakonser 1 #antalya 1 #antalyadaetkinlik 1 #antalyaetkinlik 1

News and deal accounts excluded.

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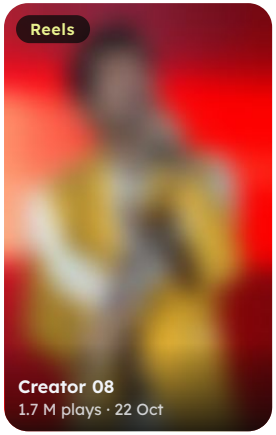
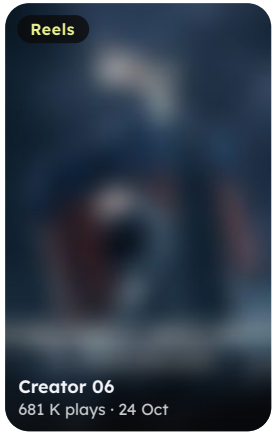
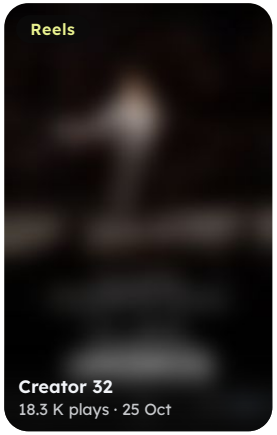
Biletix

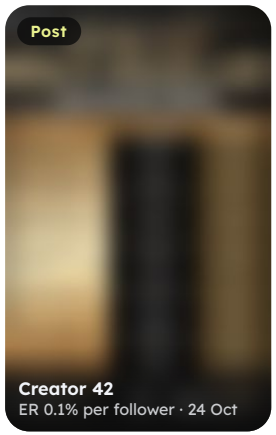
Figures, creative selection and summary

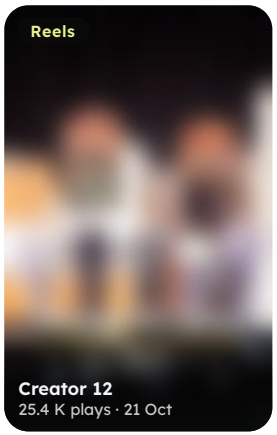
CONTENTS · 7 D	CREATORS	FORMAT	MEDIAN REELS PLAYS	ER · POST	ER · REELS	AD DISCLOSURE
142	43	73% · 12% · 15%	18.3 K	0.12%	1.47%	0%
19–25 October 2026		story · reels · post	n = 19 reels	median, per follower · n = 15	median, per play · n = 14	post+reels, n = 45 · co-authored post 20%

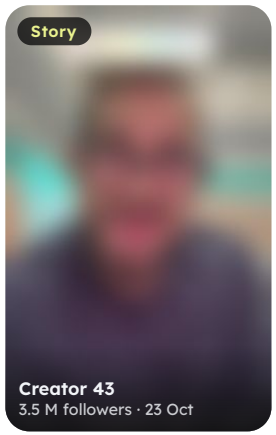


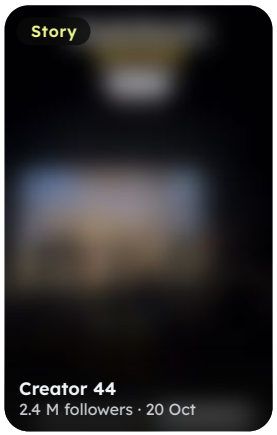












SUMMARY

Biletix collected 142 contents from 43 accounts in 19–25 October; most of the volume came from venue and organiser accounts.

- Biletix appeared in 142 contents from 43 accounts in 19–25 October 2026: 73.2% stories, 14.8% posts, 12.0% reels.
- 18 accounts (41.9%) posted two or more times and produced 83.2% of the contents; @babylonistanbul alone accounts for 26 rows.
- Fell from 184 account-content rows in 12–18 October to 149 (19.0%); the decline is in stories (from 141 to 104).
- None of the 45 non-story rows carries #reklam or #işbirliği; a co-author account tag is on 30 of the 149 rows (20.1%).
- 86 contents from the platform's own account (4 posts, 1 reels, 81 stories) were not counted.

TOP POSTING ACCOUNTS

ACCOUNT	CATEGORY	FOLLOWERS	CONTENTS
@babylonistanbul	Music & entertainment	92.1 K	**26**
Creator 18	Events & culture	47.0 K	**15**
Creator 12	Events & culture	400 K	**14**
Creator 13	Music & entertainment	342 K	**13**
Creator 45	Music & entertainment	79.9 K	**12**

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Biletix · campaigns and collaborations

Campaigns highlighted in the period, with sample contents

CAMPAIGN

SKANDAL play character reels

20 Oct 2026

The play's four characters each invited the audience in a separate reel with their own line; the same contents were also counted at Bubilet and Passo.

Creator 13 Reel promoting the play with the character Napoleon's line; 24,103 plays.

Creator 07 Reel promoting the play with the character Josephine's line; 44,525 plays.

CAMPAIGN

Babylon programme announcements

19–25 Oct 2026

The venue account announced its programme with posts, reels and stories; the 'Modundayız Sunar' series stood out.

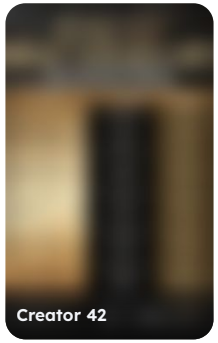
@babylonistanbul Reel announcing one of the venue's concert nights; 30,008 plays.

CAMPAIGN

World Championship tickets

22–24 Oct 2026

A gaming community account announced early-bird and verification for the M8 World Championship in four posts.



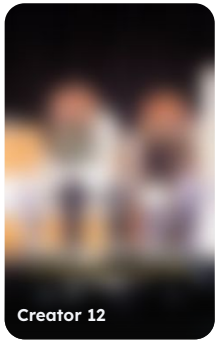
Creator 42 Post announcing that early-bird tickets went on sale at Biletix; 340 likes, 42 comments.

CAMPAIGN

Zengin Mutfağı show

21 Oct 2026

An organiser account announced the show's 25 October and 27 November dates, tagging all three platforms.



Creator 12 Show announcement reel with the 'Get your seat before tickets sell out' call; 25,389 plays.

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Biletix · strategy, creative and communication

Influencer strategy, creative approach, communication language and standout creatives

CREATOR STRATEGY

- 37.6% of the contents from 43 accounts come from macro and mega accounts; median followers 224,079.
- Top posters are venue and organiser accounts: @babylonistanbul 26, Creator 18 15, Creator 12 14, Creator 13 13.
- Co-author account tag on 30 rows (20.1%): @bkmsahne 12, Creator 12 9, Creator 13 8.
- 16 accounts in common with Bubilet, 10 with Passo, 9 with Biletinial; news and deal accounts excluded.

CREATIVE APPROACH

- 95.8% of the 119 unique creatives show the event itself or its announcement; 89.9% at the event venue.
- 94.1% of creatives have a link or swipe call; the highest of the four platforms.
- Tone 60.5% neutral, 12.6% informative; speech was transcribed in 35.5% of videos (n=76).
- The Biletix name or logo is visible in 95.0% of creatives.

COMMUNICATION LANGUAGE

Announcement language giving date, venue and programme list, moving along series names.

> **“Get your seat before tickets sell out”**

> **“History's most striking encounter and most scandalous night is coming to the stage!”**

> **“Modundayız Sunar”**

- The tags #çünküçokgüzel, #Creator 18 and #modundayız are each in 6 contents; series tags come from venue accounts.
- All four SKANDAL reels that open with a character line carry the same closing line.
- No #reklam or #işbirliği tag in the 45 non-story rows.

STANDOUT CREATIVES

Creator 08
The most-played reel counted at Biletix (1,665,498 plays): concert scene and crowd; the caption tags three platforms.

Creator 06
PUBG Mobile World Party announcement with Alan Walker; 680,893 plays, 4,765 likes.

Creator 32
Reel announcing the 4 November Ankara concert with stage energy; 18,262 plays, 639 likes.

PLATFORM AND FORMAT

- 104 stories, 21 posts, 17 reels; story share 73.2%.
- Reels median 18,262 plays (n=19); reels ER per play 1.47% (n=14), post ER per follower 0.12% (n=15).
- Busiest day Tuesday (27.5%), busiest hour 17:00; 30 of the 104 stories were on 20 October.

CONTENT STRUCTURES

- Character line → the play's closing line → ticket call (SKANDAL).
- Programme list: venue name → artist → date → Biletix link (Babylon).
- Story: artist visual → date → Biletix text or link sticker.

DATA NOTE

- Reels ER median rests on 14 reels and post ER median on 15 posts; should not be read as a pattern.
- Venue and organiser accounts announce their own programme; these contents should not be read as collaborations.
- The volume decline comes from stories; stories are affected by the widening of the account base.

SUB-BRANDS AND TAGS

BRAND AND SUB-BRAND ACCOUNTS · CONTENTS

@biletix 6

TOP HASHTAGS · CONTENTS

#Creator 18 6 #modundayız 6 #çünküçokgüzel 6 #mlbbesports 3 #mobilelegendsbangbang 3 #m8worldchampionship 2

News and deal accounts excluded.

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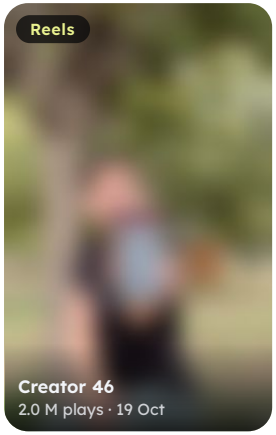
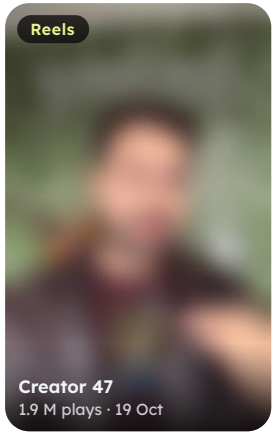
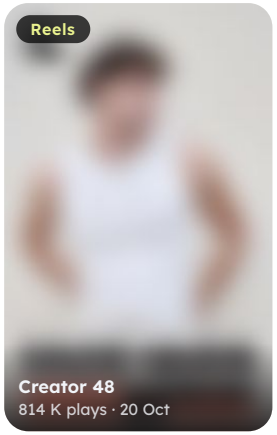
Passo

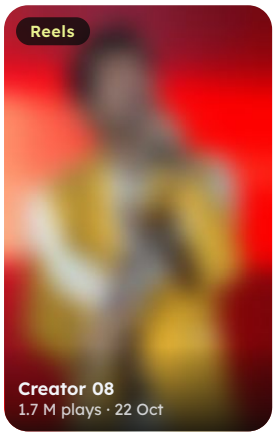
Figures, creative selection and summary

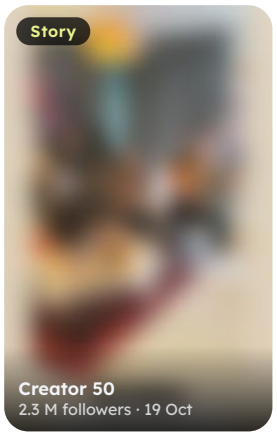
CONTENTS · 7 D	CREATORS	FORMAT	MEDIAN REELS PLAYS	ER · POST	ER · REELS	AD DISCLOSURE
97	38	54% · 24% · 23%	24.1 K	0.22%	1.08%	6%
19–25 October 2026		story · reels · post	n = 25 reels	median, per follower · n = 13	median, per play · n = 16	post+reels, n = 52 · co-authored post 28%

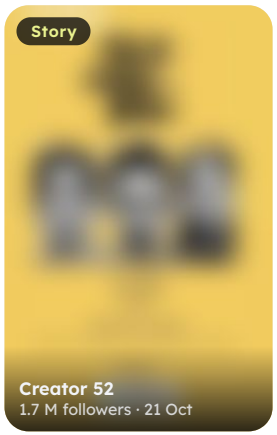












SUMMARY

Passo collected 97 contents from 38 accounts in 19–25 October; two tagged reels were the most-played two of the period.

- Passo appeared in 97 contents from 38 accounts in 19–25 October 2026: 53.6% stories, 23.7% reels, 22.7% posts; the highest reels share.
- On 19 October two creators shared reels tagged #PassoileHayatRutindenÇıktı: 2,019,869 and 1,874,361 plays.
- Rose from 87 account-content rows in 12–18 October to 104 (19.5%); of the 17 increase, 12 are stories, 4 posts, 1 reels.
- 3 of the 52 non-story rows carry #reklam and #işbirliği (5.8%); two of them are Passo-specific tagged reels.
- 57 stories from the platform's own account were not counted.

TOP POSTING ACCOUNTS

ACCOUNT	CATEGORY	FOLLOWERS	CONTENTS
@babylonistanbul	Music & entertainment	92.1 K	**21**
Creator 53	Unclear	111 K	**12**
Creator 54	Events & culture	350 K	**8**
Creator 12	Events & culture	400 K	**7**
Creator 13	Music & entertainment	342 K	**5**

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Passo · campaigns and collaborations

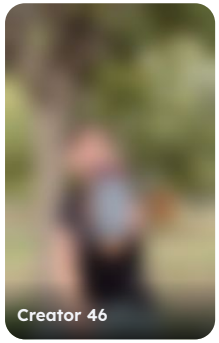
Campaigns highlighted in the period, with sample contents

CAMPAIGN

Passo Dükkan: net 25% discount

19 Oct 2026

A creator described the Passo Dükkan discount in the Passo app on camera with a #reklam and #işbirliği tag; the text 'NET 25% İNDİRİM' (net discount) on screen.



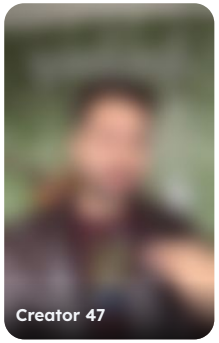
Creator 46 Reel speaking at three venues and showing Passo Dükkan on the phone; 2,019,869 plays, 3,156 likes.

CAMPAIGN

6 event suggestions for November

19 Oct 2026

A creator listed six events in November (a theatre festival, a pianist, a music festival) with a #reklam and #işbirliği tag; call to download the app.



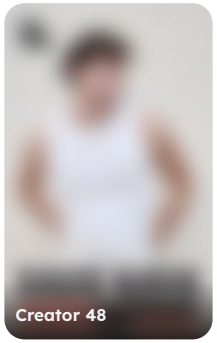
Creator 47 Reel listing the November events and calling viewers to the Passo app; 1,874,361 plays.

CAMPAIGN

December stage announcements

20 Oct 2026

Artist and theatre accounts announced December stage dates; an event announcement, no collaboration tag.



Creator 48 Reel announcing the 5 December concert; 813,779 plays.

Creator 49 Reel announcing the play 'Satıcının Ölümü' (Death of a Salesman) with black-and-white frames; 49,403 plays.

CAMPAIGN

Venue and festival programme

19–25 Oct 2026

@babylonistanbul posted 21, Creator 53 12, Creator 54 8 contents; programme and ticket date announcements, mostly stories.

@babylonistanbul Reel announcing the venue's concert night; 30,008 plays.

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Passo · strategy, creative and communication

Influencer strategy, creative approach, communication language and standout creatives

CREATOR STRATEGY

- 42.3% of the contents from 38 accounts come from macro and mega accounts; median followers 257,273.
- 17 accounts (44.7%) posted two or more times and produced 79.8% of the contents; up to 21 contents from a single account.
- Top posters are venue and festival accounts: @babylonistanbul 21, Creator 53 12, Creator 54 8, Creator 12 7.
- Co-author account tag on 29 rows (27.9%): @bkmsahne 12, Creator 12 9, Creator 13 8.
- 15 accounts in common with Bubilet, 10 with Biletix, 9 with Biletinial; news and deal accounts excluded.

PLATFORM AND FORMAT

- 52 stories, 23 reels, 22 posts; reels share 23.7%.
- Reels median 24,103 plays (n=25); reels ER per play 1.08% (n=16), post ER per follower 0.22% (n=13).
- Busiest days Monday and Tuesday (both 28.8%), busiest hour 14:00.

CREATIVE APPROACH

- 92.4% of the 92 unique creatives show the event itself or its announcement; 84.8% at the event venue.
- 80.4% of creatives have a link or swipe call, 17.4% have no call.
- Tone 57.6% neutral, 19.6% informative; speech was transcribed in 36.7% of videos (n=49).
- The Passo name or logo is visible in 58.7% of creatives; the lowest of the four platforms.

CONTENT STRUCTURES

- Speaking to camera → discount text on screen → Passo Dükkan on the phone → download call.
- List video: the six events in November are counted one by one → call to the app.
- Stage announcement: artist visual → date and hall → ticket link.

COMMUNICATION LANGUAGE

The tagged reels use spoken language stressing the app and the discount; other contents are date and venue announcements.

> **"Send to the friend who tries all the activities"**

> **"A net 25% discount on selected products awaits you at Passo Dükkan."**

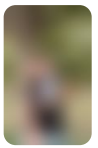
> **"Download the Passo app to discover events!"**

- Both tagged reels carry #reklam, #işbirliği and #PassoileHayatRutindenÇıktı and end with a call to download the app.
- An organiser reel tags Biletix, Passo and Bubilet in the same caption: 'Get your seat before tickets sell out'.
- 49 of the 52 non-story rows have no ad disclosure (#reklam/#işbirliği/#tanıtım).

DATA NOTE

- The two tagged reels are the most-played two of the period; they are the single posts of two accounts and should not be read as a pattern.
- Reels ER median rests on 16 reels and post ER median on 13 posts.
- 12 of the 17 volume increase is from stories; stories are affected by the widening of the account base.

STANDOUT CREATIVES



Creator 46
The most-played reel of the period (2,019,869 plays): a creator speaking in three shots, Passo Dükkan on the phone and the text NET 25% İNDİRİM (net discount).

Creator 47
List reel suggesting six events for November; 1,874,361 plays, #PassoileHayatRutindenÇıktı.

Creator 48
Reel announcing the pop artist's 5 December Turkcell Platinum Sahnesi concert; 813,779 plays.

SUB-BRANDS AND TAGS

BRAND AND SUB-BRAND ACCOUNTS · CONTENTS

@passo 2

TOP HASHTAGS · CONTENTS

#Creator 18 6 #modundayız 6 #çünküçokgüzel 6 #brooksbrothers 2 #brooksbrotherstürkiye 2 #doriangrayinportresi 2

News and deal accounts excluded.

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Additional insights

Examples drawn from competitor activity that enrich the analysis; supporting data below.

WEEKLY CHANGE: THREE PLATFORMS ROSE, BILETIX FELL

From 12–18 October to 19–25 October, account-content rows rose 5.0% at Bubilet, 10.9% at Biletinial and 19.5% at Passo; Biletix fell 19.0%. The increases came mainly from stories.

With the same matching, account-content rows: Bubilet 654 → 687, Biletinial 192 → 213, Passo 87 → 104, Biletix 184 → 149. Stories: +26, +13, +12 and −37. Stories are affected by the widening of the account base on 24–26 October.

REEL OF THE WEEK

The Passo reel shared on 19 October was the most-played of the period. The creator speaks at three different venues and shows Passo Dükkan on the phone; the text 'NET 25% İNDİRİM' (net discount) is on screen.

Creator 46 (273,959 followers): 2,019,869 plays, 3,156 likes, 17 comments; ER per play 0.16%. The caption is tagged #reklam and #işbirliği.

STORY OR REELS?

The ticket link lives in stories: almost all stories of the four platforms were link-matched to the platform. The reels share exceeded 20% only at Passo.

Stories link-matched to the platform: Bubilet 485/487, Biletinial 188/188, Biletix 104/104, Passo 52/52 (account-content rows). Reels share: Passo 23.7%, Biletix 12.0%, Bubilet 11.2%, Biletinial 5.6%.

CREATOR SPREAD

Bubilet relied on a wide base; Biletix and Passo relied on a small number of repeat venue and organiser accounts.

Account count: Bubilet 236, Biletinial 111, Biletix 43, Passo 38. Content share of repeat accounts: Biletix 83.2%, Bubilet 83.0%, Passo 79.8%, Biletinial 67.6%. At Biletix @babylonistanbul alone accounts for 26 rows.

MULTI-PLATFORM ANNOUNCEMENTS

Artists and organisers tag several platforms in a single caption; the same reel enters the count of three platforms. The four character reels of the SKANDAL play are an example.

53 rows name 2 or more platforms (38 of them three, 4 of them four platforms; 28 reels, 25 posts). The four SKANDAL reels were counted at Bubilet, Biletix and Passo on 20 October.

CITY PAGES AND TAGS

Most of Bubilet's non-story tags come from city event pages; these were read as announcement pages and not shown as collaboration examples.

27 city pages: 208 of 687 account-content rows (30.3%). 124 of the 200 non-story rows carry #reklam, #işbirliği or #tanıtım; 113 of them are from these pages.

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Opportunities

Areas to differentiate for your brand, drawn from rivals' creator activity.

OPPORTUNITIES FOR YOUR BRAND

1. Passo's two tagged reels were the most-played two of the period (accounts with 273,959 and 240,587 followers). For your brand, a single-message reel showing the app can be tried.
2. Bubilet's city pages repeat the same caption pattern. For your brand, tour videos in which the artist tells the schedule in their own voice (Creator 22 four reels) provide differentiation.
3. In multi-platform announcements three platforms are tagged together. For your brand, an event-specific link and code distinguish which platform the sale came from.
4. Biletinial's reels share is low (5.6%); a backstage story received 30,868 plays. For your brand, a backstage reel showing the preparation before a play reaches theatre audiences.
5. The SKANDAL play split four characters into four separate reels. For your brand, a series that splits an event into characters or programme parts makes people watch again.
6. 30 of Biletix's 104 stories were collected on 20 October. For your brand, a story calendar spread across the week balances link clicks.

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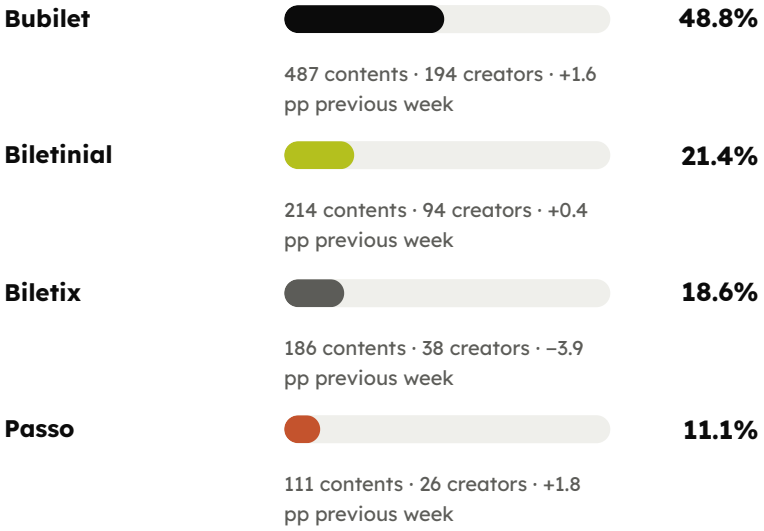
Panel view: share and performance

Counted the way the Starlecta panel's comparison tabs count (catalogue matching), not with this report's brand matching; totals differ from the tables above by design.

Same calculation as the panel's comparison tabs · 2026-10-19 to 2026-10-25 · all content types

SHARE OF TRACKED CONTENT



PERFORMANCE

BRAND	CONTENTS	REEL PLAYS	LIKES + COMMENTS	STORY VIEWS (MODEL)	REACH MODEL
Bubilet	**487** 485 Story · 1 Post · 1 Reel	**680,893** 1 of 1 Reel (100.0%)	**5,144** 2 of 2	**74,283,900** 485 of 485 Story	**63,172** 2 of 2
Biletinial	**214** 214 Story · 0 Post · 0 Reel	—	—	**20,707,201** 214 of 214 Story	—
Biletix	**186** 185 Story · 0 Post · 1 Reel	**680,893** 1 of 1 Reel (100.0%)	**4,911** 1 of 1	**9,261,927** 185 of 185 Story	**56,207** 1 of 1
Passo	**111** 109 Story · 2 Post · 0 Reel	—	**5,029** 2 of 2	**5,899,894** 109 of 109 Story	**28,976** 2 of 2

Measured counters, the Story model and the reach estimate are separate fields; none is added to another. —: no such counter in that row.

Counted with the panel's method (link evidence, verified account and hashtag tags).

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Panel view: quality and audience

Counted the way the Starlecta panel's comparison tabs count (catalogue matching), not with this report's brand matching; totals differ from the tables above by design.

Same calculation as the panel's comparison tabs · 2026-10-19 to 2026-10-25 · all content types

QUALITY (MEAN SQS)

Bubilet	191 creators with SQS · Nano 70.1 · Micro 69.6 · Macro 63.9 · Mega 65.0	**66.0**
Biletinial	93 creators with SQS · Nano 73.9 · Micro 63.8 · Macro 63.2 · Mega 65.0	**64.2**
Biletix	38 creators with SQS · Nano 62.6 · Micro 63.5 · Macro 61.1 · Mega 64.3	**62.6**
Passo	26 creators with SQS · Micro 60.5 · Macro 67.8 · Mega 73.2	**67.0**

Each row is the mean stored SQS (0–100) of the unique creators who shared the brand.

AUDIENCE (COMMENTERS)

Bubilet	Women 58% / Men 42%	Largest age band: **25-34** 51% · Largest city: **İstanbul** 31% · Largest country: **Türkiye** 97%
Biletinial	Women 64% / Men 36%	Largest age band: **25-34** 53% · Largest city: **İstanbul** 36% · Largest country: **Türkiye** 92%
Biletix	Women 59% / Men 41%	Largest age band: **25-34** 55% · Largest city: **İstanbul** 44% · Largest country: **Türkiye** 93%
Passo	Women 61% / Men 39%	Largest age band: **25-34** 52% · Largest city: **İstanbul** 39% · Largest country: **Türkiye** 94%

Average of the sharing creators' commenter profiles (equal weight per creator). Commenters are a sample: not followers, not reached people.

Counted with the panel's method (link evidence, verified account and hashtag tags).

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Data glossary and method notes

Terms used in the report and calculation notes.

DATA GLOSSARY

Content	A post, reel or story naming the brand name, brand account or brand hashtag.
Creator	The tracked account that shared the content; brand accounts excluded.
Follower segment	Nano <10 K · Micro 10–50 K · Mid 50–250 K · Macro 250 K–1 M · Mega 1 M+.
Repeat creator	An account that posted the same brand 2+ times in the period.
Ad disclosure	#reklam, #işbirliği, #tanıtım tag (including gifted 'Ücretsiz #reklam'; excluded if noted 'reklam değil/yok' (not an ad) or 'kendim aldım' (bought it myself)); within posts and reels.
Co-authored post	Content published jointly by two accounts with Instagram's co-author feature.
Paid partnership	Instagram's 'Paid partnership' label.
Plays	Number of reel plays; measured only for reels.
ER	Engagement rate, percent: for reels (likes + comments) / plays (per play), for posts (likes + comments) / followers (per follower). Medians are given separately for the two types; they are not comparable because the denominators differ.
Overlap	Number of accounts that posted both brands in the period; news and deal accounts excluded.
News / deal account	Accounts that share sector news or discounts; flagged separately.

METHOD NOTES

- Period 19–25 October 2026 (Monday–Sunday, Turkey time); platforms are the top four platforms with the most contents in the weekly ranking.
- 77 of the 83 reels in the period were analysed from the video itself.
- Weekly change comes from the nine-week series with the same matching, as account-content rows; percentages only on a base of 10 and above. The platforms' own accounts were also removed in the chart weeks.
- Contents of city pages and deal accounts are included in the counts; they were not shown as collaboration examples. Artists and organisers announcing their own events were not counted as collaborations.
- Play, like and follower values were taken from the data reading of 29 October 2026.
- Timestamps were interpreted as Turkey time (UTC+3).
- Contents naming more than one brand were counted separately for each brand; totals may exceed the content count.
- Co-authored contents published on multiple accounts with the same description and time are separate rows per account.
- Audience distributions are averages weighted by creators' follower counts.

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