

Company: Türk Telekom, İstanbul
Nomination Submitted by: Türk Telekomünikasyon A.Ş.
Company Description: Türk Telekom, with more than 180 years of history, is the first integrated telecommunications operator in Turkey. “Turkey’s Multiplay Provider” Türk Telekom has 17.4 million fixed access lines, 15.4 million broadband, 27.9 million mobile and 2.9 million TV subscribers as of March 31, 2025.
Nomination Category: App Categories
Nomination Sub Category: Music
Nomination Title: Muud

1. Date this app or site was first released:

23 November 2012

2. Briefly describe this mobile site or app’s objectives and how it has met those objectives (up to 200 words). If applicable, include here the platforms your app supports:

Total 200 words used.

Muud is Türk Telekom’s digital music platform, available on iOS, Android, Huawei App Gallery. Aims to combine technological innovation with local cultural depth to deliver a rich, accessible, highly personalized music experience to users.

In August 2024, Muud underwent a comprehensive relaunch, marking a major transformation in both infrastructure and user experience. The goal was to create a faster, smarter, more interactive platform that is compatible with evolving digital trends and user expectations. Goals included increasing engagement, improving app performance, and integrating features that build emotional connection with music.

New features:

- **Radar:** Detects ambient music and allows users to add the identified track to their favorites.
- **Nearby Songs:** Let users discover what others are listening to around them based on location.
- **Story Mode:** Gamified music discovery with interactive quizzes, trending songs, and weekly highlights.
- **Sleep Mode, Shake-to-Change, Mood-Based Playlists, and Lyrics Synchronization** further enrich the experience.

An integrated launch campaign—featuring teaser videos, social media engagement, and in-app communication—helped drive awareness.

Muud achieved record KPIs: 210% increase in downloads, 103% growth in active users, and high CTR rates for new features. Today, Muud stands as a one of the fundamental pillars of Türk Telekom's digital service ecosystem.

3. Provide the applicable creative and production credits for this entry:

Türk Telekom

Attachments/Videos/Links:

[Muud](#)



[REDACTED FOR PUBLICATION]

