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ASSESSMENT OF THE IMPACT OF COVID-19 ON THE DIGITAL INDUSTRY:  
TURKEY-EUROPE COMPARISON

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ABSTRACT

Covid-19 virus, first broke out in China in December 2019 and spread all over the world in a short time, caused a global health struggle around the world as of March 2020 and has been declared as a pandemic by the World Health Organization (WHO). The measures taken by countries such as social distance rule and quarantine practices in order to reduce the negative effects of the pandemic have deeply affected the functioning of social and economic life. In this context, the impact of the pandemic on business life has caused a great change and transformation in all sectors. However, the digital sector and businesses in this sector, which constitute the scope of information and communication technologies (ICTs), are at the forefront of the sectors and businesses that encounter the change and transformation experienced with the pandemic in terms of forming the basis for business models in other sectors. In this regard, it is important to understand the impact of the pandemic on the digital sector and to determine the expectations for the future of the sector within the framework of these effects, in terms of the rapid acceleration of the digital sector and the investments to be made in this sector. In this respect, the aim of this study is to reveal the effects of Covid-19 on the digital sector, comparing Turkey and European Union countries, on the basis of the research commissioned by Digital Europe and Digital Turkey Platform in 2020. From this point of view, in this study, the findings of the research, which includes the current situation and future expectations of a total of 650 digital sector enterprises in the EU and Turkey, conducted by Digital Europe and Digital Turkish Platform since the beginning of the pandemic, are explained by making Turkey-EU comparison. According to the results of the research, it has been determined that with the pandemic, the digital sector businesses in the EU and Turkey have differed greatly in terms of their future expectations. In this context, it is seen that digital sector enterprises in Turkey mostly expect the government to support their wages (83%), while enterprises in the EU want a special investment plan for creative SMEs (94%).

**Keywords:** Covid-19, Digital Sector, ICT, EU, Turkey

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