



THE HEARSE



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HEAR ME

INTRODUCTION

Hear me is a new drama series by Sürec Film, the producer of popular series such as Cennet, North Star and Sisterhood. Set in a prestigious high school, the series explores the endless teenage struggle of living with bullying, social injustice and highschool romances.



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SUMMARY

Ekim and Leyla are two young teenagers who are as close as sisters. They live a modest life in a humble neighbourhood but they always envied the rich kids who attend Gerçek High School, a secondary school exclusively for the children of wealthy families.



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One day a car hits Leyla and the culprit flees the crime scene, making his way towards the school and hides his car in the parking lot. When news spreads that a girl will spend the rest of her life in a wheelchair because of someone from the school, the principal decides to give scholarships to three students from Meltem's neighbourhood, to bury the bad news.



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Ekim, Bekir and Ayşe are chosen to start their fresh student life in the city's most prestigious school, but they soon understand that their life is actually about to get harder; they will have to fight to survive among the rich children and they will be surprised to see that the wealthy have very different lives to what they imagined...



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AN ONLINE SENSATION

Hear Me became phenomenally successful, especially among young audiences, and numbers for online viewing were very strong. The Social Wit identified the show as the most talked about new TV show in the world on social media for July 2022 (see more on next page).

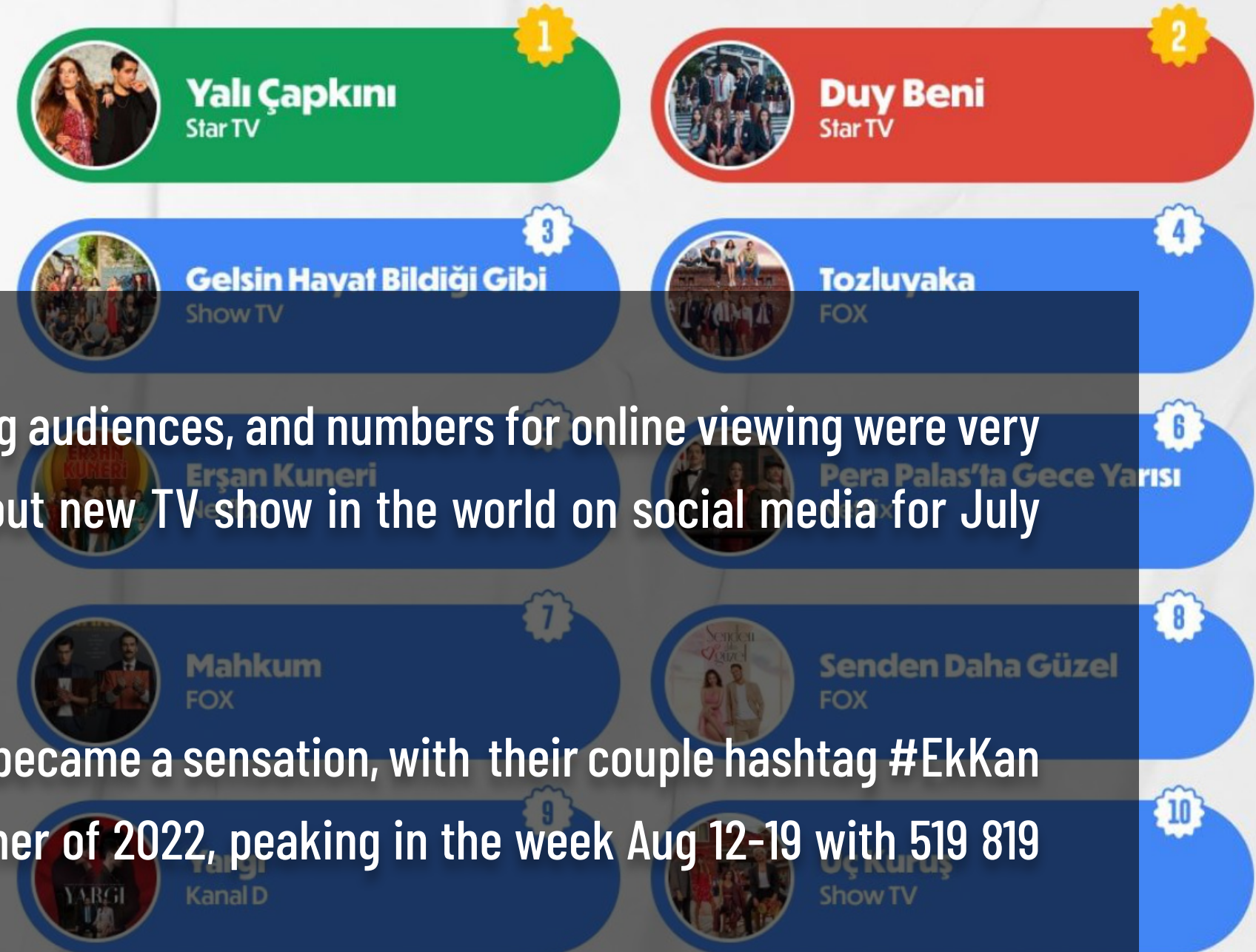
In the world of online "fandoms", the leading couple from the show became a sensation, with their couple hashtag #EkKan regularly trending on social media in Turkey throughout the summer of 2022, peaking in the week Aug 12-19 with 519 819 tweets while the closest competitor had 413 830.

More generally, the series was the second most searched for Turkish Drama during the whole of 2022 according to Google statistics, behind only the record-breaking Golden Boy.



GOOGLE YEAR IN SEARCH 2022

MOST SEARCHED TV SERIES (TURKEY)



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THE WIT

In their monthly analysis of global social media buzz around the television industry, independent research company THE WIT found that HEAR ME was the number one most talked about new TV show IN THE WORLD during July 2022.

Social Wit List - July 2022

As social media continues to exert its influence on viewing habits, we turned to the trend-trackers at The WIT to find out what new shows generated buzz on Instagram last month. In July, Star TV's *Duy Beni (Hear Me)* was on top, attracting 673,000 Instagram followers as of August 8, 2022. Below you'll find the top ten most-followed new shows on Instagram last month (rounded up to the nearest thousand), premiere dates and some context to provide insight into why these titles resonated with Instagram users.

Visit [TheWit.com](https://www.thewit.com) to access more data on what shows are making waves across the globe.

1

Duy Beni (Hear Me)

673,000 — Star TV, Turkey

July 7, 2022

Young adult drama set in a prestigious high school that explores themes of bullying, social injustice and high school romances.

IG famous: Starring Rabia Soytürk (1.8 million followers), Caner Topçu (1.4 million) and Berk Hakman (123,000).



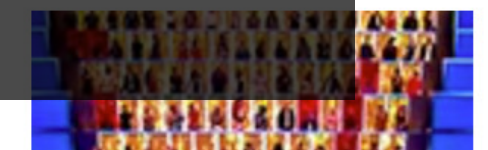
2

Canal 13 (El Trece)

65,000 — Canal 13 (El Trece), Argentina

July 25, 2022

Local adaptation of the singing competition format *All Together Now*, in which a range of talented performers (solos and groups) take



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EKİM

RABIA SOYTÜRK

Ekim is the daughter of a working single mother. She is a good student, gets high grades and she's very intelligent. She doesn't resent the poor neighbourhood she lives in, on the contrary she loves the strong, survival instinct that this upbringing has given her. She's not very close to anyone, except her childhood friend Leyla. She is utterly traumatised when she witnesses Leyla getting hurt in a car accident. Ekim will embark on a journey to find who did this to her best friend, and the things she will go through will change her destiny.



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KANAT CANER TOPÇU

He is one of the most popular students in Gerçek High School and the leader of the bullies. He hides his compassionate side and presents himself as heartless and cold. But his mother is his weak spot. He would sacrifice himself and even his brother just to protect his mother. But everything changes after Ekim's appearance and Kanat will struggle to keep up his tough exterior.



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AZİZ BURAK CAN

Kanat's brother is a silent, introvert, an antisocial kid. He has always been held responsible and punished for his brother's and even other people's wrongdoing. He is secretly jealous of Kanat because he thinks his spoilt brother is the reason he has to endure so many difficulties in life.



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LEYLA HELİN KANDEMİR

Leyla lost her mother when she was a child and she grew up with her grandmother. She has a positive energy, and she's happy in her own skin. She sees her best friend Ekim as the sister she never had. But being confined to a wheelchair after the accident will be the turning point of her life.



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MELISA SÜMEYYE AYDOĞAN

Melisa is the daughter of Süleyman, the owner of the high school. Everyone knows her as a social media influencer and envies her, but she has only one weakness: Kanat. There's nothing she won't do to have him. At first she starts to befriend Ekim, but later she will be jealous of her and Kanat, and so she will become her enemy.



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AYŞE GÖKÇE GÜNEŞ DOĞRUSÖZ

Ayşe is the daughter of a conservative family in the neighbourhood. She is one of the students who won the scholarship for Gerçek High School. But she doesn't tell her, because he thinks that this school is a dirty institution that has made the life of a girl miserable and is trying to cover it up.



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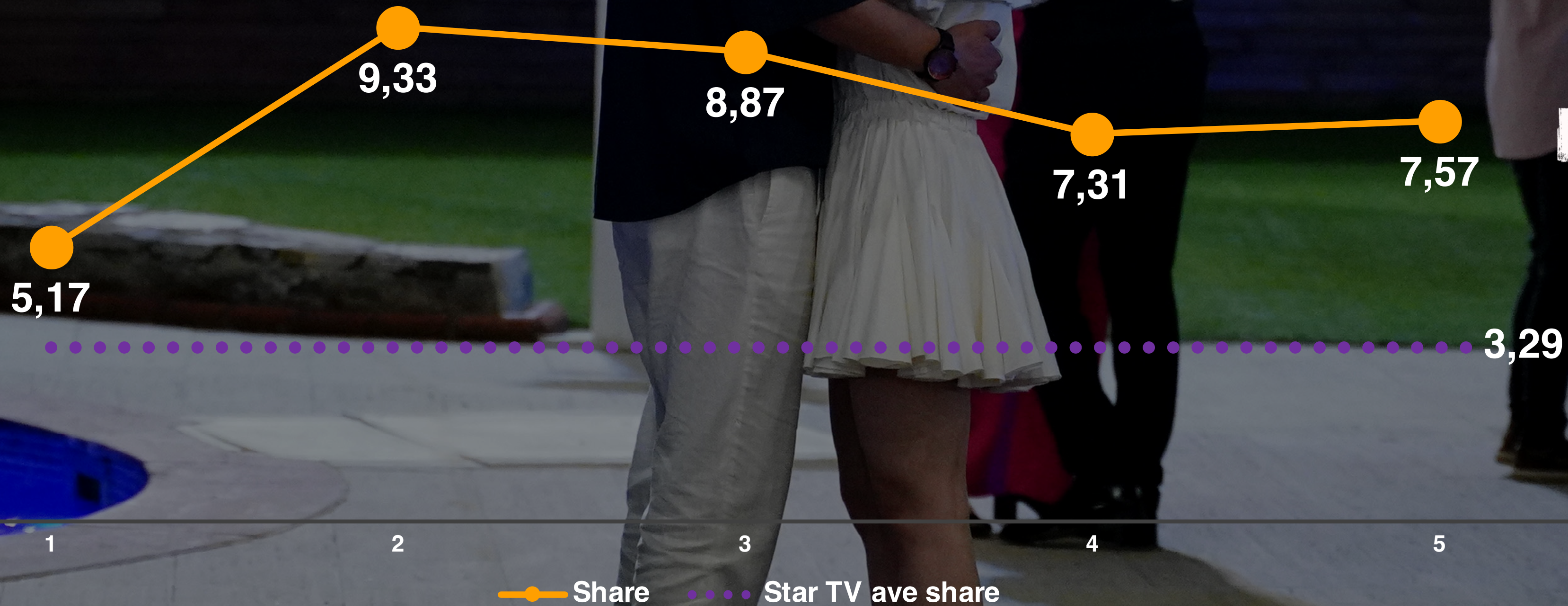
BEKİR TAHA BORA ELKOCA

He is a close friend of Ekim and Leyla. He never had a wealthy or easy life but despite that, he never lost his joy. Even in the hardest times, he knew how to get up and get on with life with a smile on his face. Now he thinks that he's very lucky to get the scholarship for Gerçek High School.

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RATINGS

Hear Me has consistently ranked as the top drama series on Thursday primetime during the summer of 2022, and has scored well in excess of double the average share for broadcaster Star TV during this period.



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DURATION

66 x 45 min

PRODUCED BY

Sürec Film

BROADCASTER

Star TV

GENRE

Drama series

TIME SLOT

Prime time

AVAILABLE AS

Format and finished episodes



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