**KOREAN, TURKISH TOGETHER**

Strong storylines, cultural similarities and no cliffhangers are making Asian shows popular in the country. Meanwhile, Spanish and Turkish content find fans too.

**A NITA MAHI JHA**

For those of us who grew up in the 90s and early 2000s, Joon-Min from the Korean series "Because This Is My First Life" might be your #1 crush. But what about those who have grown up with Korean-Korean dramas, which are now a major trend in India, thanks to streaming platforms like Netflix, Disney+ Hotstar, and Amazon Prime Video.

The streaming service has revolutionized the way we consume content. With the rise of streaming platforms like Netflix, Amazon Prime Video, and Disney+ Hotstar, more and more people are subscribing to these platforms to watch their favorite shows and movies. This has led to a surge in the number of viewers for Korean content, particularly for Korean-Korean dramas, which are now a major trend in India.

The rise of Korean-Korean dramas in India can be attributed to several factors. Firstly, the content is now available in multiple languages, which makes it easier for viewers to access. Secondly, the shows are now being promoted on social media platforms like Instagram, Twitter, and Facebook, which has helped in reaching a wider audience. Finally, the shows are now being produced with a greater focus on storytelling and character development, which has helped in attracting a larger audience.

According to Nielsen Media Research, Netflix is the most popular streaming service in India, followed by Amazon Prime Video and Disney+ Hotstar. These platforms have a vast library of content, including Korean-Korean dramas, which are now being watched by a large number of viewers in India.

In conclusion, the rise of Korean-Korean dramas in India is a testament to the fact that content is king, and that viewers are now more willing to watch content that is produced with a greater focus on storytelling and character development. This trend is likely to continue in the years to come, and we can expect to see more Korean-Korean dramas being produced for the Indian market.

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**Turkey delight**

Every action has its price, as the saying goes. In the case of Turkish dramas, you get a lot of bang for your buck, thanks to the amazing talents on display in the series. From the powerful performances of the lead actors to the intricate plotlines, Turkish dramas are a treat for the eyes and mind.

Turkey has a rich history and culture, and this is reflected in its dramas, which often delve into complex social issues and personal struggles. The stories are often based on real-life events and are packed with twists and turns that keep the viewer on the edge of their seat.

One of the most popular Turkish dramas is "Diriliş: Ertuğrul," which tells the story of a 13th-century Ottoman sultan and his son. The show has been a massive hit in Turkey and has also gained a huge following in other countries.

Another popular series is "Cesur ve Multi," which tells the story of a young woman who is forced to leave her home and go to Istanbul to make a living. The show explores themes of love, family, and resilience in the face of adversity.

These shows are not just entertaining but also educative, as they help viewers understand different cultures and their way of life. Turkish dramas are a testament to the power of storytelling and the impact it can have on viewers.

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**Turkish delight**

From "Diriliş: Ertuğrul" to "Cesur ve Multi," Turkish dramas offer a fascinating glimpse into the rich history and culture of Turkey. With their gripping storylines and compelling performances, these shows have gained a huge following across the world.

**Turkish delight**

With their captivating storylines and complex characters, Turkish dramas offer a unique perspective on life and culture. From the bustling streets of Istanbul to the quieter villages, these shows capture the essence of Turkey's diverse landscapes and people.

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