

---

# Turner EMEA appoints Pedro Cosa to new role of VP Insights & Analytics

---

Thursday, July 14, 2016

Turner Europe, Middle East and Africa (EMEA) today named Pedro Cosa to the newly created role of VP Insights & Analytics.

Cosa joins Turner in September from Channel 4, where he has been Deputy Head of Viewer Insights and Analytics since 2012. He will report in to Giorgio Stock president Turner EMEA, and will join the Turner EMEA executive management team.

Cosa's remit includes overseeing the Turner EMEA insights function at a time of rapid evolution for Turner into a more consumer-centric, data-driven media company. In particular, Cosa will manage the implementation of a fully cross-platform business intelligence function to support the company's aggressive expansion of kids and GE branded destinations across all parts of the digital ecosystem. Cosa will also collaborate closely with the international CNN data insights function to maximise all insights across all of Turner's brands and consumers.

Additionally, Cosa will contribute at a Turner International level to data strategy and data management platform development, as consumer and industry insight plays an increasingly central role in how the company innovates across its extensive portfolio, from content development through to marketing and monetisation.

Giorgio Stock said: "This new role recognises Turner's focus on data capability and insights and our commitment to putting the consumer at the heart of every decision we make. Understanding our audiences more deeply helps us give them even more personalised and engaging user experiences. Pedro is ideally suited to help us build on our existing momentum in developing and distributing great content that really resonates with our audiences, wherever and whenever they are engaging with us."

The increased focus on insights and analytics will in turn also allow Turner to provide richer metrics to the various partners it works with across its portfolio of branded destinations.

Prior to joining Channel 4 in 2012, Cosa's career includes nine years at Vodafone, where he was most recently Global Principal of Consumer Insights and Planning. He holds a BA (Hons) in Economics and Business Studies from the University of Valencia as well as a number of higher education business qualifications, most recently a Masters in Business Administration from Henley Management College, UK.

A native Spanish speaker, Cosa also speaks English, German, Italian and French.

## **About Turner EMEA**

Turner International operates versions of core Turner brands including CNN, TNT, Cartoon Network, Boomerang and TCM Turner Classic Movies, as well as country- and region-specific networks and businesses in Europe, the Middle East and Africa (EMEA), Latin America and the Asia Pacific region. It teams with Warner Bros. and HBO to leverage Time Warner's global reach. In the EMEA region, Turner currently operates 72 channels in 22 languages in 126 countries. Committed to innovation and development, its brands are available to audiences across the EMEA region via the web, VOD, DVD, gaming, mobile, merchandising, publishing or emerging platforms. Turner is a Time Warner company.