
Turner ups Cecilia Persson to VP of Programming & Content Strategy Kids EMEA, Acquisitions and Co-Production International

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Turner Europe, Middle East and Africa (EMEA) today announced that Cecilia Persson is promoted to vice president of programming and content strategy EMEA and acquisitions and co-productions International. The role will see the top performing kids' broadcaster combine its programming and acquisitions teams under Person's leadership.

While retaining her previous role of acquisitions and co-productions International, she will now also manage and lead programming strategy across EMEA for all Turner's kids linear and digital platforms and will report directly to Patricia Hidalgo, chief content & creative officer kids EMEA and kids strategy international.

Hidalgo says: "Competition is increasing across the globe and we all face similar challenges and opportunities from emerging platforms and new audience habits. There's never been a more important time to bring together teams that produce winning programming strategies with those that source and create the best programs our audiences crave across all platforms."

She adds: "Cecilia has been an integral component of our growth, with abilities to acquire the best programming to complement our home grown slate across the portfolio. This is natural progression for her and a testament to us strengthening and aligning our programming strategy globally."

The announcement comes at pivotal time for the broadcaster present in 70 countries with 18 channels reaching more than 130 million households across EMEA. Cartoon Network is established as the number one pay TV channel for boys in the region. Last week saw the launch of the iconic nineties cult hit Powerpuff Girls and this autumn brings the next iteration of the perennial boy hero smash hit Ben 10.

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About Turner International

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 Latin America, Europe, the Middle East, Africa and Asia Pacific. It manages the business of pay- and free-TV-channels, as well as Internet-based services, and oversees commercial partnerships with various third-party media ventures; it teams with Warner Bros. and HBO to leverage Time Warner's global reach. Turner operates more than 180 channels showcasing 38 brands in 35 languages in over 200 countries. Turner International is a Time Warner company