
Turner appointed licensing agent for Mr Bean in Asia

Tuesday, January 13, 2015

HONG KONG INTERNATIONAL LICENSING FAIR (January 13, 2015) - Tiger Aspect Productions (an Endemol Shine Company) has appointed Turner Broadcasting System Asia Pacific as its exclusive licensing agent in Asia for Mr Bean, effective immediately.

Turner Asia Pacific's dedicated licensing division - Cartoon Network Enterprises - is tasked with driving licensing activity for Mr Bean for the next three years and will represent the brand in key markets in Southeast Asia, as well as India.

The next 12 months will be a landmark year for the franchise. In 2015, Mr Bean celebrates its 25th anniversary with the brand going from strength to strength. The second installment of *The Mr Bean Animated Series* is also set to debut in Asia Pacific in April, broadcast on Turner's kids' channels including on Boomerang in Southeast Asia and Australia, on Cartoon Network in Japan and on POGO in India.

Melissa Tinker, Vice President of Cartoon Network Enterprises Asia Pacific, said: "It is extremely exciting to be representing a brand with such a powerful presence in Asia. For a quarter of a century, audiences have been chuckling along to the antics of Mr Bean - and his famous teddy - and Rowan Atkinson's unique creation has become a genuine global brand. It's a perfect complement to our already strong portfolio."

Katherine Senior, Executive Producer of Mr Bean, added: "I am delighted that we have been able to strengthen our global relationship with Turner in Asia. I am really looking forward to working with the Cartoon Network Enterprises team to bring some fun and innovative Mr Bean products, and services to a region where Mr Bean is so hugely popular."

-Ends-

Media enquiries:

James Moore, Turner International Asia Pacific, James.Moore@turner.com +852 3128-3720

Iain McCallum, Tiger Aspect Productions Ltd, iainmccallum@tigeraspect.co.uk +44 207 434 6727 / +44 7771 636612

About Cartoon Network Enterprises

Cartoon Network Enterprises (CNE), the licensing and merchandising arm of Turner Broadcasting System Asia Pacific, is responsible for building world-class licensing programs across its franchises including *Ben 10*, *Adventure Time*, *Regular Show*, *The Amazing World of Gumball*, *Mixels*, and other Cartoon Network and Adult Swim originals. CNE connects with millions of Cartoon Network fans through consumer and home entertainment products, promotional licensing, interactive games, publishing, live events and location-based entertainment such as the Cartoon Network Amazone waterpark in Thailand.

About Turner Broadcasting System Asia Pacific

Turner Broadcasting System Asia Pacific, Inc. creates and distributes award-winning brands throughout Asia Pacific. In the region, Turner runs 46 channels in 13 languages in 38 countries, including CNN International, CNNj, CNN, HLN, Cartoon Network, Adult Swim, Boomerang, POGO, Toonami, WarnerTV, Oh!K, Turner Classic Movies, truTV, WB, MondoTV and TABI Channel. In India, Turner also manages advertising sales and distribution for HBO, and distribution for HBO Defined and HBO Hits HD. Turner is a Time Warner company.

About Tiger Aspect

Tiger Aspect Productions, an Endemol Shine Company, is internationally recognised as one of the UK's most successful and prolific independent television producers. The company portfolio includes Children's/Animation, Comedy, Drama, Entertainment and Factual/Features genres.

We create a wide range of critically acclaimed and award-winning programming for all the UK's major terrestrial and non-terrestrial broadcasters. In addition our creative output now enjoys high profile internationally through commissions for major foreign networks. Our programmes are shown by a host of broadcasters in hundreds of territories.

Our programming is built on our relationships with the best on offer in UK talent. The company's belief in nurturing and supporting creativity on every level means that Tiger Aspect consistently attracts the ultimate in on-screen, writing and production talent.