
TURNER INTERNATIONAL NAMES NEW SALES DIRECTOR FOR SOUTHEAST ASIA

Wednesday, October 15, 2014

- Appointment of Awantika Sood bolsters regional ad-sales team -

HONG KONG (October 16, 2014) - Turner International Asia Pacific has today announced the appointment of Awantika Sood as Sales Director, representing the broadcaster's Kids and Entertainment brands in Southeast Asia.

Commenting on the appointment, Phil Nelson, Turner's Senior Vice President and Managing Director for Southeast Asia Pacific and North Asia, said: "We're really pleased to have Awantika onboard in this key position as we continue to make significant investments in our Kids and Entertainment portfolio. With her previous experience and extensive industry relationships, I am confident she will help us build upon our success in the Southeast Asia region."

In this new role, Ms. Sood is responsible for local and regional advertising sales revenues for leading television and digital entertainment properties such as Cartoon Network, Boomerang, Toonami, WarnerTV, Oh!K and truTV. A significant part of her remit is to implement "beyond-ratings" initiatives, as well as exploring branded-entertainment opportunities for multiple platforms.

She will also spearhead Turner's advertising sales strategy, driving regional revenue growth by developing new client accounts and digital expansion in important markets including Singapore, Malaysia, Indonesia and the Philippines.

Ms. Sood's appointment is effective immediately and she will be based at Turner's office in Singapore. Most recently, she managed ad sales for TV and digital platforms at BBC Advertising. Ms. Sood has previously held sales and marketing positions at Fox International Channels in Singapore, and Star TV in both Singapore and India.

-Ends-

About Turner Broadcasting System Asia Pacific

Turner Broadcasting System Asia Pacific, Inc. creates and distributes award-winning brands throughout Asia Pacific. Turner runs 45 channels in 13 languages in 38 countries throughout the region, including CNN International, CNNj, CNN, HLN, Cartoon Network, Adult Swim, Cartoonito, Boomerang, POGO, Toonami, WarnerTV, Oh!K, TCM 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 Broadcasting System Asia Pacific, Inc. is a Time Warner company.

Media enquiries:

Gregory Ho gregory.ho@turner.com +852 3128-3536 /

James Moore james.moore@turner.com +852 3128-3720