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# Turner Rebrands Boomerang Globally

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### The Network for Kids and Families Will Begin Its Rollout Fall 2014

#### Refreshed Network Content to Include Iconic, Beloved Cartoons Plus Acquired Regional/Local Animated Favorites

#### Latin America Network Debuted Sept. 29; Australian Network Kicks Off Nov. 3; U.S., EMEA and APAC Networks to Premiere in 2015

Turner Broadcasting announced today that its second flagship kids brand, Boomerang, is being re-launched as a global all-animation, youth-targeted network, repositioned with a line-up of timeless and contemporary cartoons programmed for family co-viewing. The announcement was jointly made by Gerhard Zeiler, president, Turner Broadcasting System International Inc., and Christina Miller, president and general manager, Cartoon Network, Adult Swim and Boomerang (U.S.).

Drawing upon the vast resources of the world's largest animation library—consisting of Warner Bros., Hanna-Barbera, Cartoon Network and MGM studios television and theatrical shorts, series and specials—Boomerang's on-air schedule will be anchored by such timeless favorites as *Tom and Jerry*, *Looney Tunes*, *The Powerpuff Girls* and *Scooby-Doo*. Along with a slate of newly-acquired contemporary series produced by studios around the world, Boomerang will also introduce a refreshed on-air environment and for the first time offer exclusive original content on the network across its 13 international feeds.

As announced earlier in the year, Boomerang will also be officially offered for ad sales and promotional opportunities in the United States. The official roll-out began in Latin America on Sept. 29 and will continue with Australia on Nov. 3 and all additional territories in 2015.

"The re-launch of Boomerang as a second flagship channel is a testament to its global appeal," said Zeiler. "We are extremely proud to see this channel move into its next incarnation - with a look and feel that conveys its quality and contemporary position. This represents a further step in our strategy to build on the success of our international kid's network."

"Boomerang has always been a timeless favorite with multi-generational appeal," said Miller. "We see this as a unique opportunity to not only redefine the family co-viewing experience, but to grow and leverage our overall global kids portfolio and position it across all platforms in conjunction with Cartoon Network."

Beyond its on-air presence in more than 250 million homes, Boomerang also will be supported with refreshed digital and mobile platforms, including a newly refaced website that features exclusive activities, games and content to provide a full immersion experience for all visitors. Younger fans will be able to enjoy age-appropriate free games showcasing their favorite characters, while older users can learn more about their favorite characters and series.

In the U.S. 2013 Harris Poll, Boomerang was voted the most beloved network by parents and in September of this year, Nielsen Media Research officially began reporting Boomerang's ratings and delivery performance among all U.S. basic cable networks. Initial results have immediately established Boomerang's appeal among co-viewing audiences.

#### **ABOUT BOOMERANG:**

Launched in the U.S. on April 1, 2000, Boomerang is a 24-hour, all-animation network for kids and families dedicated to showcasing both timeless cartoons from the Warner Bros., Hanna-Barbera, MGM and Cartoon Network libraries, as well as exclusive acquisitions and original productions from around the globe. Aligned across 13 international feeds, Boomerang is part of Turner Broadcasting System, Inc.'s portfolio of entertainment television destinations.

#### **ABOUT CARTOON NETWORK:**

Cartoon Network (CartoonNetwork.com) is regularly the #1 U.S. television network in prime among boys 6-11 & 9-14. Currently seen in 98 million U.S. homes and 194 countries around the world, Cartoon Network is Turner Broadcasting System, Inc.'s ad-supported cable service available in HD offering the best in original, acquired and classic entertainment for kids and families. In addition to Emmy-winning original programming and industry-leading digital apps and online games, Cartoon Network embraces key social issues affecting families with solution-oriented initiatives such as *Stop Bullying: Speak Up* and the *Move It Movement*. Turner Broadcasting System, Inc., a Time Warner company, creates and programs branded news, entertainment, animation and young adult media environments on television and other platforms for consumers around the world.



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