
Anything Goes as Cartoon Network Launches New Micro-Network

Thursday, October 9, 2014

Today, Cartoon Network becomes the first television brand to debut a micro-network specifically designed for the small screen. *Cartoon Network Anything* contains content exclusively created for portable mobile platforms, rapidly delivering entertainment in a totally new and fun way. The app is free and available for download now on the [App Store](#) and [Google Play](#).

Cartoon Network Anything is an ever-growing and ever-changing stream of content consisting of games, activities, trivia and video, each lasting an average of 10 to 15 seconds. After each piece of content, viewers can advance to the next piece by simply swiping their screens. The perpetually-updated stream of content is delivered randomly, providing entertainment that feels both immediate and infinite.

With the innovative [Watch Cartoon Network](#) app and the responsive video page on [CartoonNetwork.com](#), Cartoon Network Digital has proven its dedication to delivering the very best viewing experiences on every screen. *Cartoon Network Anything* is the next step in the network's mobile expansion, with a platform-specific strategy that provides content not currently seen anywhere else in the marketplace.

"We want our audience to have a holistic and unique experience that remains true to Cartoon Network's DNA on every device," said Chris Waldron, vice president, Cartoon Network Digital. "*Cartoon Network Anything* is a new kind of network - it's undeniably the Cartoon Network brand, but specifically tailored for the smallest screens."

Soon after launch, *Cartoon Network Anything* will premiere original IP from Cartoon Network Studios, giving an exciting first-look at new animated micro episodes created specifically for this experience. Fans will be able to save items to their favorites for future viewing, and the "like" functionality may also inform future development by gauging fan interest about a particular piece of content.

Cartoon Network will celebrate the launch of *Cartoon Network Anything* starting at 7:30 a.m. ET/PT on Monday, October 13th. Anything can happen on-air when regularly scheduled programs are tossed aside and viewers will be treated to hit comedies for the entire day, never knowing what will come next!

About Cartoon Network Digital:

Cartoon Network Digital oversees the management and production of content for the channel's official site, [CartoonNetwork.com](#), and all of the network's mobile properties. A top industry Web site, [CartoonNetwork.com](#) is the #1 kids' television network site and a Top 10 Domain with kids and boys 2-12 in the United States. [CartoonNetwork.com](#) features a roster of more than 250 free-to-play online games and the Game Creator franchise has generated more than 2.3 billion game plays and nearly 12 million custom games created by fans to date. As of December 2013, Cartoon Network's mobile apps charted more than 17 million downloads globally, and the *Beemo* app achieved #1 Top App status for both iPhone and iPad. The Cartoon Network Facebook page currently has 28 million fans, more than any other kids' television network.

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 97 million U.S. homes and 194 countries around the world, Cartoon Network is Turner Broadcasting System, Inc.'s ad-supported cable service now 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*.

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