

Turner Unites for Upfront 2015

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Turner Broadcasting Spotlights All Brands and All Screens with One Upfront this May

Adult Swim, Boomerang, Cartoon Network, CNN, HLN, TBS, TNT, truTV and Turner Sports Come Together for First-Ever Turner Upfront 2015



Turner Broadcasting System Inc. is coming to this year's Upfront market with the united strength of its powerhouse entertainment, kids, news and sports brands – a portfolio spanning television, digital and mobile platforms that reach approximately **80% of adults 18+ each month**. **Adult Swim, Boomerang, Cartoon Network, CNN, HLN, TBS, TNT, truTV** and **Turner Sports** are joining forces for a singular **Turner Upfront 2015** event, announced **Turner Broadcasting President David Levy** and **Turner Broadcasting Sales President Donna Speciale**. Turner Upfront 2015 will be held the morning of **Wednesday, May 13 at The Theater at Madison Square Garden**.

"As a global leader in content spanning all platforms, we look forward to sharing our diverse portfolio of leading brands with the industry like never before," said Levy. "In today's fragmented environment, advertisers and media companies continue to search for enhanced targeting and insights. Turner continues to invest in data and analytics that allows us to better understand our audiences, collaborate with partners and continually innovate across all platforms. When combined with our ongoing investment in premium content for our entertainment, news, sports and kids brands, the quality and scale of our portfolio will continue to thrive across multiple viewing windows."

"We are coming to market this spring with one Turner Upfront event and one unified vision," said Speciale. "Data and content are changing the very nature of marketing, and providing greater opportunity. Across Turner, we are creating the future of video advertising by combining the strengths of digital and television to help our clients excel. From more sophisticated audience targeting, to



breakthrough branded content, Turner continues to set the pace for the industry. Throughout it all - we are focused on driving results for our partners, and proving campaign effectiveness. We look forward to shining a spotlight on all of this during our event this May."

In addition to the main Upfront presentation at The Theater at Madison Square Garden, Adult Swim will once again host that week's always anticipated post-Upfront party that evening. Additional details, including musical performer, will be released at a later date.

About Turner Broadcasting Ad Sales

Turner Broadcasting Ad Sales monetizes the company's portfolio of leading news, sports, kids and entertainment properties through advertising and brand activations. Attracting a wide-scale audience of diverse consumers, the collection includes leading media brands CNN, HLN, TBS, TNT, truTV, Cartoon Network, Boomerang, Adult Swim, Bleacher Report and Turner Sports' high-profile coverage of the NBA, MLB, NCAA and PGA. In addition, the company has digital sales partnerships with Funny Or Die, the NBA, NASCAR, NCAA and PGA.

[Turner Broadcasting System, Inc.](#), a [Time Warner](#) company, creates and programs branded news; entertainment; kids and young adult; and sports media environments on television and other platforms for consumers around the world.

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