
TURNER'S BOOMERANG CHANNEL ARRIVES IN TAIWAN

Thursday, November 3, 2016

TAIPEI (NOVEMBER 3, 2016) - Boomerang, Turner's global kids' brand and companion channel to Cartoon Network, is now available in Taiwan for the first time.

With an additional 1.6 million subscribers across Kbro and Taiwan Mobile platforms, the agreement increases the channel's distribution in Asia Pacific to 32 million households since the channel's relaunch in late 2014.

From November 14, the all-animation network will have both Mandarin audio and traditional Chinese subtitles, boasting an impressive line-up of new series and movies programmed for both kids and their families.

In addition to the ever-popular *Tom and Jerry*, *Scooby-Doo* and *Looney Tunes*, new shows include *Bunnicula*, *Talking Tom* and the hilarious *Grizzly and the Lemmings* - the most-talked-about animated series at MIP Junior in Cannes last month. Other channel highlights in November feature new episodes of *My Little Pony: Friendship is Magic* and Sunday movies with *Barbie* and *Tom and Jerry*.

Phil Nelson, Turner's Managing Director for North and Southeast Asia Pacific, said: "To see Boomerang's country count and regional distribution maintain this kind of momentum is fantastic. Cartoon Network is already the No. 1 international Kids channel in Taiwan and Boomerang will complement it perfectly - providing viewers with the ultimate family-friendly destination for iconic cartoon franchises."

Boomerang is created for kids aged 4-9, as well as their families and caregivers. In addition to new and exclusive content from Warner Bros. Animation, international premium acquisitions include: *The Garfield Show*, *Pink Panther and Pals*, *Strawberry Shortcake*, *Mr. Bean: The Animated Series* and *Inspector Gadget*.

To complement the on-air offering regionally, *Boomerang Watch and Play* hosts both video and gaming content in a safe and fun app designed for tablets.

-Ends-

Take a peek at the "Caturday" block on Boomerang in Taiwan:

<https://vimeo.com/189909335>

And to embed the video, you can use this code:

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<iframe src="https://player.vimeo.com/video/189909335?byline=0&portrait=0" width="640" height="360" frameborder="0" webkitallowfullscreen mozallowfullscreen allowfullscreen></iframe>
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About Boomerang

Boomerang provides light-hearted and fun moments, showcasing a mixture of internationally



recognised comedy and fantasy series to more than 144 million households worldwide. Core programs includes Tom and Jerry, Mr. Bean, Scooby-Doo, The Garfield Show, My Little Pony and The Looney Tunes Show. A companion channel to Cartoon Network, Boomerang is a dynamic and quirky place where girls and boys can be inspired, laugh and play with the whole family. In Asia Pacific, Boomerang is owned and operated by Turner, a Time Warner company.

About Turner Asia Pacific

Turner Asia Pacific creates and distributes award-winning brands throughout the region, running 61 channels in 14 languages in 40 countries. These include CNN International, CNNj, CNN, HLN, Cartoon Network, Adult Swim, Boomerang, POGO, Toonami, World Heritage Channel, Warner TV, Oh!K, TCM Turner Classic Movies, truTV, MondoTV, TABI Channel, and HBO, HBO HD and WB in South Asia. Turner manages the business of Pay- and Free-TV-channels, as well as Internet-based services, and oversees commercial partnerships with various third-party media ventures; it teams with Warner Bros. and HBO to leverage Time Warner’s global reach. Turner Broadcasting System Asia Pacific, Inc. (“Turner Asia Pacific”) is a Time Warner company.