
BOOMERANG HITS 200 MILLION VIEWS IN JUST 6 MONTHS ON POPS WORLDWIDE PLATFORM IN VIETNAM

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Ho Chi Minh City, Vietnam – November 9, 2016 - In March 2016, POPS Worldwide created a historic partnership with Turner Asia Pacific to localize and distribute the kids' entertainment content of the Boomerang channel on Boomerang Vietnam and POPS Kids.

For the first time, Vietnamese children could easily enjoy the huge international entertaining content repository with lots of attractive and funny animated series of Boomerang with Vietnamese dubbed versions as Tom and Jerry Tales; The Tom and Jerry Show; Ben 10; The Powerpuff Girls; What's New, Scooby Doo?; Duck Dodgers and Baby Looney Tunes.

After three successful phases of airing, Boomerang series are now loved by millions of Vietnamese families. The average number of views for each episode of Scooby-Doo, The Powerpuff Girls, Ben 10 and Tom and Jerry are all between hundred thousand and a million, with many shares and positive comments from kids and parents as well.

This has brought the initial success in the partnership between POPS Worldwide and Turner just after 6 months, Boomerang animated series have reached 200 million views with more than 23 million hours of viewing enjoyment – a spectacular number for kids' digital entertainment content in Vietnam market at this time.

Over the next few months, the next phase of Boomerang's catalog will come online with the featured and diversified content from many series such as Dexter's Laboratory, Mike, Lu, and Og, Life and Times of Juniper Lee, and Chowder. And of course, the same high-quality dubbed versions that Vietnamese digital audiences have come to expect will be launched.

Sharing about the success between POPS Worldwide and Turner, Ms. Esther Nguyen, Founder and CEO of POPS Worldwide said: "We are very happy that the localized Boomerang entertainment is so well received. This gives us further motivation to work hard to bring more iconic premium entertainment to our POPS Kids and Boomerang Vietnam fans."

About POPS Kids

Established at the beginning of 2014, POPS Kids is Vietnam's safe, kids-friendly daily destination for premium kids entertainment from ages 3 – 6 almost 1 billion views and over 700,000 subscribers. Now, POPS Kids is proud to present many new and diversified content partners such as some outstanding kids programs from UUUM – Japan's leading multi-channel network in Japan, the #1 hits kids sing-a-long series Mam Choi La, and the animated blockbusters of Boomerang.

- POPS Kids on YouTube: www.youtube.com/popskids
- POPS Kids on Facebook: www.facebook.com/pops.kids
- POPS Kids on Daily Motion: www.dailymotion.com/popskids

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.