
Cartoon Network's The Powerpuff Girls Gains Momentum Across EMEA

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- Toy Range from Global Partner Spin Master Rolling-Out
- New Free-To-Air Broadcast Deals Signed in the UK, France and Germany

London & Nuremberg – 31st January 2017 – Leading up to the opening of Spielwarenmesse 2017 (1st-6th February), Cartoon Network EMEA today unveils exciting developments for its brand-new series of The Powerpuff Girls. With the brand's popularity rapidly accelerating, Cartoon Network is now rolling-out the toy range at leading EMEA retailers and also boosting broadcast exposure through the signing of new free-to-air deals.

Turner's Cartoon Network launched the brand-new series of The Powerpuff Girls (40 x 11 minutes) worldwide last April and now the first wave of product has begun hitting shelves across EMEA. The merchandise roll-out is being spearheaded by the global master toy range from Spin Master with fashion, accessories, gifting, homewares, personal care, FMCG and back-to-school products following soon.

In the UAE, where Cartoon Network Arabic is free-to-air, the toy range including playsets and plush launched exclusively at Toy Store last November following its debut at the Cartoon Network Zone in IMG Worlds of Adventure in October 2016. While in the UK, 21st January saw the toys launch at Argos through its catalogue and online, and The Entertainer also introduced the range into stores and online on 26th January. In Spain, where the show is free-to-air on Turner's Boing channel, February 2017 will see the toys debut at nationwide retail chains Carrefour, Alcampo, and Eroski, in addition to specialist retailers El Corte Inglés and Toys "R" Us, independent retailers Juguetos, Toy Planet, Mapa, Dimasa, Poly and more.

"With its credibility and heritage already firmly established with mums and millennials, The Powerpuff Girls is perfectly positioned to capitalise on the current 'Girl Power' trend that is taking the toy industry by storm" comments Johanne Broadfield, VP, Cartoon Network Enterprises EMEA. "We're delighted to see retailers across the region share our enthusiasm and passion for the property – through shelf space allocation, as well as comprehensive marketing support. The Powerpuff Girls is well on its way to becoming top of mind with girls in all our key markets!"

Broadcast exposure for The Powerpuff Girls is being significantly boosted following the signing of new free-to-air deals too. In EMEA, last November saw the show debut on CITV in the UK - becoming the #1 commercial show for girls aged 4-9 in Q4 2016 – and in March, The Powerpuff Girls will also launch on Gulli in France and on Disney Channel in Germany. Added to this, in Italy the show is already free-to-air on Boing (a joint venture between Turner and Mediaset) where it has become the most viewed show of all kids' channels in its prime-time slot. Additional FTA broadcast deals will be announced shortly.

Broadfield adds, "We're ensuring girls across EMEA can join Blossom, Bubbles and Buttercup on their action-packed quests to save the world, thanks to these significant free-to-air broadcast deals and our digital plans. Added to that, we're building the buzz even further through multiplatform engagement initiatives, a stunning cinema campaign and other marketing and retail activations right across the region."

The popularity of The Powerpuff Girls is soaring across EMEA with 38 million individuals tuning in since

launch. In December 2016, the show also reached an impressive one in two kids in South Africa, Spain, Romania and Portugal and one in three kids in Hungary, Denmark, Sweden, Poland and United Arab Emirates.

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About Cartoon Network EMEA

Turner's Cartoon Network is a universally appealing boy focused, girl inclusive channel driven by its exciting slate of surprising comedy and adventure. The programming line-up explores the relatable themes of humour, friendship, imagination, action and adventure. Cartoon Network targets boys and girls aged 6-12 and aims to champion kids being themselves through its rich mix of entertaining and globally successful content. The programming slate includes leading comedy animations The Amazing World of Gumball, Adventure Time, Regular Show, Clarence, Steven Universe and Uncle Grandpa and action-adventure shows, The Powerpuff Girls, Ben 10 and Teen Titans Go!