

Gary Frenkel joins TBS & TNT as head of digital products and operations

Thursday, July 6, 2017



Gary Frenkel Joins Turner's TBS & TNT as Head of Digital Products and Operations

Gary Frenkel has joined **Turner's TBS & TNT** to serve as the networks' **head of digital products and operations**. In this newly created role, he will oversee TBS & TNT's product development strategies, as well as the day-to-day management and publishing of TV Everywhere apps and websites. He will also be responsible for further executing and building on the network's robust product roadmap; creating new innovations that will drive engagement and increase revenue and brand equity; and ultimately delivering best-in-class experiences for consumers and advertisers alike. Based in Los Angeles, Frenkel will report to **Karina Kogan**, who joined TBS & TNT in January as **senior vice president of digital media and products**.



"Gary is one of the most agile product development executives in the business," said Kogan. "His ability to move between product strategy and nuanced technology challenges is a rare skill that will be invaluable as TBS & TNT continue to accelerate their investment in innovative consumer technology and execute on a robust TV Everywhere strategy."

Over the past few months, Frenkel has been consulting on TBS & TNT's recent mobile and digital upgrades, which include top-to-bottom redesigns of the networks' streaming apps and websites; expansion to Roku, Chromecast and other platforms; and such fresh innovations as "instant on" access, pre-login "freeviews" and the ability to cast content seamlessly without the need for a special app or plug-in.

Prior to advising TBS & TNT, Frenkel served as senior vice president of digital products and technology at Participant Media. During his five-year tenure, he led Participant's software development efforts in support of films, TV shows and TakePart.com, which generated 10 million visits per month. He oversaw product management, software engineering, user experience, design, analytics, and customer support. In addition, he created patent-pending lead generation technology that seamlessly connects digital content to advocacy campaigns in support of over 150 leading nonprofits.

Prior to Participant Media, Frenkel spent five years at Fox Interactive Media (FIM), where he rose from director of production (working on FoxSports.com) to senior vice president of products and technology.

During his time there, FIM built what was then the world's largest display advertising network, serving billions of ads daily across 800 publishers with personalized targeting.

Frenkel's other past positions include serving as executive producer of College Sports Television's digital properties, where he launched the first NCAA March Madness subscription video product. And from 2000-2003, Frenkel consulted with dozens of companies on their digital strategy, including HBO, Sony, *The New York Times*, Starwood Hotels, and the American Museum of Natural History.

Frenkel began his digital career with the San Francisco Giants, where he created and managed the team's website for five seasons. Originally from New York City, he graduated from Oberlin College.

Hi-res photo: <https://www.turner.com/pressroom/united-states/turner-corporate-us>

About TBS & TNT

TBS is television's #1 comedy network and home to six of the most popular and critically acclaimed new comedy series on cable - [Angie Tribeca](#), [The Detour](#), [Full Frontal with Samantha Bee](#), [People of Earth](#), [Search Party](#) and [Wrecked](#) - as well as the animated hit [American Dad!](#) Upcoming comedies include *The Guest Book*, *The Last O.G.*, *Close Enough*, *The Cops*, *Tarantula* and *Final Space*. TBS also presents late-night comedy in the form of [CONAN](#), starring Conan O'Brien, and [Full Frontal with Samantha Bee](#), and will soon launch a late-night block from Super Deluxe. TBS's slate of unscripted series includes the upcoming competition series *Drop the Mic* and *The Joker's Wild*. In addition, the TBS lineup includes popular comedy hits like [Family Guy](#), [The Cleveland Show](#), [Bob's Burgers](#), [The Big Bang Theory](#), [New Girl](#) and [2 Broke Girls](#); blockbuster movies; and live coverage of Major League Baseball's regular and post-season play, the NCAA Division I Men's Basketball Championship and ELEAGUE, Turner's eSports gaming league.

TNT is basic cable's #1 network in primetime with young adults and is home to one of cable's most popular slates of original series, including [Claws](#), [Animal Kingdom](#), [Good Behavior](#), [The Last Ship](#), [Major Crimes](#), [The Librarians](#) and the upcoming [Will](#), [The Alienist](#) and more. TNT's premium non-fiction series include the upcoming *Michael Moore Live from the Apocalypse* and *Who Run the World?*, from Refinery29 and executive producers Sarah Jessica Parker & Morgan Spurlock. TNT also presents popular shows like [Arrow](#), [Supernatural](#), [Bones](#) and [Castle](#); primetime specials, such as the *Screen Actors Guild Awards*® and the *iHeartRadio Music Awards*; and championship sports coverage, including the NBA and the NCAA Division I Men's Basketball Championship.

TBS & TNT are divisions of **Turner**, a **Time Warner** company. Turner is a global entertainment, sports and news company that creates premium content and delivers exceptional experiences to fans whenever and wherever they consume content. These efforts are fueled by data-driven insights and industry-leading technology. Turner owns and operates some of the most valuable brands in the world, including [Adult Swim](#), [Bleacher Report](#), [Boomerang](#), [Cartoon Network](#), [CNN](#), [ELEAGUE](#), [FilmStruck](#), [Great Big Story](#), [HLN](#), [iStreamPlanet](#), [Super Deluxe](#), [TBS](#), [Turner Classic Movies \(TCM\)](#), [TNT](#), [truTV](#) and [Turner Sports](#).

Publicity Contact

Marie Moore

818.729.7336

marie.moore@turner.com

