
CODING A BRIGHTER FUTURE FOR ASIA

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- Turner's Cartoon Network launches initiative to encourage kids programming -

HONG KONG (July 12, 2017) - Turner Asia Pacific today announced the launch of its “Code the Future with Cartoon Network” program where students learn the basics of computer programming in a fun and interactive way.

With a Philippines-first launch, the scheme is part of a broader, regional campaign to introduce coding to school children in Asia. It includes an in-school adventure camp, a young ambassador initiative and a website packed with coding tutorials, videos and concepts from Cartoon Network, a brand known for its ability to connect with kids and fans across multiple touchpoints.

The campaign uses a free programming language and online community that provides easy access for anyone who wants to create and share interactive stories, games and animation. Its launch comes at a time when this technical life skill gains importance in schools that are increasingly emphasizing Science, Technology, Engineering, the Arts and Mathematics (also known as STEAM).

“Coding is where tech, engineering and the arts all converge, and has become vitally important for this current generation of plurals,” explains Vishal Dembla, Turner’s Southeast Asia General Manager. “Through this initiative, Cartoon Network will equip children – via a hugely fun and colorful method of instruction – with an essential tool that can open up many doors.”

To kick off, the three-month Code the Future workshops starts in July at 10 different Metro Manila schools. There kids aged 8-10 will learn the fundamentals of coding from Cartoon Network’s shows Ben 10, Adventure Time, The Powerpuff Girls and We Bare Bears. Students will come away with an understanding of planes of movement, conditional thinking, and how to create animated sprites and characters.

Turner has also enlisted the help of two young and talented Filipino coders to take part in the campaign and Code the Future. Nico Jorge is passionate about creating and playing games, while Faith Khoo develops games for school projects, and both are motivated to help the community by teaching kids how to code.

Turner’s New Generations 2017 survey revealed that 57% of Manila-based kids aged 4-14 learnt coding in schools with 87% of them enjoying the subject. Cartoon Network dominates the kids space in the Philippines, hosting regular branded events, developing games and apps for local fans, and continues to be the leading international kids channel on TV.*

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** Data Sources: Turner’s New Generations Survey 2017 – Philippines. Kantar Media (Philippines), Year to Date 2017; Local Kids Targets; Ranking among Kids Channels.*

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About Cartoon Network Philippines

Cartoon Network is the leading kids’ brand in the Philippines. Its dedicated Philippine channel offers the



best in original animated comedies including the multi-award-winning global hits Ben 10, The Powerpuff Girls, We Bare Bears, Mighty Magiswords, The Amazing World of Gumball and Adventure Time. Cartoon Network is available in 29 countries throughout Asia Pacific and is currently seen in more than 135 million pay-TV homes. Online, Cartoon Network reaches millions more via its websites and apps including Cartoon Network Watch and Play and Cartoon Network Anything. In Asia Pacific, Cartoon Network is created and distributed 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 42 countries. These include CNN International, CNNj, CNN, HLN, Cartoon Network, Adult Swim, Boomerang, POGO, Toonami, Warner TV, Oh!K, TNT, 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.