
Turner EMEA Appoints Pierre Branco to Lead MENAT Operation

Tuesday, February 5, 2019

Branco retains Northern Europe remit while assuming oversight of all MENAT markets

Turner EMEA today announces a significant internal promotion with the appointment of Pierre Branco to the role of SVP & GM, Northern Europe and MENAT, in an expansion of Branco's remit to include the Middle East, Northern Africa, Turkey and Cyprus businesses.

Branco, who is currently SVP & GM for Northern Europe, will take on Turner's MENAT business at a period of rapid change at the company. He will continue to report directly to Turner EMEA President, Giorgio Stock, and is a member of his EMEA executive leadership team.

The addition of MENAT to Branco's role is indicative of the wealth of expertise he is able to apply to highly differentiated markets. Since assuming the Northern Europe remit in July 2017, his mix of leadership skills and business acumen have led to transformative results such as the reinvigoration of Cartoon Network, now the UK's #1 pay TV kids channel, the launch of Toonix, Turner's first SVOD kids OTT service in the Nordic region, and the flagship deal with Channel 4 to launch and build Adult Swim in the UK. In previous roles at Turner he oversaw its business in France and Africa, with both markets delivering record commercial and ratings performances under his leadership.

Stock says: "Pierre's ability to bring fresh impetus and new thinking to our business has been proven across hugely diverse markets. Together with our talented regional management team, he will now help further our vision for Turner in MENAT to deliver outstanding branded destinations to our fans across the region."

Branco's focus will be on maximising all-platform growth opportunities for the MENAT brand portfolio and taking Turner's local content strategy there to the next level, through harnessing the expertise and knowledge of the senior management teams based in Dubai and Istanbul.

The MENAT portfolio comprises Cartoon Network and Boomerang English, Turkish and Arabic services, TCM and the distribution of CNNI. The Middle East and Turkey portfolio grew its overall share year on year, especially among kids, while also exponentially driving its digital growth.

Branco officially takes up his expanded remit on 1st April 2019.

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About Pierre Branco

Branco has been with Turner since 2006, most recently as SVP & GM for Northern Europe; overseeing the kids and general entertainment portfolio in the UK, Nordic and Baltics comprising the Cartoon Network, Boomerang, Cartoonito, TCM and TNT brands, the Toonix kids OTT service, and the distribution of CNNI, identifying new areas for driving revenues and profits, overseeing P&L and ensuring consistency and strategy for the region. Prior to this, he was Vice President and General Manager, France Portugal, Africa and Israel, where he oversaw a 12-channel portfolio in three different languages, including editorial and creative strategy, programming and acquisitions, marketing, production and digital functions.

He holds two Master's degrees in Political Sciences (Institut d'Etudes Politiques de Paris) and Media Management (Université de la Sorbonne, Paris) and a Bachelor in Contemporary History (Université de la Sorbonne, Paris).

He is fluent in English, French, Spanish and Portuguese.

About Turner International

Turner International is an entertainment, sports and news company that creates premium content and delivers exceptional experiences to fans whenever and wherever they consume content. It operates versions of core Turner brands, including CNN, TNT, Cartoon Network, Boomerang and TCM Turner Classic Movies, as well as country- and region-specific networks and businesses in Latin America, Europe, the Middle East, Africa and Asia Pacific. It 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 WarnerMedia's global reach. Turner International operates 178 channels showcasing 47 brands in 34 languages in over 200 countries. Turner International is a WarnerMedia company.