

**STAND E040**

Turner CN Enterprises (TCNE)  
[www.turnercnenterprises.com](http://www.turnercnenterprises.com)



Turner CN Enterprises is the EMEA licensing and merchandise division of Turner Broadcasting, responsible for consumer products, events, DVD, mobile, digital sales and brand licensing. We are experts in building leading consumer product franchises through investment in original content and by working with third parties on exciting brands that are perfect for licensing. We

are now developing our portfolio and moving into new genres and reaching new brand audiences.

So, building on the success of our boy brands, we have added a range of properties to our slate targeting pre-schoolers, girls, kids, teens and adults.



### Pre-School

Working with major partners such as Endomol, creators of Bananas in Pyjamas, and Vodka Capital, creators of Jelly Jamm, TCNE is entering the pre-school sector with exciting new properties for licensing. The pre-school sector has been earmarked as a key growth area for the business, driven by content acquisitions and the launch of its designated pre-school broadcast platform, Cartoonito.



### Girls

Targeting 4-9 year olds, TCNE has entered the girls market with Spin Master's toy property, Zoobles that is on course to take Europe by storm. Puppy in my Pocket is also available at Brand Licensing Europe within this category and TCNE is now working with select partners and developing licensing programmes that will become 'must-own' items for girls.

### Kids

TCNE is presenting innovative new properties available for kids aged 6-12 years. Through an emphasis on comedy with Cartoon POP and Adventure Time, to online adventure with Toonix, TCNE satisfies every discerning kid's need for great storylines and interactive content that's fun and makes them laugh out loud!



### Teens/Adults

TCNE has expanded beyond its core kids portfolio to provide engaging brands for teens and adults. Using its original properties and heritage brands under the CN Originals umbrella, as well as global channel identities such as CNN, Turner is now targeting an older demographic with programmes driven by fresh, trend driven graphics to create unique brand partnerships,



### Boys

TCNE continues to dominate the boys market with strong properties such as the No. 1 boys brand Ben 10 and phenomenally successful Bakugan. An impressive list of terrestrial partners coupled with its own digital and satellite TV platforms ensure sustained exposure of TCNE's boys' brands across EMEA. Award-winning licensing and merchandising programmes, have brought TCNE's boys brands to life at retail with 'best-in-class' partners on board covering all product categories. From the creators of Ben 10, TCNE's latest property Generator Rex, which is currently airing on Cartoon Network across EMEA, is packed with action, adventure and excitement and already creating waves with over 70 licensees currently onboard! including global partners Mattel, Activision and MEGA Brands.