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PABLO ZUCCARINO TAKES OVER THE CHILD BRANDS OF TURNER

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Turner Latin America announced that Pablo Zuccarino has been designated as Senior VP and CEO of Cartoon Networks and Tooncast for Latin America.

In his new role, Zuccarino will report to Whit Richardson, president of Turner Latin America and person in charge of all the aspects concerning children brand of Turner in the region, including programming, digital strategies, marketing, business and operations, through its multiple platforms.

“Pablo Zuccarino has played a fundamental role in the sector of children’s channels since he was incorporated in Turner in 2004”, said Richardson. “He understood the importance of placing the fans first, even before we started talking about it, and this approach has played a key role in our success”.

The executive has established his importance in the children’s brands of Turner with a successful multiplatform strategy aimed to the fans. According to the company, under his management, Cartoon Network ranked in 2017 as the number one cable signal for the children and general audience with cable of Latin America, for four consecutive years.

Turner Latin America also highlights that Zuccarino has made the brand evolve beyond the television screen, spreading out one strategy of digital contents that responds efficiently the needs of the fans, developing new products such as the streaming service CN YA and generating new business opportunities.

In his 25th anniversary, Cartoon Network highlights his platform experience that includes a mobile offer and native contents such as Otra semana en Cartoon, Cartoon Anything and Toontubers for YouTube channels, where the brand surpasses the four millions of subscribers in the channels in Spanish and Portuguese, with more than 150 millions of views per month.

Turner Latin America also stands that the Brand was consolidated in the production of original local contents in the principal markets of the region, discovering new talents, strengthening its relations with the principal actors in the space and giving support to the animation industry of the region.

Zuccarino joined Turner in 2004 as part of the digital team of Cartoon Network. Later, he integrated the area of contents and became Manager of children's channels of Turner Latin America. With this designation, Zuccarino succeeds Barry Koch, who left the company in 2017 after leading the operation for more than 15 years.