



The channel with cartoon stars

### **MARKET OVERVIEW:**

Boomerang broadcasts programmes to children in France and Belgium. The channel was launched on 23 April 2003. The channel is owned by Turner Broadcasting System France. It specializes in classic and contemporary animated programming from Time Warner's archival history, including Looney Tunes, Tom and Jerry, and Scooby-Doo, along with repeats of in-production series on its sister and another Turner-owned channel, Cartoon Network including Sonic Boom, Pokémon, and Teen Titans Go!

**1<sup>st</sup> channel on 4-14 yo viewers**

**3.6 M monthly viewers**

### **PROFILE:**

*Current programming:*

- *Baby Looney Tunes*
- *TropCool Scooby-Doo!*
- *Bunnicula*
- *Garfield & Cie*
- *Looney Tunes*
- *Looney Tunes Show*
- *Mr. Bean*
- *Mr. Bean: The Animated Series*
- *The Pink Panther Show*
- *Pink Panther and Pals*
- *Grizzly and the Lemmings*
- *Tom and Jerry*
- *Tom and Jerry Tales*
- *Tom and Jerry Show*
- *Bugs!*

### **ADVERTISING RATES 2018:**

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### **TECHNICAL SPECIFICATIONS:**

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### **CREATIVE DEADLINE:**

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