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# Turner and Warner Bros. Name Sundance Feniger Vice President and General Manager of New Boomerang Streaming Service

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Thursday, April 20, 2017

**Time Warner's Turner and Warner Bros.** announced today that Sundance Feniger has been named vice president and general manager of Boomerang, the newly launched premium video subscription service that offers the best in timeless and original animation to kids, families and cartoon lovers of all ages. The new Boomerang service, a joint venture from Turner and Warner Bros. Digital Networks Group, is another step for Turner and Warner Bros. direct to consumer business and the first product focused on family, kids and animation



In this newly created role, Feniger leads the overall Boomerang streaming business across all functions and partners with DramaFever on technology. He will report jointly to both companies.

“Sundance has a passion for kids content and animation. He also has the technical and data background to understand the underlying business,” said Turner and Warner Bros. “His knowledge and experience in developing great product will help Boomerang win in this competitive space.”

Boomerang premium subscription service launched April 11, 2017 with the massive Hanna-Barbera, Looney Tunes and MGM animation library of more than 5,000 titles, timeless franchises including *Scooby-Doo*, *Tom & Jerry*, *Bugs Bunny*, *The Jetsons*, and *The Flintstones*, plus Boomerang original exclusives such as *Dorothy and the Wizard of Oz* and *Wacky Races*.

Prior to joining Boomerang, Feniger was senior director of product strategy and development at Nickelodeon where he developed the strategy and managed premium product for Viacom's first mobile subscription video-on-demand service, NOGGIN. He also held multiple leadership positions with the Nickelodeon Games Group, leading monetization operations, premium product management and partnerships for all virtual world and MMO games. Feniger earned his Bachelor of Arts degree in Economics from Cornell University.

**To learn more about the new Boomerang video subscription service, go to [www.Boomerang.com](http://www.Boomerang.com).**

### **About Boomerang**

Boomerang was originally launched in the U.S. on April 1, 2000 as a television network and now is seen in over 144 million homes worldwide. Boomerang is Turner's global 24-hour, all-animation network for kids and families dedicated to showcasing both timeless cartoons from the Cartoon Network, Warner Bros., Hanna-Barbera and MGM libraries, as well as exclusive acquisitions and original productions from around the world.

### **About Turner**

**Turner**, a Time Warner company, creates and programs branded news, entertainment, animation and young adult media environments on television and other platforms for consumers around the world. Turner brands and businesses include CNN/U.S., HLN, CNN International and CNN.com, TBS, TNT, TCM, truTV, Cartoon Network, Boomerang, Adult Swim, Turner Sports, Bleacher Report, iStreamPlanet, FilmStruck and ELEAGUE.

About Warner Bros. Digital Networks Group:

Warner Bros. Digital Networks Group is responsible for creating and building the Studio's digital and OTT video services, producing digital native content and growing Warner Bros.' direct-to-consumer capabilities by expanding Warner Bros.' footprint by launching new offerings, growing current company-owned services and making strategic alliances. As part of Time Warner's overall growth in direct-to-consumer offerings, WBDNG works closely with sister divisions Turner and HBO. WBDNG's portfolio includes Boomerang (a partnership with Turner), DramaFever, Machinima, Warner Archive, Stage 13, Uninterrupted (a partnership with LeBron James and Maverick Carter), Ellen Digital Ventures (a partnership with Ellen DeGeneres) and a number of other services to be announced in the coming months.

### **Connect with Boomerang**

**Facebook:**

<https://www.facebook.com/BoomerangToons/>

**Twitter:**

<https://twitter.com/BoomerangToons>

**Instagram:**

<https://www.instagram.com/BoomerangToons/>

**YouTube:**

<https://www.youtube.com/c/Boomerang>

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