

## Gerhard Zeiler appointed president, Turner Broadcasting System International

ATLANTA, US: International television executive Gerhard Zeiler will join Turner Broadcasting System, Inc as president of Turner Broadcasting System International, the company's global portfolio of branded television networks and related businesses.



The appointment was announced by Phil Kent, chairman and CEO of TBS, Inc. Presently CEO of RTL Group, a division of Bertelsmann AG and Europe's largest television production and broadcast company, Zeiler will lead the international division's continuing effort to strengthen its established interests and develop new business.

"Gerhard's programming success; entrepreneurial experience within a big company; ability to run multiple lines of business; deep understanding of the digital landscape and opportunity; relationships across the media landscape; and passion for the television business combine in a great international partner for me, an exciting leader for the division and a strong addition to our executive committee and the company overall. We all look forward to working with him to extend our core brands, target and develop new markets and build scale around the world," said Kent.

"This move is an opportunity to help grow some of the most valuable media brands in the world and develop new businesses alongside people I admire, like Phil and colleagues across Time Warner I have known and worked with over the years. This is an exciting time for our industry and for Turner Broadcasting, and I believe in our ability to lead and succeed," said Zeiler.

As president of Turner Broadcasting System International, Zeiler will have executive oversight for all entertainment and kids networks and media services offered outside of North America; the distribution and commercial operations of CNN's international services; all of Turner Broadcasting's international joint ventures; and all licensing and merchandising activity. Zeiler, who will report to Kent, will lead a division of 3800 across Europe, Asia-Pacific and Latin America.

Zeiler most recently was CEO of RTL Group, a position he assumed in March 2003, and was a member of the executive board of Bertelsmann AG.