



NEW PRESCHOOL BLOCK “CARTOONITO” LAUNCHES ON CARTOON NETWORK ACROSS S.E. ASIA, KOREA & JAPAN

Thomas and Friends, Lucas the Spider, Dino Ranch, Monchhichi and Esme & Roy, and more preschool staples lead new, modern programming slate



VIDEO: <https://youtu.be/llqPTZfAoTg>

IMAGES [here](#)

SINGAPORE, March 28, 2022 – Cartoonito, WarnerMedia’s preschool brand, has made its Asian debut. The brand, launched as a dedicated morning programming block on Cartoon Network in Japan on March 1 and in Southeast Asia and Korea today (March 28). It offers a modern approach to preschool programming, built to support each child’s unique potential with its educational framework called “Humancentric Learning”.

Tentpole shows in Southeast Asia and Korea include *Lucas the Spider*, *Dino Ranch*, *Monchhichi* and *Esme & Roy*. These sit alongside a growing slate of new and library series in a line-up that celebrates individuality and originality, while championing creativity, compassion and inclusion. These shows will also sit in a dedicated Cartoonito programming rail on the regional streaming service HBO GO in Southeast Asia, Hong Kong and Taiwan. A launch event is scheduled in Singapore in April.

In Japan, the line-up includes *Thomas and Friends*, *Pingu*, and *Dorothy and the Wizard of Oz*. Celebrity singer Kaela Kimura sings the theme song during the daily block. Cartoonito will launch in Australia and New Zealand in early July, and in South Asia later in the year.

Leslie Lee, Head of Kids for WarnerMedia in Asia Pacific, said: “When we introduced Cartoon Network’s new brand promise ‘Redraw Your World’ earlier this year, the channel shifted to become more inclusive to boys and girls. Now with Cartoonito, our demos are even wider – creating a safe environment for even younger children to enjoy every morning with their parents

and caregivers. While the content and on-air packaging are extremely appealing to youngsters, it is how the block is carefully curated and programmed which makes it stand out.”

All Cartoonito shows follow a curriculum designed by early childhood education expert Dr Laura Brown to support the four pillars of Humancentric Learning: Creativity, Caring, Curiosity and Courage. The brand aims to inspire kids to use their imagination, to learn from their mistakes and to treat others with empathy and respect.

For example, in CGI-animated, *Lucas the Spider* (Fresh TV in association with WexWorks Media with CAKE) curious jumping spider, Lucas, frequently demonstrates characteristics of all four pillars in his many adventures.

This follows the launch of Cartoonito in the US in September 2021 on Cartoon Network and HBO Max, and in EMEA in February 2022.

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