



BIOGRAPHY

Arthur Bastings

Arthur Bastings is **Executive Vice President and Managing Director** for Discovery Networks in Europe, Middle East & Africa (EMEA). Discovery, the world's number-one non-fiction media company, currently operates twelve channel brands throughout Continental Europe, Africa and the Middle East.

EMEA became a stand-alone business in 2004 with Bastings as its first GM. In the same year, he split EMEA into the six locally managed operations that exist today: Benelux, Central Europe, Emerging Markets, Germany, Nordic and Southern Europe. Under Bastings leadership, EMEA has become Discovery's fastest growing business with a reach across EMEA that has risen to over 199 million cumulative subscribers in 103 countries with programming customized into 24 languages. Most recently, he has launched such new channels as Discovery HD in the Netherlands, Scandinavia, Poland, Germany and Austria and the German free-to-air channel DMAX. He will oversee the launch Discovery Networks EMEA's 50th channel – Animal Planet Romania – in November, 2008.

In his role Bastings holds overall responsibility for Discovery's business in the region. He is focused on executing a growth strategy, leading the networks' revenue, branding, marketing and programming efforts.

Prior to joining Discovery Networks, Bastings was with Turner Broadcasting Systems Europe, where he held the post of Managing Director for Northern and Central Europe since 2001. Bastings was responsible for the management and continued growth of CNN, Cartoon Network and Turner Classic Movies, as well as managing Turner's holdings in German channels Viva and n-tv. Prior to this, he held the post of Senior Vice President, Strategy and Business Operations at MTV Asia, where he oversaw the localisation strategy of the MTV brand in various Asian markets and the launches of MTV Southeast Asia and MTV Korea.

Bastings, a Dutch National, holds B.A. in Business Administration from Nijenrode University, the Netherlands and a M.A in International Economics and European studies from SAIS/John Hopkins University, U.S.A.