



## Press Release

Paris, 13th September 2016

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### **Xilam steers international growth with debut at BLE 2016 and PR agency appointment**

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Xilam, the award-winning, Paris based children's and family entertainment production company, is heading to BLE for the first time next month and looking to build licensing programmes for two of its key properties – flagship CGI-animated slapstick comedy brand *Oggy & the Cockroaches* and new pre-school series, *Paprika*. In line with its strategy for driving international growth across consumer products and TV sales, a newly-established licensing division has been created and is led by Marie-Laure Marchand. The company has also appointed MI PR Global, a full-service PR agency with both broadcast and licensing expertise to strengthen its corporate profile.

Created by owner Marc du Pontavice more than twenty years ago, Xilam has a strong heritage in creating animated children's content that broadcasts globally on all the major kids' networks. Its flagship property *Oggy & the Cockroaches*, which is distributed in more than 160 countries and watched in 600 million homes, is currently in production of its fifth season, commissioned by both Gulli (France) and Cartoon Network (Asia, Africa and South America). Season 5 will broadcast in Autumn 2017 and followed by two further seasons, also commissioned by Gulli and Cartoon Network. Xilam's debut at BLE this autumn underpins the strategic decision to have a stronger and broader international consumer products offering in place, aligned with the new season premiere and building on its current success in France, Italy and Asia.

Another focus for Xilam at BLE is its new bright and colourful pre-school animated comedy series, *Paprika*, which offers unique storylines following the lives of adventurous twins, Olivia and Stan. The series, commissioned by France Télévisions and Disney Junior (EMEA), consists of 78 episodes (x7mins) that are currently in production and is an ideal property for licensing across both boys and girls' key categories.

Marc du Pontavice, CEO, Xilam comments: *"Xilam is renowned for creating high quality animated content for today's children as demonstrated by the breadth of our global footprint on all the major kids' networks. With Marie-Laure now on board to lead our licensing business, together with the new seasons of Oggy and our first pre-school series, Paprika, it is now the right time for us to raise our profile at BLE."*

Visitors to the BLE stand (E105) will get an exclusive look at first images and official first episodes for the new series throughout the show.

## **ENDS**

For further press information, please contact Kirsty Barr or Sophie Dalmedo at MI PR Global: +44 (0)1494 372130 or [firstname.lastname@miprglobal.co.uk](mailto:firstname.lastname@miprglobal.co.uk)

### About Xilam

Founded in 1999 by Marc du Pontavice, Xilam is a production company specializing in family-oriented, audiovisual and multimedia content. Xilam creates, produces and distributes cartoons, animated series and feature films for TV, the cinema and all cutting-edge technological and media platforms.

With a catalogue of 1500 episodes of internationally acclaimed programmes, Xilam currently employs more than 400 people, including 300 artists, operating from its four studios: Paris, Lyon, Angoulême and Hô-Chi-Minh City, Vietnam.

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