



Paris, 1<sup>st</sup> April 2016

**MIP TV 2016**

**Cannes Preview / Product News / Lagardère Active-Xilam / *OGGY AND THE COCKROACHES***

---

***OGGY AND THE COCKROACHES***  
**LAGARDERE ACTIVE AND XILAM STUDIO**  
**have signed an exclusive broadcasting agreement**

---

**Xilam Studio**, creator and producer of numerous world-famous animation series, and **Lagardère Active**, France's N°1 TV Group for kids, with Gulli, Canal J and TiJi, have just announced their exclusive broadcasting agreement in France for an internationally acclaimed show: *Oggy and the Cockroaches*.

Thus, Gulli reconnects with one of the most popular shows it has aired, one that contributed to the channel's successful launch, from 2005 to 2010. So much so, that in kids' minds, Gulli and Oggy were synonymous! Oggy gave the channel the chance to provide families with a truly powerful co-viewing experience!

With this new agreement, as of 2017, Lagardere Active acquires exclusive broadcasting rights in France for Gulli and Canal J: this applies to its kids and family channels, free and pay, and their Replay TV platforms, thus covering all seasons of the *Oggy and the Cockroaches* franchise, especially the upcoming Season 5 which consists of **234 x 7' episodes, in Ultra HD**. With this new production, **the entire series will count more than 500 episodes**, 350 of which will be in UHD.

**When *Oggy and the Cockroaches* was first broadcast in the United States on FOX TV, in 1998**, it quickly established itself as an amazing all-out success. Revisiting timeless burlesque references from the golden age of American cartoons, the series was wildly popular with kids

throughout the world. Its' success grew over a 20 year period, extending to all kinds of broadcasting supports. **Distributed in over 180 countries, watched in 600 million homes**, the series is also hugely popular on the net: **2 billion videos are viewed on YouTube each year, with 3 million fans on Facebook**, and on sites like **Instagram, Pinterest**, etc.

And of course, all these fans are eager to watch Season 5! Because, after trying to live a peaceful life at home in his comfy house (Season 1), after travelling the world (Season 2), and trying all sorts of odd jobs (Season 3) and after falling in love at last (Season 4), Oggy and those three ghastly cockroaches reveal new facets of their ferocious rivalry in history, **through the ages**. In this new season, Oggy will explore our civilisation's great epochs, from Pre-History, Greek Mythology, the Renaissance, to the Roaring Twenties etc., providing amazing encounters with legendary figures like Caesar, Leonardo da Vinci, the Cyclops or Napoleon – allowing kids to learn certain historical facts while having a good laugh! Oggy's epic battle against the Cockroaches continues... but this time, in period costumes! Season 5 brings us an improbable, fabulously slapstick collision between History and Comedy.

**And so -10 years after their first encounter - Gulli reconnects with Oggy, as passionately as ever!**

*"We are thrilled to announce the new version of 'Oggy and the Cockroaches', after the initial season's phenomenal success on Gulli, over ten years ago.*

*Children will soon discover an entirely new Season 5 – with more than 230 episodes!*

*This cult series marked the channel's history when it helped to make Gulli a success right from the start, back in 2005.*

*And now Oggy will return in 2017, better and brighter than ever before! His new adventures take him through the centuries, bouncing from one epoch to another with humour and resistance, as always!*

*Thanks to an Ultra HD production, Xilam's teams have succeeded in reviving this timeless series with exceptional technical quality and intense colours.*

*Children are impatiently waiting for this moment on our channel – and so are their parents!"*

**Caroline Cochaux,**

**Director for Lagardère Active's France & International TV Pole**

"Xilam is particularly pleased about this agreement with Gulli, who contributed so much to the success of *Oggy and the Cockroaches* in France. This is an exceptional opportunity for the Xilam studio. It both enables the franchise to pursue the path it began 20 years ago, while

increasing its resonance on an international scale. We are also thrilled to be able to count on Olivier Jean Marie and his immeasurable talent, the director who has led this series with ingenuity from the very start, and who – with these new episodes – reveals the incredible range of his imagination, and his unique mastery of Slapstick. Oggy’s return to Gulli consolidates Xilam’s links with the channel, which broadcasts no fewer than six series from our studios on a daily basis!” **Marc du Pontavice, President of Xilam Animation.**

Season 5 is currently in production, to be delivered as of Spring 2017. XILAM holds all distribution rights.

**CONTACTS:**

**Xilam Animation**

F. Xavier de Maistre - Tel: 33 – (0)1 40 18 72 00 - Email: [fx@xilam.com](mailto:fx@xilam.com)

**Pôle TV Lagardère Active**

Emilie Lebarbier – Tel : 01 56 36 55 75 – Email : [emilie.lebarbier@lagardere-active.com](mailto:emilie.lebarbier@lagardere-active.com)

**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 programs, Xilam currently employs 300 people, including 200 artists, operating from its three studios: Paris, Lyon and Hô-Chi-Minh City, Vietnam.

---

**With Gulli, Canal J and TiJi, Lagardère Active is the N°1 TV Group for kids!**

**About Gulli**

Gulli pull out all the stops with a website, replay TV, connected TV, mobile and tablet apps and more!

As France’s leading free youth and family channel, Gulli draws an audience of both children and parents, with 6 million viewers daily. Gulli is France’s best known channel in its category (95% of generally known rates\*). Friendship, tolerance, cheerfulness, respect for others and the environment: those are Gulli’s values.

Today, in addition to the television channel, Gulli is a true family entertainment platform available on a wide variety of media, including digital (gulli.fr is the french youthful leader with 1.2 views per month, Gulli Replay: up to 24 million videos seen a month, the free app has been downloaded over 2 million times) with a full audio range, magazines, toys and field events. These various modes of expression offer the whole family a multitude of ways of experiencing the brand’s values and communicative energy.

(Source: Mediamat/Mediametrie, annuel 2015)

\*to the family with children