



Press Release

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XILAM SIGNS A MAJOR DISTRIBUTION DEAL WITH UYOUNG IN CHINA

Xilam, the leading French animation studio and UYoung Media, China's leading kids and family entertainment company, today announce that they have closed a major distribution deal which ensures a strong representation of Xilam's properties in China at ATF Singapore. The new partnership takes Xilam into the Chinese market for the first time, building on from the strong presence of its vast brand portfolio in India and South East-Asia.

UYoung will exploit the TV and VOD rights in China of the famous animated series *Oggy and the Cockroaches* covering seasons 2, 3 and 4, as well as the new pre-school series *Paprika* and the innovative wildlife series *If I were an Animal*.

Over four action-packed seasons and 300 episodes, Oggy has relentlessly battled three mischievous cockroaches in an action-packed slapstick comedy. Internationally Oggy has achieved high ratings over the five continents on key broadcast platforms including Nickelodeon and Cartoon Network.

Xilam's new preschool creation *Paprika* features twins, Olivia and Stan, as we follow their vivid energy and endless imagination playing with their friends.

If I were an Animal is Xilam's first wildlife documentary production, with a script that has been written as fiction and told by kids, for kids. The 39X7' series which is targeted at 4-8-year-olds, uses state-of-the-art filming techniques to capture footage portraying life in the wild, with each episode taking its young viewers inside the life of one animal species, adopting the point of view of the "animal child" and his family.

Clara Yang, General Manager of UYoung Acquisition & Distribution said, *“It is exciting to become the exclusive agent for Xilam on **Oggy & the Cockroaches**, **If I were an Animal** and **Paprika**. We strongly believe these titles will be welcomed by many viewers across multi-platforms in China.”*

Marie-Laure Marchand, SVP of Media Distribution in Asia Pacific at Xilam adds: *“The Chinese market represents a tremendous business opportunity for Xilam and we are delighted to be collaborating with UYoung, whom we regard as both an experienced and highly valuable partner”.*

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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

About Xilam

Xilam is one of Europe’s leading animation companies, producing and distributing original children’s and family entertainment content in both 2D and CGI formats across TV, film and digital media platforms. Founded in 1995 by Marc du Pontavice, the award-winning Paris-based company owns a catalogue of more than 2,000 animated episodes and 3 feature films including strong brands such as Oggy & the Cockroaches, Zig & Sharko, The Daltons, Rolling with the Ronks and its first pre-school property, Paprika.

Broadcast in over 160 countries on all the major global children’s TV networks, these series are also breaking records on all the major digital platforms, including YouTube with over 250 million views per month, ranking Xilam as one of the top global content providers in animation.

Xilam employs more than 400 people, including 300 artists, who are based across its four studios located in Paris, Lyon, Angoulême and Hô-Chi-Minh Ville in Vietnam.

About UYoung

Launched in 2000 and headquartered in Beijing, UYoung Culture & Media Co., Ltd. is China’s leading kids and family entertainment company. Focusing on kids up to 10 years-old, UYoung produces, distributes and licenses animated kids’ content across all platforms, including TV, film and online. In addition, UYoung also creates its own pre-school consumer products lines and runs strategic media operations across a number of Chinese kids’ channels.