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MIP Junior – MIPCOM 2015

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XILAM expands into a new TV genre with a brand new series

IF I WERE AN ANIMAL...

A Wildlife documentary told by kids for kids

Leading French animation Studio XILAM unveils its brand new show *If I were an Animal...* a 39 x 7 minute series co-produced by Boréales, the award winning production company renowned worldwide for its wildlife documentaries.

Born from the common desire of two prolific producers to share their passion for the wonders of Nature, Marc du Pontavice and Frédéric Fougea have decided to combine their respective and unique expertise to create together, the first wildlife documentary series told by kids for kids.

Using the most amazing footage portraying life in the wild, filmed with state-of-the-art techniques, each episode of *If I were an Animal...* is going to take the audience inside the life of one particular animal species, adopting the point of view of the “animal child” and his (or her) family, at that precious moment when he or she starts growing up, learning how to survive in the wild and of course, playing around! The voice-over will be that of budding child explorers who tell us the story of their chosen animal with intimacy and passion, thus making it extremely easy for kids everywhere to identify with the most adorable, “animal kids”. *If I were an Animal...* is about growing up, learning new skills and becoming self-sufficient.

With a considerable budget of 6M€, *If I were an Animal...* offers its viewers a quality of film footage and images that are usually reserved for prime time. Available in both short (7') and long (half hour) formats, the series will also be accessible on the Internet via transmedia extension modules that will allow kids to access tons of extra details, fascinating goodies and loads of information about the lives of their favorite animals.

Marc du Pontavice, Chairman and CEO of Xilam: *“We are delighted to partner with such a passionate and talented filmmaker, Frédéric Fougea, in this program that will lead children through the beauty of nature and the universal messages it conveys”.*

Frédéric Fougea, Chairman and CEO of Boréales: *“Being able to reach the hearts of children with the marvels of nature and awaken their curiosity and perception of animals is one of the best things we can do for their future”.*

With this new series, Xilam is expanding into a new genre in order to explore other ways of telling great stories to kids. The first episodes will be unveiled at MIPCOM and premiered at MIP Junior during two Special Screenings hosted by Xilam for buyers:

SPECIAL SCREENINGS – MIP Jr / XILAM ROOM

October 3rd – 4pm

October 4th – 11am

Book your seat: screenings@xilam.com

Frederic Fougea, founder of Boréales, is one of the most critically acclaimed wildlife filmmakers in the world (Lord of the Animals) and director (The Monkey Prince, Hanuman) for both TV and the big screen. He has won an Emmy Award and over a hundred other awards and prizes. His films regularly occupy prime time slots on some of the world’s biggest networks (BBC, Discovery, France Télévisions, Rai, NHK, ZDF etc.)

Marc du Pontavice, founder of Xilam, has for over twenty years been one of the most successful animation producers in Europe. His TV animation series (Oggy and the Cockroaches, Zig and Sharko, Space Goofs, The Daltons, etc.), but also his feature films for the big screen (Lucky Luke, War of the Buttons) have been distributed in over 150 countries

worldwide and made his reputation as one of the most innovative storytellers in the world of kids' entertainment.

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 two studios, one in Paris and one in Hô-Chi-Minh City in Vietnam.

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