



## Press Release

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### **Xilam expands collectible figurines range in Italy with Gedis**

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Xilam, the award-winning French animation production company, has launched a third wave of collectible figurines with leading Italian collectible flow pack distributor, Gedis Newsstand for its flagship brand *Oggy & the Cockroaches*.

The agreement with Gedis was brokered in 2015 by Xilam's Italian licensing agent, Discovery, and to date two waves of the 3D collectible figurines have been sold, with more than 800,000 total units getting into the hands of young Oggy fans. The first wave went on sale at Italian kiosks throughout Italy in November 2015 and was so successful that a second wave launched just seven months later in June of this year. An unprecedented third wave of figurines in such a short time-span, all produced by Grani Partners for Gedis, sees a new 3D item Oggy Rollinz being introduced as part of the collection and offers 20 differing SKUs. The new range is being supported by a heavyweight TV campaign across Italy and is part of a collaborative partnership between Xilam, Gedis, Grani Partners, the Oggy broadcast networks and licensing agent, Discovery.

The *Oggy & the Cockroaches* collectibles have proven to be so popular that a further collection is currently in development and demonstrates the popularity of not only the TV series in Italy, which broadcasts on both K2 (channel 41) and Frisbee (channel 44), but also the consumer products range which continues to grow across all major categories, including toys. The collectibles, which are bright, colourful and cheeky play to the entertaining and crazy characteristics of the Oggy brand.

*Tiziana Barbuto, Senior Licensing Manager at Discovery Italy, commented: "We are delighted to be working with a partner as motivated as Gedis and look forward to sharing further success with the new release of Oggy Rollinz and other figurines in the near future."*

*Marie-Laure Marchand, Senior Vice President of Global Licensing at Xilam added: "Gedis is a wonderful partner for us to work with; they have now released three waves of high quality 3D figurines and are already working on further fun and innovative items which will suit perfectly the brand attributes. This is a great Oggy licensing success story and I trust that Italian kids will continue to enjoy playing with the characters."*

**ENDS**

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### **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.