



Press Release

Paris, August 23rd 2016

Xilam makes debut appearance at BLE 2016

Xilam, the award-winning, public listed, Paris based animation production company, will be exhibiting at BLE for the first time in 2016. The company has more than twenty years of heritage in creating content that broadcasts globally on all the major Kids networks. Key animations global success include *Oggy & the Cockroaches*, *Zig & Sharko* and *Rolling with the Ronks*.

Xilam heads to BLE with a new pre-school animated comedy series, *Paprika*, which offers unique storylines following the lives of adventurous twins, Olivia and Stan Paprika. The series has been commissioned by France Télévisions and Disney junior (EMEA) consists of 78x7' (26 half-hours) episodes that are currently in production at Xilam's own studios in Paris and Lyon.

Paprika is bright, colorful and already reaching more broadcasters such as K2 (Discovery Italy) and MBC (Middle East) making it an ideal property for licensing across both boys and girls key categories. Xilam is looking to meet with a potential EMEA master toy partner and publishers at BLE across all major territories.

Another core focus for Xilam throughout the show will be *Oggy & the Cockroaches*, which has been commissioned by Gulli (France) and Cartoon Network (Asia, Africa and South America) for three more seasons (234 x 7' or 78 half-hours) and is due to air in Autumn 2017. This follows great success of the previous 4 seasons, with the programme achieving High ratings throughout the world. Distributed in over 160 countries, watched in 600 million homes, the series is also hugely popular on the net: 3 billion videos are viewed on YouTube each year, with 3 million fans on Facebook.

Oggy and the cockroaches targets 6-11 year olds, and suits licensees across all key categories due to its broad appeal. With continued success in France, Italy and South Asia, Xilam will be

looking to extend the comprehensive licensing program into other territories to coincide with the season 5, 6 and 7 launch date.

“Our focus for the show is to extend the business' brand awareness and to drive a successful international licensing programme across all our major properties, especially the soon to launch pre-school series Paprika,” comments Marie-Laure Marchand, Senior Vice President of Global Licensing at Xilam. *“We also hope to build on the increasing footprint and continuing growth of our flagship animation property, Oggy & the Cockroaches.”*

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

Please contact Marie-Laure Marchand at MLM@xilam.com to schedule a meeting.

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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

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 300 people, including 400 artists, operating from its four studios: Paris, Lyon, Angoulême and Hô-Chi-Minh City, Vietnam.
