



PRESS RELEASE

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Worldwide Success for Xilam's series on all digital platforms, particularly YouTube and YouTube Kids

Leading Paris-based children's and family entertainment production studio, Xilam, has achieved huge success over the last twenty years with its content distributed and broadcast on channels globally, but with an ever-growing digital landscape its programmes are now also reaching new heights and racking up exceptional results on digital platforms throughout the world.

On YouTube alone, and in less than three years, Xilam's series have achieved a total of 3.5 billion views and 23 billion minutes of viewing time, for an average of 6 minutes per view. This represents an unprecedented record for a French production company, whose brand names grow in popularity day after day. During the first quarter of 2016 alone, Xilam's series on YouTube were viewed 1.1 billion times, an increase of 159% over the first half of 2015 (425 million views).

Amongst the Xilam brand names that are the most watched on YouTube by kids and their families, *Oggy and the Cockroaches* and *Zig and Sharko* lead the field of the most solicited animation series on YouTube in the entire world. These two series, whose episodes are chiefly viewed in the United States and in South-east Asia and Western Europe alone, already account for over 1.2 million active and committed subscribers.

Given its excellent digital performances, Xilam, who has been one of YouTube's strategic partners for some time, has also become a privileged partner for the launch of the brand new app, YouTube Kids in France.

Available as a free download for IOS and Android, the app offers children a selection of videos, which are amongst the best cartoons in the world. The YouTube Kids app is both safe and protected to give parental reassurance. Xilam's catalogue of content will represent the lion's share, spearheading the new app with the inescapable favourites: *Oggy and the Cockroaches* and *Zig and Sharko*. These two series have already contributed to the app's huge initial success in the United States as well as the UK & Ireland, but also in Australia, New Zealand, Mexico, Argentina, Brazil, Colombia and Spain.

The exponential development of digital consumption has ensued global digital platforms' attraction for Xilam's flagship programming. Both the formats, quality of content and universal appeal of a Xilam series, means it is family entertainment to be reckoned with. Additionally,

Xilam is one of the top European providers for major SVOD platforms such as Netflix and Amazon, who offer a wide variety of animated series from Xilam's extensive catalogue.

In order to respond to the rapidly growing demand for content on digital platforms, Xilam has put together a strong team who are experts in understanding the new ways we consume entertainment and have a sole focus in optimizing this for the business. Their objective has been to create original content for the digital landscape, whilst also optimising exposure of Xilam's vast catalogue. This forward approach has enabled the production powerhouse to now be in the enviable position of having no less than 20 YouTube channels and management of nearly 15 accounts on all the active social networks, thus generating a huge community around its programs, as the 3.3 million Facebook fans prove.

“With the digital revolution and the vast transformations in our viewing habits, Xilam enjoys a direct and privileged access to the bottom-line consumer. This major transformation also allows Xilam to add onto its B to B contents production model, a B to C model, which opens the door to new growth possibilities. It also offers our company access to a more astute and immediate understanding of the audience's expectations.” comments F. Xavier de Maistre, EVP Marketing and Digital at Xilam.

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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.