



## Press Release

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### **Xilam's rating success with *Zig and Sharko***

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Xilam, the award-winning animation Production Company, today announces strong ratings success for the second season of its comedy children's property *Zig and Sharko*, on leading broadcast platforms worldwide.

The fun and zany cartoon has been a ratings winner for Xilam since it was first broadcast internationally in 2010 (78x7mins). Zig lives on a desert island but is starving and has just one obsession: to devour the delicious mermaid who lives on the rock in the lagoon. But sadly for Zig her best friend is Sharko, a shark with plenty of muscle who somehow manages to sabotage the hyena's every move. The 78 new episodes in season two sees the storyline shift to Zig's beach, where Marina decides to set up home with her deep-sea buddies, much to his irritation!

The second season of *Zig and Sharko* premiered in August (2016) and was picked up globally by broadcasters across the globe including Gulli in France who has seen it become the highest rating series on the channel and secure an impressive 35% market share of kids age 4-10 (source Mediamat '16), building upon the success of series one. In Germany, Super RTL has broadcast Zig and Sharko daily in primetime slots since January 2016 and season two has achieved up to 40% market share of kids 3-14 (source Eurodata TV). Italy's K2 kids network ranks *Zig and Sharko* season two as the top performing show among children 4-14 (source Eurodata TV) and meanwhile in South East Asia the series, which broadcasts on Disney Channel is also reaping rewards and leading the way with strong ratings amongst 5-14 year olds (source AGB Nielsen).

Additional broadcast partners already signed up for *Zig and Sharko*'s second season include DEA Kids in Italy, NRK (Norway), VRT (Belgium), Carousel TV (Russia), Nickelodeon (India) plus Disney Channel (South East Asia, Japan, South Korea and Latin America). Leading digital platform Netflix (worldwide) has also acquired this hilarious and zany cartoon series. On YouTube the series has already had more than 500 million views worldwide to date with numbers growing continuously on the official YouTube channel.

Marc du Pontavice, Founder and CEO of Xilam Animation comments: *“Zig and Sharko continues to spread fun and laughter amongst the millions of fans who have fallen in love with the wacky and endearing characters and their fun tales on the beach. We are delighted with the ratings of the second season which is proving to be so popular with the broadcasters and digital platforms.”*

## **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.