



## PRESS RELEASE

### **YEP! secures the broadcasting rights for 'The Daltons' from XILAM**

**Ismaning, October, 15<sup>th</sup>, 2014.** 'The Daltons' is the brand new boys 6-12 animated series produced by Xilam, a French production company, founded in 1999 by Marc du Pontavice that specializes in animated series and feature films. Based on the popular Morris and Goscinny comic books, 'The Daltons' (78 x 7minutes) are fictional outlaws who regularly appear in the Lucky Luke comic book series, are the main antagonists and are inspired by the real-life Dalton Gang. 'The Daltons' series will celebrate its German Free TV Premiere at YEP! – a dedicated kids and youth programming block, broadcasted on ProSieben MAXX - in Q1 2015.

*'The Daltons are witty and very entertaining. The series will superbly fit the current spectrum of programming available and will add a nice and fresh comedy touch to it, captivating attention of our long-term fans as well as attracting new, young and vibrant viewers', says Karola Bayr, CEO YEP!*

*Xilam President and Producer of the series Marc du Pontavice says, 'The Daltons is a slick new family comedy, which brings a fresh look and burlesque style to the famous Morris characters. We're very excited to be premiering this family success animated series in Germany at YEP! on ProSieben MAXX.'*

**Synopsis:** Unshackle your laughing gas, put your ball and chain away, take a prison break and get ready to escape with the Daltons! The fab four are back! The Daltons will try every trick in the books to get out and then some: a maze of tunnels, explosives, hot air balloons and rain dances, and a whole cast of zany characters to help them get free... or not! The only thing they don't try using are their brains! But what they lack in intelligence, they sure make up for in willpower and imagination! The far west has never been crazier!



**About YEP!:** YEP! TV Betriebs GmbH & Co KG, in Ismaning near Munich, is a joint venture between Mainstream Media (broadcaster of several TV channels), the children's and family licensing company m4e, Andreas Bartl, former Executive Board member of the ProSiebenSat.1 Media AG and Tim Werner. Currently the company is being led by the managing director Karola Bayr. YEP! is consistently aligned to the desires and needs of children between 6 and 13 years. In focus are boys (70%), although girls (30%) are not excluded. YEP! offers a wide spectrum of high quality programming and assures a greater diversity of genres in German children's TV. Comedy, fantasy, mystery and sci-fi also find their place next to action and adventure. This brand strategy and its content is also the basis of all activities on further platforms and distributions (such as Web/MyVideo). ProSieben MAXX can be received in more than 85 percent of all German households.

**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.

**About ProSieben MAXX:** The free TV channel is part of ProSiebenSat.1 Group and broadcasts on cable, satellite, DVB-T and IPTV to 85 percent of the German households. ProSieben MAXX is also available in Austria and Switzerland. Further information available on [www.ProSiebenMAXX.de/empfang](http://www.ProSiebenMAXX.de/empfang). ProSieben MAXX offers high quality program such as renown series like "Sons of Anarchy", blockbuster movies like "True Grit", documentations and self-produced magazines mainly for a target group of men 30 to 59 years. On his daily YEP! program during day time ProSieben MAXX shows animated trick and anime series for a main target group of boys from 6 to 13 years old. ProSieben MAXX has been on air since September 3rd, 2013, and is the fastest-growing, new-generation TV station.

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