



Press release

Paris, 23 October 2018

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## ***XILAM CELEBRATES THE TWENTIETH ANNIVERSARY OF OGGY AND THE COCKROACHES***

**A global success story made in France**

**7 seasons, 500 episodes**

Created in the late 1990s for 6-11 year-olds, in homage to US slapstick comedies, the *Oggy and the Cockroaches* series was broadcast for the first time in September 1998 on the Fox Network in the United States, and simultaneously on France 3, at a time when superheroes (Batman, Spiderman, etc.) and manga (Pokemon, etc.) dominated the airwaves for children's programming.

### **A winning bet**

In the space of 20 years, *Oggy and the Cockroaches* has become a recognised brand for 69% of French viewers and is a children's favourite in French households (at 30%, ahead of *Totally Spies* at 28% and *Raving Rabbids* at 27%), according to a survey by Kantar-TNS (2018) on cartoon brand recognition.

This survey found that French viewers show strong attachment and loyalty to the programme, with 66% saying they have watched and enjoyed for 3 years, and 25% saying they have known the show for more than 10 years.

### **800 million homes worldwide**

*Oggy and the Cockroaches* is an international success, watched in 800 million homes around the world. Driven by growing global demand for content, thanks in large part to digital platforms and the expansion of the middle class in emerging countries, *Oggy and the Cockroaches* has met with phenomenal success on all continents, such as India for example, where *Oggy and the Cockroaches* has become a recognised brand constantly ranked in the Top 10 audience ratings (all animation brands combined).

### **An unmitigated success**

*Oggy and the Cockroaches* is an unmitigated success that **has only grown with the years**. The last season was largely pre-sold and the first few seasons are still generating high revenues for the catalogue. The episodes produced 20 years ago are still being broadcast around the world, underscoring the remarkable resilience of the series.

Drawing on its expertise in the genre, Xilam has also developed and produced three seasons of the *Zig and Sharko* series, equally successful with TV stations and digital platforms alike. And its audience ratings follow the same curve as OGGY and the Cockroaches.

### **A catalogue taking the digital platforms by storm**

Digital platforms have become a global springboard for the series in the Xilam catalogue. Its two flagship series are not only shown on Netflix and Amazon, but also Youtube. The Xilam catalogue is expected to post the outstanding score of 10 billion total videos viewed by the end of the year.

### **Xilam: a unique French independent player**

The longevity of Xilam releases and the depth of their global exposure highlight the value of the company's expansion strategy, rooted in the quality of its content, and the recognition of a business model giving it full control over the entire value chain.

### **About Xilam**

Xilam is one of Europe's leading animation companies, creating, producing and distributing original children's and family entertainment content across TV, film and digital media platforms.

Founded in 1999 by Marc du Pontavice, Xilam owns a catalogue of more than 2,000 animated episodes and three feature films including strong brands such as OGGY & the Cockroaches, Zig & Sharko, The Daltons and its first pre-school series, Paprika.

Broadcast in over 190 countries on all the major TV networks and digital platforms, including YouTube with over 300 million video views monthly, Xilam's programme catalogue makes the company 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 Ho-Chi-Minh City in Vietnam.

Xilam is listed on Compartment B of Euronext Paris

PEA-eligible

SRD long-eligible

ISIN code: FR0004034072 / Ticker: XIL



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