



Press Release

Paris, January 10, 2019

Xilam Animation hits 10 billion views on YouTube

- YouTube traffic increased by 44% and received almost 4 billion views in 2018, with U.S. visits doubled
 - Subscribers grew by 162% worldwide in 2018
 - Revenues from YouTube raised by 55% in 2018: ~10% of turnover for 2018
-

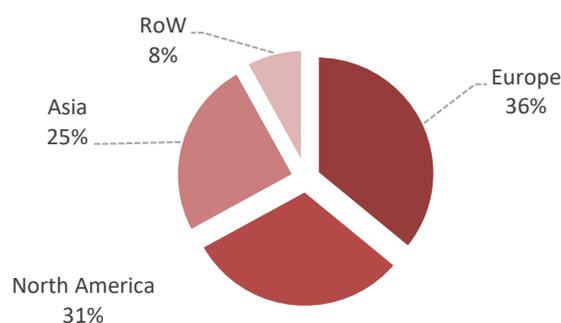
Xilam Animation, an independent producer and distributor of original animated content, is pleased to announce a major milestone in its digital growth, having reached **10 billion total views across its YouTube videos as of December 31, 2018**.

This achievement underscores the rapid growth of Xilam's digital offering, with a **44%** increase in traffic (number of videos viewed) across its YouTube programming, resulting in an impressive total of almost four billion views in 2018 that was driven by strong momentum in the United States (**+100%**). This increased traffic is also reflected in the number of subscribers to Xilam channels, which grew **162%** to reach 6.3 million at the end of 2018 (vs. 2.4 million at end 2017).

Revenue from YouTube is set to represent 10% of Xilam's turnover for fiscal year 2018, a share that is expected to further expand in 2019. This income increased by **55%** thanks to the U.S. market, which contributed close to 30% of Xilam's YouTube revenue for the year. The global trendsetter when it comes to consumption of animated programming, the U.S. is a key source of the exploding market demand for cartoons. The U.S. represents a significant area of continued growth for Xilam, as does the Asian market, whose unrivalled expansion—in terms of both content volume and value—supports a solid growth outlook for the company over the next several years in the digital distribution market.



YouTube 2018 sales breakdown by region



For 2019, Xilam anticipates a significant increase in traffic to its YouTube channels, notably, due to:

- The launch of its dedicated *Paprika* channel aimed at a **preschool audience** (preschool programming is a key vehicle for children's viewership on YouTube);
- Launch of a localised *Oggy and the Cockroaches* channel in **India**, where the show is hugely popular among children.

About Xilam

Xilam is one of Europe's leading animation companies, producing and distributing original children's and family entertainment content 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 series episodes and 3 feature films, including such household brands such as *Oggy & the Cockroaches*, *Zig & Sharko*, *The Daltons*, *Rolling with the Ronks!* and its first preschool property, *Paprika*. Broadcast in over 190 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 300 million views per month, ranking Xilam among the top global content providers in the realm of animation. Xilam employs over 400 people, including 300 artists, who work in its four studios, located in Paris, Lyon, Angoulême and Hô-Chi-Minh-Ville in Vietnam. Xilam is listed on the Euronext Paris stock exchange, Compartment B – Eligible investment for French Deferred Settlement Service (SRD long) and Equity Savings Plans (PEA)

Contacts

Morgann Favennec
EVP Global Sales Development
Tel: +33 (0) 1 40 18 72 00

