



Paris, 2<sup>nd</sup> April 2019

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## **Xilam Animation Seals Package Deal with TC Ecuador**

- *First local Ecuadorian broadcast deals for **Zig & Sharko** and **A Kind of Magic***
  - *Five further seasons of **Oggy and the Cockroaches** acquired*
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Xilam Animation is boosting its reach in Latin America through a significant package deal with TC Ecuador. The Ecuadorian public broadcaster has picked up slapstick comedy **Zig & Sharko** (78 x 7') and **A Kind of Magic** (26 x 26'), the studio's hit animation based on character designs by illustrator Arthur de Pins. Rounding out the deal, TC Ecuador has also acquired seasons 3 - 7 of Xilam's internationally successful flagship series **Oggy and the Cockroaches** (339x7'). The trio of shows will air on TC Ecuador's channel over the coming year.

Morgann Favennec, EVP Global Sales Development at Xilam Animation, said: "As we continue to build upon the global success of our portfolio, Latin America is of increasing importance to our business and presents a significant growth opportunity across our line-up of kids' animated comedies. This latest partnership with TC Ecuador highlights the universal appeal of our content and we're thrilled to have secured our first local Ecuadorian broadcast deals for **Zig & Sharko** and **A Kind of Magic**, in addition to giving audiences the chance to enjoy fun new adventures with **Oggy and the Cockroaches**."

This new package expands Xilam's rapidly growing presence in Latin America where the studio's first preschool series **Paprika** premiered last October on Disney Junior across the region. Discovery Latin America is also gearing up to debut Xilam's new kids' comedy series, **Mr Magoo** based on the hugely successful 1960s cartoon of the same name.

Alongside this, Xilam is celebrating impressive growth across its YouTube channels in Latin America. The **Oggy and the Cockroaches** channel boasts 30k subscribers from Latin America and notches up over 500k monthly views in the region, while the **Zig & Sharko** channel has around 580k subscribers from the market.

**ENDS**

### **Xilam Animation**

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## 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.

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