



Paris, 26 June 2019

Xilam Animation Taps Charles Courcier as Head of Digital Production

Award-winning French animation studio Xilam Animation has appointed Charles Courcier to Head of Digital Production. In this newly created position, Courcier is responsible for sourcing, developing, financing and producing original web series to expand Xilam's presence on YouTube, in addition to growing the studio's presence across AVOD platforms. Additionally, Courcier will develop animated web series targeted at adult audiences. He is based in Xilam's head office in Paris and reports to Morgann Favennec, EVP Global Sales Development.

Courcier joins from Amuse, a subsidiary of Millimages dedicated to digital production and distribution, where he served as Head of Digital Production. He was responsible for progressing the company's global business strategy, setting up the internal studio and developing Amuse's production pipeline. In four years, the Amuse team grew from three to 70 people, producing content and sharing it across video platforms where it notches up over 600M monthly views. Prior to then, Courcier held positions at Gaumont Animation and Sacrebleu Productions.

Xilam's presence in the digital market continues to accelerate and the company recently hit a new milestone in its digital growth, reaching 10 million subscribers across its YouTube channels. This increase has been fuelled by the launch of a dedicated YouTube channel for Xilam's hit preschool series *Paprika* in May called "Learn and Play with Paprika Twins!" featuring bespoke 'learn and play' content for pre-schoolers. Alongside this, Xilam launched a local channel for *Oggy and the Cockroaches* in India where the show is hugely popular among kids. In just a few weeks, the channel amassed 600k subscribers and over 150 million views.

Morgann Favennec, EVP Global Sales Development at Xilam Animation said: "We're delighted to welcome Charles to the Xilam Animation team. His arrival comes at a hugely exciting time for our company as we continue celebrating success and growth in the digital arena. Charles' wealth of experience in identifying original IPs which will engage international audiences, alongside effectively

Xilam Animation

57, boulevard de la Villette – 75010 Paris – FRANCE / Tel: +33 (0)1 40 18 72 00 / www.xilam.com
Société Anonyme au capital de 491 150 euros – RCS Paris 423 784 610 – SIRET : 423 784 610 00051 – NAF 5911 A
TVA intra-communautaire : FR62423784610





managing the production process, will enable us to significantly expand our online content offering for both young and adult audiences.”

Charles Courcier added: “As a leading animation studio with a fantastic portfolio of award-winning animated properties, I’m thrilled to join Xilam Animation and help build upon the studio’s success in the digital space. I look forward to working closely with the hugely talented team to develop a pipeline of strong, original IPs and engaging digital content which will not only resonate with Xilam’s existing fan-base but also with new audiences around the world.”

ENDS

For further press information, please contact Charlotte Newcombe at DDA Blueprint:

+44 7726 901129 or xilam@ddapr.com

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 four feature films. The company’s portfolio includes the multi award-winning animated feature *I Lost my Body* which won the Nespresso Grand Prize at the Semaine de la Critique in Cannes Film Festival 2019 in addition to the Cristal for a Feature Film and Audience Award at Annecy International Animated Film Festival 2019, alongside internationally successful 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 Animation

57, boulevard de la Villette – 75010 Paris – FRANCE / Tel: +33 (0)1 40 18 72 00 / www.xilam.com
Société Anonyme au capital de 491 150 euros – RCS Paris 423 784 610 – SIRET : 423 784 610 00051 – NAF 5911 A
TVA intra-communautaire : FR62423784610

