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## **Xilam Animation Appoints Manya Zhou as Head of Business Development for China**

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Award-winning French animation studio, Xilam Animation, has appointed Manya Zhou to the newly created position of Head of Business Development for China. Zhou will be responsible for developing Xilam's strategy in China including managing local linear and digital distribution, L&M and potential co-production opportunities. Additionally, Zhou will forge strategic partnerships and build awareness in the market across Xilam's IPs including *Oggy and the Cockroaches*, *Zig & Sharko*, *Paprika*, *Mr Magoo* and *Moka*. Zhou is based in Xilam's head office in Paris and reports to Morgann Favennec, EVP Global Sales Development.

Zhou joins from Amuse, a subsidiary of Millimages dedicated to digital production and distribution, where she was Manager of the Asian market and handled co-production, investment and licensing opportunities for the company's IPs with Chinese partners. As part of this, Zhou managed distribution of Amuse's animated properties across major local digital, OTT and IPTV platforms in addition to creating and launching new IPs in China. Prior to this, Zhou held roles at Spideo, in addition to the Festival National du Film d'animation and Festival Ciné-Jeune de l'Aisne in France.

Morgann Favennec, EVP Global Sales Development at Xilam Animation said: "I'm delighted to welcome Manya to the Xilam Animation team. China represents a huge growth opportunity for us and with her wealth of experience and comprehensive knowledge of the market, we're confident she will play a pivotal role in not only maximising the local potential of our existing IPs, but also forging new partnerships to deepen our presence in the region."

Manya Zhou added: "I'm thrilled to join Morgann and the team to further fuel the success that Xilam has achieved in China already. With its fantastic and rapidly growing slate of animated content, I look forward to building awareness of Xilam's properties in the region and embarking on this exciting new chapter in the company's international growth."

**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 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.

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