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## **Xilam Animation Shines with Diamond YouTube Play Button for *Zig & Sharko***

- *YouTube channel for globally successful slapstick comedy hits 10M subscriber milestone*
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Academy Award®-nominated French animation studio Xilam Animation has been awarded a coveted Diamond Play Button for its hugely successfully *Zig & Sharko* YouTube channel, which has now hit the 10M subscriber milestone. *Zig & Sharko* is only the fourth YouTube channel in France to reach this 10M mark.

Charles Courcier, SVP Digital at Xilam Animation, said: “The slapstick comedy, engaging characters and non-dialogue style gives *Zig & Sharko* broad international appeal and, as a result, the brand’s YouTube popularity continues to accelerate as fans all around the world seek out even more content to enjoy. We are honoured *Zig & Sharko* has reached this remarkable milestone in its digital journey and to have this achievement recognised by YouTube.”

Following its launch in May 2015, Xilam’s *Zig & Sharko* YouTube channel has garnered 6BN views to date, with the most popular video receiving 125M views. The brand’s wider ecosystem on YouTube has

### **Xilam Animation**

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also now accumulated 15M subscribers and 8BN views across both the global and localised channels, which includes Hindi, Russian, Brazilian, and German versions.

Xilam bring fans new YouTube content every week including exclusive and themed videos, making-of videos, behind the scenes content and more. A selection of episodes from the latest third season of *Zig & Sharko* is also available on the channel.

*Zig & Sharko* follows Zig, a hungry hyena who whether on the high seas, beach or an ocean liner, has one thing in mind: dining on Marina, the carefree mermaid. With help from Bernie, a genius hermit-crab, he comes up with the zaniest plans to capture her...but that's forgetting Sharko, the shark with rippling muscles who will do anything to protect his mermaid honey!

## About Xilam

A major player in animation, Xilam is an integrated studio founded in 1999 that creates, produces and distributes original programmes in more than 190 countries for both children and adult audiences. Xilam content is broadcast on television, and is also available on SVoD platforms including Netflix, Disney+, Amazon and NBC Universal, and ADVoD streaming platforms including YouTube and Facebook.

With its creativity and capacity for innovation recognised worldwide, and editorial and commercial expertise at the cutting edge of its industry, Xilam is positioned as a key player in a fast-growing market. Each year, Xilam builds real successes and capitalises on its powerful historical brands including *Oggy and the Cockroaches* and *Zig & Sharko*, as well as new properties such as *Oggy Oggy* for a preschool audience, *Moka*, *Mr. Magoo*, and Academy Award® nominated adult feature film *I Lost My Body*. Xilam's expanding and strong catalogue now consists of over 2,200 episodes and three feature films.

In 2019, Xilam acquired Cube Creative, a studio providing the company with unique expertise in 3D and computer generated images. Xilam employs more than 500 individuals, including 400 artists, across its studios in Paris, Lyon, Angoulême and Ho Chi Minh in Vietnam.

## Contact

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