

Paris, 22 September 2021

Xilam Animation Wreaks Havoc with *Mr Magoo* Season Two

- *New second season of hit series to be delivered in September 2022, already pre-bought by international broadcasters*



Academy Award®-nominated French animation studio Xilam Animation is launching a second season of its hit 2D slapstick comedy series *Mr Magoo*, featuring a further 69 x 7' episodes and three extended-length 21-minute specials. Xilam is currently in production on *Mr Magoo* season two, with the first episode available at MIPCOM 2021 and full delivery scheduled for September 2022.

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





Xilam has already secured pre-sales for the new instalment with France Télévisions, CITV (UK), VRT Ketnet (Belgium), RTS (Switzerland), Radio Canada, and Warner Media for Germany, CEE and Africa. These deals follow the strong ratings of the show's first season (78 x 7'), which became CITV's best launch in Q2 2019 with 11.3% market share and the channel's second most watched programme of the year with 6 million hours viewed. On France 4, *Mr Magoo* has generated a 9.8% average market share among kids aged 4-10 since debuting in January 2019 and on Boomerang in Germany, the series was the channel's best performing show among kids aged 3-5 during Q3 2020.

Morgann Favennec, EVP of Distribution at Xilam Animation, said: "*Mr Magoo* has managed to stumble into the hearts of kids and their families around the world, as demonstrated by the first season's outstanding ratings and the strong level of early broadcaster commitment to season two. We're really looking forward to introducing audiences around the world to a brand new instalment of this wonderfully optimistic and heart-warming show, which promises even more entertainment, fun and surprises."

Targeting kids aged 6-10 years, *Mr Magoo* has been adapted by the late Olivier Jean-Marie and Xilam's Hugo Gittard from John Hubley's original series, created in 1949. The show's first season was originally commissioned by France Télévisions. The series follows the lively, kind-hearted and cheerful Mr Magoo, who is always happy to give a helping hand. But beware - he also causes disasters! Without his glasses, he mistakes his surroundings for other places, gets people mixed up, and wreaks havoc everywhere he goes. All his neighbours have kindly adjusted to his uniqueness...except for one: a megalomaniac hamster by the name of Fizz whose sole goal is to have all of humanity recognize his tremendous genius. He's determined to leave his mark on history, but somehow Magoo always interferes, forever thwarting Fizz's crazy plans!

The new second season is co-directed by Christophe Pinto and Eric Bastier and will bring audiences more wild pursuits, unbelievable rescues by Mr Cat, fails for Fizz and Weasel, gadgets, and unexpected plot twists. The three special episodes will unveil the character's origins and show how they all met each other – taking a look at Mr Magoo and Weasel's first encounter, how Mr Cat barged into Mr Magoo's life, and how Weasel and Fizz first clicked.

The first season is currently available in 15 languages and airs in 160 countries, with additional broadcast partners including: Turner's Boomerang channel in France, Africa, the Middle East, Israel, Turkey and Nordics, CBS All Access (US), Cartoon Network (Asia), Discovery Kids (Latin America), Super RTL (Germany), SIC K (Portugal), RTVE (Spain), and Discovery and DEA Kids (Italy).

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





ENDS

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

+44 7726 901129 or xilam@ddapr.com

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.

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

