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## **Xilam Animation Hits New Digital Content Milestones**

- *Xilam TV FAST channel debuts on Samsung TV Plus in Brazil and hits 600k users*
- *YouTube Channel for Xilam's beloved franchise 'Oggy and the Cockroaches' awarded a Diamond Play Button*
- *Xilam cumulated 12.5B views for its content on digital platforms in 2021 and hits 50M subscribers across its YouTube channels*

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Academy Award®-nominated French animation studio Xilam Animation has reached significant milestones in its global digital content strategy, including debuting on Samsung TV Plus and securing a second YouTube Diamond Play Button.

After launching on Samsung TV Plus in Brazil – the free, ad-supported streaming service pre-installed on all 2017-2021 Samsung Smart TVs – Xilam's unique users hit 600K. The dedicated Xilam TV channel available on Samsung TVs in Brazil features titles from the studio's extensive catalogue, including *Zig & Sharko*, *Oggy and the Cockroaches*, *Where's Chicky?*, *A Kind of Magic* and *Floopaloo – Where Are You?*.

In a further milestone, Xilam has been awarded a coveted Diamond Play Button for its *Oggy and the Cockroaches* YouTube Channel, which now has 10 million subscribers. This marks Xilam's second Diamond Play Button after its *Zig and Sharko* channel received the award in 2020. Also on Youtube, Xilam has now reached the 50 million subscriber mark across its network of dedicated brand channels.

Across all digital platforms worldwide, Xilam cumulated 12.5 billion views for its content in 2021. Of this total, 1.5 billion views were generated from Facebook Watch, making Xilam the No. 1 provider of kids' content worldwide in terms of views on the VOD service.

Marc du Pontavice, Founder and CEO at Xilam Animation, said: "Digital platforms continue to play an integral role in our content strategy, as we ensure that fans can access our vast library of content wherever they are in the world, and from whichever device they prefer. As one of the first French production companies to launch a dedicated ad-supported linear channel in an international market,

### **Xilam Animation**

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we're proud to be taking an innovative approach in the digital sector and look forward to hitting even more milestones in the future."

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### 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 AVoD streaming platforms including YouTube and Facebook.

With its creativity and capacity for innovation recognised worldwide, as well as 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, *Mr Magoo* which has a second season in production, 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.

Furthermore, Xilam's acquisition of Cube Creative's in 2019, provides the company with unique expertise in 3D and computer-generated imagery, alongside a programming portfolio that offers entertainment for families worldwide, with series such as *Where's Chicky?* and *Athléticus*.

Xilam employs more than 500 individuals, including 400 artists, across its studios in Paris, Lyon, Angoulême and Ho Chi Minh in Vietnam.

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