



Paris, 11 October 2022

Xilam Animation Makes Waves with *Zig & Sharko* Season Four Sales

- *Gulli, VRT-Ketnet, Discovery, DeA, Nickelodeon and Nova TV board upcoming fourth season of beloved slapstick comedy series*
- *Xilam to debut first episode to buyers at MIPCOM*

Academy Award®-nominated French animation studio Xilam Animation has secured its first wave of deals for the upcoming fourth season of its iconic non-dialogue slapstick comedy series *Zig & Sharko* (78 x 7'), as the company prepares to debut the first episode to buyers at MIPCOM. Launching in September 2023, season four has been acquired by longstanding partner Gulli (France), which has also renewed its partnership across the previous three seasons. Additionally, Xilam has sold the new instalment to existing partners VRT-Ketnet (Belgium), Discovery (Italy), DeA (Italy), Nickelodeon (India) and Nova TV (Israel).

Zig & Sharko continues to generate impressive ratings internationally, particularly in India where the series resulted in Nickelodeon becoming the leading children's channel in its evening slot, across all demos. In Q2 2022, *Zig & Sharko* was also Nickelodeon's fourth best performing series among children aged 2-14 years and outperformed its lead in and lead out shows in all demos in terms of ratings.

Xilam has also established an extensive audience for *Zig & Sharko* on YouTube, where the series has generated 14.2BN lifetime views, with 8.4M daily global views and 26.7M total subscribers. On social media, the brand now has 1.1M TikTok followers and 9.3M views are associated with #zigandsharko, while on Facebook the series was viewed for 727.4M minutes in 2021.

On the high seas, the beach or an ocean liner, Zig, a hungry hyena 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! The new fourth season will surprise audiences, as they watch

Xilam Animation

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Zig, Sharko and Bernie make their way back to their island, accompanied by Marina - who fans will see growing her very own legs thanks to magical sandals.

Morgann Favennec, EVP Distribution at Xilam Animation, said: “*Zig & Sharko* is a core part of Xilam’s legacy for creating non-dialogue slapstick comedy series that successfully capture the hearts of multiple generations of fans all around the world. As we gear up for MIPCOM 2022, it’s fantastic to already have an array of leading broadcasters on board for *Zig & Sharko*’s fourth season, and we’re very much looking forward to introducing further buyers to the upcoming instalment, which promises even more hilarious and playful adventures for the show’s broad and highly engaged international fan base.”

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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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