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Xilam Animation's Slapstick Comedy *Karate Sheep* Launches Globally on Netflix

- *Launch being supported by extensive digital and social media campaign*

Academy Award®-nominated French animation studio Xilam Animation's new CG animated slapstick comedy series *Karate Sheep* (78 x 7') is making its worldwide premiere on Netflix today (2 March), marking the launch of Netflix's first animated commission that is supported by the French public funding body CNC.

Xilam has developed an extensive digital and social media campaign to build awareness for the Netflix launch. As part of the activity, Xilam has created a *Karate Sheep* YouTube channel, which features episodes, compilations and shorts and has achieved nearly 500k views since launching in January. Alongside this, a dedicated TikTok account has generated 3M views and a branded *Karate Sheep* filter is now available for use on the platform. On TikTok, over 25% of the *Karate Sheep* audience is from the U.S. market. Xilam is also developing a *Karate Sheep* gaming app for launch later this year.

Created by Xilam Animation's Hugo Gittard (*Zig & Sharko*, *Mr Magoo*) *Karate Sheep* (formerly *Trico*) targets kids aged 6-9 years and follows Trico – an enthusiastic sheep who loves to share new objects and ideas with the rest of the flock. This causes ruckus in the mountain pastures, which inevitably ends up at Wanda's expense, a tough ewe whose job is to keep the sheep safe. No small feat, especially when Wolf is always lurking, waiting to make the most of this newfound chaos. The series premiered on Super RTL in late 2022.

Marc du Pontavice, Founder and CEO at Xilam Animation, said: "Slapstick comedies are a core part of our company's legacy and DNA, so we're excited to be collaborating with Netflix to bring another series in this genre to international audiences. *Karate Sheep* is a unique blend of themes – there's friendship, teamwork and accepting the differences of others, but there's also martial arts, plenty of humour and

Xilam Animation

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a celebration of nature in the mix too. The response and engagement for our *Karate Sheep* digital campaign has been really positive, so we can't wait to now see the response from families around the world."

Xilam holds second-window global linear TV distribution and merchandising rights for *Karate Sheep*.

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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 *Athleticus*.

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

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