



Paris, 23rd March 2021

Xilam Animation to Launch New Preschool Property *Oggy Oggy* at Virtual Showcase Event this Spring

- *Studio's first CG animated series to be launched during online event running 7-9 April*
- *Event to include new licensing and consumer products component*

Academy Award®-nominated French animation studio Xilam Animation will launch its brand-new preschool series *Oggy Oggy* (156 x 7') during its second Virtual Showcase event for TV channel and platform commissioners and buyers, which will run from 7-9 April. Additionally, building upon its inaugural Virtual Showcase last October, Xilam will introduce a consumer products component to its upcoming event, which will also be headlined by *Oggy Oggy*.

Created by Xilam Animation's Jean Cayrol & Cédric Guarneri, *Oggy Oggy* (156 x 7') is a new preschool spin-off to Xilam's iconic *Oggy and the Cockroaches* franchise and is set to be delivered later this year. The series sees young Oggy freed from the ceaseless tyranny of the cockroaches, with playfulness, adventures and friends making his new daily life so fun. Curious and daring, Oggy Oggy is always eager to live new experiences and if he can help a friend along the way: the more the merrier! Some may find that his clumsiness can lead to mistakes, but his fabulous resourcefulness sees him achieve great things. His kooky ideas always work!

In addition to *Oggy Oggy*, Xilam's Virtual Showcase will give attendees an opportunity to discover the company's current programming highlights, including: new episodes of *Tangranimals* (52 x 11') and *Pfffirates* (52 x 11') from Xilam's CGI specialist studio Cube Creative Productions; and upcoming preschool series *Lupin's Tales* (78 x 7'). Alongside this will be short-form series, such as *Where's Chicky?* (Season 1 and 2: 104 x 1'), as well as *Boon & Pimento* (30 x 1'40"), which is co-produced by Xilam with Cross River Productions.

Xilam Animation

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Under the inaugural consumer products component, alongside new preschool IP *Oggy Oggy*, Xilam will present licensing opportunities for *Lupin's Tales* and *Where's Chicky*, as well as its classic properties including *Oggy and the Cockroaches* and *Zig & Sharko*.

Morgann Favennec, EVP Distribution at Xilam Animation, said: "As we build upon *Oggy and the Cockroaches*' global success and heritage, it felt like a natural step to create a property that would introduce preschool audiences to this treasured franchise. *Oggy Oggy* is filled with heartfelt, imaginative and creative storylines and the show also has a very charming visual style, which will lend itself very well to licensing and merchandising. We're looking forward to introducing *Oggy Oggy* to potential partners during our Spring Virtual Showcase, and to updating the industry on all aspects of our business, from new projects and established series, and now also right through to consumer products."

To register for Xilam's Virtual Showcase event, please visit <https://virtual-showcase.xilam.com/> or email virtualshowcase@xilam.com for further details.

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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 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.

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