



## **IMIRA ENTERTAINMENT DEBUTS XILAM ANIMATION CONTENT AT NATPE 2015**

### **LatAm and US Hispanic rights secured across Parisian studio's catalogue**

Madrid, 20 January 2014: Imira Entertainment, Spain's leading production and distribution company specialising in kids & youth programming, has signed a deal with renowned French studio Xilam Animation for Latin American and US Hispanic Free TV and VOD rights for a host of titles.

A number of Xilam Animation properties are debuting on Imira's NATPE 2015 slate, including **A Kind of Magic** (26 x 30'), which follows Willow the fairy and her beloved husband Gregore, a reformed ogre; and **Bali** (52 x 13') where the titular character, a resolutely modern preschooler, lives a resolutely modern life in the big city.

Other highlights from the Xilam library acquisition are **Oggy & the Cockroaches** (270 x 7'), the hilarious adventures of a blue cat and his insect nemeses, and **The Daltons** (195 x 7') – a comedy which centers on four prisoners and their outrageous attempts to escape. **Oggy & the Cockroaches** recently won a TV France International Export Award at the 11<sup>th</sup> annual ceremony, in the animation category, and currently it reaches some 800 million households in 150 countries worldwide. From Xilam's catalogue, Imira will handle 16 properties representing 500 half-hours.

Marc du Pontavice CEO at Xilam Animation comments: "We are thrilled to have Imira distribute Xilam's library in Latin America and Hispanic US; we trust their depth expertise in these markets will help our shows to grow there as they did in the rest of the World."

Sergi Reigt, CEO of Imira Entertainment says: "Imira Entertainment continues to be the go-to Latin American and Hispanic US distribution partner, and we are excited to welcome properties from the award-winning talent at Xilam Animation to offer this NATPE 2015."

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**Notes to editors:**

Barcelona and Madrid Imira Entertainment, a Toonz Entertainment owned company, is a producer and distributor of top quality kids & youth programs. It creates innovative content with strong editorial lines, and a universal appeal. Its productions incorporate the latest technologies as properties are developed for cross media exploitation (TV, video, licensing, merchandising, mobile phones and publishing). Imira Entertainment distributes a catalogue of over 4,000 half hours of premium kids programs, including animated feature films and live action.

[www.imiraentertainment.com](http://www.imiraentertainment.com)

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**About Xilam:**

Founded in 1999 by Marc du Pontavice, Xilam is a production company specializing in family-oriented, audiovisual and multimedia content. Xilam creates, produces and distributes cartoons, animated series and feature films for TV, the cinema and all cuttingedge technological and media platforms. With a catalogue of 1500 episodes of internationally acclaimed programs, Xilam currently employs 300 people, including 200 artists, operating from its two studios, one in Paris and one in Hô-Chi-Minh City in Vietnam.

[www.xilam.com](http://www.xilam.com)