



## Press Release

Paris, 12<sup>th</sup> December 2018

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# **Xilam Animation scores global sales for comedy animated reboot of *Mr Magoo***

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Xilam Animation has secured an impressive slate of global broadcast presales for its hilarious new animated series, *Mr Magoo* (78 x 7'), based on the hugely successful classic cartoon of the same name. The series is currently in production and will start airing early 2019.

Turner has picked up pay TV rights of *Mr Magoo* in France, French and English-speaking Africa, the Middle East, Israel, Turkey, Germany, Austria, Switzerland and Central & Eastern Europe for its Boomerang channel, while Discovery Kids has acquired the series for Latin America. In Europe, the show will air on free TV on Super RTL in Germany, VRT and RTBF in Belgium, SIC K in Portugal, alongside RTVE in Spain and RTS in Switzerland.

These new partners bolster the existing line-up that includes CITV in the UK, in addition to Discovery and DEA Kids in Italy. Xilam's *Mr Magoo* was originally commissioned by France Télévisions, with Cartoon Network Asia also on board as a broadcasting partner.

The fresh take on *Mr Magoo* will target kids aged 6-11 years and follows the eponymous facetious character who first appeared on screens nearly 70 years ago. Mr Magoo will continue to cause just as much chaos as before – mainly because he forgets to put his glasses on.

Morgann Favennec, EVP Global Sales Development at Xilam Animation, said: "We're delighted to be significantly expanding the broadcaster line-up for *Mr Magoo*, establishing a strong global footprint for this fantastic new show ahead of its eagerly anticipated rollout. The calibre and the



variety of the partners we are securing is testament to *Mr Magoo's* universal appeal and we're confident that the show's warmth, slapstick humour and hilarious antics will strike a chord with a new generation of kids, along with fans of the classic series."

In the neighbourhood, everybody loves Mr Magoo - the lively, kind-hearted and cheerful guy always happy to give a helping hand. But beware - he also causes disasters! Without his glasses, he mistakes his surroundings for other places, gets people mixed up, and wreaks havoc everywhere he goes. All his neighbours have kindly adjusted to his uniqueness...except for one: a megalomaniac hamster by the name of Fizz whose sole goal is to have all of humanity recognize his tremendous genius. He's determined to leave his mark on history, but somehow Magoo always interferes, forever thwarting Fizz's crazy plans!

*Mr Magoo* has been adapted by Olivier Jean-Marie and Hugo Gittard from John Hubley's original series, created in 1949. The new series is directed by Xilam's Hugo Gittard.

**ENDS**

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## About Xilam

Xilam is one of Europe's leading animation companies, creating, producing and distributing original children's and family entertainment content across TV, film and digital media platforms.

Founded in 1999 by Marc du Pontavice, Xilam owns a catalogue of more than 2,000 animated episodes and three feature films including strong brands such as Oggy & the Cockroaches, Zig & Sharko, The Daltons and its first pre-school series, Paprika.

Broadcast in over 190 countries on all the major TV networks and digital platforms, including YouTube with over 300 million video views monthly, Xilam's programme catalogue makes the company one of the top global content providers in animation.

Xilam employs more than 400 people, including 300 artists, who are based across its four studios located in Paris, Lyon, Angoulême and Ho-Chi-Minh-City in Vietnam.

Xilam is listed on Compartment B of Euronext Paris

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