



ALCHIMIE'S HUMANITY CHANNEL ONBOARDS ZDF ENTERPRISES AND ARTE PROGRAMS

Aug 21 2018 Today **Alchimie**, the content aggregation and dynamic distribution company announces the signature of agreements with French and German **Arte** and **ZDF Enterprises** to monetize their existing documentary and premium factual content. Alchimie will generate additional value from Arte's and ZDF Enterprises' existing factual content through editorially theming, promoting and distributing the content via '**Humanity**', its recently launched subscriber based SVOD available on T-Mobile, EE, Orange, SFR and Vodafone platforms.

Humanity offers a range of premium documentary and factual content from all over the world, delivering an inspiring in-depth look at the challenges facing the world today, from geo-political issues such as climate change to the new technological revolution. The channel is deftly curated, regularly refreshed and dynamically promoted by Alchimie to generate new audiences looking for an informative and insightful viewing experience.

"Good factual content is always relevant because facts rarely change, and if they do, they develop into history. Alchimie and the Humanity channel will introduce a new generation and audience to some of our best documentaries and we're thrilled, these programmes are still relevant and will continue to inform and entertain." Said Celine Payot-Lehman, Head of Sales Arte

"We are delighted to partner with Arte and ZDF Enterprises, who are widely recognised for producing and distributing some of Europe's most exciting and informative premium factual programmes and documentaries. The *Humanity* channel's agreements with Arte and ZDFE, will not only monetise their existing programmes but also broadcast their inspirational content to a whole new European audience." said Nicolas D'Hueppe, CEO of Alchimie.

About Humanity

The Humanity Channel provides new, high quality documentaries and factual content, refreshed weekly, to understand where we come from and where we are heading. Looking into areas such as tech revolution, new geopolitics, climate change, new spirituality, and AI, the channel aims to give

insight into our world's continuing transition, investigating the current and historical agents of change. The content is available without commercial interruptions exclusively anytime anywhere on the streaming platform: watchit! And is also available on EE, T-Mobile, Orange SFR and Vodafone.

<https://humanitychannel.tv>

About Alchimie – Dynamic Digital Distribution

Alchimie has changed the world of multimedia entertainment with its expertise in content distribution and monetization. Alchimie helps content creators and producers earn a fair remuneration through the distribution of their content on all digital channels, by subscription. Whether TV programs, video or games, Alchimie provides and enables access to the most important distribution platforms (Google, Amazon, Apple, Samsung, Telecom Operators, etc.). The service offers tools and access to Alchimie's marketing support allowing content to gain high visibility and be transformed into gold subscriptions. Alchimie has offices in France, Germany and Australia, and operates in more than 10 countries, covering the main geographical areas. It collaborates with more than 200+ rights owners and manage around €70 million transactions every year. Alchimie's range of channels across different platforms attract up to 20 million unique visitors each month.

www.alchimie.com

For more information contact:

Sophie Naylor

+44 (0)7931 785151

sophienayloruk@yahoo.co.uk