

Proximus Chooses Alchimie's SVOD platform

Alchimie expands into Belgium with Proximus partnership

30th November 2018 Alchimie, the content aggregation and dynamic distribution company, today announces its expansion into Belgium through a new partnership with Proximus mobile, Belgium's largest mobile network operator. The deal enables approximately six million Proximus mobile customers to seamlessly subscribe to themed entertainment SVOD channels available on the **Watch-It!** app, Alchimie's proprietary video streaming platform. Proximus subscribers can have a quick and easy access to their favourite content thanks to the **Watch-It!** app available on all iOS and Android devices with subscriptions charged directly to their mobile bill.

The partnership with Proximus marks Alchimie's expansion into Belgium, and is the first to give Belgian mobile customers access to seven Watch It! SVOD channels, **ONtv, Humanity, Speed & Race, Big Name, Extreme Sports, TapasTV** and **Fight Club**, all of which are created with programming sourced from 250 content partners providing 17,000 hours of content and a large range of linear channels.

Bert Maetens, carrier billing partner manager at Proximus says, "Proximus is delighted to introduce its customers to Watch It!'s fantastic range of themed entertainment SVOD channels. The channels are designed to appeal to subscribers' passions and interests, with carefully selected programming. The Watch It! content is currently not available in Belgium, so we're happy to have a bit of a first mover advantage and we are confident it will get a great reception. These SVOD channels are a great complement to the premium SVOD services we already offer to our subscribers. Besides, the premium user experience offered by the *Watch it!* app, is a perfect fit into our strategy to provide high quality content in a premium environment."

Nicolas d'Hueppe, CEO of Alchimie says, "We're very pleased to partner with Proximus, they offer an impressive service to their six million subscribers and we're delighted that our app *Watch It!* will now be included. Alchimie is continuing to grow rapidly and expand across Europe, and we're excited to now distribute our SVOD channels in Belgium via the country's number one mobile operator"



Dynamic Digital Distribution

Belgium is the latest country to be welcomed into the Alchimie client base, joining UK, France, Spain, and Germany. It offers Alchimie a new opportunity to expose and monetise its partners' content to a new mobile audience. Watch It! is also available on Google Play and Apple App Store.

Alchimie themes, curates and dynamically promotes its channels to generate new audiences for existing content. Working in partnership with rights holders and owners on a revenue share basis, Alchimie's services provide digitisation, translation, subtitles, dubbing and dynamic promotion for premium content, which Alchimie delivers as part of its channel bouquets.

Alchimie's OTT channels reach millions of subscribers worldwide via a variety of platforms including EE, Vodafone, loS, Apple TV, Android TV, Orange, O2, T-Mobile and others, introducing new OTT audiences to existing programmes.

About Alchimie – Dynamic Digital Distribution

Alchimie has changed the world of multimedia entertainment with its expertise in content distribution and monetization. Alchimie TV 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

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