



ALCHIMIE LAUNCHES SPECIES CHANNEL ON WATCHIT

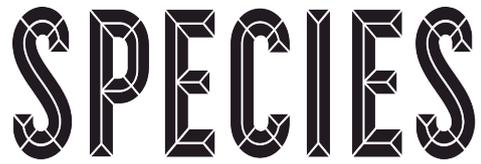
Natural World & Wildlife channel launches with The Blue Realm from CanaMedia

March 25, 2019 Today **Alchimie**, the content aggregation and dynamic distribution company announces **Species**, its newest OTT channel with an editorial focus on wildlife and the natural world. **Species** is the latest addition to **Alchimie's** portfolio of editorially themed and dynamically promoted lifestyle OTT channels available via subscription on Alchimie's popular **Watch It!** app, as well as on global platforms Google, Amazon, Apple, Samsung and via regional mobile operators.

Species will deliver a diverse range of high-end Nature and Wildlife programming from some of the world's finest programme-makers, shining a light on each of the weird, wonderful and jaw dropping facets of our planet and its many varied inhabitants. The brand new channel has launched with over **120** hours of premium content, more content will be added regularly across all territories as **Alchimie** continues to increase its number of partnerships.

As part of the channels launch content, **Alchimie** has partnered with Canadian distributor **Canamedia** to show 13 episodes of **The Blue Realm** a fascinating series about the amazing creatures of the sea. Using superb High-Definition imagery, engaging stories, and renowned marine scientists this series takes viewers on extraordinary journeys of discovery in the world's most spectacular undersea locations from Micronesia to Mexico (13x60'). **The Blue Realm** will be available on **Species** in the UK, France, Germany, Belgium, Austria, Spain, Poland, Switzerland and Australia.

Andrea says, "The Blue Realm was such an eye-opening series, production used the latest technology to reveal astonishing secrets that lie under oceans all over the world. We're delighted to partner with Alchimie to make these brilliant programmes available to such a wide audience across Europe, allowing subscribers to **Species** to watch whenever they want



to 'take a dip' in the ocean."

The programming on **Species** will be editorially curated by **Alchimie** and will aim to compliment the region it will be available in, whether that be, the language of the programming or indeed the subjects covered in the content. In what is a cornerstone of the **Alchimie** model, they will curate language appropriate content for each region, which it will dynamically promote to new and existing audiences.

Nicolas d'Hueppe Alchimie CEO said, "The natural world provides an unmatched resource for remarkable stories that programme-makers can turn into compelling television. There's an opportunity for some of the wonderful work created around the world to find new audiences on our platforms, which will help satisfy the huge appetite we have seen, globally for nature and wildlife programming. We are thrilled to have partnered with **Canamedia** to show The Blue Realm and hope to build on this with more factual series and documentaries in the future."

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.

Species will be available through subscription on Vodafone and 02 in the UK, on T-Mobile in Germany and Orange, SFR and Bouygues Telecom in France, as well as on global platforms Android TV, Google Play and iOS Mobile.

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Company Profile: Canamedia

Canamedia was founded in 1978 and is one of Canada's longest established television distribution and production companies. Acquired by Magic Lantern Media in 2010, Canamedia is now part of a growing enterprise that offers all aspects of content distribution worldwide, production and production services. The company is a leader in the specialty channel universe, particularly with factual, lifestyle, documentaries, sports and entertainment programming sales to Terrestrial, PAY TV cable & satellite, VOD, IPTV, new media and Inflight. www.canamedia.com

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 2 million unique visitors each month. www.alchimie.com

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