



Alchimie Partners with Lagardère Group to Distribute Leading Premium Channels Gulli and Mezzo

8th April 2019 Alchimie, the content aggregation and dynamic distribution company today announces a new partnership with Lagardère Active's TV Division. The new agreement enables Alchimie to distribute two of Lagardère Group's most popular linear channels to Alchimie's **Watch-It** subscribers, across premium digital platforms: **Gulli** in Belgium and **Mezzo Live HD** in Germany respectively.

Existing and new audiences in Belgium will be able to see Gulli's fun kids content, and in Germany they will be able to subscribe to Mezzo Live HD's premium selection of Opera, Classical, Ballet and Jazz performances. Both channels will be offered via Watch-It!, available on Google Play, Apple's App Store and on and on relevant country mobile networks in Germany and Belgium.

The Lagardère Group channels attract distinctive, loyal audiences as a result of their focus on high quality, popular programming. Mezzo Live HD carries live and recent classical music, opera, jazz and dance performances and has a significant committed fan base across the world. Gulli is one of Europe's most popular kids' channels, N°1 in France, which fits well into Alchimie's editorial approach to children's and family content.

"Gulli and Mezzo Live HD are both super channels in terms branding, content and editorial curation, Mezzo Live HD appeals to classical music and jazz fans, and attracts a knowledgeable, older audience, whilst Gulli has an enthusiastic and committed kids following. Strategically they are a great fit for the Alchimie model which dynamically promotes distinctive themed content to target selective audiences, matching their interests to relevant content and fulfilling their discerning viewing requirements" Said Frederic Rossignol, Chief Content Officer, Alchimie.

"Alchimie is a perfect partner! Both Mezzo Live HD and Gulli have an established community and Watch-It will help bring new audiences committed to these genres by offering a more flexible



viewing experience. Mezzo Live HD particularly carries some of the most incredible and notable classical music and jazz performances, whilst the award-winning Gulli is a safe online channel for kids and families. Alchimie's marketing and technological expertise will make these channels even more widely available throughout Europe meeting our extended audiences' needs to view the channels whenever and wherever they want:" said Caroline Cochaux, Managing Director of Lagardère TV - CEO of Mezzo and Gulli

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, IoS, Apple TV, Android TV, Orange, O2, T-Mobile and others, introducing new OTT audiences to existing channels and programmes.

About Alchimie

Alchimie has changed the world of multimedia entertainment with its expertise in content distribution and monetization. The company has a sizeable library of 20,000 hours of content, and partners with content creators and producers from all over Europe to drive fair remuneration through distribution via Alchimie's portfolio of 150 subscription OTT channels across four languages. Whether TV programs, video or games, Alchimie provides access to over 30 digital distribution platforms inc. Google, Amazon, Apple, Samsung, Telecom Operators, via its channels and popular Watch It! platform. Channels are actively and dynamically promoted by Alchimie to gain high visibility for both the content and channels, and to attract new subscribers. Alchimie's channels include, *Humanity, FightClub, Stingray Karaoke, Big Name, Speed & Race, Moods and Okidoki*. With offices in France, Germany and Australia, Alchimie employs over 100 people and now operates in more than 10 countries. It collaborates with more than 200+ rights owners and its range of channels across different platforms attract up to 2 million unique visitors each month www.alchimie.com



About Lagardère Active TV channels:

Lagardère Active's Television division operates and distributes 16 theme, channels for kids, young adults and families, plus music channels, in more than 100 countries : Gulli, CANAL J, TiJi, Santa Claus Channel, ELLE Girl TV, MCM, MCM Top, RFM TV, Virgin Radio TV, Mezzo in 60 countries, Mezzo Live HD, TiJi Russia, Gulli Girl,

Telekanal Deda Moroza, Gulli AFRICA (in 22 countries in Sub-Saharan French speaking) and Gulli Bil Arabi (in 18 territories in Middle East and North Africa). With Gulli, CANAL J and TiJi, the kids offer of Lagardère Active is the N°1 in France !

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