



MEDIAWAN EXTENDS PARTNERSHIP WITH ALCHIMIE

Alchimie Watch-It platform now offers OTT Catch-Up service across Mediawan channels

29th March 2019 - Alchimie, the content aggregation and dynamic distribution company today announced a new agreement with French media and entertainment conglomerate, **Mediawan**, extending its current partnership to include a replay / catch up service for nine themed Mediawan linear channels to subscribers on Alchimie's **Watch-It** OTT platform. The catch-up service allows content on AB3, ABXPLORE, RTL9, ACTION, CRIME DISTRICT, freeing subscribers from scheduled linear viewing of Mediawan channels and allowing them the ability to catch up on must-see shows.

"Alchimie's agile and dynamic approach to marketing combined with its intelligently curated OTT channels, creates and attracts new audiences to existing premium content, and complements Mediawan's approach to special interest channels and content. It makes complete brand and commercial sense to extend our current partnership to offer **Watch-It** subscribers the flexibility to catch up with Mediawan content whenever they want." Said Richard Maroko, CEO Mediawan Thematics.

Alchimie's streaming platform **Watch It!** provides OTT access to Mediawan's linear channels via subscription to various access providers, including BT, Apple store, Google Play, and via the internet. This new extended partnership sees Alchimie instantly turn linear content into online files for catch-up viewing of premium programmes, shown earlier on the channels. The partnership delivers a revenue share to rights holders from all Mediawan content viewed through the OTT platform Watch It, which is automatically generated and distributed via Alchimie technology.

"Life has changed and is more fluid now, audiences expect to view content when they want to, which doesn't always coincide with the linear broadcast, or an appointment to view. We have a great partnership with Mediawan, with a similar outlook and focus on themed content. We're very pleased to extend our relationship and now offer **Watch It** audiences more versatility in the way they view Mediawan content." Said Nicolas d'Hueppe, CEO, Alchimie.

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 programmes.

About Mediawan

Mediawan was incorporated in December 2015 as a Special Purpose Acquisition Company (SPAC) for the purpose of acquiring one or more operating businesses or companies in the traditional and digital media content and entertainment industries in Europe. The Company was formed by Pierre-Antoine Capton, Xavier Niel and Matthieu Pigasse, and raised €250 million in April 2016 from an initial public offering on the regulated market of Euronext Paris.

In March 2017, Mediawan acquired Groupe AB and became present in the content and media industries. Founded in 1977, Groupe AB is a leading independent editor, producer and distributor of audiovisual content in French-speaking Europe. It is primarily involved in producing and distributing series, television movies, cartoons and documentaries and in editing TV channels and bundled digital services.

The group has a portfolio of 19 channels, widely distributed in French-speaking Europe and Africa. Groupe AB is one of the largest and most diversified content managers in France, with about 12,000 hours of programming in library and internal production of about 80 hours per year. In 2016, Groupe AB achieved adjusted revenues and EBITDA of, respectively, €160m and €37m.

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.