

## **Alchimie to Deliver NHK content via OTT platforms.**

**22 October 2019 TIFFCOM.** Alchimie, the content aggregator and dynamic distributor, today announces an exciting new move into Japanese content with a deal with **NHK Enterprises, Inc.**, a subsidiary to a public broadcaster NHK to distribute a range of wildlife programming.

NHK's programming is often seen as the gateway to Asia bringing a Japanese perspective and fresh insights on current events and different ways of viewing the world

The new agreement is Alchimie's first content acquisition deal in Japan and will add to the existing science and wildlife programming already in Alchimie's library, which now stands at 40,00 hours of premium factual content across Nature, Travel, Sport, Crime, Military and Current affairs genres.

Alchimie distributes its multi-language library of premium factual content via editorially themed SVOD subscription channels including the wildlife focused **Species** and geopolitical channel **Humanity**. The channels are distributed to over 40 digital platforms and telcos across Europe, including to TVPlayer, Alchimie's recently acquired UK based OTT platform.

Nicolas d'Hueppe, CEO of Alchimie said, "NHK is one of the world's most admired broadcasters and producers, and is renowned for its high quality programmes, and we're proud that Alchimie's first agreement with Asia is with such a prestigious partner."

"We were impressed with the range and quality of Alchimie's SVOD channels, and their expert eye for the curation of premium documentary content delivers a compelling viewing proposition. We're delighted that by working with Alchimie some of NHK's best shows will find new audiences to entertain and engage across UK and Australia." Said Chie Muto, executive manager content distribution at NHK Enterprises.

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 will be attending TIFFCOM 2019.**

### About Alchimie

Established in 2016, Alchimie partners with over 250 European content creators and rights-owners and has a sizeable library of over 40,000 hours of multi-language, premium content in many genres Nature, Travel, History, Science, Crime, Kids, Sports, etc., which it distributes through themed standalone or co-published SVOD channels to over 40 digital platforms including Google, Amazon, Apple, Samsung, and Telecom Operators.

In 2019, Alchimie acquired UK OTT Service provider TVPlayer, the only independent OTT aggregator of TV channels in the UK. TV Player has 2.6 million registered users in the UK who can watch on the web and on native apps more than 100 free & pay-for TV channels.

Alchimie's channels include, *Military Stories, Species, Humanity, Think, Big Name, GiveMe5, Moods and Okidoki*. With offices in UK, France, Germany and Australia, Alchimie employs over 100 people and operates in more than 10 countries [www.alchimie.com](http://www.alchimie.com)

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