

## **Alchimie Inks Content and VOD deal with Samsung TVPlus across Europe**

### ***Alchimie partners with Samsung TV+ to provide over 30 channels***

**22<sup>nd</sup> April 2020.** Content aggregation and dynamic distribution company Alchimie has become an accredited Samsung partner to distribute over thirty VOD channels on Samsung's TV Plus platform across France, UK, Spain and Italy. Alchimie's 40,000 hour library of selected, premium factual content from across Europe regularly refreshes and fuels the channels.

Samsung TV Plus in France, UK, Spain and Italy each carries up to twelve editorially themed, local language Alchimie channels including versions of *Big Name*, featuring documentaries on renowned figures; *MMA TV* with its showstopping mixed martial programming; *Humanity* which shows award winning current affairs and geopolitical programming and *Euronews*; amongst a range of others covering Sports, Lifestyle, Special Interests and Music.

Nicolas d'Hueppe, CEO of Alchimie said, "Samsung's TV Plus is a great partner, connected TV viewing is increasingly popular and Alchimie has the library of premium multi-language content, the portfolio of channels and the editorial expertise to ensure that Samsung's TV Plus will be able to offer a range of channels to its growing European audiences – whatever their language or interests".

The deal further secures Alchimie's position as one of the leading VOD providers in Europe with a library of over 40,000 hours of multi-language premium content and over 150 VOD and live channels, distributed across Europe. Samsung's TV Plus service comes pre-installed on post-2016 Samsung smart TV's, and is a free ad supported streaming service which enables it to deliver Alchimie's popular VOD channels to audiences free of charge.

Alchimie themes, curates and dynamically promotes its channels to generate new audiences for its 250+ content partners. Alchimie's services also provide digitisation, translation, subtitles, dubbing and dynamic promotion for premium content, which Alchimie then distributes as part of its channel offers.

### **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.



Dynamic Digital Distribution

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, and 50,000 subscribers, 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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