

ALCHIMIE LAUNCHES BRAND NEW ORIGINAL SPORTS CHANNEL “UNBEATEN”

14th April 2020 Alchimie, Europe’s leading OTT content aggregator and dynamic distributor announces the launch of **Unbeaten**. The brand-new sports channel has been created exclusively for passionate sports fans around the world, and following its launch today on UK’s OTT platform TVPlayer, **Unbeaten** will be distributed on a variety of OTT platforms internationally.

Unbeaten is an English language sports news and entertainment channel showcasing engaging, existing and original programming featuring high-profile sports stars, news, highlights, and developments across a spectrum of major international sports. The subscription channel is not only compulsive viewing but offers a rare opportunity for OTT operators to carry a dedicated linear sports channel, an asset that is in high demand and short supply in the OTT space.

Daily original news shows, *Life’s a Pitch*, *Sport Confidential*, *The Football Review*, *FIBA World Basketball*, *Combat* and *The Inside Line* will provide fresh round-ups and provide viewers with an appointment to view, with each day’s show focusing on a different sport. Additionally, **Unbeaten** has access to a vast catalogue of recent and historical series, and will roll out over 1,000 hours of content, across football, Formula 1, basketball, golf, tennis, combat and e-sports, as well as a collection of other lifestyle sports. Future programming will include Olympics, European championship football, FIFA World Cup, and other global championship events in topical magazine-style preview and review shows.

Nicolas d’Hueppe, CEO and founder of Alchimie, said “We have created **Unbeaten** to super-serve the voracious appetites of sports fans around the world. The OTT channel, which is available on a wide range of digital platforms, is carefully curated and allows armchair sports addicts to access some of the best existing sports shows as well as new content specifically created for **Unbeaten** viewers.”

The first platform to distribute **Unbeaten** is Alchimie owned OTT platform TVPlayer in the UK. Alchimie UK’s managing director, Barry Llewellyn, said “TVPlayer is delighted to be the inaugural launch platform for **Unbeaten**. This channel is an excellent addition to our line-up of vertical content channels, dedicated to the various passions of our diverse audiences. It is interesting timing for the launch of this channel, given that live sports events are currently on hiatus around the world, but the enormous appetite of fans for sports content remains totally intact and **Unbeaten** is perfectly

positioned with a great collection of news updates and video magazine formats both now and when live sport returns to action.”

Alchimie already distributes over 150 channels in various countries including Germany, UK, France, Spain, and Australia, amongst others. **Unbeaten** is a fantastic sporting addition to Alchimie’s channel portfolio which already includes popular themed channels such as *Big Name, Humanity, Species, and Army Stories*.

About Alchimie

Established in 2016, Alchimie partners with over 250 content creators and rights-owners and has a sizeable library of over 45,000 hours of multi-language, premium content across 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.

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 120 technology, digital, editorial and marketing experts and operates in more than 10 countries www.alchimie.com

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