



Euronews Partners with Alchimie for Distribution

08 Sept 2020 Alchimie, the content aggregator and distributor, announces today a new distribution agreement with Euronews, Europe's leading international news channel. The agreement sees Alchimie distribute 1500+ hours of Euronews' multi-language factual content via Alchimie's extensive range of themed linear, VOD and SVOD channels available on over 40 digital platforms and mobile networks across Europe, Asia and South Africa.

Euronews' premium programming has a European perspective and provides the viewer with insight into current affairs, science, technology, culture, climate, business and culture, all genres which complement Alchimie's themed channels. With journalists across Europe, Euronews produces and broadcasts content in 12 languages and the new agreement with Alchimie reflects this with Euronews content supporting Alchimie's range of channels in Spanish, English, French and German languages

"In a world where information is often reduced to 140 characters, it's important for audiences to access and be entertained by reliable, high quality journalism and trusted, factual content. Our agreement with Euronews helps us to provide this via our channels, giving our audiences insight to topics that interest them, from a European perspective, and in their own language." Said Frederic Rossignol, Chief Content Officer.

"Euronews programming aims to give greater insight into world events with an independent perspective, as well as addressing the urgent issues we face today relying on facts and trusted information. We're delighted with our new partnership with Alchimie allowing Euronews to strengthen its digital distribution. This partnership will introduce our shows and content in multiple languages to new audiences across the world, giving viewers insight, through impartial reporting, into the stories and events that are shaping the world." Said Maxime Carboni, Director of Worldwide Distribution, Euronews

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

Alchimie is a platform for streaming video. With a catalogue of nearly 50,000 hours of content rights from over 250 prestigious partners, (BBC, France Tele, ZDF, RTVE, ZED, Millimages, etc) across all topics, Alchimie helps rights owners and brands create new TV channels (Jacques Attali, Nous Deux, Army Stories, Think, Poisson Fecond, VaBene, Moods, etc) to distribute across 60+ digital platforms (TVPlayer, Amazon, Orange, Movistar, Samsung, Huawei etc) as well as generate new revenues.



Dynamic Digital Distribution

With offices in France, UK, Germany, Spain and Australia, Alchimie employs 120 technology, marketing, digital and editorial experts and is ranked 40th in FW500 (ranking of French technology companies).

www.alchimie.com

About Euronews

Euronews is Europe's leading international news channel. Its mission is to empower people to form their own opinion. Euronews is unapologetically impartial and seeks to offer a diversity of viewpoints: Euronews is "All Views".

Since its launch in 1993 in Lyon (France), Euronews has been delivering impartial news trusted by audiences across the world, available in almost 400 million homes across 160 countries, including 67% of homes in the European Union + the UK. It reaches almost 150 million people every month.

In 2017, Euronews renewed its offer by launching 12 distinct language editions, with a "glocal" approach to news: Euronews continues to grow as a global media offering content adapted to the expectations of local audiences. Aside from round-the-clock news coverage, Euronews has dedicated shows covering topics like science, climate, business, current affairs and culture, both on television and on its digital platforms. Its English language edition offers 17 hours of anchored news shows, every weekday.

With a team of 500 journalists of more than 30 different nationalities, Euronews' 12 editions cover European and world news 24/7 in Arabic, English, French, German, Greek, Hungarian, Italian, Persian, Portuguese, Russian, Spanish and Turkish. With its headquarters in Lyon, Euronews also has bureaus in Brussels, Athens and Budapest, correspondents across Europe, as well as commercial offices in London, Paris, Berlin, the United Arab Emirates and Singapore. In 2018 and 2019, it launched three branded affiliate projects: Euronews Albania, Euronews Georgia and Euronews Serbia.

In 2016, Euronews group launched its sister channel Africanews, the first pan-African multilingual and independent news outlet.

www.euronews.com www.africanews.com

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