

Alchimie's 'TVPlayer Go!' to Reach Millions via Strategic Partnership with Huawei

Huawei Video brings Alchimie's SVOD app "TVplayer GO!" to Millions handsets across thirteen countries

15 Sept 2020 Today Alchimie, the content aggregation and dynamic distribution company, announces a new partnership with Huawei, the Chinese mobile handset manufacturer to provide Alchimie's factual SVOD channels to millions of Huawei Video consumers. The partnership sees Alchimie reinforce its distribution network by integrating its **TVplayer GO!** app into Huawei Video, the preloaded entertainment app on all new and existing Huawei smartphone and tablet devices. **TVplayer GO!!** will be available via Huawei Video to millions Huawei devices in thirteen countries across Europe, Scandinavia, Middle East, Africa and Asia, and will carry up to nine regularly refreshed, specialist factual channels from Alchimie.

Alchimie's **'TVplayer GO!** will be distributed to Huawei consumers as territory specific channel apps for UK, Germany, France, and Spain along with an international English language service for Norway, Sweden, Denmark, Finland, UAE, Hong Kong, Singapore, Philippines, and South Africa. The full *tvplayergo!* app experience will be available to subscribers for approx. €4.99.

All **'TVplayer GO!** apps on Huawei Video will feature *Current Affairs, Kids* and *Travel* channels, with country specific **'TVplayer GO!** apps carrying between four and nine themed factual channels each¹, chosen from Alchimie's specialist channels *Sport, Nature, Science, History, Motors, Femina, and Mindfulness*.

Each version of the **'TVplayer GO!** app features 300 hours of premium quality, localised, factual programming carefully chosen from, and regularly refreshed by Alchimie's 50,000 hour portfolio. The sizeable portfolio has been built through Alchimie's selective revenue-share partnerships with award-winning international producers, and enables Alchimie to introduce their existing documentaries, series and shorts to new audiences all over the world.

"In a world where we are bombarded by content, information and news, there is a growing demand programmes that not only entertain, but give authentic, accurate information and insight to the world around us. Through partnering with some of the world's most awarded producers and extending our distribution network with Huawei Video we can introduce these fantastic programmes



Dynamic Digital Distribution

to millions of new viewers, and generate new revenues for rights holders.”, Said Nicolas d’Hueppe, CEO and founder of 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.

¹ TVPlayer Go! app for Huawei Video in the UK will offer nine specialist channels: History, Travel, Current Affairs, Kids, Sport, Mindfulness, Science, Nature, Motors

TVPlayer Go! app for Huawei Video in France will offer eight specialist channels: History, Travel, Current Affairs, Kids, Femina, Mindfulness, Nature, Motors

TVPlayer Go! app for Huawei Video in Germany will offer seven specialist channels: History, Travel, Current Affairs, Kids, Mindfulness, Science and Nature

TVPlayer Go! app for Huawei Video in Spain will offer six channels: Current Affairs, History, Kids, Mindfulness, Science and Nature

TVPlayer Go ! International app for Norway, Finland, Singapore, Hong Kong, UAE, Denmark, Sweden, Phillipines, and South Africa will offer four channels: Current Affairs, History, Kids and Sport.

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 partners with rights owners and brands to create new TV channels (Unbeaten, OkiDoki, Species, 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) generating new audiences as well as new revenues.

In 2019 Alchimie acquired TVPlayer, the largest independent OTT platform in the UK.

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

For further information contact:

Sophie Naylor

T: +44 (0) 7931785151

E: sophie@watchlisttv.co.uk