

Flame Media Adds Fire to Alchimie's Portfolio

Alchimie acquires 898 hours of factual and documentary content from Flame Media

12 October 2020. Today **Alchimie**, the video tech content enabler, announces its new partnership with **Flame Media**, the international distributor of factual, documentary and unscripted content. The new agreement sees Sydney-based Flame Media provide Alchimie with **898 hours of premium content** from over **140 independent producers** from around the World. The content will be distributed to Alchimie's themed subscription OTT channels, available on digital platforms across Europe, UK, USA, Asia, and Australia.

Almost 900 hours of Flame Distribution's programming across multiple genres including *Crime, Current Affairs, History, Wildlife, Science, Travel and War*, will be added to Alchimie's 50,000 hour portfolio of premium content. Alchimie selects and curates content from its library to supply and regularly refresh its portfolio of themed AVOD and SVOD subscription channels across Europe, keeping viewers engaged with new and exciting content that supports their interests.

"Alchimie's approach to OTT distribution is creative, flexible and intelligent, it creates themed channels and populates them with content that is both curated and managed dynamically. Its approach offers subscribers content that not only appeals to their interests, but is also timely and relevant to events happening in the world around them. It's a fantastic route for our programmes to find new, engaged audiences," said Fiona Gilroy, Content Sales & Acquisitions Director, Flame Media.

"Flame Media has a really impressive catalogue with the type of entertaining and intelligent premium content that fits our channels and really engages our subscribers. We're delighted to partner with Flame to generate new audiences for its factual programming, and new revenues for the rights owners," said Frederic Rossignol, Chief Content Officer, 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.

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 (ZDFe, RTVE, WOWOW, FTD, JAVA, etc) across all topics, Alchimie partners with rights owners and brands to create new TV channels (Unbeaten, Cultivons-Nous, MuiInteressante.tv, NousDeux, 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

About Flame Media

Flame Media is a television production and distribution company specialising in high quality factual entertainment, formats and documentary content. We are involved in the development, finance and co-production of content for the international television market. We work with producers and buyers from around the world to deliver the best quality content for audiences across platforms. We currently work with 180 content producers from around the world representing over 4,000 hours of their content.

www.flamemedia.tv

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