

Press release

Alchimie announces that it has exceeded the 50,000 paying subscribers to its SVOD channel CultivonsNous.tv dedicated to the agricultural sector, co-published by Edouard Bergeon and sponsored by Guillaume Canet



Paris, November 4 2020 – 10:00 am CET- Alchimie, an OTT (Over the Top) platform of subscription video on demand (SVOD) offered via original and exclusive thematic channels, co-published with media groups and talents, announces that it has exceeded the 50,000 subscribers mark for its CultivonsNous.tv channel, dedicated to understanding the origins of the products we eat through a selection of documentaries and features by Edouard Bergeon and Guillaume Canet.

CultivonsNous.tv, the first land and food channel, breaks through the 50,000 subscribers mark

Launched 6 months ago, CultivonsNous.tv, which already has more than 50,000 subscribers, aims to continue the conversation between urban and rural people, through portraits of those who feed us, documentaries on agricultural practices and reports on eating well, drinking well and the environment. In short, CultivonsNous.tv gives us the opportunity to discover and better understand the origins of the products we consume, from the field to the plate.

Edouard Bergeon, co-publisher of CultivonsNous.tv, journalist and director of the film " In the name of the Land " says: " The great success of CultivonsNous.tv delights us deeply, well beyond the expectations we had when we had the idea of this channel with Antoine Robin, director of channels at Alchimie. This spectacular increase in the subscriber base despite the recent launch of the channel is a testimony to the strong support of part of the population for the agricultural community, as well as an interest in major societal issues such as the ecological transition and eating better. I would particularly like to thank Guillaume Canet for his sponsorship and his strong involvement in promoting the channel, as well as Alchimie, whose quality

technological platform, rich content catalog and extensive distribution network have enabled us to co-publish an SVOD channel with the highest standards. »

Revenue sharing business model between CultivonsNous.tv and Alchimie

As most of the SVOD channels offered by Alchimie, CultivonsNous.tv is available either directly in a stand alone version, or within other packaged offers provided by Alchimie. Via a subscription directly from the channel's website, CultivonsNous.tv.fr/FR, a subscriber can access for €4.99 per month to all content from all connected devices. Firmly focused on defending the rural cause, the channel claims to be the leading channel in the rural community and, as such, donates €1 on each monthly subscription to the association Solidarité Paysans.

Dynamic subscriptions ensured by optimal exposure and multi-channel distribution

CultivonsNous.tv can be subscribed directly by the user, but is also available through packaged offers distributed on several digital platforms, in particular via Alchimie's TVPlayer application. Its marketing promotion is, among others, supported by Guillaume Canet who benefits from a community of several million fans on social networks. The wide range of distribution methods and optimal exposure have enabled the solid and rapid growth of the subscriber base. This growth was driven by the success of the channel with brands and companies, as reflected in the contract signed with Intermarché, which chose to offer it free of charge to its employees and customers to reaffirm its commitment to the rural community.

Nicolas d'Hueppe, Founder and CEO of Alchimie, said: "We are very pleased with the success of this committed thematic channel which perfectly demonstrates the relevance of our positioning as a platform of SVOD channels with affinity thematic content, co-published with celebrities or media. This unique model allows revenue sharing between all the stakeholders involved in the creation of a channel, i.e. celebrities, Alchimie right owners, while ensuring optimal marketing promotion through the natural audience that celebrities enjoy, and through our distribution network to operators and digital platforms. Finally, this channel, which is a true exclusive media, therefore has strong potential with brands or companies which, because of its affinity with the editorial theme, can offer it to their clients or employees. The recent contract signed with Intermarché, for the purchase of subscriptions to CultivonsNous.tv, is a perfect example of this. It is the combination of a strong and unique affinity thematic content offer with an original co-publishing and distribution model that explains the success and rapid growth of the subscriber base of CultivonsNous.tv and, more generally, of our OTT thematic SVOD channel platform. »

About Alchimie

Alchimie is an OTT platform that distributes 55 thematic affinity channels by subscription. Alchimie has a catalog of more than 60,000 hours of content from more than 300 renowned partners (Arte, France TV distribution, ZDF Entreprises and Zed). Alchimie partners with talents (celebrities, influencers), brands and media groups to create new channels (Unbeaten, Cultivons-Nous, MuyInteressante.tv, NousDeux, Army Stories, Think, Poisson Fécond, VaBene, Moods, etc.) which are then distributed on more than 60 distribution platforms (TVPlayer, Amazon, Orange, Movistar, Samsung, Huawei, etc.) constantly expanding its audience and consequently its 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 125 technology, marketing, digital and editorial experts and is ranked 40th in FW500 (ranking of French technology companies).

For more information: www.alchimie-finance.com / www.alchimie.com

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