



## Alchimie Takes a New Look at Science with Spektrum der Wissenschaft TV

- *Alchimie and Spektrum der Wissenschaft co-publish high end scientific VOD channel for German audiences.*

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**Alchimie**, the content aggregator and video distribution platform, today announces a new co-publishing partnership with established media brand **Spektrum der Wissenschaft (SdW)**, the scientific publication and German sister-brand to the world-renowned *Scientific American*. The new partnership will see Alchimie and SdW jointly publish **Spektrum der Wissenschaft TV**, a scientific VOD subscription channel featuring documentaries and other factual programming to explain the world around us through science and give insight into new developments in scientific research. Spektrum der Wissenschaft is available in Germany on all devices via subscription.

SpektrumderWissenschaft.TV will stay true to the media brand's ethos of acting as a bridge between specialist scientific journals and an interested public. SdW's expert editorial team will curate six programme 'playlists' for the channel, each one covering a topic; Astronomy, Biology, Environment, Natural Science, Chemistry or IT, with programmes complementing themes featured in the print publication. All the programmes will be sourced from Alchimie's 60,000 hour library of professionally produced, premium content which includes a multitude of award-winning documentaries and other scientific factual programming, looking at everything from phenomena of Black Holes to the rise of epidemics.

"We're honoured to partner with such a prestigious publication and to launch SdW TV, a channel dedicated to genuine science which is much needed in this current era of misinformation. Today's fake news/fake science cycle undermines the credibility of science and the capacity of individuals to make evidence informed choices in their best interests. Spektrum

der Wissenschaft is a brand, and now TV channel, the public can trust to provide authentic scientific insight. Alchimie’s partnership with an esteemed publication such as this reflects the quality and quantity of trusted factual content we hold in our library.” Said Regis Werle, Alchimie Germany CEO.

Markus Bossle, Spektrum der Wissenschaft CEO said, “We’re delighted to have found a great partner in Alchimie to co-publish Spektrum der Wissenschaft TV with. SdW is a trusted scientific brand so the most important aspect of the channel for us is the quality of programmes we offer. Alchimie’s library features content from some of the best scientific television producers in the world, and the amount of choice available means that Spektrum der Wissenschaft TV will always be fresh, relevant and entertaining – and accurate.”

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 services.



## About Alchimie

Alchimie is a channel factory: a unique video platform in partnership with talents and media to co-publish their own thematic channel. Alchimie has a catalog of more than 60,000 hours of content from more than 300 renowned partners (Arte, France TV distribution, ZDF Entreprises or Zed). Alchimie partners with 70+ talents (celebrities, influencers), brands and media groups to create new channels (Cultivons-Nous, The Big Issue, Army Stories, Jacques Attali, Poisson Fécond, Vaughan, Michael Rowe, Spektrum der Wissenschaft) 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, the UK, Germany, Spain and Australia, Alchimie employs 125 people and is ranked 48th in FW500 (ranking of French technology companies). For more information: [www.alchimie-finance.com](http://www.alchimie-finance.com) / [www.alchimie.com](http://www.alchimie.com)

### About Spektrum der Wissenschaft

*Spektrum der Wissenschaft* in Germany is the largest entity of the international editions of *Scientific American*. *Scientific American* became part of Nature Publishing Group in 2009, after many years as a sister Holtzbrinck organization.

Spektrum cooperates in print and online with its Nature Publishing Group colleagues on several initiatives, including the German language scientific jobs database powered by *Naturejobs*, joint publishing projects e.g. for Max-Planck-Gesellschaft, and social media projects including a project for the Lindau Nobel Laureate meetings.

Aside from the magazine *Spektrum der Wissenschaft*, the media portfolio comprises: *Sterne und Weltraum*, a high-level journal on astronomy; *epoc*, a magazine for archaeology and history; and *Gehirn&Geist*, the flagship of psychology magazines with international editions in 9 countries, including *Scientific American MIND* in the United States. Furthermore Spektrum publishes *spektrumdirekt*, a weekly digital newspaper on science and runs SciLogs, the largest German language science blogging platform.

### Contacts

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