



Switch joins Alchimie's platform to reach 70+ SVODs

- *Leading TV and Film distributor Switch International provides Alchimie SVOD channel network with 6,500+ hours of scripted and unscripted premium content*
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Today **Alchimie**, the video platform, and **Switch International**, a leading global TV and digital content producer, and worldwide distributor based in Australia, announce a new agreement enabling Alchimie to distribute to its **70 + SVOD** channels Switch International's **entire catalogue** of over **6,500 hours of premium content**. The partnership with Australian-based Switch International encompasses programming across all genres and is a welcome addition to Alchimie's sizeable premium content library which currently stands at approx. **60,000 hours** and populates Alchimie's network of SVOD channels available on digital platforms, smart tv's and mobile networks across UK, US, Europe, Asia and Australia.

The new agreement covers the entire Switch International catalogue incorporating a huge range of English language programmes including biographical and historical films and TV series, classic movies, science and technology documentaries, Western movies, retro tv series, general documentaries, short-form content and timeless cartoon classics. The variety of content genres reflects the increasing array of themed SVOD channels monetised and distributed by Alchimie, and will provide channel editors with additional good quality, professionally-produced programming to support their channels' focus, keep their programming playlists relevant and subscribers entertained.

Frank Brown, Alchimie's CEO for Asia Pacific states, "Switch International is a fantastic partner for Alchimie, it has a really strong catalogue full of relevant and entertaining content that's a perfect fit for many of our channels. Our new agreement combines the quality of programming that Alchimie channels are known for, with the diversity and volume of content our channel editors need to keep all our SVOD channels fresh and exciting."

“We’re always on the lookout for new ways to broadcast our shows, and our new agreement with Alchimie gives us the opportunity to introduce more of our catalogue to an increasing number of new SVOD audiences, generating new revenue streams along with a new appreciation for some incredible existing shows,” said Bill Farrow, Founder, Switch International.

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 / www.alchimie.com



About Switch International

Switch International is a leading global TV and digital content producer, and worldwide distributor based in Australia. It offers long and short form content that is easily accessible, relevant, engaging and suitable for any platform. It also produces original factual series for the global market.

Switch International makes content selection so simple by offering packages to suit any programming or channel theme. The company is up to date with intelligence about client and audience needs for long and short form content that can be adapted across all screens while meeting international broadcasting standards and evolving audience demands and attention spans.

Program delivery is quick and easy, and as a result of self-commissioned productions, deals are flexible. Switch International's sales team is free to negotiate deals that work for our customers rather than deals that work for third party production companies. Consequently, customers really are worldwide with our content screening in 130 territories.

Switch International's content genres include; Biographies, Entertainment, Travel, Health, Lifestyle, Environment, Space, Weird and Wacky, Science and Technology, Animals and Kids, History, Sports, War, Cartoons, Movies, Celebrity and Westerns.

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