



## **ALCHIMIE LAUNCHES CHARMING KIDS CHANNEL OKIDOKI ON AMAZON'S PRIME VIDEO CHANNELS IN AUSTRIA and GERMANY**

**9<sup>TH</sup> APRIL 2018.** Alchimie, the dynamic distribution company, today announces that its charming children's channel, **OKIDOKI** is now available to Prime members as part of the Prime Video Channels offer on Amazon's OTT platform **Prime Video** in Germany and Austria. OKIDOKI has over 20 properties/licenses and delivers over 1000 episodes of curated, safe, ad-free premium content to German speaking children via a one-click monthly subscription of €4.99.

OKIDOKI's original selection of animation, live action and educational programmes for kids aged 3-10 years old, is curated and aggregated by Alchimie and the popular range is refreshed monthly. Shows available include favourites such as Molang, Tom the Truck, Hopital Hilltop and Corneil & Bernie. OKIDOKI boosts its offering regularly with fun seasonal content to coincide with events such as Easter, Halloween, Summer Break and Christmas.

Interaction with OKIDOKI via Prime Video Channels enables it to package programmes specific to the young viewer's own interests through a variety OKIDOKI sub-channels, such as Earthchildren/Erdkinder, Cars and Animals. OKIDOKI offers all this in a virtual safe environment, without exposure to advertising or age inappropriate content.

OKIDOKI is one of a range of thematic channels curated, aggregated, packaged and distributed by Alchimie, making its OTT distribution channel strategy both international and multiplatform. Others include MMA channel *Fight Club*, interior design channel *InterieursTV*, outdoor sports channel *Speed & Race* and the popular *Moods* channel. The launch of OKIDOKI on Prime Video Channels in Germany and Austria builds on Alchimie's existing relationship with Amazon Channels in the UK, which has been home to OKIDOKI in the UK since the end of 2017.

*"We're delighted Okidoki is now part of the family of Prime Video Channels in Germany and Austria, and we hope our young viewers and their parents enjoy watching it. Our creative data drive approach keeps a young audience's attention by offering content that's relevant to the viewers interests, as well as being safe and fun." Says Nicolas D'Hueppe, CEO of Alchimie. "The deal highlights Alchimie's ability to secure and curate great entertaining content to create compelling channel offerings, and*

*successfully distribute these in SVOD channel packages to OTT and other digital providers all over the world.”*

**Message: “There is a wealth of great programming in the world and Alchimie is in a unique position to curate and distribute this as SVOD channel packages to new audiences on any platform, providing producers with new revenue streams and viewers with new content. OKIDOKI is a perfect example of this”**

#### **About Alchimie – Dynamic Digital Distribution**

For 12 years, Alchimie has changed the world of multimedia entertainment with its expertise in content distribution and monetization. Alchimie helps content creators and producers earn a fair remuneration through the distribution of their content on all digital channels, by subscription. Whether TV programs, video or games, Alchimie provides and enables access to the most important distribution platforms (Google, Amazon, Apple, Samsung, Telecom Operators, etc.). The service offers tools and access to Alchimie’s marketing support allowing content to gain high visibility and be transformed into gold subscriptions. Alchimie has offices in France, Germany and Australia, and operates in more than 10 countries, covering the main geographical areas. It collaborates with more than 100 rights owners and manage around €70 million transactions every year. Alchimie’s range of channels across different platforms attract up to 20 million unique visitors each month.

[www.alchimie.com](http://www.alchimie.com)

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