

# BIG NAME

## ALCHIMIE LAUNCHES CELEBRITY FOCUSED CHANNEL

**Oct 14th 2018** Today **Alchimie**, the content aggregation and dynamic distribution company announces **Big Name**, its brand new OTT channel with an editorial focus on famous individuals who have influenced and shaped the world, both throughout history and today. **Big Name** is the latest addition to Alchimie's rapidly growing selection of editorially themed and dynamically promoted lifestyle OTT channels, available via subscription on global platforms as well as via regional mobile operators.

**Big Name** delivers high-end documentaries that give insight to a diverse range of renowned figures who have impacted society, socially, culturally, politically or environmentally. Big Name's broad range of documentaries give a forensic look at the people behind the profiles, and focus on people with regional and global appeal such as Winston Churchill, Charles de Gaulle, Michelle Obama, Charles Lindbergh, Whitney Houston, Kanji Ishawara, Al Capone, Jude Law, Abe Sada, Frantz Haarman and Jack The Ripper. The brand new channel has launched with over 150 hours of English, German and French premium content, more content will be added regularly across all territories as Alchimie continues to increase its number of partnerships.

The breadth of programmes on **Big Name** is editorially curated by Alchimie to reflect the region it's available in, both in terms of language and the subjects themselves. Many remarkable individuals have a significant resonance and profile within their country but are less known outside that territory, and some are renowned globally with fame that crosses international borders, Big Name incorporates both of these aspects of celebrity, curating relevant content for each region, which Alchimie dynamically promotes to new and existing audiences.

Nicolas d'Hueppe Alchimie CEO said, "We all have a fascination with those in the public eye and those who leave their mark on the world, from Whitney Houston to Albert Einstein, from Charles de Gaulle to Michelle Obama, they have captured our imaginations and often our hearts. What makes them special? What drives them? What makes the great, great and the evil, evil? Our thirst for



Dynamic Digital Distribution

understanding the famous is never satisfied. **Big Name** will bring new audiences to a range of exceptional documentaries from our partners, giving our viewers deeper insight to the people behind the profiles. We will continue to add more content on a regular basis”

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.

**Big Name** is currently available through subscription on Vodafone and O2 in the UK, on T-Mobile in Germany and Orange, SFR and Bouygues Telecom in France, as well as on global platforms Android TV, Google Play and iOS Mobile.

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

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 200+ 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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