



**ANNOUNCEMENT UNDER EMBARGO UNTIL 0600 MONDAY 15<sup>TH</sup> OCTOBER  
2018**

**LUKARN, NoKzeDoC AND JAVA FILMS DISCOVER NEW AUDIENCES VIA BIG  
NAME AND THE HUMANITY CHANNELS**

*Alchimie's WatchIt! introduces new OTT audiences to high end documentaries*

**Oct 15th MIPCOM** Alchimie, the content aggregation and dynamic distribution company today announces new partnerships with eminent producer distributors, Java Films, NoKzeDoc and Lukarn TV. Alchimie will distribute, promote and monetise around one hundred hours of Lukarn's, NoKzeDoc and Java Films' award-winning documentaries via **Humanity** and **Big Name** channels, part of **Watch It** Alchimie's OTT subscription channel portfolio.

Java Films, NoKzeDoc and Lukarn are renowned producer distributors whose catalogues encompass a breadth of premium documentary content. Their factual programmes range across investigative current affairs, the big issues surrounding us today - such as poverty, migration, climate change, education, and diminishing natural resources, as well as biopics giving us insight into those that have influenced and shaped the world, throughout history and today from artists to politicians.

"We are delighted to partner with these renowned producer distributors, with such diverse and versatile portfolios. Both Lukarn and Java's catalogues include award winning documentaries and biopics, which will inspire and engage Watch It!'s audiences. **Humanity** which focuses on the big questions of modern life and **Big Name** where the content investigates and reveals the lives of the famous and infamous. We feel very fortunate to be working with documentary partners of this calibre, their content is a natural fit for our channels and our audiences." said Frederic Rossignol, CCO of Alchimie

"We're very happy to be working with Alchimie, and we're delighted that our programmes will find a wider international audience." said Sandrine Frantz, General Manager, Lukarn

"The Humanity and Big Name channels on WatchIt are a fantastic match for noKzeDoc.tv programmes. All our content is well tagged and signposted so interested audiences can easily find it. Alchimie's expertise in curating and promoting the channels is second to none, and with WatchIt! available on such a wide range of platforms, we're delighted that our shows will find an even bigger audience. " said Guy Knafo, noKzeDoc.tv, president



Lukarn, NoKzeDoc and Java films join a luminous roster of Alchimie partners, including Arte and ZDFE, who work with Alchimie to promote and monetise their existing content via Alchimie's bouquet of carefully curated channels. Alchimie's OTT channels reach approximately 170 million subscribers worldwide via a variety of platforms including EE, Vodafone, iOS, Apple TV, Android TV, Orange, O2, T-Mobile and others, introducing new OTT audiences to existing programmes.

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.

### **About Humanity**

**The Humanity Channel** provides high quality documentaries and factual content, refreshed weekly, to understand where we come from and where we are heading. Looking into areas such as tech revolution, new geopolitics, climate change, new spirituality, and AI, the channel aims to give insight into our world's continuing transition, investigating the current and historical agents of change. The content is available without commercial interruptions exclusively anytime anywhere on the streaming platform: WatchIt! And is also available on EE, T-Mobile, Orange SFR and Vodafone.

<https://humanitychannel.tv>

### **About Big Name**

**Big Name** provides premium documentaries, refreshed weekly offering insights to the people behind the profiles. Looking at famous and infamous figures both contemporary and throughout history, **Big Name** investigates what made these people who they are? from looking at what drives them, what are their passions and their achievements, and how did they come to our notice? The content is available without commercial interruptions exclusively anytime anywhere on the streaming platform: WatchIt! available in English, German and French. And is also available on EE, T-Mobile, Orange SFR and Vodafone and a range of other digital platforms

### **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)

**For more information contact:**

**Sophie Naylor**

**+44 (0)7931 785151**

**sophienayloruk@yahoo.co.uk**