MOTORSPORT TV'S EXHILARATING CONTENT FINDS NEW AUDIENCES WITH ALCHIMIE

Motorsport TV, home of motorsport video lovers, with 100+ racing series, 1000 live event per year and 2500 hours of VOD, finds new channels with Alchimie

Jan 24th 2019 Today Alchimie, the content aggregation and dynamic distribution company announces a deal with Motorsport TV to distribute, promote and monetise over a thousand hours of exhilarating non-linear and linear Motorsport content, including WEC (World Endurance Championship), ELMS (European Le Mans Series), WRC (World Rally Championship), FIM WSBK (World Superbike Championship), to name only a few out of the 125+ series covered.

Alchimie will distribute the content to its existing Watch-It subscriber base, introducing these emerging sports without commercial interruptions to a new wider audience across the UK, Germany and France. The content will be available anytime anywhere on the streaming platform: WatchIt! And is also available on EE, TMobile, Orange SFR and Vodafone.

Rossignol, Chief Content Officer Alchimie said " Our partnership with Motorsport TV allows Alchimie to deliver new thrilling content to our *Speed & Race* **subscribers available on our multichannel OTT platform** *Watch It***.** Both Jetsprint and Motocross are relatively young extreme sports with a passionate grassroots fanbase, they're great spectator sports and we're sure that our existing audience will find them fast, fun and fantastic to watch."

Olivier Dufour, President Motorsports TV & CEO of Motorsport Network France said " We're delighted to be working with Alchimie to introduce these new, entertaining, adrenaline charged sports to a wider audience across Europe. Alchimie has a fantastic track record in growing and generating audiences across Europe, through expertly curating and promoting its portfolio of channels, driving both subscriptions and revenue."

Motorsport TV joins an extensive roster of Alchimie partners, including **AUTOMOTO (MEDIAWAN group https://mediawan.fr) and MOTORVISION**, who work with Alchimie to promote and monetise their existing content via Alchimie's bouquet of carefully curated channels. Alchimie's OTT channels reach subscribers worldwide via a variety of platforms including EE, Vodafone, IoS, Apple TV, Android TV, Orange, 02, 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 Alchimie

Alchimie has changed the world of multimedia entertainment with its expertise in content distribution and monetization. The company has a sizeable library of 17,000 hours of content, and partners with content creators and producers from all over Europe to drive fair remuneration through distribution via Alchimie's portfolio of 150 subscription OTT channels across four languages. Whether TV programs, video or games, Alchimie provides access to over 30 digital distribution platforms inc. Google, Amazon, Apple, Samsung, Telecom Operators, via it's channels and popular Watch It! platform. Channels are actively and dynamically promoted by Alchimie to gain high visibility for both the content and channels, and to attract new subscribers. Alchimie's channels include, *Humanity, FightClub, Stingray Karaoke, Big Name, Speed & Race, Moods and Okidoki* With offices in France, Germany and Australia, Alchimie employs over 100 people and now operates in more than 10 countries. It collaborates with more than 200+ rights owners and its range of channels across different platforms attract up to 2 million unique visitors each month as well as a 170 million of addressable subscribers **www.alchimie.com**

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