**EMBARGOED UNTIL SEPT 26TH 0600hrs BST**

**Alchimie Acquires TVPlayer**

***Alchimie moves into the UK with strategic acquisition of OTT provider TVPlayer***

**Sept 26th 2019** Alchimie, the international content aggregation and dynamic digital distribution company, today announces the acquisition of UK based OTT provider, TVPlayer. The acquisition will accelerate Alchimie’s move into the UK, Europe’s most developed SVOD market, by introducing new UK distribution channels via the TV Player platform for Alchimie’s extensive portfolio of premium factual content.

With a special focus on The Natural World, Crime, Current Affairs, History and children’s content, Alchimie’s 40,000 hour catalogue has the depth and breadth to regularly refresh content on the SVOD section of the TV Player platform and app. TV Player currently has a 450,000 viewer base and 4million downloads. Alchimie’s has revenue-share partnerships with over 250 highly respected content rights-owners including Arte, ZDF and NHK resulting in one of Europe’s largest portfolios of premium, multi-language, factual content.

“TVPlayer gives us the opportunity to accelerate our plans for the launch of Alchimie UK, the visibility to support negotiations with UK rights owners, as well as access to audience data.” Said Nicolas d’Hueppe, CEO of Alchimie. “There are tremendous synergies to support the acquisition; our content portfolio enables us to restructure the channel offering behind the paywall, additionally our strong relationships with telecoms companies will introduce a potential new market to TVPlayer.”

The acquisition of TVPlayer marks Alchimie’s move into the UK, currently Europe’s leading SVOD market, building on its recent expansion into Spain, Austria, France, Belgium, Germany and Australia, where it already distributes subscription content to prestigious mobile network and digital platform partners, including Google, Amazon, EE, SFR, Orange, Proximus and RTV.

“As part of Alchimie, TV Player will be able to offer audiences a much broader range of high quality content over SVOD channels, designed to appeal to special interests and passions. Whether you’re a gamer, a nature lover, a classical music lover, or a motorsports fan, you be able to find the best content on TV Player.” Said Adam Smith, Founder of TV Player.

**About Alchimie**

Established in 2016, Alchimie has changed the world of multimedia entertainment with its expertise in content distribution and monetization. The company has a sizeable library of 40,000 hours of multi-language content, and partners with over 250 European premium content creators and producers to distribute premium factual content through standalone or co-published SVOD channels .

Whether TV programs, video or games, Alchimie provides rights owners with access to over 30 digital distribution platforms inc. Google, Amazon, Apple, Samsung, Telecom Operators, via its 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, operates in more than 10 countries and collaborates with more than 200+ rights owners [**www.alchimie.com**](http://www.alchimie.com)

**About TV Player**

TVPlayer is an end-to-end cloud-based OTT television streaming platform. It has 2.6 million registered users in the UK, and 50,000 subscribers, who can watch on the web and on native apps more than 100 free & pay-for TV channels.

Launched in 2014, the firm reached £5m of revenue in 2018. It is the only independent OTT aggregator of TV channels in the UK.

TV Player is built on a robust, secure platform, and provides live streaming, video-on-demand, catch-up, pay-per-view & nPVR. The platform also includes a suite of integrated features: CMS, content security, real-time viewing data, EPG, payment gateway, CRM & customer support, advertising integration (incl. VAST & Server-Side DAI).

TVPlayer’s technology is by design highly scalable, and can be re-branded, include new content and adopt complementary business models (for example AVOD, SVOD, TVOD).

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