**ALCHIMIE LOOK TO REIGN IN SPAIN**

*Alchimie announces content deals with two of Spain’s largest telco’s along with Feelsales, Spain’s premium documentary distributor*

**September 16th 2019** Today **Alchimie**, the content aggregation and dynamic distribution company announces its move into the Spanish territory, confirming content distribution deals with **Orange Spain** and **MasMovil** two of the country's leading mobile carriers, along with a content partnership with factual distributor **Feelsales.**

Alchimie’sdeal with **Feelsales**provides Alchimie’s portfolio with a range of feature length and short form Spanish language documentaries, including a number of award winning titles such as *Siblings,* *Empathy*, or *Nation on Fire*. Set up by producer Luis Collar Carrio, **Feelsales** specialises in high quality, independent documentaries with an important presence of Spanish and Latin culture, issues and perspectives.

“We’re really happy to be working with Alchimie, and generating new streams of revenue across mobile and digital platforms through introducing new audiences to our catalogue of compelling and insightful documentaries.” Said Luis Collar Carrio, managing director and founder of **Feelsales**

**Alchimie**will distribute content to Orange Spain and MasMovil’s 19 million customer base via themed SVOD channels on Alchimie’s Watch-It platform and app. Watch-It is available through mobile network subscription, Apple’s *Appstore* and Google’s *Playstore*.

Spanish subscribers will also be able to access live-TV on **MásVídeo**via the *WatchIt!* app, which will carry a selection of entertainment channels in Spanish, covering; lifestyle, telenovelas, cooking, sports and bullfighting, as well as factual channels featuring premium documentaries.

Blandine Weill, Spain’s Country Manager, Alchimie said “We are really excited to be establishing our presence in Spain through partnerships with Orange and MasMovil, and we are thrilled that Feelsales has chosen to share its rich catalogue of exceptional, local language content with Alchimie allowing us to introduce their catalogue impressive documentaries to new audiences, and generate a new stream of income for the rights-owners.”

The office launch in Madrid later this month cements Alchimie’s move into Spain and is the latest territory in Alchimie’s continuing European expansion.

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.

**ENDS**

**About Alchimie**

Established in 2016, Alchimie partners with over 250 European content creators and rights-owners and has a sizeable library of over 40,000 hours of multi-language, premium content across a range of genres Nature, Travel, History, Science, Crime, Kids, Sports, etc., which it distributes through themed standalone or co-published SVOD channels to over 40 digital platforms including  Google, Amazon, Apple, Samsung, and Telecom Operators. Alchimie’s channels include, *Military Stories, Species, Humanity, Think, Big Name, GiveMe5, Moods and Okidoki*.

In 2019, Alchimie acquired UK OTT Service provider TVPlayer, the only independent OTT aggregator of TV channels in the UK.  TV Player has 2.6 million registered users in the UK who can watch on the web and on native apps more than 100 free & pay-for TV channels.

With offices in UK, France, Germany and Australia, Alchimie employs over 100 people and operates in more than 10 countries [**www.alchimie.com**](http://www.alchimie.com)

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