

## **Alchimie Boosts Sports Content with Switch International**

*Alchimie acquires 500 hours of Sports Content from Australia's Switch Intl*

**14 October 2019.** Alchimie, the content aggregation and dynamic distribution company today announces a new agreement with leading producer and distributor **Switch International** for 560 hours of sports programming. The acquisition deal with the Australian distributor covers European rights across variety of sports content from memorable matches to sporting legend documentaries to football tactics tutorial series'.

The new agreement boosts English language sports programming within Alchimie's existing 40,000 hour library of multi-language premium factual content across Nature, Travel, Sport, Crime and Current Affairs genres. Alchimie distributes its library of content via editorially themed SVOD subscription channels to over 40 digital platforms and telcos across Europe, including to Alchimie's recently acquired UK OTT platform, TV Player.

Frederic Rossignol, Chief Content Officer says, 'We are delighted to have extended our relationship with Switch International. Switch's premium sports documentaries and series will appeal to audiences across many of Alchimie's channels, from our biography channel **Big Name** to our recently launched 5-A-Side and football focused channel, **Give Me Five**, keeping our channel content fresh and our viewers entertained and engaged.'

Bill Farrow, Switch International said, "Sports is one of the world's great unifiers, able to unite people, cities and countries. Switch's collection of sporting titles covers some of the most memorable athletes, venues and moments from history through to current day. We're thrilled that through Alchimie these programmes will continue to find new audiences across Europe "

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 in many 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.

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.

Alchimie's channels include, *Military Stories, Species, Humanity, Think, Big Name, GiveMe5, Moods and Okidoki*. 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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