**ALCHIMIE APPOINT HEAD OF UK OPERATIONS**

*Barry Llewellyn confirmed as CEO of Alchimie UK*

 November XX, 2019, Today Alchimie, the content aggregation and dynamic distribution company announces the appointment of Barry Llewellyn as the head of its new UK operations Alchimie UK.

Llewellyn will head up the new Alchimie UK office which will incorporate the recently acquired UK independent OTT service *TV Player*.

Llewellyn joins Alchimie from Mirriad, the advanced advertising technology companywhere he was managing director EMEA. Prior to Mirriad, Llewellyn was Director of International Video Strategy and Development at *Microsoft*. Llewellyn is one of the pioneers of the OTT industry, he founded and established Newsplayer Group, now Catalyst Media Group, one of the first businesses to harness the potential of IPTV, as well as recognise the importance of searchable video archive.

Nicolas d’Hueppe, CEO of Alchimie said, “Our move into the UK market, with the acquisition of TV Player, is an important moment strategically. Barry’s extensive experience and knowledge of both the industry and the region will underpin the launch Alchimie in the UK, Europe’s most dynamic OTT market, alongside identifying opportunities to develop the business and generate new audiences and subscriptions.”

“Having spent a career innovating TV and SVOD, I am thrilled to be joining the team at Alchimie. The company possess an impressive portfolio of highly appealing, award-winning content that engages viewers, and it has the editorial expertise to package programming into exciting and entertaining channels designed to attract new audiences across the UK.” Said Barry Llewellyn.

The appointment is further evidence of Alchimie’s commitment to develop its presence in what it considers as the world's most dynamic OTT TV markets It follows hot on the heels of Alchimie’s recent expansion across Europe into Spain, Austria, Belgium, Germany and Australia.

 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**

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, and 50,000 subscribers, 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

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