



## **Alchimie partners with Reworld Media to co-publish magazine VOD channels**

*France's leading thematic publisher partners with Alchimie to extend magazine brands via co-publishing complementary VOD channels*

**23<sup>rd</sup> April 2020.** Alchimie, the content aggregation and dynamic distribution company, today announces its co-publishing partnership with **Reworld Media**, the leading publisher of thematic media in France. The new agreement sees three popular Reworld print brands extended through complimentary, editorially themed Alchimie SVOD and linear channels. The co-publishing partnership initially encompasses the magazine brands **Guerres & Histoire**, **Nos Deux**, and **Telestar**, offering their readers VOD subscription channels with curated content to reflect the magazines brand ethos.

Available across all main digital platforms through subscription, each magazine branded channel will offer carefully selected programmes from Alchimie's extensive portfolio of 45,000 hours of premium content from leading international producers. The programmes will be chosen to reflect the editorial content of the magazines, the brand values of the magazine, and to appeal to their significant readerships.

"We are delighted to partner with Alchimie, which both proposes an efficient technical platform and a very impressive catalogue of content", said Guillaume Sampic, General Manager of Media365.

Nicolas d'Hueppe, CEO and founder Alchimie said, "Reworld Media houses some of the most well-known and loved magazine brands, and we're delighted to extend these into linear and VOD channels. Our extensive content library contains the quantities of premium programming needed to fuel and refresh these diverse channels and meet the high expectations of Reworld Media's audiences. The new channels will support and extend Reworld's magazine brands, generate new revenue streams and, most importantly, appeal to existing viewers and readers as well as attracting new audiences."

**Guerreshistoire.tv**, will carry content to engage viewers who are passionate about strategy, military and general history. The magazine brand is known for its rigour, clarity, sense of inquiry and testimonial content, and **Guerreshistoire.tv** will reflect these brand values through 50 hours of



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historical documentaries selected with the magazine's renowned forensic editorial approach, and refreshed each month with new titles chosen from Alchimie's content library.

*Nous Deux* is a popular long-standing, female centred magazine brand, offering fashion, beauty, cooking and travel news alongside photo stories and escapist romantic fiction. Established in 1947 the brand values combine authenticity, tenderness, levity, generosity and respect, which together appeal to its extensive and established readership. **Nousdeux.tv** viewers will be able to access over 50 hours of high-quality programming including documentaries, fiction/drama, and entertainment, chosen from Alchimie's portfolio, capturing the emotional aspect of this well-regarded brand.

Additionally, Reworld will be launching **Telestar.tv**, a flagship brand to compliment the weekly Telestar magazine. The content, again selected from Alchimie's portfolio, will contain brand-aligned programming showing the excitement and glamour of television and showbiz.

Nicolas d'Hueppe, CEO and founder Alchimie said, " We're proud to partner with Reworld, it's not only one of France's leading publishers but it also houses some of the most well-known and loved magazine brands. Our partnership will deliver Reworld audiences a complementary brand experience through Alchimie enabled channels, and our extensive content library contains the quantities of premium programming needed to fuel and refresh these diverse channels and meet the high expectations of Reworld's audiences. The new channels will support and extend Reworld's magazine brands, generate new revenue streams and most importantly will appeal to existing viewers and readers, as well as attracting new audiences."

Alchimie themes, curates and dynamically promotes its channels to generate new audiences for its 250+ content partners. Alchimie's services also provide digitisation, translation, subtitles, dubbing and dynamic promotion for premium content, which Alchimie then distributes as part of its channel offers.

### **About Alchimie**

Alchimie is a platform for streaming video. With a catalogue of nearly 50,000 hours of content rights from over 250 prestigious partners, (BBC, France Tele, ZDF, RTVE, ZED, Millimages,etc) across all topics, Alchimie helps rights owners and brands create new TV channels (Jacques Attali, Nous Deux, Army Stories, Think, Poisson Fecond, VaBene, Moods, etc) to distribute across 60+ digital platforms (TVPlayer, Amazon, Orange, Movistar, Samsung, Huawei etc) as well as generate new revenues.

With offices in France, UK, Germany, Spain and Australia, Alchimie employs 120 technology, marketing, digital and editorial experts and is ranked 40<sup>th</sup> in FW500 (ranking of French technology companies).

[www.alchimie.com](http://www.alchimie.com)



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**About Reworld Media:**

Reworld Media is the French leader in thematic media (1st thematic press publisher, 4th digital thematic media group) and ranked 5th on the FW500 (ranking of French Tech companies). Founded in 2012, the Group is an international player operating in 11 countries. It has been a pioneer in the digital transition of media assets and is now developing a portfolio of more than 40 media brands such as Dr. Good, Grazia, Marie France, Maison & Travaux, Auto Plus, Gourmand, Top Santé, Télé Magazine, Science & Vie, and others. The Group earns annual pro forma revenue of €462m, employs 970 people and is listed on Euronext Growth Paris – ALREW - ISIN code: FR0010820274 –

[www.reworldmedia.com](http://www.reworldmedia.com)