



Alchimie partners with Zinet Media to co-publish magazine VOD channel

Zinet Media, Spain's Leading Publisher joins with Alchimie to launch MuyInteresante.tv via co-publishing VOD channel

18 May 2020 Today **Alchimie**, the content aggregation and dynamic distribution company, announces a new Spanish VOD channel **MuyInteresante.tv**. The themed factual channel, which is the first of its kind in Spain, will be co-published in partnership with Spanish media group **Zinet Media**, and will extend its long-established print brand *Muy Interesante* to VOD audiences. The channel will be available on all digital platforms and will be accessible to subscribers from any device.

MuyInteresante.tv will reflect the editorial values of the print and online magazine, exploring and explaining the world to curious minds through the lenses of culture, history, nature, science, and society. The VOD subscription channel will offer around 65 programmes per month, consisting of award-winning documentaries, reports and short programmes (shorts) which are selected from, and regularly refreshed with, Alchimie's portfolio of 50,000 hours of premium international factual content.

Documentaries, reports and shorts will be organised into easy-to-navigate playlists of Science, History, Culture, Society and Nature, these will develop and evolve to complement *Muy Interesante* magazine features, hot-topics and current affairs. The shows will be selected by *Muy Interesante* editorial staff to ensure the content represents the print publication's brand values and appeals to its existing and new audiences.

"We're very proud to work with Zinet to extend the *Muy Interesante* brand and introduce this inspirational and much loved Spanish publication to VOD audiences online. With factual programmes and reports chosen to reflect the Hot Topics of the day, as well as award winning documentaries to complement magazine features and give in-depth insight, *MuyInteresante.tv* will have something to stimulate every curious mind." Said Blandine Weill, General Manager, Alchimie, Spain.

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



Dynamic Digital Distribution

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 40th in FW500 (ranking of French technology companies).

www.alchimie.com

About Zinet

Zinet Media Global is a communication group dedicated to creating quality content through unique brands: Marie Claire, Muy Interesante, Mia, Ser Padres & Muy Historia for example. Their contents have more than 34 million readers monthly through various networks: magazine, web, video, events, and social networks (where they are leaders in contact volume in Spain).

Zinet Media is expert in creating user communities around big brands. Their contents are endorsed by the work of more than 150 journalists specialized in different areas: fashion, beauty, health, nutrition, parenting, gastronomy ...

www.zinetmedia.es