



## Alchimie Channels now on AVOD for a RLAXXing TV Experience

- ***Relaxx TV to distribute six themed Alchimie Channels via AVOD***

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Today Alchimie the video tech enabler announces a new distribution agreement for a range of its themed channels with relaxx TV, the international entertainment service based in Kiel, Germany. The deal sees relaxx TV offer six of Alchimie's most popular themed channels via its advertising-based VOD service <http://rlaxxtv.com>, which is currently available on a range of connected TV devices including: Amazon Fire TV, Hisense, Panasonic, Grundig, JTC, Medion, Technisat, Sharp, Blaupunkt, UMC, Vestel, as well as Android TV built-in smart TVs and Set-Top-Boxes.

The six themed Alchimie channels available on relaxx TV are: *Humanity* featuring fantastic documentaries on culture, geopolitics and society; *Moods* for relaxing content; *MMATV* showing the best of mixed martial arts; *XTREM* for extreme sports; *ZOOMin* featuring clips and content for Gen-Z; *Classical Harmony* a channel dedicated to classical music performances. Each curated Alchimie channel will carry 50 hours of premium factual content and will be fuelled and refreshed on a regular basis with programmes from Alchimie's 60,000 hour library of premium multi-language content.

"We are very pleased to provide our customers with premium content from Alchimie in the future. For us, the collaboration means another step towards an offering that serves all the passions and interests of our very diverse viewership. Alchimie and its broad range, in terms of different content formats and target groups, fits perfectly into this vision.", says Ronny Lutzi, CEO of relaxx TV.

"Viewers can get overwhelmed by the sheer choice of content available, with many feeling that the more there is available, the less there is for them to watch. Both relaxx TV and Alchimie recognise this paradox of choice and together offer a range of carefully selected, high-quality shows which can be experienced through relaxx TV on VOD or linear viewing for a relaxed entertainment experience." Said Sherine Seif, Head of Distribution, Alchimie

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

Alchimie is a channel factory: a unique video platform in partnership with talents and media to co-publish their own thematic channel. Alchimie has a catalog of more than 60,000 hours of content from more than 300 renowned partners (Arte, France TV distribution, ZDF Entreprises or Zed). Alchimie partners with 70+ talents (celebrities, influencers), brands and media groups to create new channels (Cultivons-Nous, The Big Issue, Army Stories, Jacques Attali, Poisson Fécond, Vaughan, Michael Rowe, Spektrum der Wissenschaft) which are then distributed on more than 60 distribution platforms (TVPlayer, Amazon, Orange, Movistar, Samsung, Huawei, etc.) constantly expanding its audience and consequently its revenues. In 2019, Alchimie acquired TVPlayer, the largest independent OTT platform in the UK. With offices in France, the UK, Germany, Spain and Australia, Alchimie employs 125 people and is ranked 48th in FW500 (ranking of French technology companies). For more information: [www.alchimie-finance.com](http://www.alchimie-finance.com) / [www.alchimie.com](http://www.alchimie.com)

### About Rlaxx TV

Rlaxx TV is a German Advertising-based Video on demand (AVoD) provider with headquarters in Kiel. The rlaxx TV offer is completely free of charge for viewers and is financed through advertising. The company's goal is to offer the best television experience according to modern standards. For this reason, contents on rlaxx TV are organized in curated linear channels to save viewers lengthy search times. In addition, there are advanced features such as a pause, restart or watch-later option as well as the ability to access all content in an on-demand catalogue. By doing so rlaxx TV combines the relaxed experience of linear television with the flexibility of a VoD service. As far as content is concerned, rlaxx TV draws on a global network of content partners, who deliver bespoke content for viewers in many categories - from music, sports, kids, lifestyle, adventure to international feature films.

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

### Contacts

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