



Alchimie and The Big Issue launch **The Big Issue TV** *the ultimate feel-good channel*

- *Alchimie and leading UK social enterprise brand The Big Issue launch SVOD channel to engage audiences with premium quality documentaries and generate revenue for homeless and vulnerably housed people.*

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Today leading social enterprise **The Big Issue** launches **The Big Issue TV (TBI TV)** a new SVOD channel in partnership with **Alchimie**. **TBI TV** features an exclusive handpicked selection of award-winning **documentaries** and other factual programming to mirror the 'big issues' covered by the magazine. TBI TV is the first **UK media brand** to co-publish an SVOD channel powered and monetised by Alchimie's technology, fuelled by Alchimie's library and distributed across Alchimie's network. TBI TV is ad-free, without commitment and available on all devices for a subscription fee of £3.99 per month.

The Big Issue editorial team will curate and regularly refresh, six playlists of thought-provoking documentaries chosen from Alchimie's 60,000 hour library, one of the largest libraries of premium content in Europe. The playlists are in-line with the magazine's perspective, and each covers one of the following areas: **Culture, Social Activism, Finances, Geopolitics, Health & Technology** and the **Environment**. All playlists will be available to channel subscribers, and each will host relevant, challenging and insightful programmes chosen to chime with current events.

Using the Alchimie Studio, The Big Issue editorial team will directly manage TBI TV, create original and exclusive content, and access Alchimie's library to easily update playlists. Additionally, Alchimie's toolbox allows TBI TV to showcase Big Issue TV branding and make the channel truly bespoke, through channel animations and idents, the creation of channel highlights, and the ability to add comments and play with the presentation of content – providing TBI TV's channel editors with unlimited creativity and editorial expression.

Russell Blackman, MD for The Big Issue, says:

“Covid changed everything for The Big Issue and our vendors. The launch of TBI TV is yet another way in which we are adapting and innovating in an ever- changing landscape to grow our reach, influence and impact in order to support some of the most vulnerable people in our society.

“As part of our commitment to digital growth, TBI TV will build a new audience, raise awareness of issues that matter, and inspire viewers to take action. The greater the awareness we can generate, the greater the impact we can have on people and planet.

“It will also help drive alternative sources of income to The Big Issue that will allow us to continue to provide the essential services and support to vendors, which they desperately need.”

Barry Llewellyn, Managing Director, Alchimie UK, says:

“The Big Issue is a fantastic social enterprise, Alchimie is delighted to partner with such a well-respected and renowned media brand, and via TBI TV shine a light on the ‘big issues’ of social, cultural and political injustices through award-winning documentaries and other high quality factual programmes sourced from around the world.

Big Issue TV may house challenging, provocative programming but it is the ultimate feel-good TV with the potential to reach to a whole country of subscribers and generate much needed income for the organisation, the homeless and the vulnerably housed, particularly during this very difficult Covid pandemic.”

Notes to Editors

Five films not to miss on The Big Issue TV

Smoke and Fumes: The Climate Change Cover-Up (dir: Johan Von Mirbach)

“For me, this is the biggest scandal in human history”. Any documentary featuring these words, spoken by a high-ranking environmental lawyer in Washington, demands our attention. And this vital film exposes six decades of climate change cover-up, revealing how huge corporations funded campaigns and scientific studies tasked with talking down the climate change emergency. Since 1957 companies such as Exxon and Shell have known that burning fossil fuels sparks climate change – and as well as suppressing this information, they actively prepared for a warmer world – building oil rigs to withstand rising sea levels and Arctic pipelines to withstand melting permafrost. Taking the story from the 1950s right up to the Trump presidency, this film exposes why climate change denial remains big business, and how climate change deniers became so entrenched in their worldview.

The World According to Amazon (dir: Thomas Lafarge, Adrien Pinon)

Many of us have relied on Amazon more than ever during lockdown – but what is life like inside the global empire that has revolutionised the world economy? This documentary, launched on Black Friday in 2019, explores both Amazon’s business model and its impact on the way we live, work and spend. A rare peek inside the world Jeff Bezos built – a global store that sends out more than five billion parcels a year – from its inception in a suburban garage in post-grunge Seattle in 1994 sending out less than 20 books a day to total global domination in just a quarter of a century.

A Revolution in Four Seasons (dir: Jessie Deeter)

This film won Best Documentary at the Vancouver International Women in Film Festival for its depiction of two women fighting on opposite sides of the political debate in Tunisia, the country that sparked the Arab Spring. The political and social stakes are high as journalist Emna Ben Jemaa campaigns for a country of free speech that is free from corruption. Her work is contrasted with Jawhara Ettis Ennahda of the Islamist Party. Both must navigate tough choices between their home lives and political work, wary of the way women are treated in Tunisian society, but desperate for a democratic future for the country they love. A fascinating account, showing that we can still find so much in common with our political adversaries.

Epidemics: The Invisible Threat (dirs: Anne Poiret and Raphaël Hitier)

This 2015 film asking when a new global epidemic might strike and pointing at emerging evidence that one may be imminent could feel outdated. But its importance, in detailing the rapidly increasing emergence of new viruses, the threat they pose, the role of the WHO, and questioning whether we are any better prepared than when Spanish Flu, smallpox or, more recently, AIDS – which has killed more than 30million people – emerged soon becomes apparent. By focusing on SARS, Avian Flu and Mers-CoV (a form of Coronavirus which originated in bats), this shows what we knew five years before the Covid-19 pandemic, which marks it out as a vital primer or prequel to recent events, made without the benefit of hindsight.

Meeting Snowden (dir: Flore Vasseur)

What happened when Edward Snowden, exiled US whistleblower, met civil rights campaigners Birgitta Jonsdottir and Larry Lessig in a downbeat hotel room? A fascinating discussion about the drama that followed Snowden’s leak of the biggest mass surveillance scandal of the century and, more importantly, the future of democracy across the world. As Snowden himself argues, “if we work together, we can create bonds between human hearts and minds that can unite into something that is bigger than any government.”

About The Big Issue

- The Big Issue is a social enterprise whose mission is to deliver a world that works for everyone. Creating and offering self-help and sustainable business solutions that dismantle poverty now and for future generations
- The Big Issue is an award-winning weekly entertainment and current affairs magazine, which offers a new hope for homeless and vulnerably housed people across the UK. When vendors are able to sell, they buy magazines for £1.50 and sell to the public for £3, keeping the difference. In this way the magazine provides them with the means to earn a legitimate income.
- Vendors come from a variety of backgrounds and face a range of issues, but all are experiencing the effects of poverty.
- Since its launch in 1991, over 200 million copies of The Big Issue magazine have been sold by over 100,000 vulnerable people.
- For further information please go to www.bigissue.com



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 / www.alchimie.com

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