



Press release

Alchimie and Rotana Media Group to launch Arabic SVOD movie channel *AflamPlus TV* across Europe*

- *Alchimie and Rotana to co-publish SVOD channel **AflamPlus TV** featuring Arabic movies*
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Paris, April 20th 2021 – 0800 CET

Alchimie, the OTT subscription video platform, today announces an exciting new partnership with Middle Eastern media giant **Rotana Media Group**, the largest entertainment company in the Arab world. Alchimie and Rotana will jointly publish, manage and distribute a brand new movie channel **AflamPlus TV**, a premium, subscription on-demand movie service.

The word 'Aflam' means movies or film in Arabic, and Rotana offers five of the most popular movie channels across the Middle East. The new SVOD channel AflamPlus TV will be distributed by Alchimie across its European SVOD network (exc. France) and will be available on all main digital platforms including the Alchimie owned TVPlayer for £4.99 per month.

AflamPlus TV will offer a regularly refreshed playlist of current and classic Arabic films across comedy, drama, romantic, and action genres. Films will be shown in their original language and feature some of the most celebrated actors and artists from the Arab world. The service will offer content across the entire spectrum of Arabic cinema chosen from a library of over 2,000 Arabic films, from famous classic restored movies from the past to the most recent blockbusters.

"We're delighted to join forces with Rotana to bring the best Arabian films to audiences across Europe. Together we're able to offer a wealth of Middle Eastern movies on AflamPlus TV, providing Arabic films from every era and genre to appeal to every generation – whenever and wherever they want to watch them." said Nicolas d'Hueppe, CEO and founder of Alchimie.

“Rotana Media Group is delighted to partner with Alchimie to create AflamPlus TV. Rotana is passionate about Arabic cinema, and our new on-demand channel enables us to introduce our incredible library of Arabic films, which is the largest in the world, to new European audiences.”
Said Michael Cairns, Chief Operating Officer, Rotana Media Group.

Alchimie’s channels, both independently published and co-published, are available to view via subscription on a range of mobile networks, Smart TV’s and all main digital platforms, including Amazon, Roku, GoogleTV and AppleTV, as well as Alchimie’s own TVPlayer platform in the US, UK, France, Spain and Germany.

*** AflamPlus TV is not yet available in France**

About Alchimie

Alchimie is an OTT platform that distributes 55 thematic affinity channels by subscription. Alchimie has a catalog of more than 60,000 hours of content from more than 300 renowned partners (Arte, France TV distribution, ZDF Entreprises and Zed). Alchimie partners with talents (celebrities, influencers), brands and media groups to create new channels (Unbeaten, Cultivons-Nous, The Big Issue, Télé Star, Army Stories, Grand Air, Poisson Fécond, Vaughan, etc.), 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 technology, marketing, digital and editorial experts and is ranked 48th in FW500 (ranking of French technology companies).

For more information: www.alchimie.com



About Rotana

Rotana Media Group is the leading diversified media group in the Middle East with access across TV channels, advertising sales, film production and audio content. Rotana owns a bouquet of 15 leading free-to-air and paid TV channels including Cinema, Khalijia, drama, Musica, Clip, Classic, Aflam, America, comedy, Kids, Al Resalah TVChannel and LBC.

Furthermore, Rotana owns the biggest Arabic record label company, Rotana Audio, and is the world's largest producer of Arabic Music. Rotana is the key distributor and producer of Arabic movies, with a library comprising of more than 2000 films. Rotana also operates a leading regional advertising sales arm, (Rotana Media Services), responsible for advertising sales on its own TV channels, as well as other media outlets in the region. More so, Rotana owns and operates a radio stations chain, and its own extensive social media platforms and website rotana.net.

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