



Press release

Alchimie Russian Producer Irida Strikes Content Partnership with Alchimie

- *Alchimie adds 100 hours of Russian producer Irida's nature and wildlife content to its 65,000 hours content repository*
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Paris, June 8th, 2021

Alchimie, the video platform, has struck a content partnership with production company Irida, part of Russia's Ufanet group of companies, to distribute Irida's nature and wildlife content to Alchimie's international SVOD channel network. The partnership will add over 100 hours of Irida's content to Alchimie's library which fuels all Alchimie's SVODs and currently contains over 65,000 hours of multi-language, premium factual programming.

Irida will provide Alchimie with over 100 hours of contemporary travel and nature content originally produced for Russia's *Home 4K* and *Wild Nature HD* channels. The programmes are filmed in stunning untouched corners of the earth and cover all aspects of the natural world from botanical macro-shots of plants and insects, to majestic natural landscapes in different climatic zones. Mesmerizing scenes are accompanied by the sounds of nature to help viewers to relax, immerse themselves in pleasant thoughts and feel like a part of planet Earth. Alchimie's channel editors will be able to access and add Irida's content to channel playlists from April 2021.

Here is what the marketing director of Ufanet, Alexander Sarkisyan says:

"During the lockdown due to the coronavirus pandemic, we began to communicate more with the audience and finally realized that our TV channels are educational, entertaining... and not even exactly TV channels about nature, as their name suggests. This is a real anti-stress therapy for all of us – residents of large cities who are in a state of chronic stress. Watching such content

is a way to combat this stress and launch the natural mechanism of self-healing, accumulating energy for a full and successful life.”

Frederic Rossignol, Content Director at Alchimie comments. *“Irida’s fresh content will appeal not only to lovers of beautiful views, natural environments and travel, but its images of untouched nature offer channel subscribers an opportunity to tune into content that has been specifically produced to offer stress-relief, and promote tranquility and spiritual harmony.”*

All of Alchimie’s channels, both independently published and co-published, are supported with Alchimie Studio platform and 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 and Spain.

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 65,000 hours of content from more than 300 renowned partners (Arte, France TV distribution, ZDF Entreprises or Zed). Alchimie partners with 100+ 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 US, 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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