

Rakuten TV strikes deal with Alchimie to increase portfolio of free channels across Europe

- *Alchimie channels on Rakuten TV include Luxe TV, HUMANITY, Motorsport TV, MMA TV and Krime*

BARCELONA, Spain, 25th August 2021: Rakuten TV has struck a deal with Alchimie to provide a range of themed channels to the platform. The rollout of new channels under the new agreement continues Rakuten TV's expansion of free ad-supported streaming television (FAST) channels.

The latest acquisitions further enhance the quality of Rakuten TV's lifestyle, sport, and entertainment content offering. The channels will be rolled out progressively, starting with eight channels; **HUMANITY, Luxe TV, MMA TV, Big Names, Motorsport TV, Télézap, Explore by TVPlayer** and **Krime**, which will be available in multiple territories across Rakuten TV's 42 country reach. **L'Atelier des Chefs**, which has already launched as part of Rakuten TV's new culinary channels' expansion, is also available. More Alchimie channels will be added to the Rakuten TV portfolio in the near future.

"Partnering with Alchimie is another milestone in our European expansion and reinforces our commitment to deliver localised and relevant content to all audiences", **said Teresa López, Head of Content at Rakuten TV**. "Thanks to Alchimie's wide variety of content, our line-up expands, providing a broad range of choices for all tastes, from culinary to sports or documentaries".

"We're very pleased that Rakuten TV has chosen Alchimie as a content partner across Europe. Our vast content library contains a range of premium programming in multiple languages so Alchimie is in an excellent position to provide RakutenTV with entertaining themed channels across Europe with regularly refreshed, high-quality content in local languages." **said Nicolas d'HUEPPE**", **stated Nicolas d'HUEPPE, CEO at Alchimie**.

Launching in the UK, Ireland, France, Belgium, Luxembourg and Italy, **HUMANITY** provides factual documentaries, fictional series and conferences about challenges and issues society is currently facing, from the technological revolution, geopolitics, climate change and spirituality.

Exploration of our planet continues with the **Explore by TVPlayer** channel, where viewers will be able to explore the mysteries of our planet, oceans, and space onboard an amazing journey through space and time.

Sports fans will be able to tune into **MMA TV** (in the UK, Ireland, Spain and Italy) and **Motorsport TV** (in France, Belgium and Luxembourg). As Mixed Martial Arts popularity increases, viewers of the MMA TV channel will be able to share a state-of-the-art sports experience through the new generation of MMA fighters and a range of content delving into this world. Engine and racing enthusiasts will be able to quench their thirst for the latest news about cars and racing, allowing them to discover motorsports in an innovative way through the Motorsport TV channel.

Luxe TV provides a touch of luxury, as the channel – launching in France, Belgium, Luxembourg, the UK and Ireland – is dedicated to all the facets of the refined art of living, covering luxury cars, jewellery, fashion, travel and celebrity lifestyle.

Through Alchimie’s **Krime** channel, true crime enthusiasts in France, Belgium and Luxembourg will be able to dive into hours of thrilling stories of missing persons, unsolved mysteries, cold cases, and grisly murders.

BIG NAME launches in Italy, showcasing a who’s who of iconic characters. Discover fascinating biopics that retrace the history of the greatest names of humankind, and in France, Belgium, and Luxembourg **Télézap** allows viewers to catch up on their favourite TV shows, offering a summary of the most memorable moments of current TV programs.

Rakuten TV sits within Rakuten Advertising’s unified portfolio, where advertisers can buy media across a variety of channels. Drawing on first-party data and extensive audience insights, Rakuten Advertising and Rakuten TV offer brands unique discoverability, combining the targeting and tracking capabilities of digital formats with the advantages of TV.

Rakuten TV linear channels are currently accessible for FREE on the Rakuten TV app on Samsung and LG Smart TV devices. Users can easily launch the app with a single click through the branded remote-control button and the pre-installed app.

About Rakuten TV

Rakuten TV is the first video-on-demand and streaming platform in Europe combining TVoD (Transactional Video-on-Demand), SVoD (Subscription Video-on-Demand), AVoD (Advertising Video-on-Demand) and FAST (Free Ad-Supported Streaming TV) services, delivering a universe of content and simplifying the entertainment experience.

The TVoD service offers an authentic cinematic experience with the latest releases to buy or rent in high audio and video quality. The SVoD service allows subscription to the premium service Starzplay. The advertising-supported offering comprises AVoD and FAST services. The AVoD service features more than 10,000 titles available on-demand, including films, documentaries and series from Hollywood and local studios, as well as the Rakuten Stories catalogue with Original and Exclusive content. The FAST service consists of an extensive line-up of over 90 free linear channels from global networks, top European broadcasters and media groups, and the platform's own thematic channels with curated content.

Rakuten TV is available in 43 European territories and currently reaches more than 90 million households via its branded remote-control button and pre-installed app in Smart TV devices.

www.rakuten.tv

Rakuten TV is part of Rakuten Group, Inc., one of the world's leading internet services companies, focusing on e-commerce, fintech, digital content, and communications. Rakuten is the official partner for FC Barcelona, the NBA, the Golden State Warriors, Davis Cup and Spartan Race.

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 catalogue of over 65,000 hours of content from more than 300 renowned partners (Arte, France TV distribution, ZDF Entreprises). Alchimie partners with 100+ talents (celebrities, influencers), brands and media groups to create new channels (inc. Cultivons-Nous, The Big Issue, Army Stories, Jacques Attali, Poisson Fécond, Vaughan, Raphael 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

Press queries:

Rakuten TV

LOCAL AGENCY CONTACTS

Alchimie:

Sophie Naylor

Watchlist TV

E: sophie@watchlisttv.co.uk

M: +44 (0) 7931 785151

