



## Alchimie Inks Scripted Content Partnership with Grupo Planeta

- *Alchimie welcomes nine box-office films including 'Amores Perros' from DeAPlaneta to its content library*
- *128 episodes of hit Argentine telenovela "Esperanza Mia" starring Latin star Lali Espósito also added to Alchimie library*

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Paris, October 7, 2021

**Alchimie**, the OTT video subscription platform today announces new partnerships with the renowned Spanish production and distribution organisation **Grupo Planeta**. The newly inked deal sees Alchimie secure AVOD and SVOD rights to a range of Spanish scripted content, allowing it to distribute the programmes to Alchimie's themed Spanish language VOD channels. Alchimie's channels are available in Spain on all main digital platforms via Alchimie's TV Player Go! app, through online streaming and on mobile networks, including leading Spanish mobile provider Movistar.

The new partnership runs across two divisions of Grupo Planeta; **DeAPlaneta** and **Planeta Junior S.L.** Alchimie has acquired the SVOD rights from scripted feature film and television distributor DeAPlaneta for nine of its most successful Spanish language feature films. The deal includes cinematic hits such as *"Amores Perros"* by Alejandro González Iñárritu, and additional feature films in Spanish produced in Spain, Mexico and Argentina. The films will be added to Alchimie's extensive 70,000 hour library which fuels Alchimie's wide range of multilanguage SVOD channels.

Alchimie has also acquired the SVOD and AVOD rights to the uplifting Argentine telenovela *"Esperanza Mia"* from Planeta Junior S.L, a leading European family entertainment company. *Esperanza Mia* is a 180 episode romantic comedy telenovela starring multi award-winning singer and actress **Lali Espósito** as a young girl (Julia/Esperanza) who poses undercover as a novice nun to escape the mafia, and falls for Mariano Martinez a young priest who returns to the convent Santa Rosa after four years away. Together they aim to investigate the mafia who

killed Julia's mother with a view of bringing them to account. The series is a fantastic fit for Alchimie's popular Spanish SVOD channel *Pasion Telenovelas* which focuses on soaps and telenovelas, as well as a range of other Alchimie Spanish language channels.

Blandine Weill, General Manager of Alchimie, Spain said *"DeAPlaneta and Planeta Junior are both leading lights in the Spanish premium scripted content sector. Their content is entertaining, incredibly popular and a fantastic match for Alchimie's Spanish themed channels – particularly for Pasion Y Telenovela and our recently launched film channels. The quality and appeal of both DeAPlaneta and Planeta Junior's programming is second to none and we're delighted they're partnering Alchimie."*

Cristian Caggiano, Sales Manager Spain of DeAPlaneta and Judit Foz Povill, Head of Media Sales Iberia, France & Western countries, said *"The alliance's core is to lend visibility to Spanish and Latin American premium films and series around Europe, like the mentioned "Amores Perros" or "El pregón" and "Pancho el perro millonario" among others, as well as the mentioned telenovela "Esperanza Mía" a big hit in Argentina, its home territory. We hope this deal will be the beginning of a great partnership between Alchimie and Planeta"*

#### **About DeAPlaneta**

Two major European media groups – DeAgostini and Planeta – joined forces in the year 2000 to create DeAPlaneta, an independent distributor that focuses on the acquisition and distribution of fictional films for cinema and television and occupies a leading position in the Spanish cinematographic sector.

#### **About Planeta Junior**

Planeta Junior is a Grupo Planeta and De Agostini company, a European leader in creating and marketing family entertainment content and brands. Established over 20 years' ago, Planeta Junior is present in the major European markets including Spain, Italy, France, Greece, Turkey and Eastern Europe (where it has offices in Hungary and Poland). Its international teams specialise in content distribution, licensing and merchandising, retail and online activities as well as Live Shows to develop entertainment and lifestyle brands. Planeta Junior develops and produces entertainment content with leading international content creation companies, including ZAG Animation, On Animation, SuperProd, Kotoc, Cottonwood, Studio 100 and Animoka. Planeta Junior productions include hits like *Gormiti*, *Power Players*, *That's Joey*, *Mutant Busters*, *Heidi* and *Maya the Bee*, in addition to a powerful line-up of projects in development. Find out more at: [planeta-junior.com](http://planeta-junior.com)

#### **About Alchimie**

Alchimie is a channel factory: a unique video platform that partners with talent and media to co-publish their own themed channel. Alchimie has a catalog of more than 70,000 hours of premium 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, 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](http://www.alchimie-finance.com) / [www.alchimie.com](http://www.alchimie.com)

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