



Alchimie appoints new Global Chief Content Officer

Experienced television industry senior exec Sam Thompson will be responsible for Alchimie's growing premium content library

Paris, November 30, 2021

Alchimie, the OTT video subscription platform, today announces the appointment of experienced television executive **Sam Thompson** to the role of **Chief Content Officer**.

In his new role, Thompson will be responsible for acquiring English, Spanish, French, German and Italian programming across all genres to add to Alchimie's considerable library of multi-language premium content. Alchimie's library is one of the largest in Europe and supports and fuels Alchimie's extensive digital distribution network of over 125 themed OTT channels in the US, UK, France, Italy, Germany and Spain. The company's unique approach delivers fair remuneration to rights holders whilst ensuring its channels are kept fresh and relevant with professionally produced, quality programming.

Thompson has a wealth of experience in the television industry across content acquisitions, distribution, production and finance, as well as with emerging digital networks. He has held a number of board-level positions in media businesses both in Australia and UK. Thompson joins the French based OTT business from content distribution business LGI Media (AU), where he was managing director. In his time at LGI Sam headhunted co-production and pre-sale opportunities for LGI's documentary and factual slate most notably Spiky Gold Hunters.

"We're delighted to welcome Sam into the Alchimie executive team, he's an experienced negotiator with an in-depth understanding of the content value chain across multiple territories, and he also has a fantastic network and experience of how the OTT market operates," said Nicolas d'Hueppe, founder and CEO of Alchimie.

"Alchimie has one of Europe's largest digital broadcast networks and recently launched in the US. It's a rapidly expanding company in an exciting sector and it great to be joining Alchimie at

this stage of its growth. I'm looking forward to hitting the ground running," said Sam Thompson, Chief Creative Officer at Alchimie.

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 / www.alchimie.com

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