



Bush Taxi for Alchimie

Taxi Rights, the new independent distributor associated with multi-award winning producer La Compagnie des Taxi-brousse chooses Alchimie as broadcast partner

22 June 2020. Alchimie, the video tech content enabler, today announces a brand new partnership with **Taxi Rights**, the new documentary distribution company in association with the founders of multi-award winning French production company **La Compagnie des Taxi-brousse**. The agreement with **Taxi Rights** allows Alchimie to distribute La Compagnie des Taxi-brousse acclaimed documentaries and factual programming to Alchimie's themed VOD channels, which are available via subscription on 40+ digital platforms and mobile networks across the world.

La Compagnie des Taxi-brousse content has won over 100 international industry awards and regularly features in the top ten leading French independent production companies for its thoughtful, innovative, challenging and yet highly accessible films. Renowned for their editorial choices and collaborative approach, La Compagnie des Taxi-brousse is one of France's most successful international co-producers, with more than two thirds of its content coproduced and broadcasted internationally. The newly launched **Taxi Rights** owns the rights to La Compagnie des Taxi-brousse back catalogue and upcoming content, and the agreement will see Alchimie curate and distribute La Compagnie des Taxi-brousse factual programming across its VOD subscription channels, all of which are themed to reflect areas of interest eg. *Current Affairs, Nature, Sport, Wildlife and Crime*

"Taxi Rights is the perfect partner for Alchimie, its content is a strong addition to our growing library. La Compagnie des Taxi-brousse produces consistently good, visually-stunning, thought-provoking documentary content with premium production values. Not only are many of its programmes award-winning but they also explore topics that fit well with our themed channels. We feel very fortunate to introduce their content to new, engaged audiences all over the world, and generate new income streams for such a talented company." Said Frederic Rossignol, Chief Content Officer, Alchimie.

"We're always on the lookout for new ways of broadcasting our programmes, Alchimie's extensive range of themed subscription channels are fantastic route to engage new audiences with our films. Alchimie's careful curation of its channels, as well as its focus on the quality of content its' channels carry, has given us confidence that we have chosen the right partner, and we're delighted to be working with them." said Louis Bernard, Head of International Sales, Taxi Rights



Dynamic Digital Distribution

Alchimie themes, curates and dynamically promotes its channels to generate new audiences for existing content. Working in partnership with rights holders and owners on a revenue share basis, Alchimie's services provide digitisation, translation, subtitles, dubbing and dynamic promotion for premium content, which Alchimie delivers as part of its channel bouquets.

About Alchimie

Alchimie is a platform for streaming video. With a catalogue of nearly 50,000 hours of content rights from over 250 prestigious partners (ZDFe, RTVE, WOWOW, FTD, JAVA, etc) across all topics, Alchimie partners with rights owners and brands to create new TV channels (Unbeaten, Cultivons-Nous, MuyInteressante.tv, NousDeux, Army Stories, Think, Poisson Fecond, VaBene, Moods, etc) to distribute across 60+ digital platforms (TVPlayer, Amazon, Orange, Movistar, Samsung, Huawei etc) generating new audiences as well as new revenues.

In 2019 Alchimie acquired TVPlayer, the largest independent OTT platform in the UK.

With offices in France, UK, Germany, Spain and Australia, Alchimie employs 120 technology, marketing, digital and editorial experts and is ranked 40th in FW500 (ranking of French technology companies).

www.alchimie.com

Taxi Rights and La Compagnie des Taxi-brousse

<http://www.cie-taxibrousse.com/en/>

For further information contact:

Sophie Naylor

T: +44 (0) 7931785151

E: sophie@watchlisttv.co.uk