



Alchimie-Dynamic Digital Distribution chosen to widen Inverleigh's distribution of premium sport content

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Inverleigh, a world leader in the production and distribution of premium sport content, has partnered with Alchimie Dynamic Digital Distribution in enhancing its digital presence on OTT platforms.

Keeping in line with Alchimie's expertise in video monetization and its strategy of providing "fans" with bespoke thematic content, the deal is structured around 4 high potential niches: Combat Sports (MMA, boxing, kickboxing, muay thai...), Fitness, Outdoor Sports (climbing, cycling, trekking...) and Sliding Sports (surf, snow board, skate board...).

From long-format documentaries to weekly news programs, this offer comprises a total of 518 episodes — 257 hours of content — covering all aspects of these sports, from big competitions to related lifestyle.

Currently available in English, the library will soon be dubbed in Spanish and French to reach a broader international audience. It will be available as of December 2017 through Alchimie's paying video platform *Watch-It!* and through Amazon Channels.

This deal confirms Alchimie's position as one of the most dynamic players in the industry, with recent distribution contracts signed with DRG (UK), CREATIVE MEDIA PRODUCTIONS (AUS) and ZDF Enterprises (DE).

About ALCHIMIE

For 12 years, Alchimie has changed the world of multimedia entertainment with its expertise in content distribution and monetization, such as games, music and video streaming. Alchimie aims to help creators and producers earn a fair remuneration through the distribution of their creations on all digital channels, by subscription. Whether TV programs, video or games, these productions have direct access to the most important distribution platforms (Google, Amazon, Apple, Samsung, Telecom Operators, etc.) as well as all the tools and the marketing know-how of Alchimie which allow content to gain high visibility and be transformed into gold subscriptions.

Alchimie is thus more than 150 experts mainly based in France, Germany and Australia who collaborate with more than 100 right owners and manage around €70 million transactions every year. The company operates in more than 10 countries covering the main geographical areas. It's different platforms attract up to 20 million unique visitors each month. www.alchimie.com

ABOUT INVERLEIGH

A leader in sports content, Inverleigh produces and distributes premium sports entertainment & lifestyle programming, including weekly news and magazine programs, timeless catalogue and major event preview content for traditional and digital broadcast platforms. With operations in Melbourne, London and Miami, Inverleigh currently supplies programming to over 3000 broadcasters globally.

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