



## MTG's 'Veni Vidi Vici' to stream in US exclusively on Hulu

- MTG original series to premiere in US on Hulu in December 2017
- Second MTG original scripted drama acquired for world's largest entertainment market

Hulu has acquired the US streaming rights to MTG's original series 'Veni Vidi Vici'. The critically acclaimed series will make its US debut exclusively on the premium streaming service in December 2017. 'Veni Vidi Vici' originally premiered on MTG's Nordic streaming service Viaplay in April this year and was part of the official selection at the 2017 [MIPDrama Screenings](#).

'[Veni Vidi Vici](#)' is a 10-part drama series that explores the consequences of struggling Danish film director Karstan Daugaard's decision to take a job in the adult entertainment industry. Daugaard, played by award winning actor Thomas Bo Larsen ('The Celebration'; 'Follow the Money'), soon comes face to face with the harsh realities of the porn industry and is forced into a double life that endangers his whole family.

Along with Thomas Bo Larsen, 'Veni Vidi Vici' brings together leading Nordic talent such as Rafael Edholm ('Mörkt vatten'), Livia Millhagen ('Buss till Italien') and Michael Segerström ('Darling'; 'Spring Tide'). Canadian actor Michael Wincott ('24: Live Another Day' and most recently the acclaimed HBO drama 'Westworld') is also part of the 'Veni Vidi Vici' cast.

The series was written by Rafael Edholm and Santiago Gil ('Love is a Drug'), and produced by Rafael Edholm. MTG's leading independent content distributor DRG is handling [global distribution](#) of 'Veni Vidi Vici'.

Jørgen Madsen Lindemann, MTG President and CEO: "MTG is all about great story telling and this fantastic series is the latest in a stream of high quality original productions in which we are investing. 'Veni Vidi Vici' attracted big audiences in our home markets and will now be shown in the biggest entertainment market of them all. This is further proof that Nordic drama travels really well, and we are delighted to partner with one of North America's most innovative entertainment companies to bring this gripping and challenging drama to US viewers."

Jakob Mejlhede, MTG EVP and Head of Programming and Content Development: "It was clear from the start that the combination of a powerful script, great cast and the imaginative production and direction of these gifted storytellers would be a hit. And so it has proved. It is wonderful to see the series make its way onto the international stage and we hope that Hulu customers will enjoy 'Veni Vidi Vici' as much as our Viaplay subscribers have."

Scott Kirkpatrick, DRG SVP of Sales for North and South America: "'Veni Vidi Vici' is



yet another bold example of the amazing and innovative content originating from the Nordic region today. We're thrilled to represent this title globally, and I'm pleased the team at Hulu shares the same passion that DRG and MTG have for great entertainment."

MTG has over 50 original scripted drama projects in the pipeline. 'Veni Vidi Vici' is MTG's second original production to reach a US audience, after ['Swedish Dicks'](#) premiered on US network Pop TV in August 2017.

MTG's most recent original premieres include geopolitical thriller 'Occupied'; Nordic noir 'Hassel'; kids series ['Peppy Pals'](#); and biopic 'SuperSwede' about the life of Formula 1 driver Ronnie Peterson. MTG has also recently commissioned political thrillers ['Conspiracy of Silence'](#) and ['Embassy Down'](#); dramas ['ALEX'](#) and ['The Lawyer'](#); the second season of LA based comedy drama ['Swedish Dicks'](#); and its first Icelandic original ['Stella Blómkvist'](#).

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#### NOTES TO EDITORS

*MTG (Modern Times Group MTG AB (publ.)) is a leading international digital entertainment group and we are shaping the future of entertainment by connecting consumers with the content that they love in as many ways as possible. Our brands span TV, radio and next generation entertainment experiences in esports, digital video networks and online gaming. Born in Sweden, our shares are listed on Nasdaq Stockholm ('MTGA' and 'MTGB').*

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