

NENT Group acquires exclusive rights to Premier League in Sweden, Norway, Denmark and Finland from 2022 to 2028

- NENT Group secures pan-Nordic Premier League rights in ground-breaking six year agreement
- Viaplay to be home of Premier League in Sweden, Norway, Denmark and Finland from 2022 to 2028
- NENT Group shows more than 50,000 hours of the world's best live sporting action every year

Nordic Entertainment Group (NENT Group), the Nordic region's leading streaming company, has secured the exclusive Swedish, Norwegian, Danish and Finnish media rights to the English Premier League, the world's leading national football league, in a ground-breaking six year deal that runs from 2022 to 2028. NENT Group currently holds the Premier League rights in Sweden, Denmark and Finland until 2022.

NENT Group's Viaplay streaming service is the leading streaming platform in the Nordic region, and NENT Group also operates the Viasat pay-TV channels and a range of free-TV channels. NENT Group will now offer unrivalled coverage of one of the world's premium sports competitions to viewers across the entire Nordic region for the first time.

Anders Jensen, NENT Group President and CEO: "I am thrilled with this new and extended agreement that once again confirms NENT Group's leadership in the Nordic markets. Premier League football is a cornerstone of our sports offering, and the addition of Norway to our existing rights for Sweden, Denmark and Finland gives us a great foundation for the further development of this fantastic sports property. We have a proven track record of delivering world-class coverage of the Premier League to the large and dedicated fan base in the Nordics. Our sports teams are ready to take this to the next level in the many years to come."

"We already broadcast and stream a wide range of sports events but this is a major milestone in the history of our sports coverage. The fact that the Premier League has again chosen us as a long-term strategic partner makes us very proud. With exclusive rights for four Nordic markets running until 2028, NENT Group is stronger than ever, and we are determined to build on this position even further and bring sports fans across the region even more and better coverage of this exciting championship."

Richard Masters, Premier League Chief Executive: “We have a proud and historic relationship with fans in the Nordic region and are delighted that Nordic Entertainment Group has invested in the rights to broadcast the Premier League once again. Through their high-quality coverage and cutting-edge technology, we are confident that over the six seasons of this deal they will make the very best Premier League content available to our passionate fans across the region.”

The Premier League rights in the Nordic region are the first to be sold in any geography for the cycle beginning with the 2022/2023 season.

NENT Group shows more than 50,000 hours of the world’s best live sporting action every year on its streaming services and TV channels. The company’s rights portfolio includes NHL and KHL ice hockey, UEFA Champions League, UEFA 2020 (in Denmark), Premier League, Bundesliga and Ligue 1 football, Formula 1, IndyCar, NFL American football, boxing, UFC, tennis, basketball, handball and golf. NENT Group will also be the Nordic home of FIS winter sports from 2021.

NOTES TO EDITORS

Nordic Entertainment Group AB (publ) (NENT Group) is the Nordic region’s leading entertainment provider. We entertain millions of people every day with our streaming services, TV channels and radio stations, and our production companies create content that is experienced around the world. We make life more entertaining by telling stories, touching lives and expanding worlds – from live sports, movies and series to music and original shows. Headquartered in Stockholm, NENT Group is listed on Nasdaq Stockholm (‘NENT A’ and ‘NENT B’).

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Contact us:

press@nentgroup.com (or Tobias Gyhlénus, Head of Public Relations; +46 73 699 27 09)
investors@nentgroup.com (or Stefan Lycke, Head of Investor Relations; +46 73 699 27 14)

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