

NENT Group extends Nordic rights to Scottish Premiership football

- Viaplay to stream 48 live Scottish Premiership games every season until 2025
- Extended five-year agreement covers entire Nordic region and includes Iceland for first time
- NENT Group has rights to show more than 50,000 hours of the world's best live sporting action every year on its streaming services and TV channels

Nordic Entertainment Group (NENT Group), the Nordic region's leading streaming company, has extended its exclusive Nordic rights to Scottish Premiership football until the end of the 2024/2025 season. NENT Group will show 48 Scottish Premiership matches live every season on its Viaplay streaming service in Sweden, Norway, Denmark and Finland, as well as in Iceland for the first time.

The Scottish Premiership is contested by Scotland's top 12 teams and currently features Nordic players such as Norway's Mohamed Elyounoussi, Kristoffer Ajer (both Celtic) and Markus Fjortoft (Hamilton Academical); Sweden's Filip Helander (Rangers) and Melker Hallberg (Hibernian); Finland's Miko Virtanen (Aberdeen) and Glen Kamara (Rangers); and Iceland's Ísak Þorvaldsson (St. Mirren).

Celtic and Rangers are two of the best supported and most successful clubs in world football, with more than 100 league titles between them. Their Old Firm derby game – first played in 1888 – is one of sport's oldest and most passionate rivalries and attracts a global audience.

As part of NENT Group's extended agreement, Viaplay viewers can also stream 35 additional games every season from the second-tier Scottish Championship and from the Scottish League Cup.

Kim Mikkelsen, NENT Group Head of Sport: "Scottish football has held a special place in the hearts of Nordic fans for over half a century – from the pioneering Scandinavian signings by Dundee United and Greenock Morton in the 1960s all the way to the rampant finishing that made Henrik Larsson Celtic's greatest ever overseas player. This long-term extension of NENT Group's Scottish Premiership rights reinforces our position as the Nordic home of live football, and we're particularly looking forward to bringing the drama and intensity of the Scottish game to Viaplay viewers in Iceland for the very first time."

The agreement has been brokered by Infront.

NENT Group's unrivalled football rights portfolio also includes Premier League, UEFA Champions League, UEFA Europa League and UEFA Europa Conference League, UEFA EURO

2020, EFL Championship and FA Cup, Bundesliga, Ligue 1, Eredivisie, Superliga, the world's top three women's football leagues and the 2021 Copa América.

NENT Group has rights to show more than 50,000 hours of the world's best live sporting action every year on its streaming services and TV channels. In addition to the company's football rights, its portfolio spans NHL, KHL and IIHF ice hockey, Formula 1, IndyCar, NFL American football, boxing, UFC, tennis, basketball, handball and golf. From 2021, NENT Group will also be the Nordic home of FIS winter sport.

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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