

NENT Group to move streaming registrations and broadcast licences to Sweden

- NENT Group's services to be regulated by Sweden's MPRT from 1 January 2021
- Move ensures continued international availability of NENT Group's offerings under the country of origin principle
- First time that NENT Group's services are regulated by MPRT

Nordic Entertainment Group (NENT Group), the Nordic region's leading streaming company, will move the registrations for its streaming platforms and the broadcast licences for its TV channels to Sweden from the UK, starting 1 January 2021. The move ensures NENT Group's services will remain available to viewers after the expected withdrawal of the UK from the European Union (EU), and means these offerings will be regulated by the Swedish Press and Broadcasting Authority (Myndigheten för press, radio och tv (MPRT)) for the first time in NENT Group's history.

NENT Group's new Swedish registrations and licences will cover its Viaplay and Viafree streaming services, V pay-TV channels and TV channels. A selection can be found in the table below. Viaplay is the leading Nordic streaming service, with a unique offering of original productions, international films and series, kids content and live sports, and NENT Group expects to reach 3 million Viaplay subscribers by the end of 2020.

NENT Group's offerings are currently regulated by Ofcom in the UK under the country of origin principle. This principle, which is part of EU law, allows media companies to offer services across the EU whilst being regulated in one EU jurisdiction. The country of origin principle will no longer apply in the UK at the end of the Brexit transitional period on 1 January 2021.

Anders Jensen, NENT Group President & CEO: "We are an innovative, fast-growing, values-driven international company with Nordic DNA and it is natural that we are regulated in a Nordic country. We enjoy a good working relationship with the Swedish authorities and this decision reflects our commitment to the Nordic region and its world-class creative sector. This move will ensure the continued availability of our content to viewers across the region and beyond. We now have a stable long-term regulatory foundation from which we will embark on our ambitious and exciting international expansion."

Charlotte Ingvar-Nilsson, Director-General, MPRT: "We are very pleased to welcome NENT Group to Sweden. NENT Group has a successful track record in attracting Nordic viewers and we are looking forward to working together."

Viaplay is currently available in five Nordic countries, with the three Baltic states to come from early 2021, and NENT Group aims to add a further 15 countries in the next five years.

Table: Selected NENT Group services to be regulated by MPRT from 1 January 2021

Category	Service	Country
Streaming	Viaplay	SE, NO, DK, FI, IS (Baltic countries from early 2021)
	Viafree	SE, NO, DK, FI
Pay TV	V sport premium	SE, FI
	V sport extra	SE
	V sport 1	SE, NO, FI
	V sport 2	NO
	V sport 3	NO
	V sport +	NO
	V sport live	DK
	V sport football	SE, FI
	V sport hockey	SE, FI
	V sport motor	SE
	V sport urheilu	FI
	V sport jääkiekko	FI
	V sport jalkapallo	FI
	V sport golf	SE, NO, DK, FI
	V sport HD	SE, NO, DK
	V sport Ultra HD	SE, NO, DK, FI
	V film premiere	SE, NO, DK, FI
	V film action	SE, NO, DK, FI
	V film family	SE, NO, DK, FI
	V film hits	SE, NO, DK, FI
	V series	SE, NO, DK, FI
	TV	
	TV3	SE, NO, DK
	TV3+	DK
	TV3 SPORT	DK
	TV3 MAX	DK
	TV3 Puls	DK
	V4	NO
	TV6	SE, NO
	TV8	SE
	TV10	SE

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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