

# NENT Group to show 2023 FIFA Women's World Cup in Sweden, Norway and Denmark

- All 64 matches from 2023 tournament in Australia and New Zealand to be available live on Viaplay, with selected matches on NENT Group's free-TV channels
- 2019 FIFA Women's World Cup attracted global audience of 1.1 billion viewers
- NENT Group is home of world's best women's football with over 100 live matches shown on Viaplay every year

**Nordic Entertainment Group (NENT Group), the Nordic region's leading streaming company, has acquired the exclusive rights to show the 2023 FIFA Women's World Cup in Sweden, Norway and Denmark. NENT Group is the undisputed home of the world's best women's football and will show every match from the 2023 FIFA Women's World Cup, the biggest stage in the international women's game, on its Viaplay streaming service, with selected matches available on its free-TV channels.**

The FIFA Women's World Cup has rapidly established itself as a must-see event for football fans around the world, with the 2019 tournament attracting an unprecedented global audience of 1.1 billion viewers. Sweden took third place in 2019 and drew 2.3 million viewers for their semi-final game against the Netherlands.

In 2023, Australia and New Zealand will host an expanded competition featuring 32 teams and 64 games (compared with 24 teams and 52 games in 2019), with the US seeking to claim a record third consecutive world title. The tournament will take place over five weeks in July and August.

Sweden (current FIFA ranking 5), Norway (12) and Denmark (16) are all expected to qualify, giving a global platform for local stars such as Pernille Harder (Denmark), Magdalena Eriksson (Sweden) and Caroline Graham Hansen (Norway), as well as rising talents such as Nicoline Sørensen (Denmark), Ingrid Syrstad Engen (Norway) and Loreta Kullashi (Sweden), who scored twice on her national team debut in 2018.

Anders Jensen, NENT Group President and CEO: "We have one of the world's most significant sports rights portfolios but 80% of our broadcasts cover male sport. This needs to change! I'm therefore extra happy about today's announcement. Every year, we show over 100 live matches from the biggest women's football leagues on Viaplay, and adding the FIFA Women's World Cup shows our long-term commitment to developing the game. This will be the biggest showpiece in the history of women's football so far. Our extensive coverage will push boundaries, reach new audiences and inspire the next generation of local superstars."

Pernille Harder, UEFA Women's Player of the Year 2020: "It's great to see NENT Group's commitment to women's football. In addition to French, German and English club football they will now also show the World Cup in 2023 which looks like it will be the greatest event ever in women's football. I'm very much looking forward to participating in the championships, which I really hope and believe Denmark will qualify for. The summer of 2023 will be a great showpiece for women's football."

NENT Group holds the exclusive Nordic rights to the Barclays FA Women's Super League, Frauen-Bundesliga and Division 1 Féminine, ranked by UEFA as Europe's three best women's football leagues. NENT Group also shows the French cup final and super cup final. Through the BEAT Diabetes Foundation, NENT Group has partnered with Swedish football club Helsingborgs IF in a [multi-year investment into grassroots women's and girls' football](#).

NENT Group brings millions of fans closer to the sports they love – every shot, every goal, every touchdown, every putt, every punch, every lap, every time. Every year, the company shows more than 50,000 hours of the world's best live sporting action on its streaming services and TV channels.

In the Nordic region, NENT Group holds the rights to the Premier League (SE/NO/DK/FI), IIHF Ice Hockey World Championship (SE/NO/DK/FI/IS) and the Swedish men's football team qualifiers (SE) to 2028; NHL (SE/NO/DK/FI/IS) and FIS winter sports (SE/NO/DK/FI) to 2026; Bundesliga (SE/NO/DK/FI/IS) to 2025; and UEFA Europa League (SE/NO/FI), UEFA Champions League (DK) and Formula 1 (SE/NO/DK/FI/IS) to 2024. The company's portfolio also includes IndyCar, NFL American football, boxing, UFC, tennis, basketball, handball and golf.

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## 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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