

NENT Group and Matchroom Sport agree five-year partnership in nine countries

- Matchroom Sport content to be shown live on Viaplay in Iceland, Estonia, Latvia, Lithuania and Poland for the first time
- Agreement secures more than 700 hours of live darts, snooker and more for Viaplay every year
- Long-term, multi-territory deal is NENT Group's latest with a key sports rights holder

Nordic Entertainment Group (NENT Group), the Nordic region's leading streaming company, and Matchroom Sport have renewed their media rights partnership in Sweden, Norway, Denmark and Finland while extending it to Iceland, Estonia, Latvia, Lithuania and Poland for the first time. The five-year agreement secures more than 700 hours of world-class live streamed sports action from Matchroom Sport's extensive portfolio every year for NENT Group's Viaplay streaming service, and represents NENT Group's latest long-term, multi-territory deal with a key sports rights holder.

The agreement makes Viaplay the exclusive home of top darts tournaments such as the World Darts Championship, Premier League Darts, World Cup of Darts, World Matchplay, World Grand Prix, European Championship, Grand Slam of Darts and the Players Championship, in addition to the prestigious World Series of Darts Finals to be held this year in Amsterdam.

Cue sports fans can also stream snooker's Champion of Champions and Championship League events on Viaplay, along with the World Pool Masters, World Pool Championship, World Cup of Pool, US Open 9-Ball Championships and the Mosconi Cup. The agreement includes a comprehensive range of further content including table tennis, ten-pin bowling, basketball and netball.

Peter Nørrelund, NENT Group Chief Sports Officer: "Our vision is to be the European streaming champion, which means Viaplay should offer something for everyone. We co-operate closely with Matchroom in the Nordic region and will now bring live coverage of some of Europe's fastest growing sports to our newest markets. We work continuously with rights holders to develop sports properties together, so this agreement is great news for these sports and their fans across Viaplay's rapidly expanding footprint."

Barry Hearn, President of Matchroom: "We're delighted to expand our existing partnership with NENT Group over the next few years offering sports fans fantastic access to some of the biggest moments in sport on Viaplay. NENT Group have been huge supporters of our sports over the years and we hope this continues to grow."

In the Nordic region, NENT Group holds rights to Bundesliga to 2029; Premier League (SE/NO/DK/FI), national football team qualifiers (SE/IS) and IIHF Ice Hockey World Championship to 2028; FIS winter sports (SE/NO/DK/FI) and NHL to 2026; and UEFA Champions League (DK/IS), UEFA Europa League (SE/NO/FI/IS) and Formula 1 to 2024.

In the Baltic countries, NENT Group's sports rights include Bundesliga, NHL, UEFA Champions League, UEFA Europa League, UEFA Europa Conference League and Formula 1. NENT Group recently extended its Polish rights to Bundesliga football [to 2029](#), and will show UEFA Europa League and UEFA Europa Conference League in Poland [from this autumn](#) and Formula 1 [from 2023](#).

NOTES TO EDITORS

Nordic Entertainment Group AB (publ) (NENT Group) is the Nordic region's leading streaming company and our vision is to become the European streaming champion. Our Viaplay streaming service is available in every Nordic country and in Estonia, Latvia and Lithuania. Viaplay will launch in Poland and the US in 2021, followed by five additional markets by 2023. We operate streaming services, TV channels, radio stations and production companies, and our purpose is to tell stories, touch lives and expand worlds. Headquartered in Stockholm with a global outlook, NENT Group is listed on Nasdaq Stockholm ('NENT A' and 'NENT B').

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