



MTG creates its first original kids' series

- 'The Big Experiment' to premiere on 1 December 2016 on Viaplay
- MTG broadens its portfolio of original productions to include kids' content

MTG's latest original production will premiere on its video streaming service Viaplay on 1 December 2016 in Denmark, Finland, Norway and Sweden.

The 24-episode series 'The Big Experiment' will be made available exclusively on Viaplay to viewers across the Nordic region. It is presented as a Christmas calendar – a format that is familiar to Nordic broadcast TV audiences where a new episode is released every day leading up to Christmas.

Jakob Mejlhede, EVP of Programming and Content Development, MTG: "Today's kids are growing up streaming, and this series shows our commitment to creating an original portfolio that has something for all our viewers. Through drama, film and now kids' series, MTG is on a journey to become the Nordic region's leading producer of original content."

The series is produced with Nexiko, an award-winning independent production company based in Stockholm, Sweden. Each episode features the two leading characters trying a different experiment or solving a challenge related to subjects like music, chemistry and mathematics. The engaging format combines both education and entertainment.

MTG premiered its first original series, 'Swedish Dicks', on 2 September 2016, and has announced the production of new Nordic noir drama 'Hassel' with Ola Rapace, and its first original film, 'SuperSwede', a documentary exploring the life of Ronnie Peterson, Sweden's most successful Formula 1 driver.

Any questions?

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