

NENT Group and Fox Networks Group expand long term partnership

- High quality factual entertainment from National Geographic to be available on Viafree
- Premium factual content from National Geographic+ to launch on Viaplay
- NENT Group expands exclusive advertising sales partnership with FNG in Denmark and Sweden to Norway for the first time

Nordic Entertainment Group (NENT Group) has expanded its long term commercial partnership with Fox Networks Group (FNG). The agreement reinforces NENT Group's position as the Nordic region's leading entertainment provider, and enables even broader reach and higher impact for advertisers.

As a result of the deal, viewers in Denmark, Norway and Sweden will be able to enjoy hundreds of hours of shows from National Geographic on NENT Group's streaming service Viafree, including programmes from the National Geographic Channel and NatGeo WILD.

Launched in 2016, the Viafree app has now been downloaded more than 3 million times. This new agreement with FNG adds a comprehensive library of premium factual entertainment that complements Viafree's extensive offering of drama, reality, exclusive formats and live sports.

In addition, premium factual content from National Geographic+ will launch on NENT Group's streaming service Viaplay in Denmark, Norway, Sweden and Finland. This broadens Viaplay's content offering with more world class series and film documentaries. Curated, relevant and with unparalleled global storytelling, National Geographic+ provides a vast array of compelling content from the world's largest factual brand.

At the same time, NENT Group will continue its exclusive advertising sales partnership with FNG in Sweden and Denmark, adding a new entertainment channel in Denmark to its advertising sales portfolio from January 2019. For the first time, NENT Group will also sell advertising for FOX and National Geographic channel in Norway.

Kim Poder, EVP, Group Chief Commercial Officer and CEO of NENT Group Denmark: "FNG in the Nordics is a key strategic partner for NENT Group and expanding our long term agreement is great news for all our customers. We want to bring viewers the broadest and best choice of entertainment, so adding National Geographic's amazing factual content to Viafree and Viaplay matches our ambitions perfectly. At the same time, we can now give brands across Scandinavia even more reach through offering advertising on services from both NENT Group and FNG."

Hans van Rijn, General Manager, Fox Networks Group Nordic: “This is a key step in intensifying our partnership with NENT Group and reflects our determination to make our premium content available across more screens to the benefit of Nordic consumers and providing advertisers with increased reach and impact.”

NOTES TO EDITORS

Nordic Entertainment Group (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 exciting content for media companies around the world. We make life more entertaining by enabling the best and broadest experiences – from live sports, movies and series to music and original shows. Headquartered in Stockholm, NENT Group is part of Modern Times Group MTG AB (publ), a leading international digital entertainment group listed on Nasdaq Stockholm (‘MTGA’ and ‘MTGB’). NENT Group is proposed to be listed separately on Nasdaq Stockholm in March 2019.

ABOUT FOX NETWORKS GROUP

Fox Networks Group (FNG) is a primary operating unit of 21st Century Fox. FNG consists of Fox Television Group, which includes Fox Broadcasting Company and 20th Century Fox Television; Fox Cable Networks, which includes FX Networks; Fox Sports Media Group, National Geographic Partners, and Fox Networks Group Europe, Asia and Latin America. Together these units create, program and distribute some of the world’s most popular entertainment, sports and nonfiction programming.

Contact us:

press@nentgroup.com (or Tobias Gyhlénus, Head of Public Relations; +46 73 699 27 09)
investors@nentgroup.com (or Stefan Lycke, Head of Investor Relations; +46 73 699 27 14)

Download high-resolution photos: [Flickr](#)

Follow us:

nentgroup.com / [Facebook](#) / [Twitter](#) / [LinkedIn](#) / [Instagram](#)

Privacy policy:

NENT is part of MTG; to read our privacy policy, [click here](#)