

NENT Group and DNA agree Viaplay sales partnership in Finland

- DNA becomes first Finnish telecom operator to offer Viaplay as a separate subscription
- DNA's existing Viasat customers get access to Viaplay as part of their pay TV packages
- Partnership supports NENT Group's strategy to be the leading Nordic streaming service provider

Nordic Entertainment Group (NENT Group) and DNA, a Finnish telecommunications group and the country's largest cable operator and leading pay TV provider, have entered a sales partnership for NENT Group's Viaplay streaming service in Finland. DNA will become the first telecom operator in Finland to offer Viaplay to customers as a separate subscription. In addition, Viaplay will be included in the Viasat pay TV packages from NENT Group that are already sold by DNA.

DNA's current customer base includes 478,000 fixed broadband subscriptions, 627,000 cable TV customers and 251,000 subscribe to DNA's digital DNA TV application, along with 2.9 million mobile subscriptions.

As a result of the agreement, NENT Group's streaming service [Viaplay](#) – which provides live sports, international films and series, kids content and a fast growing number of hit original productions – will now be sold by DNA to its customers as a separate subscription. Viaplay will also be included in the [Viasat](#) pay TV packages from NENT Group that are already offered by DNA.

Kim Poder, EVP, Group Chief Commercial Officer and CEO of NENT Group Denmark: "This agreement with DNA marks an important step on our journey to establish Viaplay as the leading Nordic streaming service. We are continuously investing in our content and technology to ensure Viaplay offers something truly unique. Innovative partnerships will accelerate Viaplay's penetration and enable us to bring these experiences to even more customers across the Nordic region."

Viaplay is a subscription streaming service available through connected TVs, smartphone and tablet apps, games consoles and devices like Apple TV and Google Chromecast. Viaplay is sold directly to customers, and NENT Group also has partnerships with operators and service providers such as YouSee, Stofa, Wao and Telenor in Denmark; Telenor, RiksTV, Get and NextGenTel in Norway; Tele2, Telia, Telenor, Canal Digital, Ownit, Com Hem, Sappa, Kalejdo, Serverado, Connect TV and A3 in Sweden; and now with DNA in Finland, who offer Viaplay as part of a Viasat pay TV package or as a separate subscription. [Viasat](#) is NENT Group's pay TV platform and is available across the Nordic region.

In the Nordic region, consumer appetite for streaming services continues to grow. Today, nearly half of the region's 12.3 million households subscribe to an average of 1.4 streaming services.

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.

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](#)