

NENT Group to show IndyCar racing for next three seasons

- NENT Group secures exclusive media rights to the NTT IndyCar Series in Sweden, Norway, Denmark and Finland until 2021
- Sweden's Marcus Ericsson and Felix Rosenqvist both top contenders in IndyCar 2019
- NENT Group shows more than 50,000 hours of the world's best live sporting action every year

Nordic Entertainment Group (NENT Group) has acquired the exclusive Nordic media rights to the NTT IndyCar Series until 2021. Every race will be shown live on NENT Group's Viaplay streaming service and Viasat pay-TV channels, with selected races available on NENT Group's free-TV channels. Swedish drivers Marcus Ericsson and Felix Rosenqvist will both compete in the upcoming IndyCar season, which starts in March and includes the fabled Indianapolis 500 race – the 'Greatest Spectacle in Racing'.

The IndyCar Series is North America's premier motorsport competition and offers 17 full-throttle races every season across a unique combination of oval and street circuits.

Sweden's Marcus Ericsson, making his IndyCar debut after five seasons in Formula 1, and Felix Rosenqvist are top contenders in the 2019 competition, which starts on 10 March in St. Petersburg, Florida and concludes on 22 September at California's Laguna Seca circuit.

The 103rd edition of the Indianapolis 500 takes place on 26 May, when Fernando Alonso will attempt to become only the second driver in history to capture motorsport's elusive Triple Crown by adding the race to his previous victories in the Le Mans 24 Hours and Formula 1's Monaco Grand Prix.

NENT Group also has the exclusive rights to Formula 1 in Denmark, Norway and Sweden. Further motorsport rights held by NENT Group include Formula 2, Porsche Supercup, Race of Champions and Formula Renault Eurocup (in Denmark, Norway and Sweden); and NASCAR and MotoGP (across the Nordic region).

Kim Mikkelsen, NENT Group SVP and Head of Sport: "NENT Group's Nordic leadership in motorsport coverage is constantly accelerating, and IndyCar is a fantastic addition. With two top Swedish drivers gearing up for success in some of the world's most compelling races – including the legendary Indianapolis 500 – we're seeing huge IndyCar interest from our customers. The upcoming IndyCar season will be an incredible ride and shows once again that we continue to invest in unique sports experiences for every fan across the Nordic region."

Stephen Starks, Vice President, INDYCAR Promoter and Media Partner Relations: “We are pleased to reach a deal with NENT Group to showcase the NTT IndyCar Series in the Nordics for the next several seasons. This important relationship will allow race fans to follow INDYCAR’s championship-caliber drivers, including Marcus Ericsson and Felix Rosenqvist as they transition to the US with two of the best teams in the sport.”

Marcus Ericsson, Arrow Schmidt Peterson Motorsports: “It’s fantastic that IndyCar will be available for fans in the Nordic region. NENT Group have broadcast almost my whole career – from Formula 3 in Macau 2009, GP2 and of course my five years in Formula 1. Their people are very knowledgeable so I know their IndyCar offering will be great.”

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. NENT Group shows more than 50,000 hours of the world’s best live sporting action every year on its TV channels and streaming services, including NHL and KHL ice hockey, UEFA Champions League, Premier League, Bundesliga and Ligue 1 football, Formula 1, NFL American football, boxing, UFC, tennis, basketball, handball and golf.

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.

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About INDYCAR:

INDYCAR is the governing body of: the NTT IndyCar Series, the premier open-wheel racing series in North America; the Road to Indy presented by Cooper Tires development ladder, which includes Indy Lights presented by Cooper Tires, the Indy Pro 2000 Championship presented by Cooper Tires and the Cooper Tires USF2000 Championship; and the Battery Tender Global MX-5 Cup presented by BF Goodrich Tires.

INDYCAR events are available to a worldwide audience through a variety of multimedia platforms, highlighted by a broad-reaching partnership with NBC Sports Group. INDYCAR is continually at the forefront of motorsports innovation with drivers, teams and tracks benefiting from safety and technological improvements such as the SAFER Barrier, SWEMS wheel and chassis component tethers, chassis enhancements, advanced aerodynamic bodywork kits, high-definition in-car cameras and E85 ethanol fuel.