

# NENT Group and NBCUniversal extend exclusive content partnership

- NENT Group and NBCUniversal extend partnership in new multi-year deal
- New and upcoming NBCUniversal films will be shown in the Nordic region first on Viaplay and Viasat
- Agreement includes comprehensive range of NBCUniversal library titles

**Nordic Entertainment Group (NENT Group) and NBCUniversal (NBCU) have extended their long-term exclusive content partnership in a multi-year deal. New films from NBCU will reach viewers in Sweden, Norway, Denmark and Finland first on NENT Group's Viaplay streaming service and Viasat pay-TV channels, along with an extensive range of popular NBCU library titles. A broad selection of NBCU's TV series will also be available on NENT Group's free-TV channels.**

The line-up of new and upcoming films includes action adventures such as 'Jurassic World: Fallen Kingdom' and 'Fast & Furious Presents: Hobbs & Shaw'; dramas such as 'Fifty Shades Freed' and 'Lady Bird'; musicals like 'Mamma Mia! Here We Go Again'; kids films including 'Paddington 2', 'How to Train Your Dragon: The Hidden World', 'Sing 2', 'Minions 2' and 'The Secret Life of Pets 2'; and many more.

A wide array of classic TV series and films from NBCU's extensive library will also be available on Viaplay and Viasat. Selected new and library NBCU films will be shown on NENT Group's free-TV channels, along with popular reality series such as 'Keeping Up with the Kardashians' and 'The Real Housewives of Beverly Hills'.

Viewers can also continue to access content from NBCU's pop culture channel E! via NENT Group's streaming and IPTV services.

Anders Jensen, NENT Group President and CEO: "Our platforms are the unrivalled home of the best entertainment experiences anywhere in the Nordic region. In particular, the outstanding breadth and reach of Viaplay's streaming offering – which spans international films and series, live sports, kids content and our original productions – means we're not just investing in trends but setting the standard. NBCUniversal tells some of the world's most recognisable stories, and renewing our long-term partnership is fantastic news for our customers as NENT Group continues to create something truly unique."

Belinda Menendez, President & Chief Revenue Officer for NBCUniversal Global Distribution and International, NBCUniversal: "We are delighted to extend our long-standing relationship with NENT Group and continue to partner with them to bring our extensive catalogue of hit films and television programmes to viewers across the Nordics."

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## NOTES TO EDITORS

*Nordic Entertainment Group AB (publ) (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 content that is experienced around the world. We make life more entertaining by telling stories, touching lives and expanding worlds – 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 expected to be listed separately on Nasdaq Stockholm on 28 March 2019 under the symbols 'NENT A' and 'NENT B'.*

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