

# NENT Group to show The Open golf for next six years

- NENT Group to show The Open golf championship in Sweden, Norway, Denmark and Finland until the end of 2024
- Three of the four major golf championships shown across the Nordic region exclusively by NENT Group
- NENT Group shows more than 50,000 hours of the world's best live sporting action every year

**Nordic Entertainment Group (NENT Group) has extended the exclusive Nordic rights to The Open golf championship until the end of 2024. Every hole from the prestigious championship will continue to be shown live on NENT Group's Viaplay streaming service and Viasat Golf pay-TV channel, which offer fans comprehensive year-round coverage of the world's top golf competitions.**

The Open is golf's original major championship, with a history stretching back to 1860. The 2019 Open will be played at Royal Portrush in Northern Ireland from 18 to 21 July, with reigning champion Francesco Molinari seeking to defend the fabled Claret Jug trophy against golfing legends such as Tiger Woods, who recently won the Masters Tournament for the fifth time.

NENT Group holds the Nordic rights to three of the four golf majors – The Open, the US Open and the PGA Championship – along with the Danish rights to the remaining major, the Masters Tournament. NENT Group is also the exclusive Nordic home of the Ladies Professional Golf Association (LPGA) Tour and the European Tour package, which includes the World Golf Championships, the eight Rolex Series competitions and one of the world's most viewed sporting events – the Ryder Cup.

In addition to The Open, NENT Group has also secured the rights to the AIG Women's British Open, the Senior Open Championship and The Amateur Championship until 2024.

Kim Mikkelsen, NENT Group Head of Sport: "We show over 1,500 hours of live golf every year, and now our viewers can look forward to even more world-class coverage from an unrivalled range of tournaments on Viaplay and Viasat Golf. Extending the long-term rights to The Open, which was won by Sweden's Henrik Stenson in 2016, ensures that NENT Group will be the home of golf for years to come and further reinforces our position on the leaderboard as the Nordic region's top provider of unique sports experiences."

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, IndyCar, NFL American football, boxing, UFC, tennis, basketball, handball and golf.

\*\*\*\*

## 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 listed on Nasdaq Stockholm ('NENT A' and 'NENT B').*

### Contact us:

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

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

### Follow us:

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

### Privacy policy:

To read NENT Group's privacy policy, [click here](#)