

# NENT Group secures Joshua-Ruiz world title fight rights

- Viaplay to be exclusive home of heavyweight world title match in Nordic region
- World champion Anthony Joshua makes US debut in 1 June fight at Madison Square Garden
- NENT Group shows more than 50,000 hours of the world's best live sporting action every year

**Nordic Entertainment Group (NENT Group) will deliver exclusive Nordic coverage of the heavyweight boxing fight between Anthony Joshua and Andy Ruiz on 1 June. Joshua's four world title belts will be at stake in the hotly anticipated showdown at New York's fabled Madison Square Garden, which will be shown live on NENT Group's Viaplay streaming service as a pay-per-view event.**

Unbeaten IBF, WBA (Super), WBO and IBO champion Anthony Joshua (22-0, 21 KOs) will make his long-awaited US debut against Andy 'The Destroyer' Ruiz (32-1, 21 KOs) on 1 June. The winner is expected to face either WBC belt-holder Deontay Wilder or resurgent former champion Tyson Fury later this year in a unification bout to crown the first-ever undisputed heavyweight champion in the four-belt era.

Joshua vs. Ruiz will be shown live as a pay-per-view event on Viaplay and will be priced at DKK 499 in Denmark, EUR 49.95 in Finland, NOK 499 in Norway and SEK 499 in Sweden.

NENT Group has brought all of Joshua's major title matches to fight fans across the Nordic region on Viaplay, along with the already classic Wilder-Fury bout in autumn 2018. NENT Group also holds the Nordic media rights to UFC and ONE Championship.

Kim Mikkelsen, NENT Group Head of Sport: "We're in a weight class of our own as the home of the world's biggest and best boxing. Superstars like Joshua and Wilder have electrified the heavyweight division and we're seeing intense viewer interest as boxing heads towards a historic unification of every heavyweight title. NENT Group will show Joshua and Ruiz's massive matchup from Madison Square Garden on the same evening as UFC Stockholm and the UEFA Champions League final – a spectacular tripleheader that once again highlights the scale and range of our sports coverage."

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](#)