

NENT Group fixes original kids' series 'Fixi in Playland'

- 20-part original series combines animation and virtual reality
- Lead character to appear as virtual guide in Viaplay kids' section
- Series is first production from NENT Group's StudioV virtual entertainment studio

The next original series from Nordic Entertainment Group (NENT Group) will be kids' show 'Fixi in Playland', which mixes animation with virtual reality (VR). The Fixi character will appear in both the new series and as a virtual guide to the kids' section on NENT Group's Viaplay streaming service. 'Fixi in Playland' is the first production from NENT Group's StudioV virtual entertainment studio and will premiere exclusively on Viaplay across the Nordic region in autumn 2019.

'Fixi in Playland' (Swedish: 'Fixi i Playland') is a 20-part animated series featuring Fixi, a lively squirrel with a robot arm who encourages viewers from ages 5 to 8 to take an interest in both technology and physical exercise. The series is created by StudioV using performance capture and VR animation technology, and is produced by Alexander Gustafsson for SplayOne, a NENT Studios company.

The character will also appear as a virtual guide in the Viaplay kids' section, where Fixi will help children use the service and recommend films and series. The concept is created by Swedish TV host and scriptwriter Sara Edwardsson.

'Fixi in Playland' is NENT Group's latest original series for kids after ['Saga's Stories'](#); ['Peppy Pals'](#) and ['The Great Escape'](#), which was named Children's Programme of the Year at Sweden's Kristallen awards in 2017.

Jakob Mejlhede Andersen, Viaplay Chief Content Officer: "NENT Group offers the best streaming experience in the Nordic region – and we believe inspiring younger viewers is an important part of that experience. Understanding the latest technologies, while staying active and healthy, are some of the biggest challenges of growing up today. Fixi brings a fresh and engaging personality to Viaplay's kids' offering, both as the star of an innovative show and as a virtual guide, and will deepen our relationship with our viewers while opening a new chapter in NENT Group's award-winning kids storytelling."

About NENT Group's original productions

NENT Group is set to premiere a minimum of 20 original productions every year. ['Straight Forward'](#); ['Saga's Stories'](#); ['Wisting'](#); ['The Inner Circle'](#); ['Darkness – Those Who Kill'](#); ['Hidden'](#); ['The Truth Will Out'](#); ['Four Hands Menu'](#); ['Pros and Cons'](#); ['Conspiracy of Silence'](#); ['Couple](#)

Trouble'; [season one](#) of 'Rig 45'; '[The Lawyer](#)'; '[Stella Blómkvist](#)'; [season one](#) of 'ALEX'; 'Couple Thinkers'; 'Occupied'; 'Hassel'; '[Peppy Pals](#)'; 'Superswede'; '[Veni Vidi Vici](#)'; seasons [one](#) and [two](#) of 'Swedish Dicks'; seasons [one](#) and [two](#) of 'The Great Escape'; and seasons one and [two](#) of 'Black Lake' have already premiered.

Recently announced originals include '[Swedish Sin](#)'; '[Shadowplay](#)'; '[Box 21](#)'; [season two](#) of 'Rig 45'; '[The Ambassador](#)'; '[Margeaux](#)'; '[Cryptid](#)'; '[Commando](#)'; '[Face to Face](#)'; '[Casper Conquers Norway](#)'; '[Honour](#)'; '[Love Me](#)'; [season two](#) of 'ALEX'; and '[Cold Courage](#)'.

As well as breaking Nordic viewing records, NENT Group's originals are increasingly reaching audiences around the world. 'ALEX' has been sold to broadcast and streaming partners in [Europe, Asia and the US](#); 'Veni Vidi Vici' has premiered on [Hulu](#) and is set for a [US remake in partnership with Lionsgate](#); 'Swedish Dicks' has featured on [Pop TV](#) in the US; 'Black Lake' has been shown on [BBC Four and AMC Networks-backed Shudder](#); and the upcoming series '[Honour](#)' has been sold to Belgium's VRT.

[In January 2019](#), NENT Group announced a UK-based joint venture with award-winning independent studio FilmNation Entertainment to develop, produce and finance premium scripted television content for global audiences.

[In May 2019](#), NENT Group invested in a minority stake in the new US production company Picturestart together with a range of high-profile industry partners. Based in Los Angeles and founded by renowned producer Erik Feig, Picturestart will create, co-finance and produce premium scripted content for young adult viewers around the world.

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 (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)

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