

# NENT Group extends Nordic rights to Danish Superliga football

- NENT Group's Viaplay streaming service and TV channels to show Danish top-flight football until 2024
- NENT Group's partnership with Danish football will now extend beyond 25 years
- NENT Group shows more than 50,000 hours of the world's best live sporting action every year

**Nordic Entertainment Group (NENT Group), the Nordic region's leading streaming company, has extended its Nordic media rights to Danish football until 2024. Fans can continue to watch live coverage of Denmark's Superliga, 1st Division and DBU Pokalen cup competitions on NENT Group's Viaplay streaming service, as well as on the TV3+, TV3 SPORT and TV3 Max channels in Denmark. NENT Group's coverage of Danish football kicked off in 1998, and as a result of the new agreement will now span more than a quarter of a century.**

Superliga is the top-tier football league in Denmark and includes popular teams such as Brøndby, FC Midtjylland and FC Copenhagen, as well as some of Scandinavia's most passionate derby games. The 2018/2019 season ended on 25 May with FC Copenhagen crowned champions. Three Superliga teams will now be automatically relegated next season, and from the 2020/2021 campaign the number of teams will be reduced from 14 to 12, which will create even more high-stakes matches.

The new agreement gives NENT Group the rights to two of the three packages of Superliga matches, along with the rights to all 1st Division and DBU Pokalen games.

Over the past 12 months, NENT Group has extended its exclusive Danish, Finnish and Swedish media rights to the Premier League, and acquired the exclusive Nordic rights to Germany's Bundesliga, France's Ligue 1, The Netherlands' Eredivisie, Belgium's First Division A, the Scottish Premiership and the 2019 Copa América. As a result, NENT Group's streaming services and TV channels will remain the home of football for fans across the Nordic region for years to come.

Anders Jensen, NENT Group President and CEO: "This agreement takes our support of Danish football beyond 25 years and again demonstrates our focus on successful long-term partnerships. Year in and year out, we work together to innovate and deliver even more exciting experiences to fans across the Nordic region. We share Denmark's passion for football and will ensure the best and broadest coverage across our streaming services and TV channels."

Kim Mikkelsen, NENT Group Head of Sport: “Danish football is in great shape, and the changes to the Superliga format, together with the clubs’ ongoing investments in infrastructure and talent, will make the upcoming seasons even more thrilling. Our goal is to continue hitting the net when it comes to the quality, insightfulness and reach of our coverage. We look forward to another five years of close and successful partnership.”

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 streaming services and TV channels, 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.

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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 listed on Nasdaq Stockholm (‘NENT A’ and ‘NENT B’).*

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