

# NENT Group extends distribution partnership with Telia

- NENT Group's TV channels and Viasat pay-TV channels continue to be available to Telia customers in Sweden
- Partnership reflects NENT Group's strategic focus on distribution deals that ensure continued reach of its TV channels and streaming services across the Nordic region

**Nordic Entertainment Group (NENT Group) has extended its distribution agreement with telecommunications and TV operator Telia in Sweden. Telia will continue to offer NENT Group's TV channels and Viasat pay-TV channels to its customers in Sweden.**

The extension of NENT Group and Telia's long-term partnership means Telia will continue to distribute NENT Group's TV channels TV3, TV6, TV8, TV10 and TV3 Sport HD in Sweden, as well as the Viasat pay-TV channels. All Viasat customers will continue to have access to NENT Group's Viaplay streaming service as part of their subscriptions.

Telia currently has over 860,000 TV customers in Sweden.

The partnership with Telia reflects NENT Group's strategic focus on distribution deals that ensure the reach of its TV channels and streaming services across the Nordic region. Earlier this year, NENT Group extended its distribution agreements with [Tele2](#) in Sweden and with [YouSee](#), [Stofa](#) and [Boxer](#) in Denmark.

Kim Poder, NENT Group Chief Commercial Officer: "We are pleased to continue delivering our combination of live sport, international films and series, kids content and original series, along with local non-scripted content, to Telia. Long-term partnerships are a key priority for NENT Group as we look to bring our unique content offering to more viewers across the Nordic region. This extended agreement is another important step in the development of NENT Group."

NENT Group has distribution partnerships with operators and service providers such as [YouSee](#), [Stofa](#), [Boxer](#), Wao and Telenor in Denmark; Telenor, RiksTV, Get, Canal Digital and NextGenTel in Norway; Bahnhof, A3, Universal Telecom, Mediateknik, Canal Digital, Sappa, Telia, Telenor, Tele2, Kalejdo, Serverado, Connect TV and Ownit in Sweden; and Elisa, Telia and [DNA](#) in Finland.

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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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