

# NENT Group to show Lomachenko vs. Campbell boxing world title fight

- Viaplay to be exclusive Nordic home of boxing world title fight on 31 August
- Lomachenko vs. Campbell to unify three world lightweight titles
- 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, will provide exclusive coverage across the Nordic region of the boxing match between Vasyl Lomachenko and Luke Campbell on 31 August at London's O2 Arena, where three world lightweight titles will be on the line. The fight will be shown live on NENT Group's Viaplay streaming service as a pay-per-view event.**

Widely recognised as the world's best active boxer, world champion and double Olympic gold medalist Vasyl Lomachenko (13-1, 10 KOs) can move one step closer to unifying all four major lightweight titles against 2012 Olympic champion Luke Campbell (20-2, 16 KOs). Lomachenko's WBA and WBO belts, along with the vacant WBC lightweight title, are all at stake in London, with the winner expected subsequently to fight IBF titleholder Richard Commey or Teófimo López for the undisputed lightweight title.

Lomachenko vs. Campbell 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.

Kim Mikkelsen, NENT Group Head of Sport: "Two southpaws, three belts – and only one place to stream. Undoubtedly one of the finest boxers of all time, Lomachenko can move nearer to unifying all four major lightweight titles, while British Olympic hero Campbell will give everything to cause an upset in front of a passionate home crowd. Nordic fight fans can look forward to another memorable night on Viaplay, the undisputed champion of the world's best sporting action."

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.

\*\*\*\*

## 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 Nicholas Smith, Acting Head of Public Relations; +46 73 699 26 95)

[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](#)