

# NENT Group launches Nordic Darts Masters tournament

- World-class darts competition to be held in Copenhagen on 12-13 June 2020
- Nordic Darts Masters to be streamed live on Viaplay across the Nordic region
- 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, and the Professional Darts Corporation (PDC) will organise the Nordic Darts Masters in Copenhagen in June 2020. The pioneering tournament will be part of the PDC's 2020 World Series of Darts and will bring the world's top darts players to the Danish capital for two days of world-class action. The Nordic Darts Masters will be shown live on NENT Group's Viaplay streaming service and free-TV channels across the Nordic region.**

The tournament will see the world's best eight players face eight local qualifiers at the famous Forum Copenhagen arena in front of an anticipated sell-out total crowd of 13,000 spectators and a global audience of more than 3 million viewers across 135 countries.

Reigning World Champion Michael van Gerwen and Gary Anderson, Rob Cross and Peter Wright – who together hold more than 100 career titles – are among the darts superstars expected to compete in Copenhagen. For local talents, the tournament provides a unique stage to measure themselves against the best darters in the business. Darts is a popular and fast-growing sport across the Nordic region, with Copenhagen having hosted PDC-ranked events for the past two years alongside the expanding PDC Nordic & Baltic Tour.

The Nordic Darts Masters will take place over three sessions on 12 and 13 June 2020 and tickets are on sale from today at Ticketmaster. In addition to the Nordic Darts Masters, the 2020 PDC World Series of Darts will include events in Germany, Australia, New Zealand and the United States. NENT Group holds the exclusive media rights to show these tournaments in the Nordic region.

Kim Mikkelsen, NENT Group Head of Sport: “Bringing the world's best darts players to Copenhagen for the spectacular Nordic Darts Masters will attract huge attention from fans in Denmark and beyond. Innovative partnerships and top-class entertainment are what NENT Group is all about, and we've hit the target once more by delivering this world-class competition to the Nordic region for the very first time.”

Matthew Porter, CEO of the PDC: “Launching this tournament with NENT Group is a milestone in darts' ongoing global growth story. Guaranteeing the participation of top players at a fantastic arena in the centre of beautiful Copenhagen for the Nordic Darts

Masters will make for a truly great experience for spectators and viewers, as well as a fantastic opportunity for players across the region.”

Michael van Gerwen, three-time PDC World Champion: “I love Copenhagen and I’m looking forward to competing for the Nordic Darts Masters in June 2020. I’ve played in Denmark before, so I know how much the Danes appreciate great sport as well as a good party. This tournament will offer both and I will do everything to get my hands on the trophy.”

Other darts events shown by NENT Group include the PDC World Darts Championship throughout December and January, Premier League from February to May, and other top-class events including the World Matchplay, World Grand Prix and Grand Slam of Darts.

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

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## About the Professional Darts Corporation

Founded 25 years ago, the PDC is the leading professional body in darts, promoting an \$18 million worldwide circuit which includes the sport's biggest tournament, the World Championship, as well as the wide-reaching Premier League and the World Series of Darts.

The World Series of Darts, introduced in 2013, features a series of six worldwide tournaments which are followed by the season-ending World Series of Darts Finals. Each World Series event is played over two days, with eight PDC representatives coming up against eight local qualifiers in each knockout event.

Michael van Gerwen is the current PDC number one and the reigning World Champion in 2019. England's Rob Cross, the 2018 World Champion, is ranked second in the world, and other contenders include "The Flying Scotsman" Gary Anderson as well as "Snakebite" Peter Wright, "Bully Boy" Michael Smith and "The Iceman" Gerwyn Price.

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