

NENT Group secures Nordic rights to World Padel Tour

- Viaplay becomes exclusive Nordic home of World Padel Tour for next four seasons
- NENT Group to develop and stream Viaplay Padel Open tournament
- 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 acquired the exclusive pan-Nordic media rights to the World Padel Tour (WPT) from 2020 to 2023. Padel is the world's fastest growing sport by participation and NENT Group will show live coverage of all WPT events on its Viaplay streaming service. NENT Group will also develop and stream the Viaplay Padel Open, a new tournament open to amateur players across the Nordic region.

The World Padel Tour is the leading professional padel circuit and showcases the sport's best male and female players in tournaments held around the world. Recent seasons have brought top-class padel to Spain, Central and South America, the UK and Båstad in Sweden.

The 2020 season begins on 29 February at the Marbella Masters, with Spain's Marta Marrero Marrero and Marta Ortega Gallego (women's) and Francisco Navarro Compán and Juan Lebrón Chíncoa (men's) currently leading the world rankings.

Invented in Mexico in 1969, padel is a fast-paced, highly skilled racquet sport that combines elements of tennis and squash. Padel is typically played in doubles and is rapidly growing in popularity. The sport today has 12 million active players across 78 countries, according to the International Padel Federation.

Kim Mikkelsen, NENT Group Head of Sport: "Padel is an all-action spectacle that already attracts millions of players around the world. As the region's leading streaming company, we have a unique opportunity to lead the growth of this global phenomenon in the Nordic countries over the next four seasons. In particular, the Viaplay Padel Open will give even more local talents the chance to show their padel skills at the very highest level."

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 (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)

Download high-resolution photos: [Flickr](#)

Follow us:

nentgroup.com / [Facebook](#) / [Twitter](#) / [LinkedIn](#) / [Instagram](#)

Privacy policy:

To read NENT Group's privacy policy, [click here](#)