

# NENT Group agrees new kids content partnership with SF Studios

- More than 500 additional episodes from SF Studios to be added to Viaplay during 2020
- Content features popular animated characters such as Shaun the Sheep, Alvin and the Chipmunks, and Fireman Sam
- Agreement complements NENT Group's kids content partnerships with NBCUniversal, Nickelodeon and Turner

**Nordic Entertainment Group (NENT Group), the Nordic region's leading streaming company, has agreed a new kids content partnership with Nordic film studio SF Studios. As a result, more than 500 additional episodes of high-quality Nordic and international kids series from SF Studios, as well as selected films, will be added to NENT Group's Viaplay streaming service during 2020.**

The series and films to be added include popular kids formats such as 'Shaun the Sheep', 'Alvin and the Chipmunks', 'Fireman Sam', 'Robin Hood – Mischief in Sherwood' and 'Monchhichi'. All content will be available in local language dubs to ensure accessibility for younger viewers across the Nordic region.

Viaplay is already home to more than 1,200 episodes of kids content from SF Studios, and the new deal will increase this number to 1,800 episodes.

The agreement with SF Studios complements NENT Group's long-term kids content partnerships with NBCUniversal, Nickelodeon and Turner.

NENT Group is also rapidly increasing its original kids content slate, which includes '[Saga's Stories](#)', '[Fixi in Playland](#)', '[Mia's Magic Playground](#)', 'Peppy Pals' and '[The Great Escape](#)'.

Co-produced by SF Studios, 'Saga's Stories' is a 10-part animated series based on the bestselling books by Swedish author Josefine Sundström for children aged 3 to 6, and was nominated for Children's Programme of the Year at Sweden's Kristallen awards in August 2019. The show was recently renewed for a second season, which will premiere exclusively on Viaplay in spring 2020.

Filippa Wallestam, NENT Group Chief Content Officer: "SF Studios' mix of local and international kids series and movies is a fantastic fit for Viaplay, which has the best and broadest kids offering anywhere in the Nordic region. We have long-term partnerships with major studios around the world and commission our own highly successful original series for kids. This is a unique position and proposition, and we will continue to invest in kids content of the highest quality in the years to come."

Elsa Berg Bjärtun, Executive Vice President Distribution at SF Studios: “We are very happy about this collaboration that further expands our partnership with NENT Group as distributor of our high-quality kids brands – both our own productions and the well-known IP in our rights portfolio. Children’s content has always been, and will continue to be, a key area for SF Studios as a leading distributor in the Nordic market.”

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## NOTES TO EDITORS

### About Nordic Entertainment Group:

*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’).*

### About SF Studios:

*SF Studios is one of the world’s oldest film companies and celebrated its 100<sup>th</sup> anniversary in 2019. Today SF Studios is the leading film studio in the Nordic region with its headquarters in Stockholm, Sweden and offices in Oslo, Copenhagen, Helsinki and London. The company produces and distributes feature films and TV series as well as providing the digital services SF Anytime and SF Kids.*

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