

NENT Group and Sony Pictures Television extend exclusive content partnership

- NENT Group and Sony Pictures Television extend long-term strategic partnership with new multi-year deal
- Viaplay and Viasat remain exclusive Nordic first-window homes of latest films and series
- Sony Pictures Television to co-develop, co-produce and distribute six Viaplay original scripted series

Nordic Entertainment Group (NENT Group), the Nordic region's leading streaming company, has extended its long-term content partnership with Sony Pictures Television (SPT) in a multi-year deal. Viewers of NENT Group's Viaplay streaming service and Viasat pay-TV channels will remain the first in the Nordic region to see the latest films and series from Sony Pictures Entertainment (SPE), while continuing to enjoy an extensive range of popular library titles. A broad selection of SPE content will also be available on NENT Group's free-TV channels across Scandinavia. Furthermore, the parties have entered into a collaboration to co-develop and co-produce up to six Viaplay original scripted series.

SPE blockbuster film titles which will be coming to NENT Group's services in early 2020 will include 'Once Upon a Time in Hollywood', 'Charlie's Angels' and 'Spider-Man: Far From Home', closely followed by the highly successful recent theatrical releases 'Jumanji: The Next Level', 'Little Women' and 'Bad Boys For Life'.

Also joining the list of high-quality movies available to NENT Group's viewers are 'Hotel Transylvania 3: Summer Vacation', 'Spider-Man: Homecoming', 'Baby Driver', 'Blade Runner 2049' and 'Jumanji: Welcome to the Jungle', together with popular library films such as 'The Adventures of Tintin', 'The Amazing Spider-Man', 'The Smurfs' and 'Men in Black 3'.

In addition, the deal includes new and returning SPT series such as 'The Blacklist', 'Outlander', 'Lincoln', 'The Good Doctor', 'S.W.A.T.', 'Seinfeld', 'StartUp', 'The Goldbergs' and 'LA's Finest'.

Furthermore, the parties have entered into an additional collaboration focusing on co-development and co-production of up to six scripted Viaplay Originals during the course of the multi-year deal, which would premiere on NENT Group's platforms in the Nordics. The first series of this collaboration will begin shooting in 2020, details of which will be announced shortly.

Filippa Wallestam, NENT Group Chief Content Officer: "Viaplay is the home of Hollywood in the Nordic region and we look forward to working even more closely with Sony Pictures

Television in the years to come. We have built a true partnership that enables us to explore innovative and flexible approaches to content together. This extended agreement is broader than ever and ensures our viewers can continue to enjoy Sony's latest and greatest films and series. We are also delighted that Sony will bring their expertise and global reach to no fewer than six Viaplay originals as we take our unique Nordic storytelling to audiences around the world."

Mark Young, EVP Distribution & Networks, Western Europe, Sony Pictures Television: "We are incredibly pleased and excited to be extending our strategic partnership with NENT Group. Making Viaplay and Viasat the home for Sony Pictures Entertainment in the region is a fantastic way to bring our feature and television titles, both current hits as well as the power of our library, to the Nordic audience. At such a dynamic time in our industry, NENT Group have established themselves as market leaders in providing quality content production and fully-integrated broadcasting and streaming services in their region – and we are thrilled to continue our relationship."

In 2019, NENT Group extended its long-term exclusive content partnership with [NBCUniversal](#) and agreed a three-year content and distribution deal with [MGM](#).

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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