

NENT Group sizes up 'Big Lars' as next original Danish series

- Romantic comedy stars Danish comedian Lars Hjortshøj ('Klovn')
- 'Big Lars' to premiere exclusively on Viaplay on 23 April
- NENT Group to premiere at least 30 original productions in 2020

Nordic Entertainment Group (NENT Group), the Nordic region's leading streaming company, will launch Danish romantic comedy 'Big Lars' as its next original production. The series blends fiction and reality and is headlined by famous Danish comedian Lars Hjortshøj, supported by special guest appearances from a number of Danish celebrities. 'Big Lars' will premiere exclusively across the Nordic region on NENT Group's Viaplay streaming service on 23 April.

Nothing in Lars' (Lars Hjortshøj: 'Klovn'; 'Langt fra Las Vegas') acting career so far has really measured up. His only TV appearances have been on minor shows and in small and embarrassing roles. Throwing himself into an increasingly absurd quest for recognition, he discovers that only a successful relationship can make him 'Big Lars' at last.

'Big Lars' (Danish title: 'Store Lars') co-stars Ellen Hillingsø ('The Experiment'), Martin Brygmann ('Langt fra Las Vegas') and Julie Agnete Vang ('Borgen'), and is written by Søren Frellesen, Maj Bovin and Lars Hjortshøj. The eight-episode series is directed by Morten Boesdal Halvorsen ('Klassen') and produced by Copenhagen-based Monday Media. Filming was completed last year.

Filippa Wallestam, NENT Group Chief Content Officer: "We continue to diversify Viaplay's offering with this hilarious, awkward and ultimately touching series. Lars Hjortshøj is one of Denmark's most creative comedians and 'Big Lars' brings deft humour to a familiar dilemma – is it more important that others recognise us or that we keep sight of ourselves? This is an ideal format to take his unique talent, together with a wide range of Danish stars playing exaggerated versions of themselves, to audiences across the Nordic region."

About NENT Group's original productions

NENT Group is set to premiere a minimum of 30 original productions in 2020. In the past six months, ['Mia's Magic Playground'](#); season two of 'Couple Trouble'; ['Box 21'](#); ['The Art of Living'](#); season three of 'Occupied'; season three of ['The Great Escape'](#); ['Food & Fire'](#); season one of ['Face to Face'](#); 'Aniara'; ['Seizure'](#); season one of ['Love Me'](#); and season one of ['Fixi in Playland'](#) have premiered on Viaplay across the Nordic region.

Recently announced originals include [‘The Swarm’](#); [‘Delete Me’](#); season two of [‘The Truth Will Out’](#); [‘Harmonica’](#); season two of [‘Pros and Cons’](#); [‘Perfect People’](#); season two of [‘Face to Face’](#); [‘Huss’](#); season two of [‘Those Who Kill’](#); seasons two and three of [‘Fixi in Playland’](#); season two of [‘Honour’](#); [‘The Last Journey of the Vikings’](#); [‘Hammarvik’](#); [‘Thicker than Water’](#); season two of [‘The Lawyer’](#); season two of [‘Love Me’](#); [‘The Machinery’](#); season two of [‘Saga’s Stories’](#); [‘First Responders’](#); [‘Partisan’](#); seasons one and two of [‘American Runestone’](#); [‘Home Invasion’](#); [‘The Professionals’](#); [‘Shadowplay’](#); season two of [‘Rig 45’](#); [‘The Ambassador’](#); [‘Margeaux’](#); [‘Cryptid’](#); [‘Commando’](#); and [‘Cold Courage’](#).

As well as breaking Nordic viewing records, NENT Group’s originals are also reaching audiences around the world. Amongst others, ‘ALEX’ has been sold in [Europe, Asia and the US](#); ‘Veni Vidi Vici’ has premiered on [Hulu](#) and is set for a [US remake in partnership with Lionsgate](#); ‘Pros and Cons’ has been picked up by [Canal+ and Topic](#); ‘Honour’ has been sold to [RTL and VRT](#); and ‘Those Who Kill’ is available on [the BBC and ARTE](#).

During 2019, NENT Group announced a UK-based joint venture with [FilmNation Entertainment](#) and invested in new US studio [Picturestart](#).

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 Nicholas Smith, Corporate Communications Manager; +46 73 699 26 95)

investors@nentgroup.com (or Stefan Lycke, Head of Investor Relations; +46 73 699 27 14)

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