

NENT Group signs new media rights agreement with UEFA

- NENT Group secures exclusive rights to UEFA Champions League in Denmark for a further three years until end of 2023/2024 season
- NENT Group acquires exclusive rights to UEFA Europa League and UEFA Europa Conference League in Sweden, Norway and Finland from 2021 to 2024

Nordic Entertainment Group (NENT Group), the Nordic region's leading streaming company, has extended its exclusive Danish rights to the UEFA Champions League until the end of the 2023/2024 season. NENT Group has also acquired the exclusive rights to the UEFA Europa League and the new UEFA Europa Conference League in Sweden, Norway and Finland from the beginning of the 2021/2022 season until the end of the 2023/2024 season. NENT Group currently holds the exclusive rights to the UEFA Champions League in Denmark, Norway and Sweden until the end of the 2020/2021 season, and is the only media company in the world to have shown every season of the UEFA Champions League since the competition was established in 1992.

The UEFA Champions League sees Europe's top 32 teams go head-to-head for the crown of European champions. Running from September to May, the new rights will offer viewers 138 games over 17 match weeks of the highest quality football featuring superstar players from around the world.

The UEFA Europa League and UEFA Europa Conference League feature 282 games and 64 teams competing across group stages and knock-out phases, over a total of 15 match weeks. Eight teams from the UEFA Champions League join the knock-out phase of the UEFA Europa League, with the winner of the UEFA Europa League automatically qualifying for the following year's UEFA Champions League draw. The winner of the UEFA Europa Conference League similarly automatically qualifies for the following year's UEFA Europa League draw.

All matches will be shown on NENT Group's pan-Nordic Viaplay streaming service, with extensive studio programming and local language commentary in every country. A wide range of games will also be available as part of NENT Group's pan-Nordic Viasat pay-TV offering, and selected games will be shown on the Group's Swedish, Danish and Norwegian TV channels.

In February, NENT Group announced the acquisition of the pan-Nordic rights to English Premier League football until 2028 and Bundesliga football until 2025.

Anders Jensen, NENT Group President and CEO: “We have a strong and well-balanced portfolio of sports rights that is unrivalled anywhere, and this outcome ensures that our Viaplay and Viasat customers will be able to enjoy more football than ever before. We are delighted to have extended our UEFA Champions League coverage in Denmark for another three years, and to have added the rights to the UEFA Europa League and new UEFA Europa Conference League in Sweden, Norway and Finland, which many local Nordic teams will compete in. As promised, we have maintained our discipline and not bid up for rights where we cannot generate a return on our investment.”

NENT Group has rights to show more than 50,000 hours of the world’s best live sporting action every year on its streaming services and TV channels. The company’s rights portfolio includes NHL and KHL ice hockey, UEFA Champions League and UEFA EURO 2020, Premier League, Bundesliga, Ligue 1, UEFA Europa League and UEFA Europa Conference League, Formula 1, IndyCar, NFL American football, boxing, UFC, tennis, basketball, handball and golf. NENT Group will also be the Nordic home of FIS winter sports from 2021.

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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