

# NENT Group to show PDC Home Tour darts live on Viaplay

- PDC Home Tour features the world's best professional darts players competing live from their own homes
- Tournament to be shown live every day until mid-May on Viaplay
- 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

**Nordic Entertainment Group (NENT Group), the Nordic region's leading streaming company, has acquired the Nordic media rights to the Professional Darts Corporation (PDC) Home Tour, a new global darts tournament featuring the world's best professional players competing against each other live from their own homes. The PDC Home Tour will be shown live every day until mid-May on NENT Group's Viaplay streaming service.**

With nearly all major sporting events currently postponed due to the spread of the coronavirus, the PDC Home Tour will offer live daily action to NENT Group's sports subscribers across the Nordic region. Superstars such as reigning World Champion Peter 'Snakebite' Wright and two-time Grand Slam of Darts king Gerwyn 'Iceman' Price will throw down in this innovative tournament, in which each player sets up a camera beside their home dartboard and matches are co-ordinated remotely by an on-screen host.

Each daily session will feature a stand-alone round-robin group of four players, who will compete in six best-of-nine-leg matches. The group winners will then advance to the second phase of the competition. In total, the 32 sessions will produce 96 live hours across 192 matches.

Kim Mikkelsen, NENT Group Head of Sport: "During this unprecedented global situation, we are continually looking for fresh ways to entertain our viewers with unique sports experiences. We have created new studio shows and presented classic content in creative formats that have proven very popular. At the same time, we know how strong the appetite for live sport is, so we are delighted to offer nearly 100 hours of world-class darts on Viaplay over the coming month – from the homes of the pros straight to fans' living rooms."

NENT Group holds the exclusive Nordic rights to the PDC World Darts Championship, Premier League Darts, World Matchplay, World Grand Prix and Grand Slam of Darts. In addition, NENT Group and the PDC are partnering to bring the world's leading players to Copenhagen for the Nordic Darts Masters, which is planned to take place later this year.

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.

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## 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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