

# NENT Group to launch Viaplay sports package in Iceland

- Viaplay sports package to be available in Iceland from 15 May
- More than 5% of Icelandic households already signed up to Viaplay series and movies package since 1 April
- 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, will launch its Viaplay sports package in Iceland on 15 May. Subscribers will be able to follow live coverage of Bundesliga football and NASCAR motorsport on Viaplay's opening sports weekend in Iceland, with Danish Superliga football following from 28 May. Viaplay will offer Icelandic sports fans even more top-class events when the full global sports calendar resumes.**

The Revierderby between Borussia Dortmund and FC Schalke 04 is always one of German football's most eagerly awaited matches – but the anticipation around Saturday's showdown, which marks the restart of elite European football following an enforced two-month break due to the global coronavirus outbreak, is in a league of its own.

In Iceland, the clash will be shown live on Viaplay with Icelandic commentators, as will 1. FC Union Berlin vs. FC Bayern München on Sunday and SV Werder Bremen vs. Bayer 04 Leverkusen on Monday. The weekend's remaining six Bundesliga ties will be available with English commentary.

Sunday also sees the return of NASCAR motorsport at South Carolina's historic Darlington Raceway for the first of seven races to be held in May. The high-octane schedule includes the showpiece Coca-Cola 600, which is the longest race of the NASCAR season and will take place over the Memorial Day weekend for the 60<sup>th</sup> consecutive year.

In addition to Bundesliga football, NASCAR and Danish Superliga, NENT Group holds the exclusive Icelandic rights to Formula 1, Bundesliga handball, WTA tennis, Major League Baseball, Dutch Eredivisie, Swedish Allsvenskan, Division 1 Féminine, French Cup football, the CONCACAF Nations League and the 2021 Copa América.

The Viaplay sports package in Iceland will be priced at ISK 1599 (EUR 10) per month. NENT Group launched the Viaplay series and movies package in Iceland on 1 April, priced at ISK 599 (EUR 4) per month, and more than 5% of Icelandic households have already signed up. Both packages are available to customers through direct subscriptions and third-party partnerships.

Kim Mikkelsen, NENT Group Head of Sport: “Viaplay has been a huge hit in Iceland since launching on 1 April. Now we’re ready to kick off our fantastic sports package with the 156<sup>th</sup> Revierderby – the first for teenage Norwegian goal machine Erling Braut Håland – followed by a packed weekend of Bundesliga action and high-speed NASCAR thrills from the track they call ‘Too Tough to Tame’. Just like fans everywhere, we’re delighted to get back to live sports and our world-class coverage 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. 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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