

# NENT Group to restore Viaplay sports package pricing

- Viaplay sports packages revert to regular pricing from 1 July in Sweden, Denmark and Finland, with Norway to follow at a later date
- Premier League to restart on 17 June, with Superliga, NASCAR, Bundesliga, UFC and several other sports already underway
- 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 revert to the regular pricing for its Viaplay sports packages in Sweden, Denmark and Finland from 1 July as a number of major global sports events restart. NENT Group temporarily reduced the prices of its Viaplay sports packages in March following the postponement of sports events due to the worldwide spread of the coronavirus.**

From 1 July, Viaplay's sports packages will return to their previous monthly prices of SEK 399 in Sweden, DKK 309 in Denmark and EUR 29.99 in Finland. The monthly prices of Viaplay's Total packages, which include series, films and sports, will also return to their previous levels of SEK 449 in Sweden, DKK 339 in Denmark and EUR 34.99 in Finland.

Viaplay's Total package in Norway will return to its regular price point at a later date. NENT Group launched a Viaplay Total package in Iceland on 15 May and the price of this offering remains unchanged at ISK 1,599 per month.

Many of the major sports events or competitions to which NENT Group holds the rights have recently restarted or have announced their intention to do so. The Premier League will provisionally return on 17 June, while the Danish Superliga, Danish 1. Division and Germany's Frauen-Bundesliga have restarted in recent days. NASCAR began again on 17 May, Germany's Bundesliga on 16 May and UFC on 10 May. IndyCar motorsport will resume on 6 June and PGA European Tour golf will tee off again in July, when Formula 1 is also expected to restart.

NENT Group is restarting the expensing of sports rights as leagues and competitions recommence.

Viaplay viewing levels have increased substantially in recent months, with limited churn amongst sports subscribers. The total number of streams started by non-sports subscribers on Viaplay across the Nordic region was up 42% between 1 April and 27 May compared with the same period in 2019, while sports subscribers started 40% more streams of non-sports

content. The number of films bought or rented in the Viaplay Store was up 57% during this period compared with last year.

Anders Jensen, NENT Group President and CEO: “Just like sports fans everywhere, we are delighted to see live sports returning to the screen, and we expect even more to follow in the coming weeks. The situation in recent months has been unprecedented, and our fast and proactive move in March to lower our sports prices was the right thing to do for customers. We were the first to do this and most others have followed suit. It has been fantastic to see how much our sports subscribers have enjoyed the full range of originals, films, series, documentaries and kids’ content on Viaplay. Fans can now look forward to watching even more live Premier League, Superliga and Bundesliga games, and much more, at the discounted price during June before we return to our normal pricing in July.”

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’).*

### Contact us:

[press@nentgroup.com](mailto:press@nentgroup.com) (or Nicholas Smith, Acting Head of External Communications; +46 73 699 26 95)

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

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