

NENT Group launches Norwegian drama-comedy 'Suck It Up' as next original production

- Series created by Henriette Steenstrup ('Ragnarok'; 'Lilyhammer'; 'Beware of Children')
- NENT Group's most recent Norwegian original, 'The Machinery', delivered most successful premiere of any Viaplay production
- NENT Group to premiere at least 30 original productions in 2020

Families, frustration and fulfilment are the themes of Norwegian drama-comedy 'Suck It Up', which is the next original series from Nordic Entertainment Group (NENT Group), the Nordic region's leading streaming company. Created, written by and starring award-winning Norwegian actress Henriette Steenstrup, the six-part show will premiere exclusively across the Nordic region on NENT Group's Viaplay streaming service in 2021.

Three teenagers and an ageing father to look after at home, thirty more children to care for at work and no time for any of them – being a working parent is far from child's play for Pernille, brought to life by Henriette Steenstrup ('Ragnarok'; 'Lilyhammer'; winner of the prestigious Dragon Award for Best Acting at the 2020 Gothenburg Film Festival for 'Beware of Children'). And will she ever find a moment for her love life?

Filming of 'Suck it Up' (Norwegian title: 'Pørni'; Swedish title: 'Pernille') is currently underway in Oslo. The series is produced by Bård Fjulsrud ('Nobel') and Ida Håndlykken Kvernstrøm ('Unge lovende') at Monster, and is directed by Gunnar Vikene (NENT Group's 'Occupied') with Charlotte Blom ('Neste sommer').

NENT Group's most recent Norwegian original series, the action thriller '[The Machinery](#)', premiered exclusively on Viaplay on 24 May. The show was streamed more times in its opening 24 hours than any other Viaplay original production so far, supported by Viaplay's fast-growing addressable customer base and high customer engagement. At the end of March, NENT Group had a total of 2,510k paying Viaplay subscribers.

Filippa Wallestam, NENT Group Chief Content Officer: "Our latest original series is at once heartwarming, infuriating and joyful – just like parenting. Henriette Steenstrup's career continues to hit new heights and 'Suck It Up' is her most personal project yet, headlined by a complex character living a quietly heroic life that will resonate with audiences everywhere. With our most recent smash hit 'The Machinery' currently breaking Viaplay records across the Nordic region, we are continuing to invest in the broadest and best streaming experiences in the business."

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, [‘The Machinery’](#); season two of [‘The Lawyer’](#); [‘Cold Courage’](#); [‘Big Lars’](#); [‘The Last Journey of the Vikings’](#); season two of [‘Saga’s Stories’](#); [‘Thicker than Water’](#); ‘The Children’s Queen’; season two of [‘Rig 45’](#); [‘Mia’s Magic Playground’](#); season two of ‘Couple Trouble’; [‘Box 21’](#); [‘The Art of Living’](#); and season three of ‘Occupied’ have premiered on Viaplay across the Nordic region.

Recently announced originals include [‘Orca’](#); [‘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’](#); [‘Hammarvik’](#); season two of [‘Love Me’](#); [‘First Responders’](#); [‘Partisan’](#); seasons one and two of [‘American Runestone’](#); [‘Home Invasion’](#); ‘The Professionals’; [‘Shadowplay’](#); [‘The Ambassador’](#); [‘Margeaux’](#); [‘Cryptid’](#); and [‘Commando’](#).

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 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’).

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