

NENT Group expands distribution deal with Bahnhof in Sweden

- Viaplay included in Bahnhof's top-tier TV package and available as add-on subscription
- Bahnhof to distribute NENT Group's premium V channels for the first time
- Partnership reflects NENT Group's unique content offering and strategic focus on long-term distribution deals

Nordic Entertainment Group (NENT Group), the Nordic region's leading streaming company, has extended and expanded its distribution agreement with Swedish broadband and IPTV provider Bahnhof. NENT Group's Viaplay streaming service will continue to be available to Bahnhof's 350,000 customers in Sweden as an add-on subscription, and Viaplay's TV & Movie package will now be included in Bahnhof's top-tier TV offering, TV Stor.

In addition, Bahnhof customers can add NENT Group's premium V film and sports channels to their subscriptions for the first time, and the recently launched V Sport Extra channel will be included in the TV Stor package. NENT Group's Swedish channels TV3, TV6, TV8 and TV10 will remain part of all Bahnhof's TV packages.

Kim Poder, NENT Group Chief Commercial Officer: "Our content offering is in a class of its own, and we are delighted to expand this relationship with Bahnhof, which is one of Sweden's fastest growing operators. We have recently renewed our Swedish rights to the Premier League until 2028, we will be the home of FIS winter sports from 2021 and we continue to invest in Viaplay originals, the best Hollywood films and series, and high-quality kids content. We want Viaplay and our unique content to be as widely available as possible, and we are constantly exploring new ways to bring them to even more homes."

Jon Karlung, CEO, Bahnhof: "I am excited that we now have one of Sweden's strongest entertainment offerings, thanks to our newly expanded agreement with NENT Group."

The partnership with Bahnhof reflects NENT Group's strategic focus on long-term distribution deals that ensure the broad availability of its streaming services and TV channels across the Nordic region. In addition to its agreement with Bahnhof, NENT Group has long-term distribution partnerships with operators and service providers such as [Boxer](#), [Stofa](#), Waoow and [YouSee](#) in Denmark; [Altibox](#), Canal Digital, Get, NextGenTel, [RiksTV](#) and [Telenor](#) in Norway; A3, [Allente](#), [Com Hem](#), Connect TV, Junet, Kalejdo, Mediateknik, Ownit, Sappa, Serverado, [Telia](#) and Universal Telecom in Sweden; and [DNA](#), Elisa and Telia in Finland.

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 (or Nicholas Smith, Acting Head of External Communications; +46 73 699 26 95)

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

Download high-resolution photos: [Flickr](#)

Follow us:

nentgroup.com / [Facebook](#) / [Twitter](#) / [LinkedIn](#) / [Instagram](#)

Privacy policy:

To read NENT Group's privacy policy, [click here](#)