

# NENT Group's esports comedy 'Try Hard' is next original Danish series

- Eight-part comedy created by Anders Morgenthaler ('Princess') and Allan Hyde ('True Blood')
- 'Try Hard' to premiere on Viaplay in autumn 2020
- NENT Group to premiere at least 30 original productions in 2020

**The Danish esports-focused series 'Try Hard' is the next original production from Nordic Entertainment Group (NENT Group), the Nordic region's leading streaming company. Created by Danish director and artist Anders Morgenthaler ('Princess') with Allan Hyde ('True Blood'), the eight-episode comedy tells the story of the increasingly questionable efforts of five young gamers to break into the international esports scene. 'Try Hard' will premiere exclusively across the Nordic region on NENT Group's Viaplay streaming service in autumn 2020.**

Sebastian (Ari Alexander: 'Badehotellet') is 24 years old, lives at home and spends all his time playing 'Counter-Strike'. When his parents finally throw him out, Sebastian needs to start earning a living for the first time – and what could be better than starting a professional gaming team with his friends? Unfortunately, they are about to discover that becoming global superstars in the hyper-competitive world of esports is anything but a game...

'Try Hard' co-stars Patrick Hansen, Niclas Kølpin ('Summer of '92'), Mohammed Djeziri ('The Day We Died') and Alexander Magnússon ('I Am William'). Produced by New Creations, the series is directed by Anders Morgenthaler and is currently filming in Denmark's Zealand region.

Filippa Wallestam, NENT Group Chief Content Officer: "Esports is a dream career for millions of young people in the Nordic region today – and a mystery for almost everyone else. The time is right for a smart and funny scripted series that looks beyond the packed stadiums and multi-million-dollar tournaments to tell a universal story of personal ambition and the search for success. Anders Morgenthaler and Allan Hyde are renowned talents in Denmark, and 'Try Hard' follows our successful Danish comedies 'Big Lars' and 'Couple Trouble' as Viaplay's latest local streaming experience with broad appeal."

## About NENT Group's original productions

NENT Group is set to premiere at least 30 original productions in 2020. In the past six months, ['First Responders'](#); season one of ['The American Runestone'](#); ['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’](#); and [‘The Art of Living’](#) have premiered on Viaplay across the Nordic region.

Recently announced originals include [‘Valley Girl’](#); [‘Max Anger’](#); [‘Dystopia’](#); [‘The Head’](#); [‘Suck It Up’](#); [‘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’](#); [‘Partisan’](#); season two of [‘The American Runestone’](#); [‘Home Invasion’](#); [‘The Professionals’](#); [‘Shadowplay’](#); [‘The Ambassador’](#); [‘Margeaux’](#); [‘Cryptid’](#); and [‘Commando’](#).

NENT Group’s series [‘ALEX’](#) has been sold in [Europe, Asia and the US](#); [‘Veni Vidi Vici’](#) has premiered on [Hulu](#) and is set for a [US remake with Lionsgate](#); [‘Pros and Cons’](#) has been picked up by [Canal+ and Topic](#); [‘Honour’](#) has been sold to [RTL and VRT](#); [‘Those Who Kill’](#) is available on [the BBC and ARTE](#); and [‘Mia’s Magic Playground’](#) will launch on Sky Kids.

During 2019, NENT Group announced a UK-based joint venture with [FilmNation Entertainment](#) and invested in US studio [Picturestart](#).

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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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