

NENT Group raises Viaplay subscriber target to 3 million by end of 2020

- Viaplay paying subscriber target raised again to 3 million by end of 2020
- New target would see Viaplay add more than 700k paying subscribers in 2020 compared with previous 600k target
- NENT Group to hold Capital Markets Day on 10 November

Nordic Entertainment Group (NENT Group), the Nordic region's leading streaming company, has once again upgraded its Viaplay paying subscriber target for the current year to 3 million. The new target would see Viaplay add more than 700k paying subscribers in 2020, representing year-on-year subscriber growth of over 30%, and compares with 29% growth to 2,716k subscribers at the end of June. NENT Group upgraded its full year intake target to 600k in June.

Viewer engagement on Viaplay has continued to increase over the summer, with the total number of streamed minutes across the Nordic region up 34% in July and August (weeks 27-35) from the same period last year. Viewed minutes of sports content were up 52% and Viaplay Store transactions were up 39%.

Anders Jensen, NENT Group President and CEO: "The range and depth of Viaplay's offering are both unmatched and we continue to outperform expectations. This latest upgrade to our paying subscriber target shows the relevance of our offering and the strength of our strategy, and would take us to the 3 million milestone in the Nordics, with Q4 the stronger of the two remaining quarters. Viaplay is a unique Nordic streaming story with highly engaged viewers, and we now look forward to welcoming more customers both in the Nordics and in new markets when Viaplay launches in the Baltic countries early next year."

Viaplay's positive momentum will be supported by new seasons of high-profile sports competitions such as the Premier League, UEFA Champions League, NHL, Bundesliga and Superliga, along with the ongoing Formula 1 season and December's Women's EHF EURO 2020 handball championships. NENT Group continues to secure long-term deals for the most attractive sports rights and [recently announced](#) that it will show Sweden's UEFA EURO and FIFA World Cup qualifiers and UEFA Nations League matches from 2022 to 2028.

NENT Group's investment in original content also continues to attract viewers, with the latest series 'Love Me' season two and 'Partisan' setting viewing records for Viaplay Originals and receiving wide acclaim from audiences and critics. In addition, viewing levels for NENT Group's offering of films, series and kids' content were all up significantly over the summer.

NENT Group will share further information about its performance and plans at its Capital Markets Day, which will be held virtually on 10 November. A formal invitation to the Capital Markets Day, including an agenda and practical details for virtual participation, will be distributed closer to the event.

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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