

NENT Group and Elisa to launch combined streaming service Elisa Viihde Viaplay in December

- Elisa Viihde Viaplay available in Finland from 3 December
- Service combines Viaplay's 'Films & Series' package with Elisa Viihde Aitio
- Elisa Viihde Viaplay priced at EUR 12.99 per month

Nordic Entertainment Group (NENT Group), the Nordic region's leading streaming company, and Elisa, Finland's market-leading telecoms operator, will launch their combined streaming service Elisa Viihde Viaplay in Finland on 3 December. As [previously announced](#), Elisa Viihde Viaplay will bring together Viaplay's original Nordic productions, Hollywood films and series, and high-quality kids content with Elisa Viihde Aitio's original series and wide selection of Finnish films.

Elisa Viihde Viaplay will be priced at EUR 12.99 per month and will include all content currently available through Viaplay's Finnish 'Films & Series' package and Elisa's streaming service Elisa Viihde Aitio. Customers of Viaplay's 'Films & Series' package or Elisa Viihde Aitio have had access to both services since 30 June.

NENT Group will be responsible for Elisa Viihde Viaplay's technology and analytics, while Elisa will handle sales, marketing and customer support. Both parties will continue to invest in content for the service.

Alongside the combined service, an Elisa Viihde Viaplay 'Total' package priced at EUR 34.99 per month will offer Viaplay's premium sports content such as Premier League, Bundesliga, NHL and KHL. NENT Group holds full ownership of all Viaplay sports content and remains responsible for all related sports marketing and production activities in Finland.

Kim Poder, NENT Group Chief Commercial Officer: "This partnership is all about taking streaming in Finland to the next level. We see considerable growth potential in Finland and will continue investing in content for the Finnish market. Bringing Elisa Viihde Viaplay to Finnish viewers together with Elisa will help us realise our ambitions even faster."

Ani Korpela, Content Director, Elisa Viihde: "Our original series are hugely popular and thanks to Elisa Viihde Viaplay they will be finding new audiences. We will continue to focus strongly on quality domestic drama and comedy as well as Finnish movies. Moreover, it is great soon to be able to offer our customers Viaplay's leading Nordic drama content, international movies and series, and kids content."

NENT Group released its first Finnish original, 'Cold Courage', in May 2020 and is set to premiere at least 40 Nordic and international original productions during 2021. The company offers a wide selection of international films, series and kids content through long-term relationships with major Hollywood, independent and in-house studios.

Elisa is one of the largest producers of Finnish drama with 20 original series premiered to date. Hit titles include the internationally distributed and award-winning original series 'Arctic Circle', 'All the Sins', 'Shadow Lines' and 'Bullets'.

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').

About Elisa:

Elisa is a pioneer in telecommunications and digital services. We serve approximately 2.8 million consumer, corporate and public administration organisation customers, and have over 6.3 million subscriptions in our extensive network. Cooperation with Vodafone and Tele2, among others, enables globally competitive services. Our core markets are Finland and Estonia, and we also provide digital services for international markets. Elisa's shares are listed on the Nasdaq Helsinki. In 2019, our revenue was EUR 1.84 billion euros, and we employed 4,900 people. As a responsible Finnish market leader, our operations are guided by continuous improvement. We will be a carbon neutral company from 2020 onwards. Further information on www.elisa.com, Facebook (@elisasuomi) and Twitter (@ElisaOyj).

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