

NENT Group and Starz to launch Starzplay on Viaplay

- Starzplay titles available on Viaplay across Nordic region beginning in December
- Full Starzplay service to be offered through Viaplay at a later date
- NENT Group and Starz in discussions to extend partnership to additional markets

Nordic Entertainment Group (NENT Group), the Nordic region's leading streaming company, and premium global streaming platform Starz have announced a long-term agreement that makes NENT Group's Viaplay streaming service the exclusive Nordic launch partner for Starz's international premium streaming service Starzplay. Beginning in December, a wide selection of acclaimed and exclusive Starzplay series will be available to Viaplay viewers across the Nordic region as part of their subscriptions, with the full Starzplay service to be offered through Viaplay to all Viaplay subscribers at a later date.

Highlights of the Starzplay content coming to Viaplay this year include the explosive second chapter in the Power Universe, 'Power Book II: Ghost' starring Mary J. Blige, exclusive to the service; and international hits such as the Starz Original series 'Power', 'The Spanish Princess', 'The Girlfriend Experience' and 'Black Sails', along with the Golden Globe-winning 'Ramy'.

At a later date, Viaplay will offer the full Starzplay service of both original and acquired titles, which is expected to include territory premieres of highly anticipated new Starz Original series such as 'Becoming Elizabeth', the fascinating story of the early life of England's most iconic Queen; and 'Dangerous Liaisons', an origin story of the early years of iconic characters Merteuil and Valmont when they meet as passionate young lovers in the slums of 18th-century Paris.

In addition, Starzplay will provide a wide range of second-run and library series as well as movies from the Lionsgate film archive, which contains thousands of blockbuster titles.

Filippa Wallestam, NENT Group Chief Content Officer: "Our latest groundbreaking partnership brings together two of the world's most creative streaming storytellers. Viaplay Originals are now winning international awards while Starzplay is home to some of the most high-impact shows in the business. We continue to innovate in order to bring Viaplay viewers even more unique experiences."

Superna Kalle, Executive Vice President, International Digital Networks, Starz: "This trailblazing partnership with a leader who has demonstrated continued innovation in the industry creates an exciting opportunity for the expansion of Starzplay into new territories

on Viaplay that allows us to continue our quest to offer the best of global SVOD to viewers around the world.”

This partnership marks the expansion of Starzplay into 55 countries across Europe, Latin America, Asia and MENA. NENT Group has ambitious expansion plans for Viaplay over the coming years and is in discussions with Starz about extending this partnership to additional markets.

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 Starz

Starz (www.starz.com), a Lionsgate company (NYSE: LGF.A, LGF.B), is the global media company taking the lead in streaming premium content that spotlights a spectrum of women both in front and behind the camera for audiences worldwide. Starz is home to the flagship domestic STARZ® service, including STARZ ENCORE, 17 premium pay TV channels and the associated on-demand and online services, as well as the proprietary and highly-rated STARZ app. In 2018, Starz launched its Starzplay international premium streaming platform and, coupled with its Starz Play Arabia venture, has since expanded its global footprint into 50 countries throughout Europe, Latin America, Canada, Japan and India. The essential complement to any subscription platform, STARZ and Starzplay are available across digital OTT platforms and multichannel video distributors, including cable operators, satellite television providers, and telecommunications companies around the world. Starz offers subscribers more than 7,500 distinct premium television episodes and feature films, including STARZ Original series, first-run movies and other popular programming.

About Starzplay

Starz continues to grow its global footprint with its ongoing expansion of the Starzplay international premium streaming platform. Starzplay’s rapid expansion into 50 countries since its launch in May of 2018 is driven by its ability to provide subscribers access to the “best in global SVOD.” The content offering is comprised of the entire catalog of STARZ premium content, with upcoming STARZ Originals airing exclusively on Starzplay day-and-date with the US, exclusive award-winning and critically acclaimed first-run series and a vast library of blockbuster feature films. Starzplay is available through the direct to consumer Starzplay app in Argentina, Brazil, Chile, France, Germany, Italy, Mexico, the Netherlands,

Spain and the UK; on global digital broadcast services, multi-channel video distributors, telecommunications companies and other online and digital platforms including in Europe, Japan and Latin America on Apple TV; in Brazil, France, Germany, Italy, Mexico, the Netherlands, Spain and the UK on Amazon Prime Video channels; in Austria, France, Germany, Ireland, Italy, Spain and the UK on Rakuten; in Brazil, Mexico and the UK through Roku TV and streaming devices and on the following local platforms: in Brazil on Claro, in France on Orange, in Mexico on izzu and Totalplay; in Spain on Orange, Vodafone and MasMovil; in Switzerland on blue+ and UPC TV, in the UK on Virgin Media; and as Starz in Canada in alliance with Bell Media.

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