

NENT Group to show UEFA Champions League on Viaplay in Iceland

- Viaplay to stream more than 60 live UEFA Champions League games in Iceland every season
- UEFA Europa League and UEFA Europa Conference League to be shown live on Viaplay
- NENT Group shows more than 50,000 hours of the world's best live sports every year

Nordic Entertainment Group (NENT Group), the Nordic region's leading streaming company, will show live UEFA Champions League football on its Viaplay streaming service in Iceland from the 2021/2022 season. The groundbreaking three-year agreement sees NENT Group share the UEFA Champions League rights with Icelandic broadcaster Sýn and will bring Europe's premier club tournament to Viaplay viewers in Iceland for the first time. NENT Group has also acquired the Icelandic rights to the UEFA Europa League and UEFA Europa Conference League.

From 2021 to 2024, Viaplay in Iceland will offer more than 60 live UEFA Champions League games every season. NENT Group and Sýn will have alternating first picks of matches from the initial group phase, the first knock-out round, the quarter-finals and the semi-finals. The 2021/2022 final will be shown by NENT Group, the 2022/2023 final by Sýn and the 2023/2024 final will be shared. NENT Group and Sýn will share the Icelandic rights to the UEFA Europa League and the UEFA Europa Conference League in the same way.

One of the most popular and prestigious events in the sports calendar, the UEFA Champions League brings together teams such as Liverpool, Manchester United, Bayern Munich, FC Barcelona, Real Madrid, Juventus and Paris Saint-Germain and the planet's top players in an elite tournament that attracts fans all over the world. NENT Group already holds the UEFA Champions League rights in [Estonia, Latvia and Lithuania](#) and in [Denmark](#).

The reigning Icelandic champions Valur will enter qualifying for next season's UEFA Champions League, with FH, Stjarnan and Breiðablik looking to qualify for the UEFA Europa Conference League.

Anders Jensen, NENT Group President and CEO: "Viaplay continues to reshape Iceland's streaming landscape by adding even more top-quality sports content, combined with our fast-growing films and series proposition. Securing the rights to every UEFA European club competition for the next three years is an important step and marks yet another milestone in our unique and long-lasting partnership with UEFA. This is fantastic news for Icelandic sports fans."

Viaplay's films and series package launched in Iceland on 1 April 2020, and more than 5% of the country's households subscribed in the opening weeks. Viaplay's 'Total' package, which also includes live sports, became available in Iceland from 15 May.

In addition to UEFA Champions League, UEFA Europa League and UEFA Europa Conference League, NENT Group holds the Icelandic rights to football from the Bundesliga, Superliga, Scottish Premiership, Eredivisie, Allsvenskan, Division 1 Féminine, French Cup, CONCACAF Nations League, Copa América 2021 and FIFA World Cup 2022 African qualifiers. The company also shows Formula 1, NHL, IIHF Ice Hockey World Championship, UFC, Bundesliga handball, Major League Baseball and NASCAR.

Every year, NENT Group shows more than 50,000 hours of the world's best live sports on its streaming services and TV channels.

In the Nordic region, NENT Group holds the rights to the Premier League (SE/NO/DK/FI), IIHF Ice Hockey World Championship (SE/NO/DK/FI/IS) and the Swedish men's football team qualifiers (SE) to 2028; NHL (SE/NO/DK/FI/IS) and FIS winter sports (SE/NO/DK/FI) to 2026; Bundesliga (SE/NO/DK/FI/IS) to 2025; and UEFA Europa League (SE/NO/FI/IS), UEFA Champions League (DK/IS) and Formula 1 (SE/NO/DK/FI/IS) to 2024. The company's portfolio also includes IndyCar, NFL American football, boxing, UFC, tennis, basketball, handball and golf.

NOTES TO EDITORS

Nordic Entertainment Group AB (publ) (NENT Group) is the Nordic region's leading streaming company and our vision is to become the European streaming champion. Our Viaplay streaming service is available in every Nordic country and will launch in Estonia, Latvia, Lithuania, Poland and the US in 2021, followed by five additional markets by 2023. We operate streaming services, TV channels, radio stations and production companies, and our purpose is to tell stories, touch lives and expand worlds. Headquartered in Stockholm with a global outlook, NENT Group is listed on Nasdaq Stockholm ('NENT A' and 'NENT B').

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