

NENT Group to revive ‘Fort Boyard’ on Viaplay in Poland

- ‘Fort Boyard’ returns to Poland after 10 years
- First of many local productions to be announced by NENT Group in Poland
- NENT Group to launch its Viaplay streaming service in Poland in August 2021

Nordic Entertainment Group (NENT Group), the Nordic region’s leading streaming company announces ‘Fort Boyard’ as its first own production in Poland. The tremendously popular family entertainment show returns to Poland after 10 years and is NENT Group’s first content reveal since the company announced its launch of its Viaplay streaming service in Poland. 48 well-known polish celebrities will participate in the ‘Fort Boyard’ games on the France Atlantic coast.

NENT Group is launching its Viaplay streaming service in Poland later this year and plan to produce both scripted and non-scripted local content that appeal to the polish audience. ‘Fort Boyard’ is the first local production to be announced and with its broad appeal and targeting of the whole family, it is expected to be the success establishing Viaplay firmly on the polish market.

Filippa Wallestam, NENT Group Chief Content Officer: “Our ambition is to launch locally produced shows, both drama and unscripted, as one of the cornerstones in our Viaplay offering in Poland. A legendary format like Fort Boyard that we have revived successfully in other markets, is the perfect first step to capture the local audiences. We are very excited about bringing this power format back to Poland and can’t wait to reveal the rest of the upcoming local slate/offering.”

‘Fort Boyard’ is a French adventure gameshow format developed in 1990. In each episode two teams of celebrities compete against each other – and the fort to secure the most money. The contestants compete in tough physical adventure escape room based challenges both inside and outside the fort alongside riddles and mind related games to be won. Another important element in the show is humor and a few fun crazy challenges. The show has been widely known and loved worldwide since the launch in 1990.

When launching ‘Fort Boyard’ in Poland the series is produced by Shine Endemol Poland, a part of Banijay and will premiere during the autumn on NENT Group’s streaming service Viaplay. Participants and hosts are yet to be announced.

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, as well as Estonia, Latvia and Lithuania. Viaplay will be launched in Poland and the US in 2021, and in five additional countries by the end of 2023. With streaming services, TV channels, radio stations and production companies, our purpose is to tell stories, touch lives and expand worlds. Headquartered in Stockholm and with a global outlook, NENT Group's shares are listed on Nasdaq Stockholm.

Contact us:

press@nentgroup.com (or Roberta Alenius, Head of Corporate Communications: +46 70 270 72 17)

investors@nentgroup.com (or Matthew Hooper, Chief Corporate Affairs Officer: +44 7768 440 414)

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