

NENT Group's Viaplay to show PDC darts in the Netherlands from 2022

- Viaplay to become home of live PDC darts in the Netherlands
- Darts attracts a huge following in the Netherlands, home of three-time PDC World Champion Michael van Gerwen
- NENT Group recently acquired Dutch rights to Formula 1® and Bundesliga

Nordic Entertainment Group (NENT Group), the Nordic region's leading streaming company, has secured the exclusive rights to show live Professional Darts Corporation (PDC) darts in the Netherlands on its Viaplay streaming service from 2022. Darts enjoys huge popularity amongst sports viewers in the Netherlands, the home of three-time PDC World Champion Michael van Gerwen, and will complement NENT Group's recently acquired Dutch rights to Formula 1® and Bundesliga football. Viaplay will launch in the Netherlands in Q1 2022.

The five-year agreement makes Viaplay the exclusive Dutch home of the world's best darts tournaments, including the World Darts Championship, Premier League Darts, World Cup of Darts, World Matchplay, World Grand Prix, European Championship, Grand Slam of Darts and the Players Championship Finals, in addition to the World Series of Darts Finals.

NENT Group and the PDC will also work together to develop a live darts event in the Netherlands featuring the world's leading players. More details will be announced shortly.

Michael van Gerwen: "There's so much talent in darts in the Netherlands and it's great that fans will be able to watch PDC tournaments through Viaplay from early next year. The PDC's partnership with NENT Group continues to grow and we can all look forward positively to the future with them."

Peter Nørrelund, NENT Group Chief Sports Officer: "We're coming to the Netherlands to be a streaming leader. That means securing the most relevant local sports rights, in addition to offering great original content. All-time greats such as Michael van Gerwen, the world number one for seven straight years, and Raymond van Barneveld, famed for his five world titles and mid-2000s rivalry with Phil 'The Power' Taylor, have built a huge Dutch darts audience. Alongside Formula 1® and Bundesliga, Viaplay is once again on target with the best premium sports in the Netherlands."

Barry Hearn OBE, PDC President: "NENT Group are already valued broadcast partners across a number of territories and their expansion into the Netherlands is an exciting time for both them and the PDC. Darts is hugely popular across the Netherlands and this partnership will give fans the chance to continue to enjoy top-class PDC tournaments through Viaplay."

The deal with Matchroom Sport also secures live coverage of snooker's Champion of Champions and Championship League events for Viaplay in the Netherlands, along with pool's World Pool Masters, World Pool Championship, World Cup of Pool, US Open Championship and Mosconi Cup, alongside a comprehensive range of further sports content including table tennis, ten-pin bowling, basketball and netball.

In addition to live sports, Viaplay will offer Dutch viewers a unique combination of Nordic, international and local Viaplay Originals, acquired films and series, and kids content. Viaplay's launch date, pricing and packaging in the Netherlands will be announced in due course.

NENT Group's partnership with Matchroom Sport now covers 10 European markets, following a [recent five-year deal](#) in the Nordic region, the Baltic countries and Poland.

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 in Estonia, Latvia and Lithuania. Viaplay will launch in Poland and the US in 2021 and the Netherlands in 2022, followed by four 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 and with a global outlook, NENT Group is listed on Nasdaq Stockholm ('NENT A' and 'NENT B').

Contact us:

press@nentgroup.com (or Nicholas Smith, Senior Communications Manager: +46 73 699 2695)

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

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