

NENT Group secures top motorsport rights in nine European countries

- Viaplay to show W Series, the world's first all-female motor racing championship, in nine European countries for the next two seasons
- Rights to Nürburgring 24 Hours, Ferrari Challenge and DTM secured until 2023
- NENT Group shows more than 50,000 hours of the world's best live sporting action every year

Nordic Entertainment Group (NENT Group), the Nordic region's leading streaming company, has acquired the media rights to a broad range of world-class motorsport for its Viaplay streaming service in nine European countries. The multi-year agreements include W Series, the world's first all-female motor racing championship, in addition to Ferrari Challenge, DTM and the famous Nürburgring 24 Hours endurance race, and will ensure viewers can follow numerous local drivers live on Viaplay.

Finland's Emma Kimiläinen and Norway's Ayla Ågren are two of 17 drivers aiming to overtake reigning champion Jamie Chadwick for the 2021 W Series title. Starting on 26 June, eight W Series races will run alongside Formula 1 Grands Prix at legendary circuits in Europe and the Americas for the first time. This new set-up will significantly increase the series' reach and impact while offering talented female drivers a clearer pathway to the pinnacle of motorsport.

Viaplay will be the exclusive home of W Series in the Nordic and Baltic countries and in Poland for the 2021 and 2022 seasons.

Emma Kimiläinen: "It's really exciting that Viaplay is bringing W Series to such a wide audience! It means that we can showcase our talents, entertain a lot of people and reach new young talents – all in nine countries at the same time."

Peter Nørrelund, NENT Group Chief Sports Officer: "It's been 40 years since a female driver started a Formula 1 race – and we don't want to wait another 40. W Series offers top-class racing that can inspire a new generation of talents while literally changing the face of motorsport. We're proud to show the next two seasons on Viaplay in nine countries as part of the fastest and most diverse motorsport portfolio in the business."

Fuel fans can follow the annual Nürburgring 24 Hours race and Ferrari Challenge, a single-marque championship currently featuring eight Nordic and Polish drivers, on Viaplay in the Nordic and Baltic countries and in Poland until 2023. NENT Group will show the DTM touring car championship, which starts this year on 18 June at Monza, in the Nordic and Baltic countries until 2023.

In addition, NENT Group has a long-term partnership with Formula 1 that has recently expanded to [the Netherlands](#) and [Poland](#) to cover 10 countries. The company also holds rights to IndyCar, Formula 2, NASCAR, MotoGP, Porsche Supercup and Formula Renault Eurocup.

Viaplay will launch in Poland in August and in the US in late 2021, followed by the Netherlands in Q1 2022 and then four additional markets by 2023.

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').

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