

NENT Group's Viaplay to show South American football in nine countries

- Copa América 2021 and 2024 to be streamed live on Viaplay
- Agreement includes South American FIFA World Cup 2022 qualifiers and Brazil and Argentina's friendly matches from 2022 to 2024
- NENT Group shows more than 50,000 hours of the world's best live sporting action every year

Nordic Entertainment Group (NENT Group) has acquired the exclusive media rights to show the 2021 and 2024 editions of the Copa América, South America's premier international football tournament, in a wide range of its markets, along with the South American FIFA World Cup 2022 qualifiers and Brazil and Argentina's friendly matches between 2022 and 2024. All games will be shown live on NENT Group's streaming service Viaplay.

On 13 June, Brazil and Venezuela will kick off the 47th Copa América and a month of top-class international football featuring South America's 10 best teams and global superstars such as Lionel Messi, Sergio Agüero and Ángel Di María (Argentina); Gabriel Jesus and Vinícius Júnior (Brazil); Alexis Sánchez and Arturo Vidal (Chile); and Edinson Cavani (Uruguay).

Viewers in every Nordic country can stream all 28 matches from the 2021 Copa América live on Viaplay. The 2024 tournament will be available on Viaplay in the Nordic and Baltic regions and in Poland.

Peter Nørrelund, NENT Group Chief Sports Officer: "The Copa América is the oldest international football competition and one of the most exciting. We offer premium sports from around the world throughout the year, and securing the next two editions of the Copa América means Viaplay viewers can look forward to thrilling sports summers lit up by many of the best footballers on the planet."

The South American FIFA World Cup 2022 qualifiers will be shown live on Viaplay in the Nordic and Baltic regions across 12 matchdays between June 2021 and March 2022. Brazil and Argentina's friendly matches between 2022 and 2024 will be available on Viaplay in the Nordic and Baltic regions and in Poland. The agreement has been brokered by Pitch International.

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 the end of 2023.

In the Nordic region, NENT Group holds rights to Bundesliga to 2029; Premier League (SE/NO/DK/FI), national men's football team qualifiers (SE/IS) and IIHF Ice Hockey World Championship to 2028; FIS winter sports (SE/NO/DK/FI) and NHL to 2026; and UEFA Champions League (DK/IS), UEFA Europa League (SE/NO/FI/IS) and Formula 1 to 2024.

In the Baltic region, Poland and the Netherlands, NENT Group's sports rights include Bundesliga to 2029; NHL (EST/LAT/LTU) to 2026; UEFA Champions League (EST/LAT/LTU) and UEFA Europa League (EST/LAT/LTU/POL) to 2024; and Formula 1 to 2024 (EST/LAT/LTU/NED) and 2025 (POL).

NOTES TO EDITORS

Nordic Entertainment Group AB (publ) (NENT Group)'s 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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