

NENT Group sells NENT Studios' UK distribution business to All3Media

Nordic Entertainment Group (NENT Group) has sold NENT Studios' UK content distribution business (formerly known as DRG) to All3Media. The sale is in line with NENT Group's previously stated ambition to focus NENT Studios on scripted content for its Viaplay streaming service, which will be available in at least 15 countries by 2023.

NENT Studios' UK distribution business currently distributes more than 10,000 hours of content including high-profile titles such as 'Doc Martin', 'The Cry', 'Yorkshire Vet' and 'Don't Tell the Bride', and is developing original productions such as 'Close to Me'.

[All3Media](#) is an international television, film and digital production and distribution company that comprises more than 40 businesses across the UK, Europe, Asia Pacific and the US.

Gabriel Catrina, NENT Group EVP & Chief Financial Officer: "All3Media's position as a global distributor and storyteller makes it an ideal home for NENT Studios' UK distribution business. This agreement and the ongoing sale of our Nordic non-scripted businesses are in line with NENT Group's strategy of focusing on scripted content for our fast-expanding Viaplay streaming service, which will be available in at least 15 countries by 2023."

[In 2020](#), NENT Group announced its intention to reorganise NENT Studios to focus on scripted content production for Viaplay, and to divest NENT Studios' non-scripted production, branded entertainment and events businesses.

Financial details of the NENT Studios UK transaction have not been disclosed. NENT Group retains its stake in its UK joint venture with FilmNation Entertainment.

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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