

NENT Group to show FIFA Women's World Cup 2023 on Viaplay in Poland

- All 64 matches from 2023 tournament in Australia and New Zealand available live on Viaplay
- Previous FIFA Women's World Cup™ watched by more than 1 billion viewers worldwide
- Viaplay is home of world's best women's football with over 100 live matches every year

Nordic Entertainment Group (NENT Group) has secured the exclusive media rights to show the FIFA Women's World Cup 2023™ on its Viaplay streaming service in Poland. All 64 matches from the biggest tournament in international women's football will be available to Polish fans live on Viaplay, which is the home of Europe's best women's football with over 100 live matches every year. NENT Group already holds the rights to show the FIFA Women's World Cup 2023™ on Viaplay [in Sweden, Norway and Denmark](#).

Known as 'Orlice' ('The Eaglesses'), the Polish national women's team kick off their qualifiers for the FIFA Women's World Cup 2023™ in September. The tournament's expansion to 32 teams (from 24 teams in 2019) represents a golden opportunity for Poland to reach the showpiece event, which will take place in Australia and New Zealand in July and August 2023 with the star-packed US team seeking a record third consecutive title.

In the event of Poland qualifying, all the team's games from the FIFA Women's World Cup 2023™ will be shown free to air with local commentators, experts and studio programming.

Ewa Pajor, Poland and VfL Wolfsburg: "We are ready and our priority now is to win matches. Maybe some will call us underdogs in our qualifiers, but we want to go step by step and make it to the finals. I hope that it will soon be obvious to all Poles that they have two national teams in football."

Jean-Christophe Petit, Director Media Rights & Content Services, FIFA: "NENT Group has demonstrated a strong commitment to women's football and we are happy to extend our partnership with them on the FIFA Women's World Cup™ in Poland. We are looking forward to working with NENT Group to continue to grow the popularity of the women's game in Poland."

Peter Nørrelund, NENT Group Chief Sports Officer: "More than 1 billion viewers saw the FIFA Women's World Cup 2019™ – and this is just the start. Women's football is one of the world's fastest growing sports, and Poland's young and exciting 'Orlice' are ready to soar. We look forward to thrilling and inspiring Polish viewers with every game from Australia and New Zealand as part of Viaplay's line-up of the very best in the women's game."

In Poland, NENT Group holds rights to top European women's football leagues such as England's Barclays FA Women's Super League, Germany's Frauen-Bundesliga (currently home to Poland's Katarzyna Kiedrzynek, Małgorzata Mesjasz and Ewa Pajor) and Denmark's Gjensidige Kvindeliga, along with selected games from Spain's Liga Iberdrola.

Viaplay will launch in Poland in August with a unique offering of original productions, international films and series, kids content and premium live sports such as Bundesliga, UEFA Europa League and UEFA Conference League football, W Series motorsport, PDC darts and much more, with [Formula 1 to come from 2023](#).

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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