

## NENT Group and independent studio wiip enter multi-market premium content partnership

- Range of premium wiip shows to join Viaplay Original pipeline in the Nordic and Baltic regions, Poland and the Netherlands
- First project is climate change anthology series 'The Uninhabitable Earth' from Oscar®- and Emmy® Award-winning writer Adam McKay ('Succession'; 'The Big Short')
- wiip's current slate includes the hit limited series 'Mare of Easttown', the award-winning 'Dickinson' and 'The White House Plumbers'

**Nordic Entertainment Group (NENT Group) and US independent studio wiip have agreed a multi-market partnership to bring a range of premium productions from wiip's fast-expanding slate to NENT Group's Viaplay streaming service. The shows will join the Viaplay Original pipeline in the Nordic and Baltic regions, Poland and the Netherlands, and will feature some of Hollywood's biggest names. The first will be 'The Uninhabitable Earth', a climate change anthology series inspired by David Wallace-Wells' globally best-selling book of the same name.**

Set to premiere on Viaplay in 2022, 'The Uninhabitable Earth' will comprise stand-alone stories covering a wide range of genres about possible futures that could result from the rapid warming of our planet. The show is executive produced by Hyperobject Industries' Oscar®- and Emmy® Award-winning Adam McKay ('Succession'; 'The Big Short') and Kevin Messick ('Succession'), wiip's Paul Lee ('Dickinson') and Mark Roybal ('Mare of Easttown'), Animal Kingdom's David Kaplan ('It Follows') and Andrea Roa ('It Comes at Night'). David Wallace-Wells serves as a consulting producer.

Filippa Wallestam, NENT Group Chief Content Officer: "Our partnerships are among the streaming industry's most innovative and this agreement with wiip shows once again that we partner with the best. We can now offer even more world-class Viaplay Original storytelling to Viaplay viewers in multiple markets. NENT Group's sustainability focus, which includes a commitment to become carbon net-zero no later than 2023, also makes wiip's 'The Uninhabitable Earth' an ideal first project together."

Matteo Perale, cofounder of wiip: "We're thrilled that our shows will be enjoyed by audiences throughout the Nordic and Baltic regions, Poland and the Netherlands on Viaplay. NENT Group is a powerful brand with a legacy of delivering great stories to consumers and we're looking forward to this collaboration."

Andreas Brosjo, broker of the deal: "NENT Group's Viaplay streaming service is the perfect home for wiip's stream of award-winning content."

NENT Group has numerous long-term partnerships with US and international studios. The company has also established a UK-based joint venture with [FilmNation Entertainment](#) and invested in US studio [Picturestart](#). NENT Group is set to premiere at least 50 original productions in 2021 and will produce [two major English-language films every year](#).

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## NOTES TO EDITORS

*Nordic Entertainment Group AB (publ) (NENT Group)'s Viaplay streaming service is available in every Nordic country, in Estonia, Latvia and Lithuania, and in Poland. Viaplay will launch in the US in 2021 and the Netherlands in 2022, followed by additional markets by the end of 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').*

### **About wiip**

*wiip is an independent studio led by veteran entertainment executive Paul Lee and is distinctive in its commitment to letting talent do what talent does best – create. wiip's premium slate of shows includes one of the year's biggest global hits and critical darling "Mare of Easttown," starring Kate Winslet for HBO; critically acclaimed and Peabody Award-winner "Dickinson," starring Hailee Steinfeld for Apple TV+; "The White House Plumbers," starring Woody Harrelson and Justin Theroux for HBO; Adam McKay's "The Uninhabitable Earth" for HBO Max; Danny Boyle's "Pistol" for FX and "Dummy" starring Anna Kendrick for Roku. The studio is also set to produce Jenny Han's "The Summer I Turned Pretty" for Amazon and Arthur Mathews and Matt Berry's "Toast of Tinseltown" for the BBC.*

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