

NENT Group orders 'Ida Takes Charge' as latest Viaplay Original

- Series based on Kjersti Halvorsen's acclaimed debut novel
- 'Ida Takes Charge' stars Elli Rhiannon Müller Osborne ('Psychobitch'; 'Utøya: July 22') and is directed by Student Academy Award winner Rikke Gregersen
- NENT Group to premiere at least 50 original productions in 2021

'Ida Takes Charge', a darkly humorous Norwegian drama series based on the critically acclaimed debut by young novelist Kjersti Halvorsen and directed by rising star Rikke Gregersen, will be the next Viaplay Original from Nordic Entertainment Group (NENT Group). The eight-part series stars Elli Rhiannon Müller Osborne ('Psychobitch'; 'Utøya: July 22') as a psychology student with an obsessive fear of terrorism, and will premiere exclusively on NENT Group's Viaplay streaming service.

Newly arrived in Oslo, Ida cannot shake a constant feeling that disaster – especially terrorism – is just around the corner. So when she meets Axel, a young man with connections to the incel ('involuntary celibate') subculture, Ida becomes convinced that he is a future school shooter – and that she has a personal responsibility to stop a catastrophe.

Kjersti Halvorsen's novel was nominated for Norway's prestigious Tarjei Vesaas' Debutantpris in 2019. The series director Rikke Gregersen won a Student Academy Award and a special jury prize at the BAFTA/LA Student Films Awards for her 2018 short film 'Dog Eat Dog', and recently worked on the Gullruten-nominated 'Sigurd fåkke pult'.

Filippa Wallestam, NENT Group Chief Content Officer: "Investing in the next generation of streaming storytellers is a priority in all our markets. The young talents behind 'Ida Takes Charge' are some of the brightest in Norway's thriving creative scene, with a very impressive list of awards and credits. As viewers across more European markets, and soon the US, are discovering, Viaplay is redrawing the map when it comes to unique Nordic stories."

Rikke Gregersen: "As a slightly nervous girl who often spins small things out of proportion, Kjersti's novel really spoke to me. The themes may be pitch-dark but the tone is light, and we've worked to capture this in the series. Ida as portrayed by Elli is by turns painful, funny and above all familiar."

'Ida Takes Charge' (Norwegian title: 'Ida tar ansvar') co-stars Arthur Hakalahti ('Skam'), Mohammed Aden Ali ('17') and Sofia Tjelta Sydness (NENT Group's 'Delete Me'). The series is produced by Anagram Norge and filming took place in Oslo this summer.

NENT Group's Norwegian drama slate also includes ['Furia'](#); season two of ['Wisting'](#); ['Made in Oslo'](#); seasons two and three of ['Pørni'](#); and season two of ['The Machinery'](#).

About NENT Group's original productions

NENT Group is set to premiere at least 50 Viaplay Originals in 2021. In the past three months, ['A Class Apart'](#); ['Home Invasion'](#); ['Dystopia'](#); ['Max Anger'](#); and ['Thunder in My Heart'](#) have premiered on Viaplay.

Recently announced originals include season two of ['The Machinery'](#); ['The Prize of Silence'](#); ['Sort Of'](#); ['The Uninhabitable Earth'](#); ['Polish Murderesses'](#); ['Black Dog'](#) and ['Freedom of the Swallow'](#); season two of ['Partisan'](#); season three of ['Honour'](#); seasons three and four of ['Hammarvik'](#); ['The Holiday'](#); seasons two and three of ['Pørni'](#); ['Red Election'](#); ['Hilma'](#); ['Billy the Kid'](#); ['Sisterhood'](#); ['Who Shot Otto Mueller?'](#); a biopic of [Börje Salming](#); ['Fadime'](#); ['Taylor's Island'](#); ['Kin'](#); ['What about Monica'](#); ['Trom'](#); ['THE KINGDOM EXODUS'](#); ['Made in Oslo'](#); ['Estonia: The Last Wave'](#); ['Threesome'](#); ['Suedi'](#); season two of ['Stella Blómkvist'](#); season two of ['Wisting'](#); ['The Box'](#); ['Two Sisters'](#); ['Furia'](#); ['Close to Me'](#); ['The Swarm'](#); season two of ['The Truth Will Out'](#); ['Harmonica'](#); ['Perfect People'](#); season two of ['Face to Face'](#); and ['Margeaux'](#).

NENT Group will produce [two major English-language films every year](#). The company has also established a UK-based joint venture with [FilmNation Entertainment](#) and invested in US studio [Picturestart](#).

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').

Contact us:

press@nentgroup.com (or Nicholas Smith, Senior Communications Manager: +46 73 699 2695)

investors@nentgroup.com (or Matthew Hooper, Chief Corporate Affairs Officer: +44 7768 440 414)

Download high-resolution photos: [Flickr](#)

Follow us:

nentgroup.com / [Facebook](#) / [Twitter](#) / [LinkedIn](#) / [Instagram](#)

Privacy policy:

To read NENT Group's privacy policy, [click here](#)