

# NENT Group's Viaplay becomes home of UEFA national team football in Estonia, Latvia and Lithuania

- Viaplay to show UEFA EURO and FIFA World Cup qualifying matches and UEFA Nations League in Estonia, Latvia and Lithuania from 2022 to 2028
- UEFA EURO 2024 and 2028 tournaments available live on Viaplay in Baltic countries
- Agreement includes at least 60 matches played by each Baltic national team and more than 1,200 matches from across Europe
- Exclusive coverage will include local language studio programming and commentary

**Nordic Entertainment Group (NENT Group) and UEFA have agreed a long-term media rights partnership that makes NENT Group's Viaplay streaming service the exclusive home of UEFA EURO and FIFA World Cup qualifying matches and the UEFA Nations League in Estonia, Latvia and Lithuania from 2022 to 2028, in addition to the UEFA EURO 2024 and UEFA EURO 2028 tournaments. Fans in all three Baltic countries will be able to stream at least 60 matches played by their respective national teams and more than 1,200 matches from across Europe on Viaplay, along with world-class studio programming and commentary in local languages.**

Viaplay will show every major international match featuring Estonia's *sinisärgid* ('Blueshirts'), Latvia's *11 vilki* ('11 Wolves') and Lithuania's *rinktinė* ('national team'), including the European Qualifiers for UEFA EURO 2024, FIFA World Cup 2026 and UEFA EURO 2028. The UEFA EURO 2024 and UEFA EURO 2028 tournaments will both be available live on Viaplay in Estonia, Latvia and Lithuania.

The agreement also covers the UEFA Nations League 2022, 2024 and 2026; the UEFA Nations League Finals 2023, 2025 and 2027; and every friendly played by the three Baltic teams, both home and away.

In total, Viaplay viewers in the Baltic countries can look forward to international football on at least 162 match days over the coming years. Matches will be played in UEFA's 'Week of Football' format with back-to-back games from Thursday to Tuesday during international weeks.

Anders Jensen, NENT Group President and CEO: "We continue to invest in the most attractive sports rights in all of our markets, and we are proud and humble about Viaplay becoming the home of UEFA national team football in Estonia, Latvia and Lithuania until 2028. It is an honour to take on these rights and fans can expect top-class broadcasts in a league of their own. The timing is also ideal, with the UEFA EURO recently expanding and

the FIFA World Cup to expand from 2026, which creates more opportunities for local players to shine on the international stage.”

Peter Nørrelund, NENT Group Chief Sports Officer: “Viaplay viewers have enjoyed so many memorable sporting moments with us over the years, and we can’t wait to bring even more to fans across the Baltic region. We already show national ice hockey and handball teams in our Nordic markets, and soon winter sports and football too, and understand the responsibility we’re now taking on in Estonia, Latvia and Lithuania. We will bring all our experience, innovation and passion for live sports to covering these great teams, which we want to help reach more fans than ever before.”

Guy-Laurent Epstein, UEFA’s Director of Marketing: “We are delighted to enter another long-term partnership with NENT Group in the Baltic region. NENT Group will provide, via its digital platform Viaplay, a comprehensive and innovative home for the Estonian, Latvian, Lithuanian and all other third-party European national team matches played during the European Qualifiers for UEFA EURO 2024, FIFA World Cup 2026 and UEFA EURO 2028 as well as the UEFA Nations League 2022, 2024 and 2026, including the UEFA Nations League Finals in 2023, 2025 and 2027. In addition, we look forward to the extensive coverage of UEFA EURO 2024 and UEFA EURO 2028 on Viaplay. With NENT Group’s long-lasting football track record, we are confident Estonian, Latvian and Lithuanian fans will be offered excellent coverage of the UEFA national team football competitions between the years 2022 and 2028, whichever screen they choose to use.”

Viaplay’s sports offering in Estonia, Latvia and Lithuania also includes UEFA Champions League, UEFA Europa League, UEFA Europa Conference League, Bundesliga, Formula 1 and NHL, with [Premier League to come from 2022](#). In addition, the service offers a wide range of Viaplay Originals, international films and series, and kids content.

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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’).*

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