

NENT Group names 'Elvira' as latest Danish Viaplay Original drama

- Offbeat drama series stars Sara Klein in debut leading role
- 'Elvira' adapted from acclaimed novels by Anne-Sophie Lunding-Sørensen
- NENT Group to premiere at least 60 Viaplay Originals in 2022

A first-time star portraying Denmark's unlikeliest detective is the premise for 'Elvira', the next Danish Viaplay Original by Nordic Entertainment Group (NENT Group), one of the world's fastest growing streaming companies. Starring rising talent Sara Klein and adapted from an acclaimed series of novels, the offbeat drama joins international hits such as 'Face to Face' and 'Those Who Kill' on NENT Group's slate of premium Danish shows, and will premiere exclusively on the company's Viaplay streaming service in 2022.

35 years old and resolutely unambitious, Elvira's day job consists of answering the phone in a brothel owned by her childhood friend (and policeman) Køster. But when a prostitute vanishes, Elvira feels an urge to investigate, which leads to dramatic consequences, unexpected emotions, and the discovery that she might be capable of achieving more than she ever imagined.

Filippa Wallestam, NENT Group Chief Content Officer: "This multi-layered drama plays out in an unusual setting but says something universal – either we watch life go past us or we jump right into it. Viewers of our latest Danish original can look forward to a unique blend of seriousness, humour and action. Elvira is a fascinating character with a heart that's 100% in the right place, and it feels great to share her story with audiences around the world."

Sara Klein: "It's so megacool and exciting to start filming. I love every minute playing Elvira. She's a completely regular unusual person just like you and me, with flaws and shortcomings, but also with a huge heart and more power than she knows. She really deserves to be the heroine of her own series! In fact, I love the whole gallery of original characters that the show presents."

Alongside Sara Klein, 'Elvira' features a star-studded cast of Danish talents such as Peter Plauborg ('Cry Wolf'), Anton Hjejle, Bodil Jørgensen ('THE KINGDOM EXODUS') and Marijana Jankovic ('Maja').

The eight-episode series is written by Lærke Sanderhoff ('The Sunfish') and Heidi Maria Faisst ('The Legacy'), adapted from novels by Anne-Sophie Lunding-Sørensen. The executive producer is Meta Louise Foldager Sørensen for SAM Productions, alongside producers Sara Namer and Johannes Rothaus Nørregaard. Filming has recently started in Copenhagen.

About NENT Group's Viaplay Originals

NENT Group is set to premiere at least 60 Viaplay Originals in 2022. In the past three months, [‘Red Election’](#); [‘Suedi’](#); [‘Furia’](#); season two of [‘The Truth Will Out’](#); [‘Close to Me’](#); [‘Two Sisters’](#); season two of [‘Face to Face’](#); ‘Threesome’; and [‘A Class Apart’](#) have premiered on Viaplay.

Recently announced originals include [‘North Sea Connection’](#); [‘Limbo’](#); [‘Litvinenko’](#); [‘Karma and Jonar’](#); [‘Ronja’](#); [‘Ida Takes Charge’](#); 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’](#); [‘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’](#); season two of [‘Stella Blómkvist’](#); season two of [‘Wisting’](#); [‘The Box’](#); [‘The Swarm’](#); [‘Harmonica’](#); [‘Perfect People’](#); 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 Sweden, Denmark, Norway, Finland, Iceland, Estonia, Latvia, Lithuania and Poland. Viaplay will launch in the US in 2021 and the Netherlands and the UK in 2022, followed by Canada, Germany, Austria and Switzerland 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 with a global perspective, NENT Group is listed on Nasdaq Stockholm (‘NENT B’).

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