

# Viaplay to show OBOS Damallsvenskan football in 10 countries until 2026

- Viaplay to show every OBOS Damallsvenskan match for next five seasons, with at least two games a week on TV6 in Sweden
- Partnership with Swedish Elite Football Dam aims to develop OBOS Damallsvenskan into world's best women's football league
- Viaplay to stream more live hours of women's football than any other service

**Nordic Entertainment Group (NENT Group), one of the world's fastest growing streaming companies, and the Swedish Elite Football Dam (EFD) have agreed a long-term partnership to show OBOS Damallsvenskan football on NENT Group's Viaplay streaming service and to develop the competition into the world's best women's football league. Viaplay will show every OBOS Damallsvenskan match in all Nordic and Baltic countries, Poland and the Netherlands from 2022 to 2026, with extensive coverage on NENT Group's TV channels in Sweden. The agreement means Viaplay will stream more live hours of women's football than any other service.**

Starting in spring 2022, seven live matches from Sweden's top women's football division will be available every week on Viaplay. The coming season will see the league expand to 14 teams, giving a total of 26 rounds and 182 games per year. Matches will be scheduled in a consistent and accessible way with the aim of broadening OBOS Damallsvenskan's fan reach across all of Viaplay's markets.

In Sweden, Viaplay's OBOS Damallsvenskan coverage will include premium studio programming and expert commentary. At least two games per week will be broadcast on NENT Group's TV6 channel, along with a weekly highlights show.

Anders Jensen, NENT Group President and CEO: "Our shared ambition with the EFD is nothing less than to build the world's number one women's football league together. OBOS Damallsvenskan is already a great competition with a passionate following, and it's ready for the next level. This is our home turf – working together with rights holders to develop sports properties, while reaching and inspiring new audiences through the best streaming platform in the business."

Annika Grälls, EFD Chairman of the Board: "It's a milestone for OBOS Damallsvenskan, for our players and clubs as well as women's football in general that we sign this long-term deal with NENT Group, enabling our league to be shown in 10 different countries."

Tomas Hoszek, EFD CEO: “This five-year agreement with NENT Group, a world-leading streaming company, is an historic moment for Swedish women’s football. We are excited to be able to accelerate our vision to become one of the world’s most competitive leagues and proud to become new partners.”

Peter Nørrelund, NENT Group Chief Sports Officer: “This landmark deal means Viaplay will show around 350 live women’s football games every year, which puts us top of this particular league ahead of every other streaming company. We have a long-term commitment to the women’s game, and to helping make sport a more equal place where everyone has the chance to show their skills. Viewers can look forward to world-class coverage on Viaplay and TV6 from a world-class competition.”

OBOS Damallsvenskan is currently home to the majority of players in the Swedish national team (currently second in FIFA’s world rankings), including stars such as Stina Blackstenius (BK Häcken), Madelen Janogy (Hammarby) and Olivia Schough (FC Rosengård).

The league also features Nordic and international talents such as Sveindis Jane Jónsdóttir (Kristianstads DFF/Iceland), Sanne Troelsgaard Nielsen (FC Rosengård/Denmark), Heidi Ellingsen (Linköpings FC/Norway), Ria Öling (FC Rosengård/Finland) and Fernanda Da Silva (Vittsjö GIK/Brazil). Attendances have risen rapidly in recent years, and October’s Stockholm derby between AIK and Hammarby set a record for a Swedish women’s league game.

In addition to OBOS Damallsvenskan, Viaplay shows England’s Barclays FA Women’s Super League, Germany’s Frauen-Bundesliga, Denmark’s Gjensidige Kvindeliga and Italy’s Serie A TIM VISION, along with selected games from Spain’s Liga Iberdrola. Viaplay will also be the exclusive home of the FIFA Women’s World Cup 2023 in [Sweden, Norway, Denmark](#) and [Poland](#).

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## 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’).*

### Contact us:

[press@nentgroup.com](mailto:press@nentgroup.com) (or Nicholas Smith, Senior Communications Manager: +46 73 699 1700)

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

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