



ViacomCBS and NENT Group partner for Pluto TV's launch in the Nordics

- **ViacomCBS launches a new innovative world-class FAST/AVOD version of Pluto TV for Nordic audiences in 2022 that combines Viasat and Pluto TV**
- **NENT Group enters strategic ad sales and content partnership with ViacomCBS to launch Pluto TV in Sweden, Denmark and Norway**

Executive Headshots and content images can be downloaded [HERE](#)

NEW YORK / STOCKHOLM, NOVEMBER 29, 2021: ViacomCBS Networks International (VCNI), a division of ViacomCBS (NASDAQ: VIAC, VIACA), and Nordic Entertainment Group (NENT Group) today announced a ground-breaking partnership for a new Pluto TV service across Sweden, Denmark and Norway in 2022. The service combines ViacomCBS' world-leading free ad-supported streaming TV (FAST) service with the biggest pan-Nordic AVOD platform Viasat. NENT Group will serve as the platform's leading advertising sales partner.

Pluto TV will introduce the new FAST/AVOD platform with curated channels and on-demand programming featuring international and local content. Viewers will be able to enjoy Viasat local favorite shows such as 'Paradise,' 'Luxury Trap' and 'Familien fra Bryggen,' alongside global content from ViacomCBS' library such as 'The Hills,' 'Awkward,' 'MTV Unplugged' and 'Catfish,' and content from multiple partners packaged in thematic channels like Pluto TV Movie, Pluto TV Crime, Pluto TV History, and Pluto TV Comedy, among others.

“Continuing to expand Pluto TV as the world-leading free ad-supported streaming TV service is a critical element of our streaming strategy, and we are delighted to partner with NENT Group to create this new and expanded version of Pluto TV. The combination of our global content pipeline and Pluto TV's best-in-class tech global platform, with NENT Group's ad sales scale and powerful local Viasat content, will position Pluto TV as the leading player in the growing FAST/AVOD space,” said **Raffaele Annecchino, President and CEO of VCNI**. “Overall, this transformational partnership will boost Pluto TV's growth internationally, and we expect to replicate this strategic model across all key international markets.”

Anders Jensen, NENT Group President and CEO: “We are happy to have found a new and stronger way forward for Viasat through this innovative partnership that creates significant value for all parties. Viewers can enjoy Viasat's most loved formats as part of Pluto TV's broad FAST and AVOD offering, while we are able to offer advertisers an even more attractive proposition. With this, we are taking an important further step to sharpen our focus on our



fast-growing Viaplay SVOD service, which we expect to have at least twelve million subscribers in 2025.”

Following the launch of Pluto TV, Viafree will be phased out as a stand-alone platform.

Pluto TV is available in 26 markets globally, including the US, Latin America, and Europe.

NOTES TO EDITORS

About NENT Group

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').

About ViacomCBS Networks International (VCNI)

ViacomCBS Networks International (VCNI), a unit of ViacomCBS Inc. (NASDAQ: VIAC, VIACA), comprises many of the world's most iconic consumer brands. Its portfolio includes Channel 5, Telefe, Chilevisión, Network 10, Nickelodeon, MTV, Comedy Central, BET, Paramount Network, streaming services Paramount+ and Pluto TV, and ViacomCBS International Studios, among others. In addition to offering innovative streaming services and digital video products, ViacomCBS Networks International provides robust production, distribution, and advertising solutions for partners on five continents and across more than 180 countries.

About Pluto TV

Pluto TV, a ViacomCBS Company, is the leading free streaming television service delivering hundreds of live linear channels and thousands of titles on-demand to a global audience of over 54 million monthly active users. The Emmy® award winning service curates a diverse lineup of channels, in partnership with nearly 400 international media companies, offering a wide array of genres, languages and categories featuring movies, television series, sports, news, lifestyle, kids and much more. Pluto TV can be easily accessed and streamed across mobile, web and connected TV devices. Headquartered in Los Angeles, Pluto TV's growing international footprint extends across three continents and 26 countries.

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