

Viaplay to launch in the Netherlands on 1 March

- Viaplay to offer viewers in the Netherlands a unique combination of premium live sports, Viaplay Originals, Hollywood films and series, and kids content
- Service priced at EUR 13.99 per month
- Viaplay to be available in at least 16 countries by end of 2023

Viaplay will launch in the Netherlands on 1 March 2022 and offer Dutch viewers a unique combination of premium live sports, Viaplay Originals, Hollywood films and series, and kids content. The service will be a single package priced at EUR 13.99 per month, and will be available through distribution partners such as VodafoneZiggo and KPN and as a direct subscription. The launch will take Viaplay's footprint to 11 countries, with at least five further markets to follow by the end of 2023.

Highlights of Viaplay's offering in the Netherlands at launch will include:

Sports: Formula 1 featuring Dutch superstar Max Verstappen, current joint leader of the World Drivers' Championship; PDC darts with three-time world champion Michael van Gerwen; Bundesliga football; women's football from Italy's Serie A and Sweden's Damallsvenskan; Matchroom snooker and pool; and KSW mixed martial arts; with Premier League football from August 2022.

Marco Zwaneveld has been appointed Viaplay's Head of Sports in the Netherlands. Viaplay's Formula 1 coverage will be led by Amber Brantsen from a world-class sports studio in Amsterdam, with Nelson Valkenburg and Melroy Heemskerk as commentators.

Viaplay Originals: more than 30 original productions, including 'Love Me', 'The Box', 'Honour', 'Threesome' and the 2020 Canneseries winner 'Partisan'. Viaplay is the Nordic region's leading original drama producer, with more than 60 premieres planned for 2022, and will invest in Dutch Viaplay Originals. Kennard Bos has been appointed Viaplay's first Executive Producer in the Netherlands.

International films and series: high-profile content from Hollywood studios such as MGM, Sony, wiip and more, including hit titles such as the 'Men in Black' franchise, 'Walker', 'Dr Death' and 'The Capture', with 'Tomb Raider', 'Jumanji: The Next Level', 'Jumanji: Welcome to the Jungle', 'Bad Boys for Life' and 'Charlie's Angels' following soon after launch.

Kids content: world-famous series for younger viewers such as 'Peppa Pig', 'My Little Pony' and 'LEGO Ninjago'.

Anders Jensen, NENT Group President and CEO: “Launching Viaplay in the Netherlands is a major step for our company and above all for viewers. Viaplay’s unique combination of the world’s best sports, films and series is great value and offers something for everyone, and our partnerships with KPN and VodafoneZiggo will help us reach audiences across the country. We understand how much Formula 1 in particular means to Dutch fans, and Viaplay’s coverage will set new standards of excellence. We are here to lead, learn and contribute – from 1 March and for many years to come.”

All Viaplay Originals and international content will have Dutch subtitles, and all kids content will have Dutch dubbing.

In the Netherlands, Viaplay will be supported by a wide range of devices and platforms, including smart TVs; iOS and Android smartphones and tablets; Chromecast and Apple TV; and PC and Mac.

Around 48% of the Netherlands’ 8 million households have a video streaming subscription, with approximately 1.6 subscriptions per streaming household. In 2025, streaming penetration is expected to increase to 66% and the number of subscriptions per streaming household to 1.9. 98% of households in the Netherlands have a broadband connection (source: Ampere Analysis).

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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