

# Viaplay and VodafoneZiggo agree distribution partnership in the Netherlands

- Multi-year deal makes Viaplay accessible to almost 4 million households in the Netherlands who have a TV subscription with Ziggo
- Ziggo customers can access and buy Viaplay as an add-on via Ziggo
- Viaplay to launch in the Netherlands on 1 March 2022

**Viaplay and VodafoneZiggo, a leading provider of fixed, mobile and integrated communication and entertainment services in the Netherlands, have entered a multi-year distribution partnership to make Viaplay accessible to almost 4 million households across the country. Viaplay will launch in the Netherlands on 1 March 2022 and will offer Dutch viewers a unique combination of premium live sports, Viaplay Originals, Hollywood films and series, and kids content.**

From 1 March, Ziggo customers can add a Viaplay subscription to their TV or broadband package.

Kim Poder, NENT Group Chief Commercial Officer: “We are delighted to announce this long-term deal with one of the leading operators in the Netherlands. Ziggo has significant reach and an established position in sports, and we will work together to help as many viewers as possible get to know Viaplay. This partnership will make it easy for Ziggo customers to enjoy our unique offering from day one.”

Robin Kroes, Chief Strategy & Content Officer at VodafoneZiggo: “We want to give our customers easy access to all their favourite content, including sports. This partnership helps to fulfil that aim, so we are pleased to have come to a collaboration with Viaplay.”

Live sports available on Viaplay will include 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 and much more, with Premier League football to come from August 2022.

In the Netherlands, Viaplay will be available through third-party distribution partnerships and direct subscriptions. The service 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.

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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').*

### **About VodafoneZiggo**

*VodafoneZiggo is a leading Dutch company that provides fixed, mobile and integrated communication and entertainment services to consumers and businesses. As of September 30, 2021, we have more than 5 million mobile, nearly 4 million TV, over 3 million fixed broadband internet and over 2 million fixed telephony subscriptions. VodafoneZiggo is a joint venture by Liberty Global, the largest international TV and broadband internet company, and Vodafone Group, one of the world's largest telecommunication companies. For more information, go to [www.vodafoneziggo.nl](http://www.vodafoneziggo.nl).*

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