

Viaplay and PDC partner for Nordic Darts Masters 2022

- PDC World Series of Darts event returns to Copenhagen on 10-11 June 2022
- Nordic Darts Masters 2022 features world's best darts players including reigning champion Michael van Gerwen
- Viaplay to stream tournament live in 10 countries

Viaplay and the Professional Darts Corporation (PDC) will partner to organise the Nordic Darts Masters 2022 and bring the world's best darts players to Copenhagen for two days of top-class action on 10-11 June. Sporting history was made at the tournament's first edition this September, and fans can look forward to even more spectacular darts at the Danish capital's Forum Copenhagen arena and live on Viaplay across 10 countries.

The inaugural Nordic Darts Masters was the region's first PDC World Series of Darts event, and the first-ever televised PDC final to feature a female player, Fallon 'Queen of the Palace' Sherrock from the UK. Sherrock's opponent, Dutch three-time world champion Michael van Gerwen, ultimately claimed his 16th World Series title, and will return to Copenhagen alongside superstars such as Peter 'Snakebite' Wright and recent Grand Slam of Darts winner Gerwyn 'Iceman' Price.

In addition to the world's best eight players, the Nordic Darts Masters will give eight local qualifiers the chance to show their skills to an anticipated sell-out total crowd of 13,000 spectators and a global audience of 3 million viewers across 135 countries. The tournament will be part of the World Series of Darts 2022.

Peter Nørrelund, NENT Group Chief Sports Officer: "The first Nordic Darts Masters was an unforgettable experience – an incredible party atmosphere, great darting drama and a milestone for sporting equality. Darts' popularity continues to grow across Viaplay's markets, and showing the sport in the Netherlands from early next year is a particularly exciting step. Together with the PDC, we're now focused on hitting the target again with the Nordic Darts Masters 2022."

Matthew Porter, CEO, PDC: "We're delighted to be returning to Copenhagen in 2022 after a fantastic inaugural Nordic Darts Masters this year. The Danish crowd created an amazing atmosphere that showed what PDC events are all about – an unrivalled combination of world class sport and entertaining. We look forward to working with our partners Viaplay to create another memorable weekend of darts."

In the Nordic and Baltic countries, Netherlands and Poland, Viaplay is the exclusive streaming home of the world's best darts, including the World Darts Championship, Premier

League Darts, World Cup of Darts, World Matchplay, World Grand Prix, European Championship, Grand Slam of Darts and the Players Championship, in addition to the prestigious World Series of Darts Finals. The company extended its long-term partnership with Matchroom Sport, owner of the PDC, [for a further five years](#) in May.

Tickets for the Nordic Darts Masters 2022 are on sale from today at [Ticketmaster](#).

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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