

Viaplay enters 'Dragons' Den' for first Dutch local production

- World-famous reality format becomes Viaplay's first Dutch local production
- 'Dragons' Den' produced in more than 40 countries
- Viaplay to launch in the Netherlands on 1 March

Viaplay will become the exclusive home in the Netherlands of the world-famous reality format 'Dragons' Den' from spring 2022. The show will be Viaplay's first local production in the country, and will give Dutch entrepreneurs an opportunity to pitch their business ideas to a panel of renowned investors. Viaplay will launch in the Netherlands on 1 March with a unique combination of local and original productions, international films and series, kids content and premium live sports.

Instantly familiar to audiences in the Netherlands and around the world, the 'Dragons' Den' concept gives entrepreneurs three minutes in front of five multi-millionaires, or 'Dragons', to pitch for investment – sometimes in an established business, other times in little more than an idea.

This season, restaurant tycoon Won Yip, 'avocado queen' Shawn Harris, top investor Pieter Schoen, businesswoman Manon van Essen and serial entrepreneur Bas Witvoet will invest their hard-earned money in promising start-ups.

Since launching in 2001 as 'Money Tigers' on Nippon TV in Japan, the format has become a worldwide success. Produced in territories on every continent, the format sees aspiring entrepreneurs pitch to secure investment from some of the top names in the business world – and so far, over \$250 million has been invested in small businesses across the globe.

'Dragons' Den' is distributed around the world by Sony Pictures Television under a number of variant titles, including 'Shark Tank', 'Lions' Den', and 'Dragons' Den'. The SPT format has won over 30 awards globally, and will soon begin its nineteenth season on the BBC in the UK. The series will be produced by Vincent TV ('Chateau Meiland'; 'Five Days Inside'; 'Who Wants to Be a Millionaire').

Filippa Wallestam, NENT Group Chief Content Officer: "Viaplay's pitch to Dutch viewers is simple. We offer local and original productions, the best of Hollywood, high-quality kids content and the most attractive sports – all on a single service that represents excellent value for money. 'Dragons' Den' is a proven format that blends the brilliant with the unexpected, and which has both kickstarted great businesses and entertained viewers around the world."

Vincent ter Voert, Vincent TV Founder and Producer: “In the Netherlands, entrepreneurs-to-be have been waiting for the opportunity to start building their dreams. Now is the time to take this great format to the next level with Viaplay.”

In the Netherlands, Viaplay will be priced at EUR 13.99 per month and be available through distribution partners such as KPN and VodafoneZiggo as well as through direct subscriptions. The service will be the Dutch home of live Formula 1, Bundesliga and PDC darts, with Premier League football to follow from August.

Viaplay has recently appointed Martijn de Bruin and Kennard Bos as its first Executive Producers in the Netherlands for non-scripted and scripted content respectively.

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, Poland and the US. Viaplay will launch in 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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