

# Viaplay to include STARZPLAY in the Netherlands

- All new STARZPLAY Originals available in the Netherlands through Viaplay as part of a regular subscription
- Agreement includes STARZPLAY's line-up of films and series from Lionsgate and other major Hollywood studios
- Viaplay to launch in the Netherlands on 1 March

**Viaplay and STARZ, a Lionsgate company, have agreed a long-term partnership that makes Viaplay a new home to STARZ's international premium streaming service STARZPLAY in the Netherlands. All new STARZPLAY Originals will be available through Viaplay as part of a regular subscription, along with STARZPLAY's line-up of films and series from Lionsgate and other major Hollywood studios, when Viaplay launches in the Netherlands on 1 March.**

STARZPLAY content available on Viaplay in the Netherlands will include:

**STARZPLAY Originals:** new titles such as 'BMF', 'Heels', 'Blindspotting' and the award-winning 'Run the World'; forthcoming shows like 'Gaslit' starring Dan Stevens, Julia Roberts and Sean Penn, 'Shining Vale' with Courteney Cox, 'Dangerous Liaisons' and 'Becoming Elizabeth'; all seasons of hit franchises including 'Power Book' and 'The Spanish Princess', and many more.

**Acquired titles:** 'Normal People', 'Brave New World', 'Gangs of London', 'Castle Rock', 'Pennyworth', 'Dr Death', 'The Stand', 'The Capture', 'Animal Kingdom' and many more.

**Films from Lionsgate:** more than 100 titles at launch, including 'American Pie', 'Dirty Dancing', 'Gangs of New York' and the 'Twilight Saga' franchise.

Filippa Wallestam, NENT Group Chief Content Officer: "This innovative deal makes even more world-class storytelling available on Viaplay as part of a regular subscription. Viaplay viewers in the Netherlands will be able to enjoy STARZPLAY Originals showcasing Hollywood's biggest names alongside our award-winning Viaplay Originals. Our partnership with STARZ now spans six countries, and we look forward to delivering great experiences to audiences in our latest market together."

Superna Kalle, President, STARZ International: "This is an exciting next chapter in the expansion of our relationship with Viaplay, and moreover the expansion of our offering of the best series and movie content to our audiences in the Netherlands. Our slate of new original and acquired series over the next year features some top talent and storytellers, and we can't wait to show them what we have in store."

Viaplay will launch in the Netherlands with a unique combination of Viaplay Originals, international films and series, kids content, and premium live sports including [Formula 1](#), [Bundesliga](#) and [PDC darts](#), with [Premier League](#) to follow.

In [November 2020](#), Viaplay and STARZ announced a long-term agreement to make STARZPLAY content available to Viaplay viewers across the Nordic region as part of their subscriptions.

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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, 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').*

### About STARZ

*STARZ (www.starz.com), a Lionsgate company, is a leading global media streaming platform committed to delivering premium content that amplifies narratives by, about and for women and underrepresented audiences. STARZ is home to the highly-rated and first-of-its-kind STARZ app that offers the ability to stream or download STARZ premium content, as well as the flagship domestic STARZ® service, including STARZ ENCORE, 17 premium pay TV channels, and the associated on-demand and online services. In 2018, STARZ launched its STARZPLAY international premium streaming platform to provide subscribers access to the "best of global SVOD." STARZPLAY, coupled with its STARZPLAY ARABIA joint venture, has expanded its global footprint into more than 60 countries throughout Europe and Latin America along with Canada, Japan, India and Indonesia. STARZ and STARZPLAY are available across digital OTT platforms and multichannel video distributors, including cable operators, satellite television providers, and telecommunications companies around the world. In February 2021, STARZ launched #TakeTheLead, a multi-faceted and innovative inclusion initiative expanding its existing efforts to improve representation on screen, behind the camera and throughout the company.*

### About STARZPLAY

*STARZ continues to grow its global footprint with its ongoing expansion of the STARZPLAY international premium streaming platform. STARZPLAY's rapid expansion into more than 60 countries since its launch in May of 2018 is driven by its ability to provide subscribers access to the "best in global SVOD." The content offering is comprised of the entire catalog of STARZ premium content, with upcoming STARZ Originals airing exclusively on STARZPLAY day-and-date with the US, exclusive award-winning and critically acclaimed first-run series and a vast library of blockbuster feature films. STARZPLAY is available through its direct-to-*

*consumer app in 13 countries; on global digital broadcast services, multi-channel video distributors, telecommunications companies; and other online and digital platforms across its footprint spanning across Australia, Bangladesh, Canada, Europe, India, Indonesia, Japan, Latin America, Malaysia, Maldives, Nepal and Sri Lanka.*

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