

Viaplay partners with hayu in the Netherlands

- Viaplay becomes only Dutch streaming service to include hayu at no extra cost to subscribers
- hayu features top reality shows across a wide variety of unscripted sub-genres, including celebrity, lifestyle, home and design, dating, cooking, fashion and true crime
- Titles available include hit global franchises including *'The Real Housewives'*, *'Below Deck'* and *'Keeping Up With the Kardashians'*

Viaplay and hayu have extended their multi-territory partnership for NBCUniversal's all-reality streaming service to the Netherlands. Starting from Viaplay's Dutch launch on 1 March, viewers in the Netherlands will be able to enjoy a wide range of the world's most popular reality shows from hayu, at no extra cost, as part of a Viaplay subscription.

The partnership includes hayu's catalogue of hit international reality series *'Keeping Up With the Kardashians'* and the latest seasons of the *'Below Deck'*, *'Million Dollar Listing'*, *'Vanderpump Rules'* and *'The Real Housewives'* franchises. Over 8,000 episodes of reality TV content will be available to Viaplay users, a compelling selection of which will be in a hayu branded area on the Viaplay service. The majority of new shows on hayu premiere in the Netherlands on the same day as their US broadcast – at no extra cost to Viaplay subscribers.

The hayu service offers viewers extensive choice from a wide variety of unscripted sub-genres including celebrity, lifestyle, home and design, dating, cooking, fashion and true crime.

Filippa Wallestam, NENT Group Chief Content Officer: "Reality content enjoys huge popularity in the Netherlands, and hayu hits such as *'The Real Housewives'* and *'Below Deck'* are among the genre's most famous. Viaplay will be the only Dutch streaming service to include hayu at no extra cost to subscribers. Together with our Viaplay Originals, Hollywood films and series, kids content and of course premium live sports, viewers can look forward to a unique and great value offering from 1 March."

Hendrik McDermott, NBCUniversal's Managing Director, Direct To Consumer – Global: "Europe continues to be a key focus in hayu's ongoing growth strategy and this exciting partnership with Viaplay in the Netherlands makes it even easier for Viaplay subscribers to access hayu's extensive offering of the best US reality content, ad free."

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 from August.

In [October 2021](#), Viaplay and hayu announced a multi-year partnership covering Estonia, Latvia, Lithuania and Poland, where Viaplay is the only streaming service to include hayu as part of a regular subscription.

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 hayu

From NBCUniversal, hayu is the first and only all-reality subscription video-on-demand service of its kind – available in 29 markets globally across: Australia, Austria, Belgium, Canada, Czech Republic, Denmark, Estonia, Finland, France, Germany, Hong Kong, Hungary, Iceland, India, Ireland, Italy, Latvia, Lithuania, Luxembourg, the Netherlands, Norway, the Philippines, Poland, Portugal, Singapore, Spain, Sweden, Switzerland, and the UK on a full array of devices (mobile, tablet, laptop, connected TVs and selected consoles) at www.hayu.com

Shows and episodes are downloadable to watch-on-the-go, including Keeping Up With the Kardashians and its spin-offs – along with The Real Housewives, Below Deck and Million Dollar Listing franchises. The majority of US shows debut on the service the same day as their US launch.

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