

Viaplay announces first Dutch Viaplay Originals

- ‘Something Stupid’ and ‘The Guilty’ first on Viaplay’s Dutch scripted slate
- Saskia Noort and Liesbeth Strik among the star talents attached
- Viaplay available in the Netherlands from 1 March

Viaplay has launched ‘Something Stupid’ and ‘The Guilty’ as its first scripted Viaplay Originals in the Netherlands. The diverse and ambitious shows span crime drama and dark comedy, and bring together some of the country’s most exciting creative talents. Original Dutch, Nordic and international storytelling will be a cornerstone of Viaplay’s offering in its newest market, along with premium live sports, kids content and Hollywood films and series. In addition, the streaming services STARZPLAY and hayu are included in a regular Viaplay subscription.

‘Something Stupid’ is created by bestselling novelist Saskia Noort, known as ‘The Dutch Queen of Suspense’ with more than 3 million books sold. A dark comedy produced by Levitate Film, ‘Something Stupid’ follows three women seeking revenge on the man who betrayed them, and explores themes of equality and exploitation in the TV industry.

Saskia Noort: “I’m superexcited to write my first original series for Viaplay. And it’s my first dark comedy as well – what an honour to get this chance. I won’t disappoint you!”

In the crime drama **‘The Guilty’ (‘De Schuldige’)**, a mother discovers that her teenage son has committed murder – and goes to extreme lengths to keep him out of prison. Written by Liesbeth Strik (‘Hoe mijn keurige ouders in de bak belandden’; ‘Mijn Kleine Grote Broer’), the series is produced by Ginger Fiction, the new scripted label of Vincent TV Producties.

Liesbeth Strik: “I’m very excited to make ‘The Guilty’ for Viaplay. It will be a psychological thriller about parenting – a personal story about a mother’s struggle that I’m convinced will appeal to a broad audience.”

Filippa Wallestam, NENT Group Chief Content Officer: “Viaplay has rapidly become a major player in international drama and we have high ambitions for the Netherlands. As in our Nordic markets, we will invest in the local creative industry and partner with the hottest talents while helping to develop new voices. And as our first two Dutch Viaplay Originals show, we will tell stories that are compelling, thought-provoking and above all unique.”

Both series are produced for Viaplay by Kennard Bos, with on-screen talents and premiere dates to be announced in due course. Viaplay will launch in the Netherlands on 1 March.

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').

Contact us:

press@nentgroup.com (or Nicholas Smith, Senior Communications Manager: +46 73 699 1700)

investors@nentgroup.com (or Matthew Hooper, Chief Corporate Affairs Officer: +44 7768 440 414)

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