

Viaplay goes live in the Netherlands

- Service offers a unique combination of premium live sports, Viaplay Originals, Hollywood films and series, and kids content
- Viaplay launches at introductory price of EUR 9.99 per month
- Viaplay to be available in at least 16 countries by end of 2023

Viaplay has launched in the Netherlands on 1 March with a unique combination of premium live sports, Viaplay Originals, Hollywood films and series, and kids content. The service comprises a single package with an introductory price of EUR 9.99 per month (regular price from August: EUR 13.99 per month), and is available through distribution partners KPN, VodafoneZiggo, T-Mobile Netherlands and DELTA Fiber, and as a direct subscription. The launch takes Viaplay's footprint to 11 countries, with at least five further markets to follow by the end of 2023.

Highlights of Viaplay's offering in the Netherlands include:

Sports: Formula 1; PDC darts with three-time world champion Michael van Gerwen; Bundesliga football; women's football from Italy's Serie A and Sweden's Damallsvenskan; the semi-finals and final of the 2021/2022 Coupe de France; Matchroom snooker and pool; and KSW mixed martial arts; with Premier League football from August 2022. Reigning Formula 1 World Drivers' Champion Max Verstappen and Viaplay have agreed a multi-year partnership that will see the superstar Dutch driver feature in exclusive content for Viaplay viewers.

Viaplay Originals: premium original dramas including 'Love Me', 'The Box', 'Honour', 'Threesome', the Canneseries winner 'Partisan' and the upcoming MGM co-production 'Billy the Kid', and international documentaries such as 'The Prize of Silence'. Viaplay is the Nordic region's leading original drama producer, with more than 70 premieres planned for 2022, and has announced 'Something Stupid' and 'The Guilty' as its first Dutch scripted Viaplay Originals. The famous format 'Dragons' Den' will be Viaplay's first non-scripted production in the Netherlands.

Hollywood films and series: the premium US streaming service STARZPLAY, NBCUniversal's all-reality streamer hayu and the documentary streaming service Curiosity Stream are all included in a Viaplay subscription at no extra cost. In addition, Viaplay will offer blockbuster content from studios such as MGM, Sony, Warner Bros., wiip, eOne and more, including the 'Men in Black' franchise, 'Walker' and 'The Capture', with 'Tomb Raider', 'Jumanji: The Next Level', 'Bad Boys for Life' and 'Charlie's Angels' to follow.

Kids content: Viaplay is the exclusive streaming home of new DreamWorks Animation series, including new shows based on hit franchises such as 'Madagascar', 'The Croods' and 'Trolls', alongside popular series such as 'Peppa Pig', 'My Little Pony' and 'LEGO Ninjago'.

Anders Jensen, NENT Group President and CEO: “We are happy that viewers in the Netherlands can now experience Viaplay for themselves. We have acquired fantastic sports rights, secured great content, established key partnerships and signed up the best talents. Viaplay is here to play a positive long-term role, and to help shape the Dutch streaming market and creative scene for many years to come. There’s so much we want to contribute and achieve in the Netherlands – and today is just the start.”

All Viaplay Originals and international content have Dutch subtitles, and all kids content has Dutch dubbing.

In the Netherlands, Viaplay is supported by a wide range of devices and platforms, including smart TVs; iOS and Android smartphones and tablets; Chromecast and Apple TV; Amazon Fire TV; and PC and Mac.

Around 48% of the Netherlands’ 8 million households have a video streaming subscription, with approximately 1.6 subscriptions per streaming household. In 2025, streaming penetration is expected to increase to 66% and the number of subscriptions per streaming household to 1.9. 98% of households in the Netherlands have a broadband connection (source: Ampere Analysis).

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, the US and the Netherlands. Viaplay will launch in 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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