

Viaplay to stream Fury-Whyte fight in 10 countries

- Tyson Fury and Dillian Whyte set for historic heavyweight contest on 23 April
- Viaplay to stream fight live from London to 10 European countries
- Bout included in regular subscription in Baltic countries, Poland and the Netherlands

Viaplay will be the exclusive streaming home in 10 European countries of the heavyweight boxing title fight between Tyson Fury and Dillian Whyte on 23 April. A record 100,000 fans are expected to fill London's Wembley Stadium for the historic showdown, with millions more watching around the world, as two of boxing's heaviest hitters face off for the WBC heavyweight crown in possibly the final contest of Fury's glittering and controversial career.

Fury (31-0-1, 22 KOs) enters the match-up as defending WBC champion following an acclaimed trilogy of bouts with Deontay Wilder – and with the stated aim of retiring undefeated afterwards. WBC interim champion Whyte (28-2, 19 KOs), in turn, recently dominated Alexander Povetkin in a fourth-round stoppage, and now has his sights set on the biggest title in the business.

Peter Nørrelund, NENT Group Chief Sports Officer: "We will bring fight fans in 10 markets a ringside view of this incredible night at Wembley, when Fury meets Whyte in one of the year's greatest sporting spectacles. Viaplay is a live sports streaming heavyweight and we continue to invest both in the most attractive rights and in our world-class platform."

Fury vs. Whyte will be included in a regular Viaplay subscription in Estonia, Latvia, Lithuania, Poland and the Netherlands, and will be available as a pay-per-view event in Sweden, Norway, Denmark, Finland and Iceland. The evening's full card will be shown on Viaplay.

In March, Viaplay [announced](#) the addition of live sports to its UK content line-up, starting from its launch in the country during the second half of 2022.

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').

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