

# Viaplay opens tech hub in Barcelona

- Initiative to boost Viaplay's innovation capacity and international development presence
- Hub to focus on product management, design, and front- and back-end development
- Viaplay streaming service expanding to at least 16 countries by end of 2023; NENT Group to rebrand as Viaplay Group in May, subject to approval at AGM

**Viaplay is opening a tech hub in Barcelona to bring together talents in product management, design, and front- and back-end development to support its ongoing international expansion. The hub will be operational from June 2022 and will reinforce Viaplay's profile as an attractive international tech employer, while accelerating the company's capacity to innovate and deliver world-class streaming experiences to viewers in all its markets. Viaplay will be available in at least 16 countries by the end of 2023 and aims to have approximately 12 million subscribers by the end of 2025.**

Barcelona is consistently ranked among Europe's leading tech cities, both in terms of the number of start-ups and highly qualified developers. The hub will be integrated with Viaplay's tech operations at its Stockholm headquarters, which are currently home to more than 300 talents from over 40 countries.

In future, employees in Viaplay's other markets will have the possibility to work temporarily from Barcelona, depending on local regulations.

Anders Jensen, NENT Group President and CEO: "Viaplay is one of the world's fastest-growing and most exciting tech and entertainment companies. The scalability and robustness of our streaming platform make our expansion possible, and in turn require us to attract and retain the best talents. This is crucial for our success, and to ensure we continue to lead and innovate. Establishing Viaplay in Barcelona's thriving tech scene will benefit our business, people and viewers."

Kaj af Kleen, NENT Group Chief Technology and Product Officer: "Our state-of-the-art hub will allow Viaplay to tap into a new global talent pool. We will become even more competitive as an employer and be able to innovate even faster. At the same time, this is a great opportunity for people across our company to spend time working in this amazing city."

All open positions will be posted on [Viaplay's career site](#).

In March, NENT Group [announced](#) a proposal to rebrand as Viaplay Group, subject to the approval of the company's shareholders at its Annual General Meeting (AGM) on 18 May.

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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, 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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