

Viaplay and PDC partner for Dutch Darts Masters

- PDC World Series of Darts live event comes to Amsterdam on 24 and 25 June
- Dutch Darts Masters features Dutch three-time world champion Michael van Gerwen
- Viaplay to stream tournament live in 10 countries

Viaplay and the Professional Darts Corporation (PDC) will partner to organise the Dutch Darts Masters in June. Dutch three-time PDC World Champion Michael van Gerwen and reigning World Champion Peter ‘Snakebite’ Wright will join a world-class line-up of darting superstars at Amsterdam’s 17,000-capacity Ziggo Dome for the spectacular live event, which will be streamed live and exclusively on Viaplay in the Netherlands and nine more European countries.

The Dutch Darts Masters will be part of the PDC’s 2022 World Series of Darts and will bring the world’s best eight players face-to-face with eight Dutch qualifiers in a knock-out format. Darts enjoys huge popularity in the Netherlands and forms a key part of Viaplay’s local sports offering alongside Formula 1 and Bundesliga football, with Premier League football to come from August.

The event will take place on 24 and 25 June and tickets are on sale from today through Ticketmaster ([first session](#) and [second session](#)).

Peter Nørrelund, NENT Group Chief Sports Officer: “We’re proud to show PDC darts in the Netherlands, home to legends like Michael van Gerwen and five-time World Champion Raymond van Barneveld. Viaplay has a long-term commitment to the sport – one of our first-ever live broadcasts in the Netherlands – and we’re working with the PDC across our European footprint to reach as many fans as possible. The Dutch Darts Masters will be a great party and a showcase for Dutch darts at its best.”

Matthew Porter, CEO, PDC: “We’re excited to be bringing this event to the Ziggo Dome with our partners at Viaplay. We know the Dutch audience has a tremendous appetite for darts and can’t wait to see them turn out in their thousands to see the superstars of the sport.”

Viaplay’s coverage of PDC darts in the Netherlands began on 3 March with Premier League Darts Night 4, presented by Anne-Marie Fokkens with commentary from Jacques Nieuwlaat and Frank Vischschraper.

Viaplay is the exclusive Dutch streaming home of the World Darts Championship, Premier League Darts, World Cup of Darts, World Matchplay, World Grand Prix, European

Championship, Grand Slam of Darts and the Players Championship, in addition to the prestigious World Series of Darts Finals.

In addition to the Netherlands, Viaplay has a multi-year partnership with Matchroom Sport, owner of the PDC, that [covers nine countries](#). Viaplay and the PDC [recently announced](#) the return of the Nordic Darts Masters to Copenhagen on 10 and 11 June, following a successful inaugural event in September 2021.

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

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'). NENT Group has proposed to rebrand as Viaplay Group, subject to approval at its Annual General Meeting on 18 May.

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)

Download high-resolution photos: [Flickr](#)

Follow us:

[nentgroup.com](https://www.nentgroup.com) / [Facebook](#) / [Twitter](#) / [LinkedIn](#) / [Instagram](#)

Data protection:

To read more about NENT Group and data protection, [click here](#)