

# Viaplay increases pace of international expansion, adds further markets with Viaplay Select concept

- Viaplay Select to be available in at least five territories in 2022, starting with Japan's WOWOW
- Branded and curated content concept will increase Viaplay's market presence to at least 21 countries by end of 2023
- Viaplay Select initially offers partners up to 450 hours of premium content, with more added on a regular basis

**Viaplay has launched a branded content concept, Viaplay Select, which will be available through partner platforms in selected markets. Viaplay Select will initially offer up to 450 hours of curated premium content – with more added on a regular basis – to viewers in at least five new territories during 2022, starting with Japan's WOWOW from April. Viaplay Select adds a further track to Viaplay's international expansion and will increase Viaplay's market presence to at least 21 countries by the end of 2023, with the Viaplay app available direct to consumers in at least 16 countries by the same date.**

Viaplay is the Nordic region's leading producer of original content, with at least 70 Viaplay Originals set to premiere in 2022, and Viaplay Select will include a wide range of these productions alongside selected third-party Nordic and international content. Up to 300 new hours of first-run content will be added to Viaplay Select every year.

Viaplay Select will focus on markets where Viaplay is not currently prioritising the launch of a direct-to-consumer service, and where local partners can benefit from Viaplay's unique content pipeline.

Anders Jensen, NENT Group President and CEO: "The uniqueness of Nordic content is creating significant global demand for this type of storytelling – and nobody delivers higher quality or volumes than us. Viaplay Select will be a fantastic showcase that helps partners stand out in a competitive streaming landscape, while increasing our content investment returns. Viaplay's new partner markets will be margin-accretive from day one. We continue to innovate and collaborate to bring our award-winning stories to viewers around the world."

Vanda Rapti, NENT Group SVP & Head of Acquisitions, Content Distribution & Partnerships: "Viaplay Select will be a very appealing offering to partners. Our fast-growing slate of Viaplay Originals, coupled with global IP control and multi-market relationships, mean we

can offer a unique pipeline of content with a proven track record of attracting quality-conscious audiences.”

In Viaplay’s current direct-to-consumer markets, the service has a broad offering of Viaplay Originals, Hollywood films and series, documentaries, reality, kids content and premium live sports (the Nordic and Baltic countries, Poland and the Netherlands); or a specialised line-up centered on Nordic content (the US, where Viaplay is currently available through Comcast with a direct-to-consumer offering to follow in due course).

Viaplay will launch, including live sports, in the UK in the second half of 2022; followed by Canada, Germany, Austria and Switzerland during 2023, with more information on its content offering to come.

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

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