

NENT Group is now Viaplay Group

- Company formally completes name change following approval by shareholders at AGM on 18 May
- Change reflects company's strategic focus on Viaplay streaming service
- Viaplay to have market presence in at least 21 countries by end of 2023

Viaplay Group, the international streaming challenger, has formally changed its name and brand from Nordic Entertainment Group (NENT Group), following approval by shareholders at its Annual General Meeting (AGM) on 18 May. The change reflects the company's strategic focus on the Viaplay streaming service, and its ongoing international expansion and continued Nordic growth. Viaplay will have a market presence in at least 21 countries by the end of 2023, including at least 16 direct-to-consumer markets for the Viaplay app and at least five partner markets for the Viaplay Select branded content concept. The company aims to have approximately 12 million Viaplay subscribers by the end of 2025.

Anders Jensen, Viaplay Group President and CEO: "We are now Viaplay Group – the right step at the right time for our fast-growing global company. Viaplay is present in all our markets, our most recognisable brand and our largest single revenue-generating unit. This change will benefit our whole company by making us more visible and our strategy even clearer. Today is a milestone for our people, partners, investors and everyone connected with Viaplay Group, the international streaming challenger."

In the Nordic and Baltic countries, Poland and the Netherlands, Viaplay offers a unique combination of Viaplay Originals, international films and series, kids content and premium live sports. In the US, the service provides a 'best of the Nordics' line-up that includes both Viaplay Originals and selected third-party content. Viaplay Select makes curated premium content available through partner platforms in selected markets, with Japan's WOWOW the first to launch [in April](#).

Viaplay will launch in the UK in 2022, including live sports, followed by Canada, Germany, Austria and Switzerland by the end of 2023.

Viaplay Group's radio and advertising sales businesses have been rebranded as Viaplay Group Radio and Viaplay Group Ad Sales respectively. The company's studio operations were reorganised as Viaplay Studios in September 2021.

NOTES TO EDITORS

Viaplay Group AB (publ) is the international streaming challenger. Our Viaplay streaming service is available in every Nordic and Baltic country, Poland, the US and the Netherlands, and we are expanding rapidly by launching in the UK in 2022, followed by Canada, Germany, Austria and Switzerland in 2023. Every day, millions of customers enjoy our unique entertainment offering, including acclaimed Viaplay Originals and an unrivalled line-up of premium live sports. From streaming to TV channels, radio stations and production companies, our purpose is to tell stories, touch lives and expand worlds. Viaplay Group is listed on Nasdaq Stockholm ('VPLAY B').

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