

# Viaplay Group and Allente add Premier League to distribution partnership in Norway

- Premier League available to Allente's consumer and B2B subscribers through Viaplay Group's streaming and TV packages
- Viaplay to show 380 live Premier League matches every season
- Access to the world's most popular football league added to Viaplay Group and Allente's existing distribution partnership

**Viaplay Group and Nordic TV and broadband provider Allente have added Premier League football to their long-term distribution partnership in Norway. From August, Allente's customers can enjoy 380 live games from the world's most popular football league every season through Viaplay Group's streaming and TV packages, including the highly anticipated debut of Norwegian superstar Erling Braut Haaland at Manchester City.**

Allente's consumer and B2B subscribers will be able to watch Premier League either as part of Viaplay's Total streaming package, or through V Premium, an innovative hybrid offering that includes five new premium linear TV channels dedicated to Premier League, all V sport channels, and Viaplay's Film & Series streaming package.

Kim Poder, Viaplay Group Chief Commercial Officer: "Ensuring that as many Norwegian fans as possible can enjoy Viaplay's Premier League coverage is a priority for us. Allente have broad reach across this important market, and their customers will now be able to choose between a pure streaming or hybrid product to access Viaplay's unique sports and entertainment offering."

Jonas Gustafsson, Chief Executive Officer, Allente: "We are excited to continue bringing Premier League to Norwegian homes, pubs and clubs through the partnership with Viaplay Group. Premier League is the crown jewel of sports rights in Norway, and the partnership with Viaplay Group fits our strategy to offer premium sports to Norwegian fans perfectly."

Viaplay Group and Allente have an existing Nordic distribution partnership that covers Viaplay, the premium V sport and V film channels, and local TV channels.

In addition to Premier League, Viaplay is the Norwegian home of FIS winter sports, Bundesliga, EFL Championship, Carabao Cup, FA Cup, UEFA Europa League and UEFA Europa Conference League, Formula 1, IHF and EHF handball, NHL and much more.

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## 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. Viaplay will have a market presence in at least 21 countries by the end of 2023, including at least five partner markets for the Viaplay Select branded content concept. 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').*

### **About Allente:**

*Allente is a leading Nordic TV operator, providing top quality TV and broadband services to over 1 million customers in Norway, Sweden, Denmark and Finland. The company was established in May 2020 by a merger between Canal Digital and Viasat Consumer. In 2021, Allente had revenues of SEK 6.9 billion. Allente is owned 50/50 by Telenor Group and Viaplay Group. [www.allente.se](http://www.allente.se)*

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