

Viaplay and Paramount Global Content Distribution agree to content licensing deal

Viaplay and Paramount Global Content Distribution have agreed to a content licensing deal spanning the Nordic and Baltic regions, Poland and the Netherlands. Viaplay viewers in multiple markets will be able to enjoy a stellar line-up of CBS series and popular library boxsets from The CW, Paramount Television Studios and SHOWTIME®.

Under the terms of the deal, the titles available on Viaplay in the Nordic and Baltic regions include shows such as 'CSI: Vegas', the highly anticipated latest instalment in the record-breaking 'CSI' franchise; medical drama 'Good Sam', starring Sophia Bush and Jason Isaacs; animated comedy 'HouseBroken', with voice talents including Lisa Kudrow; and '4400', the reimagining of the Emmy-nominated sci-fi favourite.

In the Nordic region, the agreement includes library boxsets of hits such as 'Elementary', 'The Good Wife', 'Cheers', 'Madam Secretary', 'CSI: NY', '90210', 'King of Queens', 'Catch-22' and 'Looking for Alaska'.

Current and library titles coming to Viaplay in Poland include 'Billions', 'Blood & Treasure', 'FBI: Most Wanted', 'The Good Fight', 'Hawaii Five-0', 'A Million Little Things', 'SEAL Team', 'Survivor' and 'Walker', a reimagining of the long-running series 'Walker, Texas Ranger'.

In the Netherlands, the shows available on Viaplay include 'Walker', 'The Good Fight', 'Bull', 'Frasier', 'The Good Wife', 'King of Queens', 'Californication', 'Elementary', 'Madam Secretary' and 'Deadwood'.

Filippa Wallestam, Viaplay Group Chief Content Officer: "Paramount is one of Hollywood's most renowned storytellers, and Viaplay viewers in 10 countries can now enjoy many of the biggest and best shows from their incredible line-up with us. This volume deal secures even more high-quality streamed content for our fast-growing service, which offers a unique combination of international films and series, Viaplay Originals, kids programming and the world's best live sports."

Lisa Kramer, President, International Television Licensing, Paramount Global Content Distribution: "We are thrilled to expand and extend our successful partnership with our friends at Viaplay. We look forward to bringing a wide selection of CBS Programming and world-class library to Viaplay's audiences."

Alongside Paramount Global Content Distribution, Viaplay has long-term contractual relationships with US studios such as Sony, MGM, NBCUniversal, wiip and more.

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 Paramount Global Content Distribution:

Paramount Global Content Distribution is the leading distributor of premium content across multiple media platforms throughout the global marketplace. The division's portfolio is comprised of some of the world's most recognized brands, including feature films and television programs from Paramount Pictures, Paramount Television Studios, CBS Studios, CBS Media Ventures, CBS News, SHOWTIME Networks, Nickelodeon, MTV Entertainment Studios, Miramax and third-party partners. The division also has the largest distributed library of series and film titles, including global franchises such as "CSI: Crime Scene Investigation," "NCIS," "Star Trek," "SpongeBob SquarePants," "Transformers," "Mission: Impossible," and more. In addition, the division licenses a diverse lineup of scripted and unscripted formats for local production and international co-productions. Paramount Global Content Distribution is a division of Paramount.

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