

# Viaplay and Camilla Läckberg open 'The Beach Hotel' as latest Original

- Filming starts today of new series created by bestselling author Camilla Läckberg (the hit Viaplay Original 'Hammarvik')
- Läckberg is one of the world's most popular crime writers, with over 30 million books sold
- Viaplay to premiere at least 70 Originals in 2022

**Camilla Läckberg, the bestselling queen of Nordic crime fiction, will return to Viaplay with 'The Beach Hotel'. A thrilling blend of soap opera and crime drama, the latest Viaplay Original series features an all-star Swedish cast and follows Läckberg's record-breaking 'Hammarvik', which is one of the most watched Viaplay Originals ever. Filming of 'The Beach Hotel' starts today in the idyllic Swedish coastal town of Varberg, and the series will premiere exclusively on Viaplay in 2023.**

To celebrate his 60<sup>th</sup> birthday, Werner Gyllenmark holds a party at his beach hotel and invites his family, employees and even his arch-enemy, Egil Grip. But the event ends abruptly with an accident that shocks the entire town – and slowly but surely, explosive secrets emerge that some people will go to any lengths to keep hidden.

One of the world's most popular crime authors, Camilla Läckberg has sold over 30 million books and her work has been published in more than 60 countries. Alongside four seasons of 'Hammarvik', Viaplay has premiered Läckberg's first-ever feature film, the dystopian drama 'Glacier' starring Alexander Karim ('The Wheel of Time'; 'The Box').

Camilla Läckberg: "Soap opera is an incredible genre that viewers really connect with. I'm so happy to make this show with Viaplay and take viewers to such a beautiful location. But as every soap-fan knows, there's often something lurking behind an idyll. It's time for audiences to sink their teeth into a new soap with exciting new characters and intrigues."

Filippa Wallestam, Viaplay Group Chief Content Officer: "Camilla Läckberg and Viaplay's 'Hammarvik' has single-handedly renewed the Nordic soap opera. Her next epic offers rivalries, forbidden love and, as usual with Camilla, a distinct risk that some characters won't make it to the end. As with 'Hammarvik', 'The Beach Hotel' will be unmissable entertainment that will attract a broad audience to Viaplay, including viewers coming to streaming for the first time."

'The Beach Hotel' (Swedish title: 'Strandhotellet') is created by Camilla Läckberg and the lead writers are Lovisa Löwhagen and Jakob Vasell, both of whom worked on

'Hammarvik'. The series is executive produced by Kristoffer Graci and Lotta Dolk at Creative Society Production and Viaplay Group respectively.

## ABOUT VIAPLAY ORIGINALS

At least 70 Viaplay Originals are set to premiere in 2022. Upcoming Originals include ['Roombeek'](#); ['Listen Up!'](#); ['End of Summer'](#); ['R.I.P. Henry'](#); ['Below'](#); ['Thunder in My Heart'](#) season two; ['Live Life'](#); ['There's Something Going On'](#); ['It Could Have Been Us'](#); ['Threesome'](#) season two; ['R.S.V.P.'](#); ['The Fortress'](#); ['The Hunt for Jasper S.'](#); ['Liv Ullmann: The Road Less Travelled'](#); ['Those Who Kill'](#) season three; ['Face to Face'](#) season three; ['The Meaning of Life'](#); ['Something Stupid'](#); ['The Guilty'](#); ['Stockholm Bloodbath'](#); ['Delete Me'](#) season two; ['Boys'](#); ['The Dreamer – Becoming Karen Blixen'](#); ['Fenris'](#); ['Gold Run'](#); ['Last Light'](#); ['Cell 8'](#); ['Elvira'](#); ['North Sea Connection'](#); ['Limbo'](#); ['Litvinenko'](#); ['Karma and Jonar'](#); ['Ronja'](#); ['The Uninhabitable Earth'](#); ['Polish Murderesses'](#); ['Black Dog'](#); ['Freedom of the Swallow'](#); ['Honour'](#) season three; ['Pørni'](#) season three; ['Hilma'](#); ['Who Shot Otto Mueller?'](#); a biopic of [Börje Salming](#); ['What about Monica'](#); ['THE KINGDOM EXODUS'](#); ['Estonia: The Last Wave'](#); ['Stella Blómkvist'](#) season two; ['The Swarm'](#); ['Perfect People'](#); and ['Margeaux'](#).

[Two major English-language films](#) will be produced by Viaplay every year. The company has also established a UK-based joint venture with [FilmNation Entertainment](#) and invested in US studio [Picturestart](#).

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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').*

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