

## *Erling Haaland and Viaplay enter multi-market partnership*

- Manchester City and Norway striker to star in exclusive Viaplay content
- Haaland to become Viaplay ambassador in nine European markets
- Viaplay announced partnership with Formula 1 champion Max Verstappen in January

**Manchester City and Norway's superstar striker Erling Haaland has agreed a long-term, multi-market partnership with Viaplay. One of the hottest talents in world football, the 22-year-old Haaland will star in an exclusive documentary that gives Viaplay viewers unique insights into both his meteoric career and closely guarded personal life. Haaland will also become a Viaplay ambassador in the nine European countries in which Viaplay has rights to Premier League football.**

With unprecedented access to the player and his management team, the Viaplay production 'Haaland – The Big Decision' follows Haaland throughout spring 2022, when he was the top transfer target for every major club in Europe before opting to sign for City in a €60 million deal.

Furthermore, Alfie Haaland, a former Premier League star in his own right with over 180 appearances for Nottingham Forest, Leeds United and Manchester City between 1993 and 2001, will join Viaplay's Premier League broadcasts as an expert studio analyst. Viaplay has rights to Premier League until 2028 in Norway, Sweden, Denmark, Finland, Estonia, Latvia, Lithuania, Poland and the Netherlands.

Erling Haaland: "All my life I've watched and supported English football. To be able now to play in the Premier League is a dream come true. Joining up with Premier League rightsholders Viaplay in an ambassador role is something I look forward to. I'm sure we'll have many fun years together."

Anders Jensen, Viaplay Group President and CEO: "A Nordic phenomenon stepping onto the global stage – Erling and Viaplay complement each other perfectly. As our partnerships with Formula 1's Max Verstappen and now the Premier League's latest superstar make clear, Viaplay not only shows sports' biggest names in action every week, but brings fans closer to them than anyone else."

Peter Nørrelund, Viaplay Group Chief Sports Officer: "Erling's explosive two-goal league debut is just a taste of what's to come. Viaplay is the home of Premier League in nine countries, and supporters everywhere are eager to follow each step of City's new number nine. Sports documentaries are among Viaplay's fastest growing content areas, and we look forward to working with Erling to help share his incredible story."

In January, Viaplay announced a partnership with Formula 1 World Drivers' Champion Max Verstappen to create exclusive documentary programming for the service, with the first production, 'Verstappen – Lion Unleashed', premiering on 1 March. Verstappen is also a Viaplay ambassador in markets where Viaplay holds rights to Formula 1.

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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').*

### Contact us:

[press@viaplaygroup.com](mailto:press@viaplaygroup.com) (or Nicholas Smith, Senior Communications Manager: +46 73 699 1700)

[investors@viaplaygroup.com](mailto:investors@viaplaygroup.com) (or Matthew Hooper, Chief Corporate Affairs Officer: +44 7768 440 414)

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