

Lena Philipsson to star in Viaplay's 'The Street Where I Live'

- Six-part drama inspired by hit song from one of Sweden's leading musical artists
- 'The Street Where I Live' created and scripted by Mikael Newihl ('Max Anger') at Viaplay Studios, with Viaplay Content Distribution handling global sales
- Viaplay to premiere at least 70 Originals in 2022

Lena Philipsson, one of Sweden's most successful musical artists, will take on her first lead drama role in the Viaplay Original 'The Street Where I Live'. Philipsson has had no fewer than 13 albums in the country's top 20-chart since her debut in 1984, and represented Sweden in the 2004 Eurovision Song Contest. Inspired by her hit single of the same name, 'The Street Where I Live' is created and written by Viaplay Studios' Mikael Newihl (The Viaplay Original 'Max Anger', nominated for Best European Drama at the 2021 Festival de la Fiction TV in La Rochelle).

In the six-part series, Lena Philipsson plays Nina, who starts a new relationship four years after her husband's death. Nina's decision leads to dramatic and unexpected reactions, both from her family and neighbours. 'The Street Where I Live' will begin filming this autumn and will premiere exclusively on Viaplay in 2023.

Lena Philipsson: "It's incredibly exciting to step into this world together with Viaplay. Above all, I like the tone of the series and what it has to say. It's about being unafraid of change and daring to let go, even if it hurts. This is a show I'd want to watch myself."

Filippa Wallestam, Viaplay Group Chief Content Officer: "A song is an unusual basis for a scripted series, but Lena's hugely popular 2005 single combines tension, affection and longing. With a talented team behind the camera and a highly charismatic star in front, 'The Street Where I Live' will hit the right notes for viewers across Sweden and beyond. We're particularly proud that Viaplay is handling every aspect of this show – all the way from script and production to global sales."

'The Street Where I Live' (Swedish title: 'På gatan där jag bor') is directed by Lena Koppel ('The Importance of Tying Your Own Shoes') and produced by Cecilia Norman Mardell, with Helena Larand as executive producer for Viaplay. Worldwide sales are by Viaplay Content Distribution.

ABOUT VIAPLAY ORIGINALS

At least 70 Viaplay Originals are set to premiere in 2022. Upcoming Originals include ['My Fault'](#); ['Call Me Dad'](#); ['The Beach Hotel'](#); ['Roombeek'](#); ['Listen Up!'](#); ['End of Summer'](#); ['R.I.P. Henry'](#); ['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; [‘The Dreamer – Becoming Karen Blixen’](#); [‘Fenris’](#); [‘Gold Run’](#); [‘Last Light’](#); [‘Elvira’](#); [‘North Sea Connection’](#); [‘Limbo’](#); [‘Litvinenko’](#); [‘Karma and Jonar’](#); [‘Ronja’](#); [‘The Uninhabitable Earth’](#); [‘Murderesses’](#); [‘Black Dog’](#); [‘Freedom of the Swallow’](#); [‘Honour’](#) season three; [‘Pørni’](#) season three; [‘Hilma’](#); [‘Who Shot Otto Mueller?’](#); a biopic of [Börje Salming](#); [‘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](#).

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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