

## *Viaplay Group and SBS bring Viaplay Select to Australian audiences*

- Viaplay Select content to be available for Australian audiences on SBS On Demand
- Hundreds of hours of Viaplay Originals and additional premium curated content available to SBS On Demand's users
- Viaplay Select deals previously announced with DMD's CINDIE service in Latin America and WOWOW in Japan

**Viaplay Group and SBS have agreed a multi-year partnership that makes curated content from Viaplay Select available in Australia on the SBS On Demand streaming service. Launching 2 November, SBS On Demand's users will have access to hundreds of hours of Viaplay Originals and additional premium curated content over the course of the partnership. The agreement is the latest Viaplay Select partnership to be announced, following recent deals with DMD's CINDIE service in nine Latin American countries and with WOWOW in Japan, with further markets targeted before the end of 2022.**

In Australia, a wide range of upcoming Nordic Viaplay Originals, including series, films and documentaries, will premiere on SBS On Demand through Viaplay Select. The offering also includes an extensive library of Viaplay Originals and third-party Nordic series and features, with a selection of forthcoming English-language Viaplay Originals to be available in due course.

Viaplay is the Nordic region's leading producer of original content, with at least 70 Viaplay Originals set to premiere in 2022.

The scripted Viaplay Original series set to premiere shortly in Australia as part of the deal include the gritty crime shows 'Fenris', 'Cell 8', 'Where Were You' and 'Huss'; the Canneseries-nominated biopic 'The Dreamer – *Becoming Karen Blixen*' starring Connie Nielsen; the quirky dramas 'Harmonica' and 'Below'; the acclaimed comedy-drama 'Pørni'; and the young adult hits 'Two Sisters', 'Ida Takes Charge' and the award-winning 'Thunder in My Heart'.

In addition, compelling international Viaplay Original documentaries such as 'The Prize of Silence', 'Natascha Kampusch – A Lifetime in Prison' and 'Wozniacki & Lee' will also premiere on SBS On Demand through Viaplay Select.

Vanda Rapti, Viaplay Group SVP & Head of Acquisitions, Content Distribution & Partnerships: "Viaplay Select is a compelling concept that helps our partners stand out in today's competitive global streaming market. Nordic storytelling attracts audiences everywhere, and our Viaplay Originals deliver it better than anyone. Australia and the Nordic region may be on opposite sides of the globe, but top-quality drama is a

universal language and we're delighted to share our stories with millions of SBS On Demand viewers through Viaplay Select."

Kathryn Fink, Director of Television at SBS: "SBS has long been a pioneer of premium Nordic programming in Australia. Viaplay Originals like 'Wisting' and 'Darkness: Those Who Kill' are already among SBS On Demand's most-watched series. We're thrilled to partner with Viaplay to showcase even more of the best programs from around the world and reinforce SBS's reputation as a leader in international drama, while meeting the growing appetite of Australian audiences for global storytelling."

Viaplay Select is focused on markets where Viaplay is not currently prioritising the launch of a direct-to-consumer service, and where local partners can benefit from Viaplay's unique content pipeline. Viaplay's direct-to-consumer offering is today available in the Nordic and Baltic countries, Poland, the Netherlands and the UK, and will launch in the US and Canada in the first quarter of 2023.

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## NOTES TO EDITORS

*Viaplay Group AB (publ) is the international streaming challenger. Our Viaplay streaming service is available direct-to-consumer in every Nordic and Baltic country, Poland, the Netherlands and the UK, and we are expanding rapidly by launching in the US, 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 SBS:

*SBS holds a unique place in the Australian media landscape, inspiring all Australians to explore, respect and celebrate our diverse world and in doing so, contributes to an inclusive and cohesive society. From its beginnings in 1975, SBS has evolved into a contemporary, multiplatform and multilingual media organisation with a free-to-air TV portfolio spanning six distinctive channels in SBS, National Indigenous Television (NITV), SBS VICELAND, SBS Food, SBS World Movies, and SBS WorldWatch; an extensive radio and audio content network providing more than 60 culturally and linguistically diverse communities with services in their own language; and an innovative digital offering, including streaming destination SBS On Demand, bringing Australians a world of programming, available to audiences anytime, anywhere. Visit us at:*

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