

Viaplay Group signs new Polish distribution deal with Play

- Viewers in Poland can access Viaplay directly through Play
- Partnership reinforces Viaplay's Polish market position
- Viaplay Group reported 2.9 million international customers, including Poland in Q1 2023

Viaplay Group has entered a long-term distribution partnership with Polish telecommunications company Play. Following last year's merger with UPC, Play is now Poland's leading telecommunication operator. With this partnership, the Viaplay streaming service is included as a hard bundle in Play's TV packages. This collaboration marks a significant step for Viaplay in reinforcing its position in the Polish market, as well as for the ongoing development of the local streaming landscape.

Viaplay Group had previously established successful partnerships with both Play and UPC, both major players in the Polish telecommunications and Pay TV industry. With the two forming a new entity under Play as of April 2022, Viaplay Group has now entered an overarching partnership that encompasses the entire merged organisation. As a result, Viaplay's compelling content will be directly accessible through Play to a large audience across Poland.

Alexander Bastin, Viaplay Group Chief Commercial Officer, Continental Europe and Baltics: "This new collaboration with Play is very positive news for both companies and for viewers. It demonstrates the strength and appeal of Viaplay's offering in Poland. We are committed to delivering premium entertainment experiences to our valued Polish audience, and this deal makes it even easier for new and existing customers to enjoy Viaplay."

Mikkel Noesgaard, Play Group Chief Marketing Officer: "At Play, we are committed to providing our customers with the freedom to choose the best connectivity and digital entertainment experience at the most affordable price. Our recently launched New Generation TV is the only solution on the Polish market, that enables customers to compose their own bundle and have access to best quality content. We are happy that thanks to our cooperation with Viaplay our customers can enjoy the best quality entertainment at home and away with Play."

Viaplay launched in Poland in August 2021 and reported 2.9 million international customers, including Poland in Q1 2023. The content available for Polish customers includes top-tier sports such as Formula 1, KSW, NHL, Premier League, Bundesliga, UEFA Europa League and UEFA Europa Conference League, alongside local Viaplay Series and Films and popular Nordic and international content. In June, the much-anticipated Polish KSW Viaplay Documentary 'Materla. Lionheart' will premiere.

NOTES TO EDITORS

Viaplay Group AB (publ) is the international entertainment provider. Our Viaplay streaming service is available direct-to-consumer in every Nordic and Baltic country, Poland, the Netherlands, the UK, the US and Canada. Every day, millions of customers enjoy our unique entertainment offering, including acclaimed Viaplay Series, Films and more, and an unrivalled line-up of premium live sports. In addition, our innovative Viaplay Select branded content concept makes Viaplay's compelling storytelling available to partners around the world. 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 Play:

The Play Group, part of the French Iliad Group, one of the largest telecommunications groups in Europe, is a leading provider of mobile services, fixed-line internet and digital television. It serves over 17 million customers and provides comprehensive ICT and data centers solutions dedicated to business. Play has been constantly developing the most modern mobile network in Poland, which currently counts over 10,800 base stations and covers nearly 100% of the Polish population, as well as a fiber optic network that will ultimately reach over 6 million households, providing customers in Poland with access to the highest quality fiber optic internet and freedom of choice.

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