



Rikard Steiber, CEO MTGx and Chief Digital Officer MTG

A family of four is sitting on a brown sofa in a bright, modern living room. The father is on the left, the mother is on the right, and two children are in the middle. They are all looking towards the camera. In front of them is a round coffee table with some food and drinks. The text "Our products" is overlaid in large, bold, red letters across the center of the image.

Our products

A close-up profile of an astronaut wearing a clear space helmet, looking out into space. The background shows the Earth's horizon and the blackness of space. Overlaid on the image is the text 'MTG x' in a large, bold, red font. The 'M' and 'T' are connected, and the 'G' is a large circle. The 'x' is positioned to the right of the 'G'.

MTG x



“GETTING YOU CLOSER
TO THE CONTENT
YOU LOVE THE MOST”

MTGx



VIAPLAY



PLAY



VENTURES

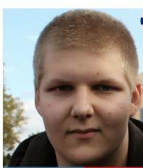
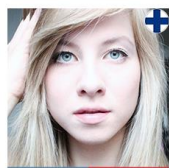
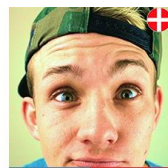
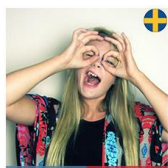
SPLAYVILLE



8 MILLION
SUBSCRIBERS

50 MILLION
VIEWS/MONTH

1 BILLION
TOTAL VIEWS





Viaplay “Everyone Happy”



Own Productions

- 27 own productions
- Exclusive previews
- Scandinavian celebrities

Sweden



Denmark



Norway



Sports

- Premium sports for everyone
- Live-sports on all platforms
 - World-class football
 - Documentaries

International Rights



Aug-May



Sept-May



All Year



Oct - June



Mar-Oct



23-28 sept



Local Rights



Jul-Dec, Feb- may



Mar-Nov



Sept-Apr



*incl. Jokerit (FI)

TV-Series

- 13 premieres
- Latest currents and long-expected returns
- Currents complemented with library

Premieres in 2015 Q1 and Q2



Mozart in the Jungle S01



The Strain S01



Friends (all seasons)



West Wing (all seasons)



Battle Creek S01



Outlander S01 (part2)



Deadbeat S02



The After S01



Greys Anatomy



Chuck (all seasons)

Viaplay Kids

- Animation and live-action
- Disney and Pixar classics
- Monthly refreshment
- Different age-groups
- +70 titles!

Premieres in 2015 Q1 and Q2



Peter Pan



Mulan



Beverly Hills Chihuahua



Justin & the Knights of Valour



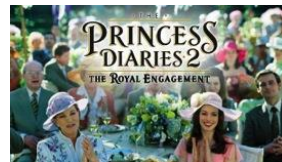
Piglet's Big Move



A bug's life



Winnie the pooh



The Princess Diaries 2



Herbie rides again



The Great Mouse Detective

Movies

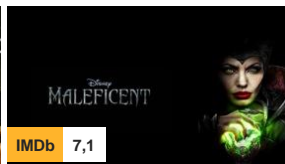
- Blockbusters and critically acclaimed movies
- Smashing premieres every month

Premieres in 2015 Q1 and Q2



IMDb 7,6

The Wolf of Wall Street



IMDb 7,1

Maleficent



IMDb 7,4

The Amazing Spiderman 2



IMDb 7,4

Lincoln



IMDb 5,3

A Good Day to Die Hard



IMDb 6,8

Wolverine



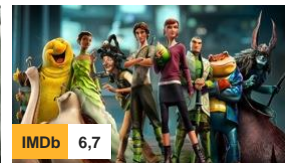
IMDb 6,8

The Internship



IMDb 6,3

Non-Stop



IMDb 6,7

Epic

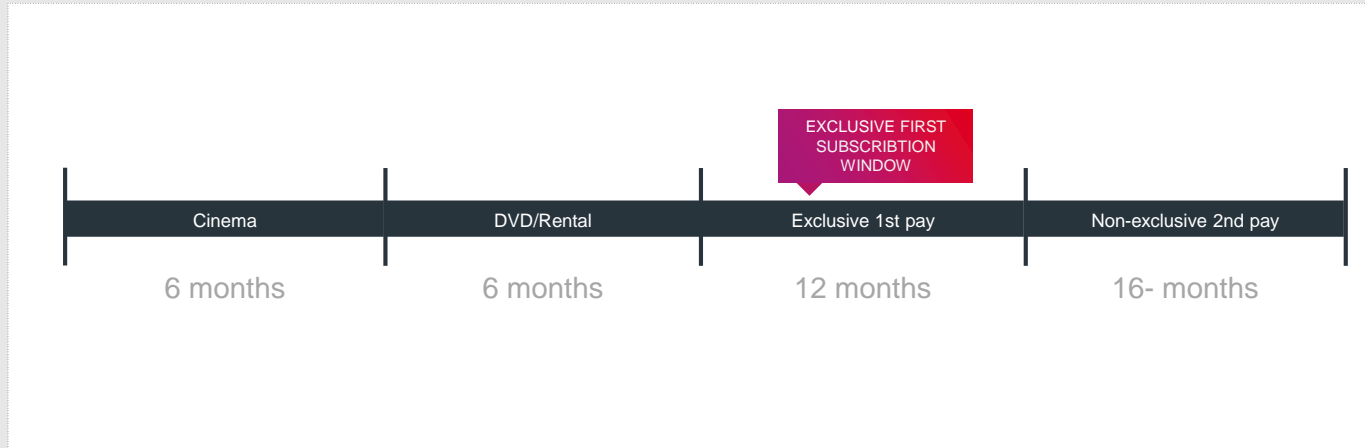


IMDb 6,1

Ride Along












Windowing

Output Deals



Movies

1st Pay Output Deals

	 Walt Disney	 NBC	 Warner	 20th Century	 Sony Pictures	 MGM	 Paramount	 Nordisk Film	 Scanbox	 SF
 viaplay	✓	✓	×	✓ (2nd)	✓	×	×	✓	✓	✓
Netflix	✓ (2nd)	×	✓	×	×	✓ (2nd)	×	×	×	×
Cmore	×	✓ (2nd)	✓ (2nd)	✓	✓ (2nd)	✓	✓	×	×	✓
HBO Nordic	×	×	×	×	×	×	×	×	×	×

✓ = First Pay ✓ (2nd) = Second Pay

- Viaplay has the largest and best collection of new international and local movie titles
- Viaplay is undoubtedly the strongest provider of local titles with content from SF Film, Nordisk Film and Scanbox









We got the Largest Share

Viaplay has the largest share of American and Nordic movies plus exclusive series and live sport








Sports rights

Football	    
Motor	   
Hockey	   
Other	   

Movie rights

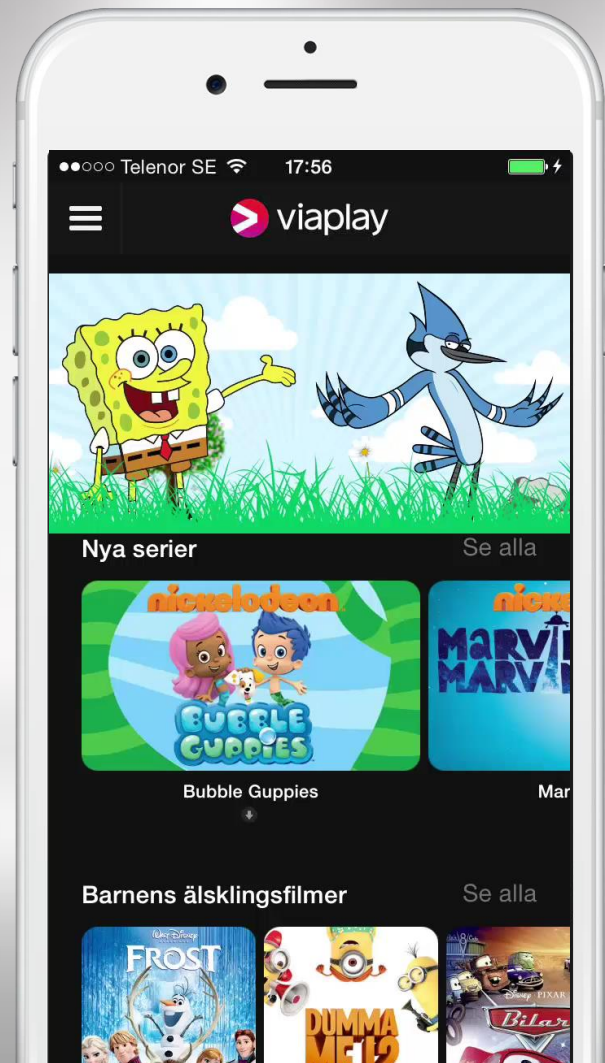
  
  
 

Series rights

Great User Experience

Next generation Viaplay on all platforms, fast, personal and downloadable



Innovative big screen experiences





Content is King and Distribution is Queen

An Award Winning Service

And you can watch it anywhere, anytime you want

Press reviews

Viaplay streaming service

Macworld



Cafe



AFTONBLADET



COMPUTERWORLD



Ekstra
Blade



Said about us

Flattering

"Best use of OTT by a Pay
TV Operator"

Connected TV Awards 2013

"Best entertainment site
2012 – 2nd place"

Internetworld – Top 100

"Best content-on-demand
solution"

Cable & Satellite International
Awards 2013

App Store ratings

Compared to competition

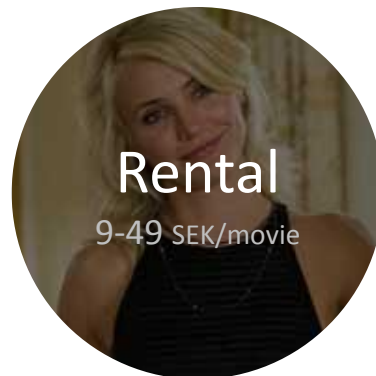
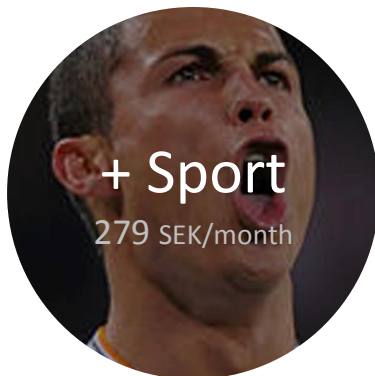
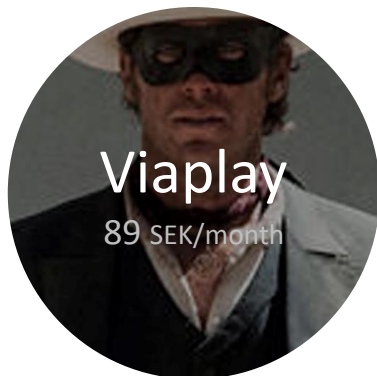


Competition



Our offer – Everyone, Everywhere

Something for everyone, everywhere and at anytime with our three products





Viaplay “Everyone Happy”





We are the digital
accelerator of MTG

Rental

Spring Premieres

- All new Blockbusters
- New big premieres every week

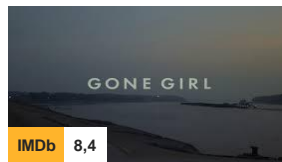
Premieres in 2015 Q1 and Q2



The Boxtrolls



The Maze Runner



Gone Girl



Justin & the Knights of Valour



Big Hero 6



Interstellar



Fury



The Hobbit 3



Fifty Shades of Grey



Turist

