



Why are we here today?

Changing Consumer Behaviour

Our Products

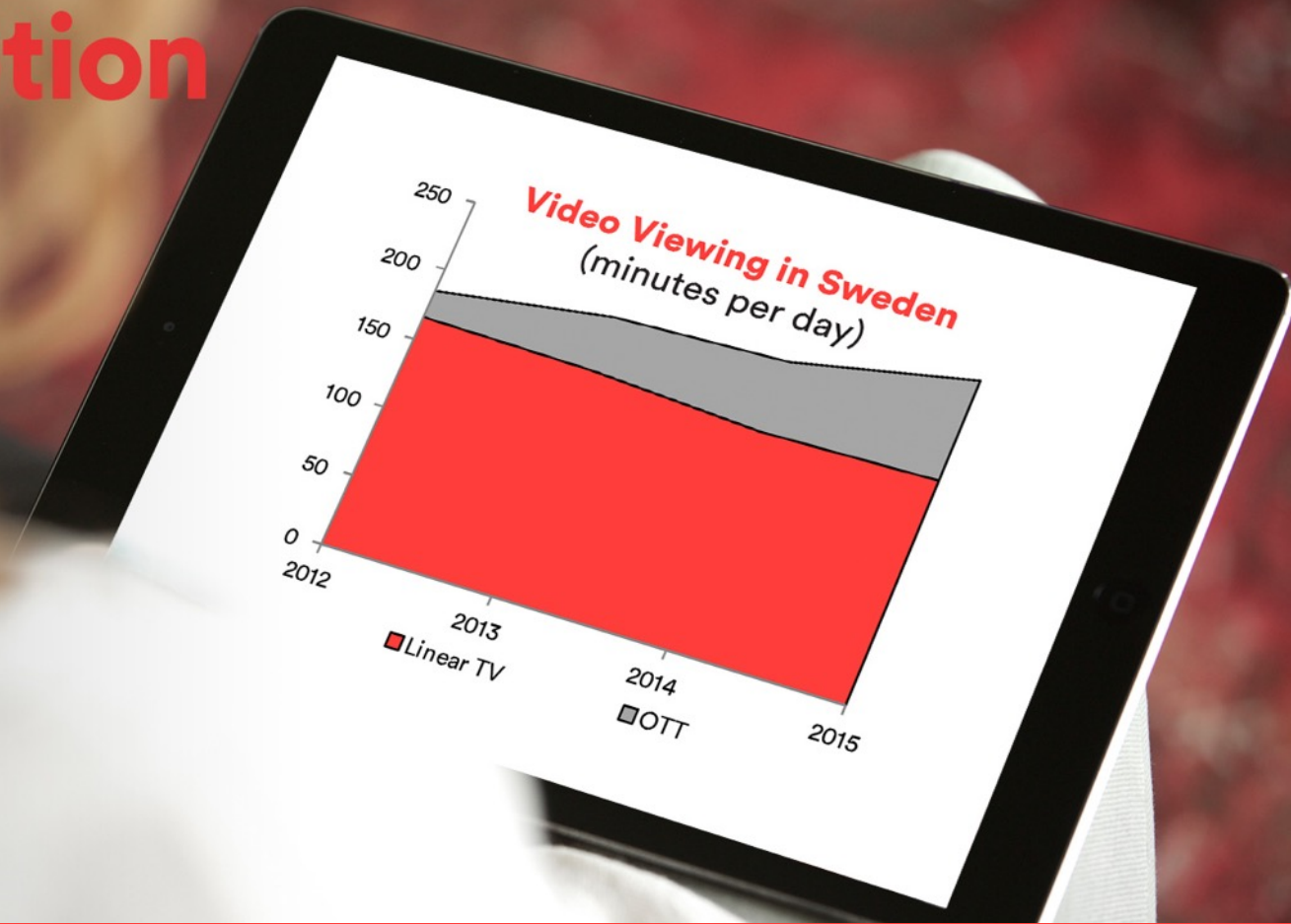
Our Strengths

Future Outlook

A family of four is sitting on a light-colored sofa in a bright, modern living room. A man is sitting in the middle, holding a remote control and looking towards a large television on the right. A young boy is sitting on the left, looking down at a tablet device. A young girl is sitting on the right, looking up at the television. The room has large windows with sheer curtains, and a wooden media console holds the TV and various electronic devices. The overall atmosphere is relaxed and contemporary.

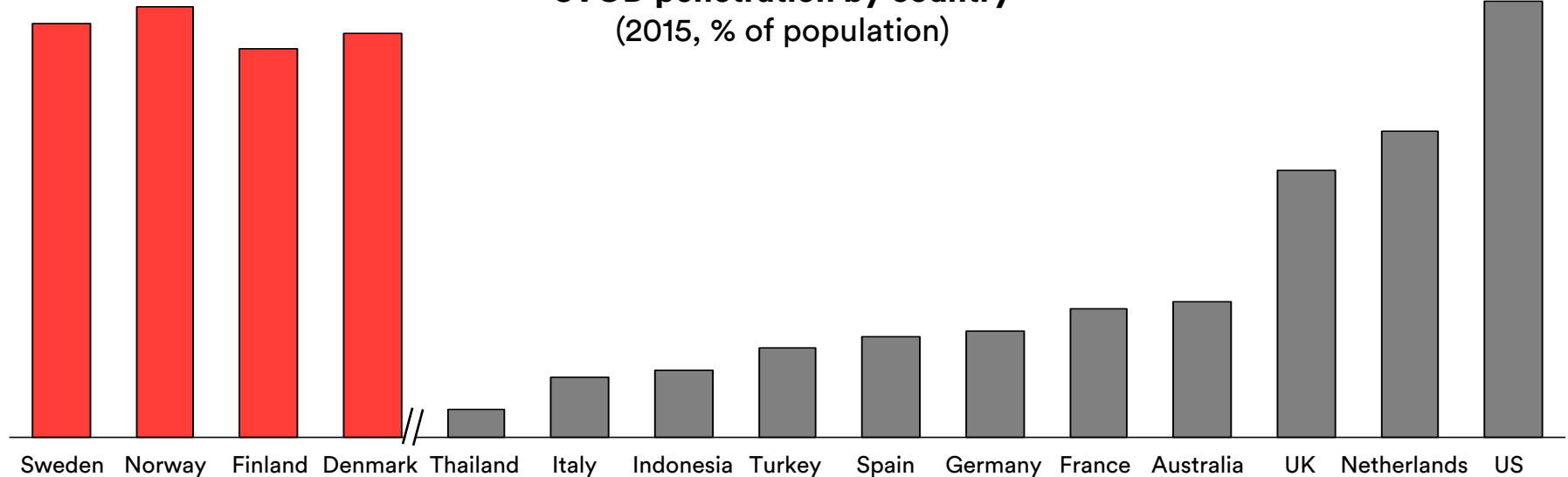
Our markets are changing

Consumption has never been higher



Nordic SVOD penetration is high

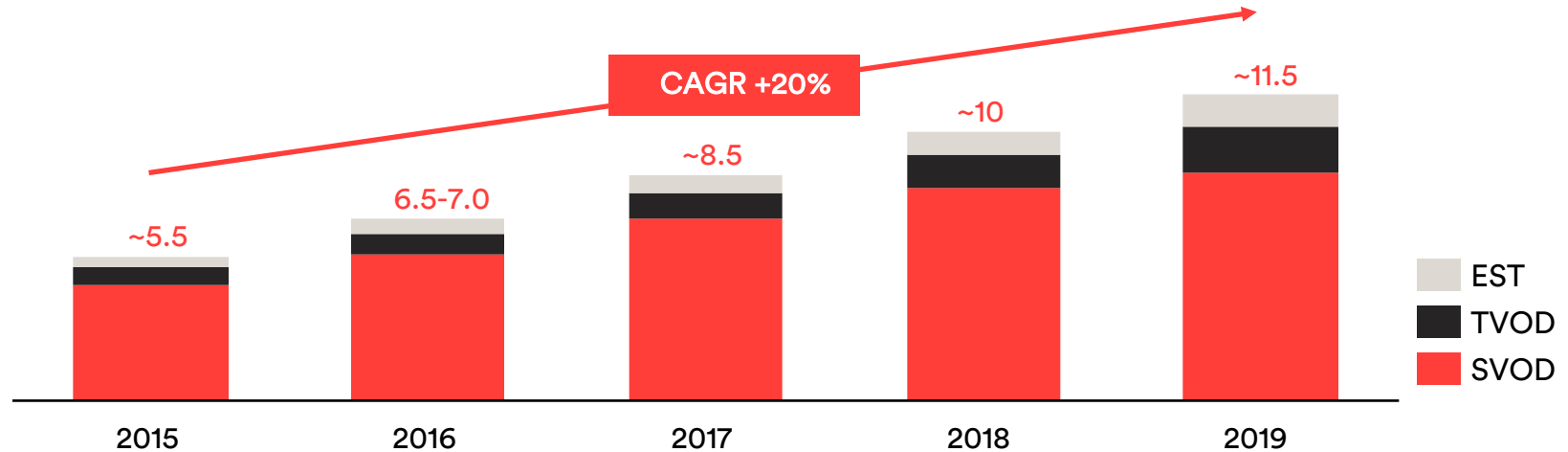
SVOD penetration by country
(2015, % of population)



Source: Statista

Strong growth in Nordic VOD to continue

**Nordic XVOD (PAY-OTT) market development
(SEKbn)**

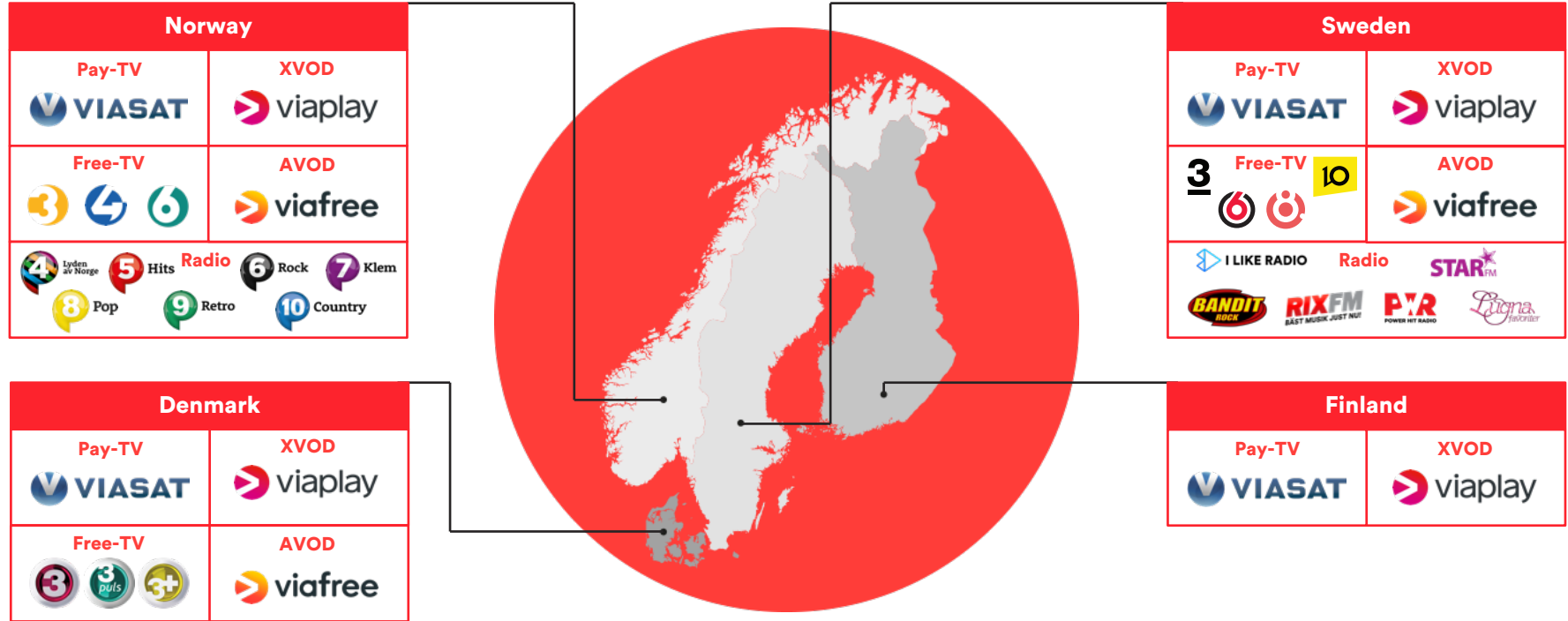


Source: MTG analysis, IHS Screen Digest, Nordisk Film, Mediavision

Change in behavior requires new products



Nordic Entertainment offers wide range of products across platforms





Movies, Series & Kids
10 EUR/month



Sports
40 EUR/month



Total (everything)
50 EUR/month

Our offer – Everyone, Everywhere



Fighting
20 EUR/month

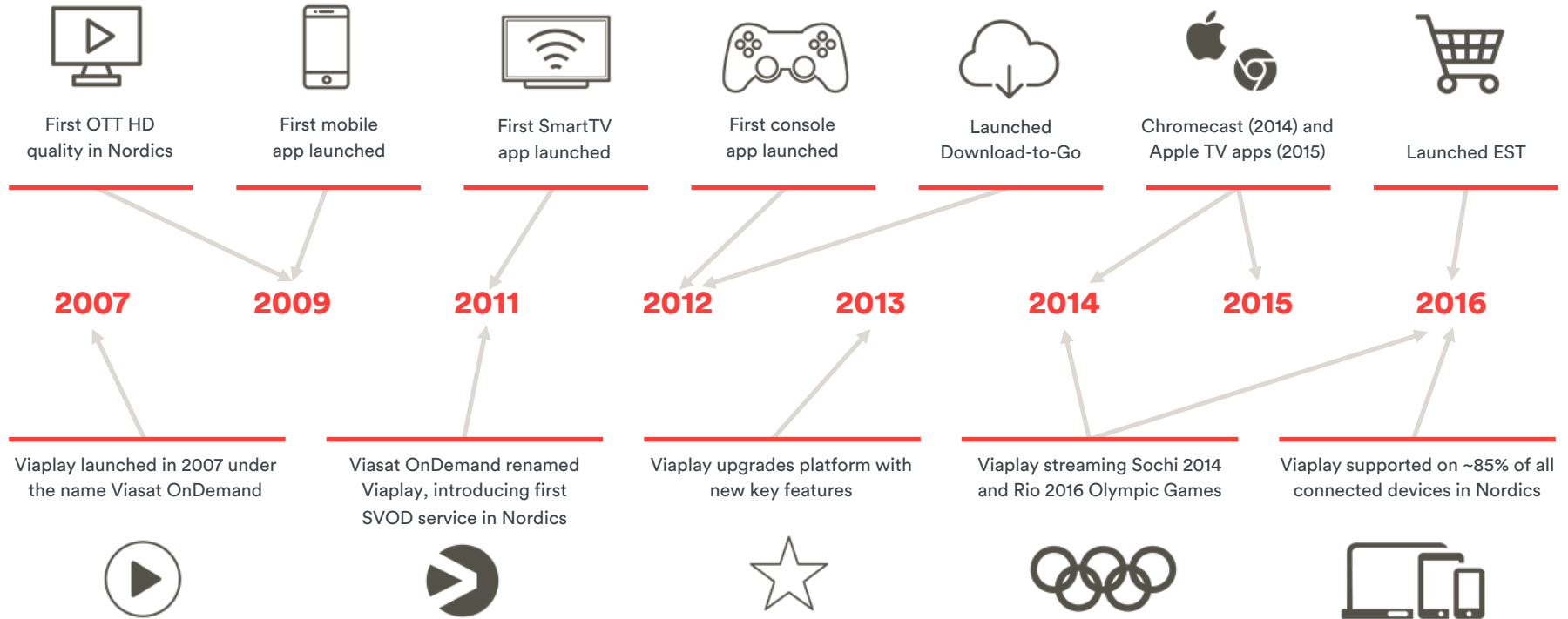


Rental & sell-through
5+ EUR/month



TV everywhere
Separate PayTV offering

Viaplay is a European OTT pioneer

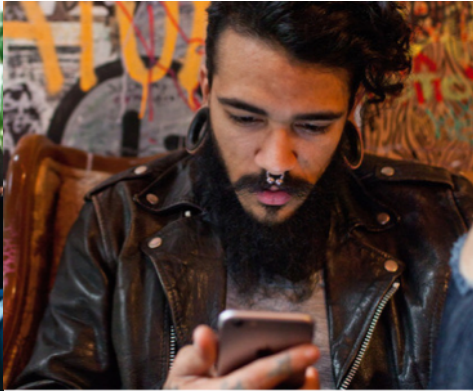


OTT customers looking for freedom



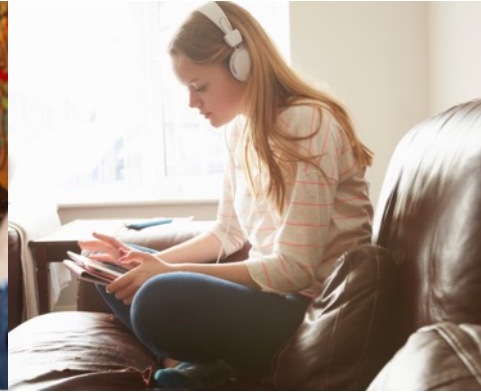
Freedom to choose

Wide supply available
anywhere, anytime



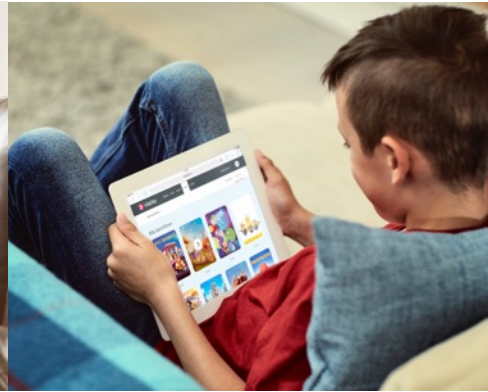
Freedom to personalise

Tailor the service
to my needs



Freedom to pace

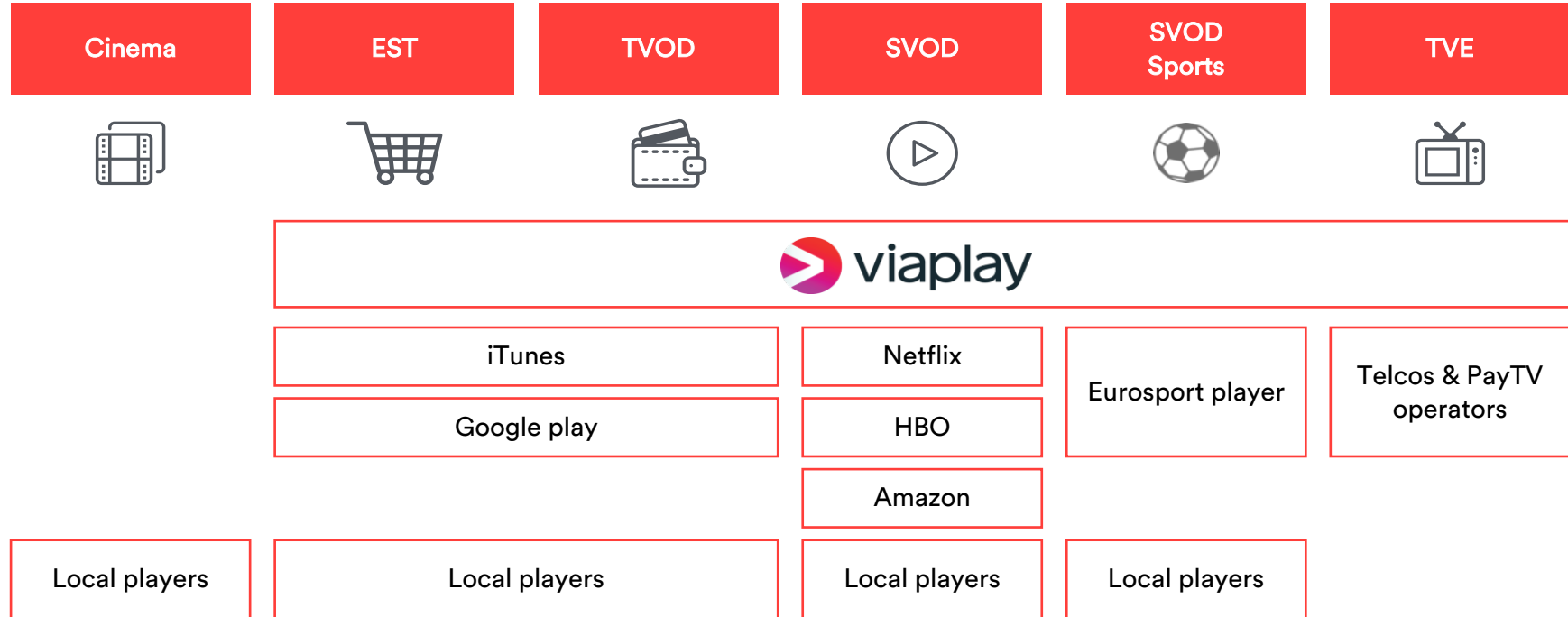
Start and pause, watch
next episode right away



Freedom to change

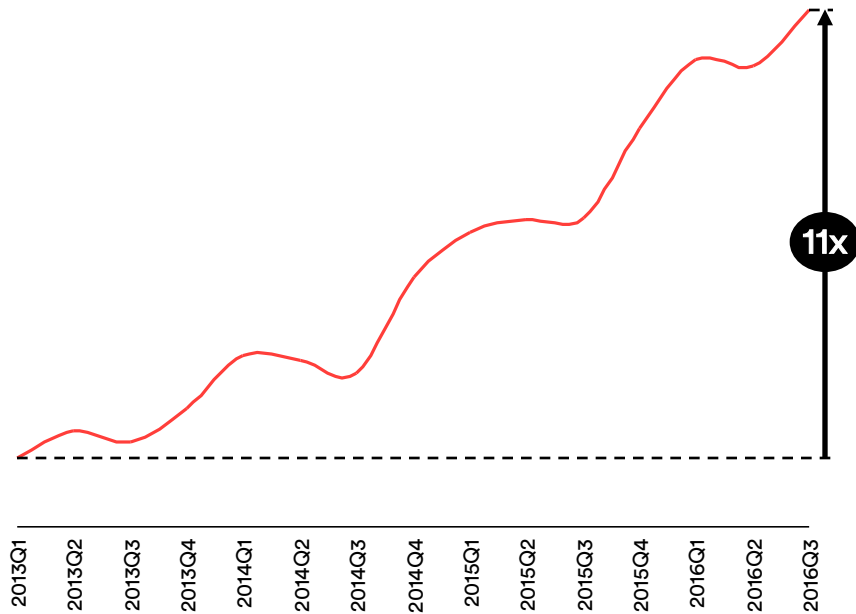
Switch subscription,
unsubscribe

Viaplay offers the full range of OTT products

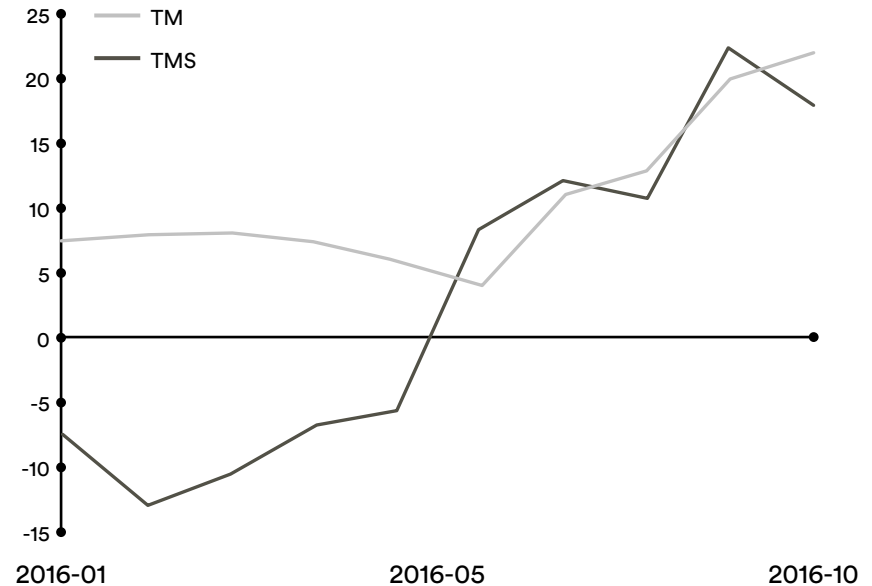


Strong Viaplay customer momentum

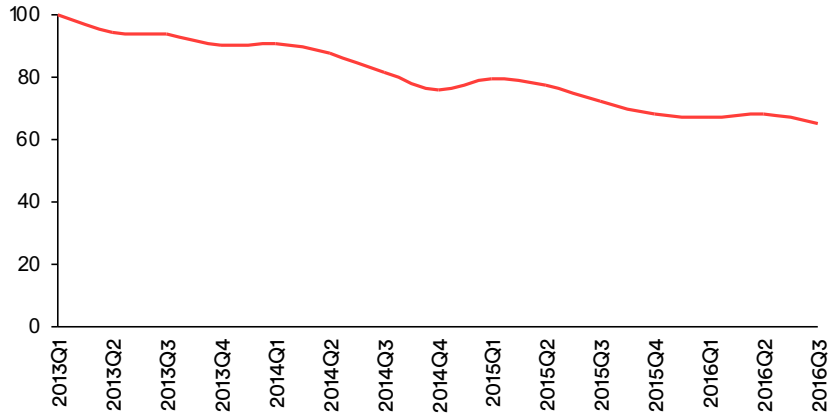
Viaplay # of started streams per month



Viaplay Net Promoter Score (customer satisfaction) per package (% NPS)



Viaplay annual churn
(indexed %)



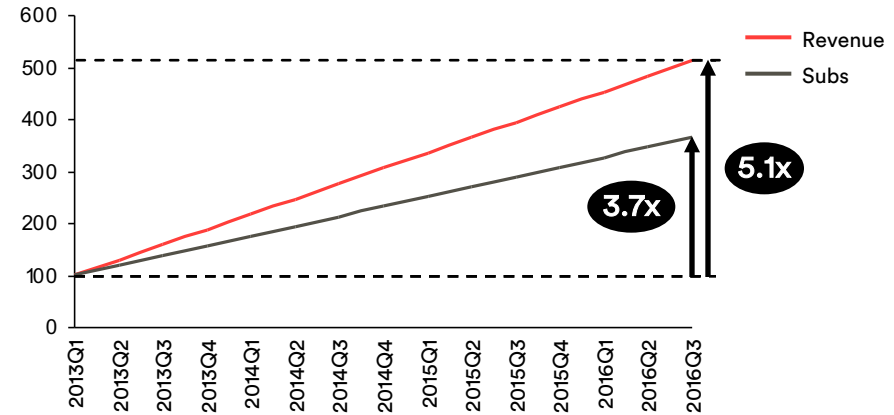
**Viaplay loyalty
steadily
increasing**





Viaplay revenue and subs growth

(indexed % from 2013Q1, based on subs outgoing balance)

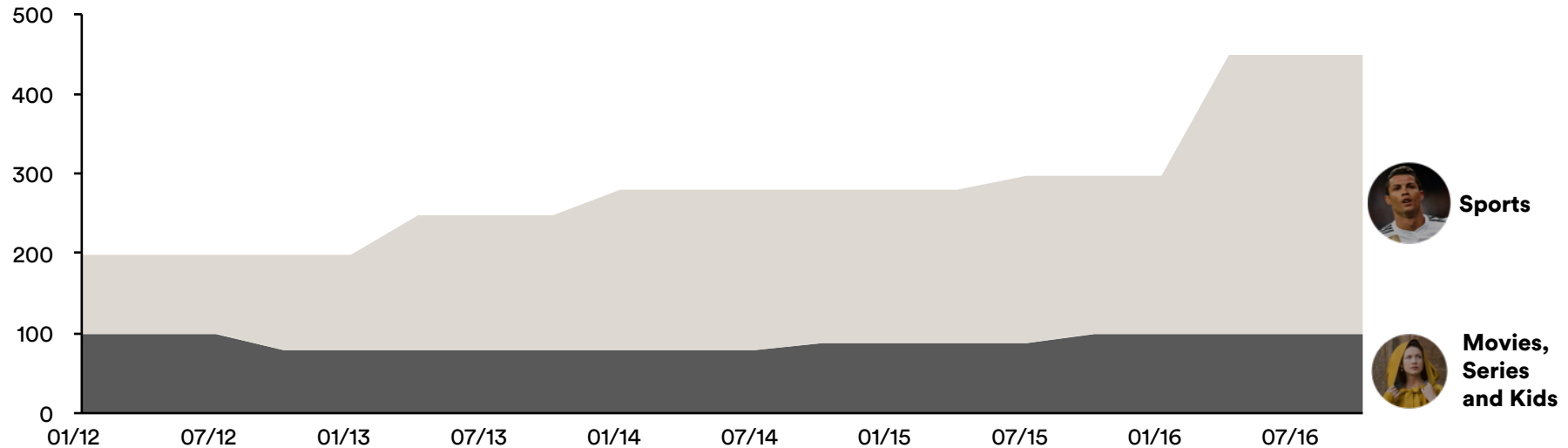


Viaplay price levels and ARPU increasing

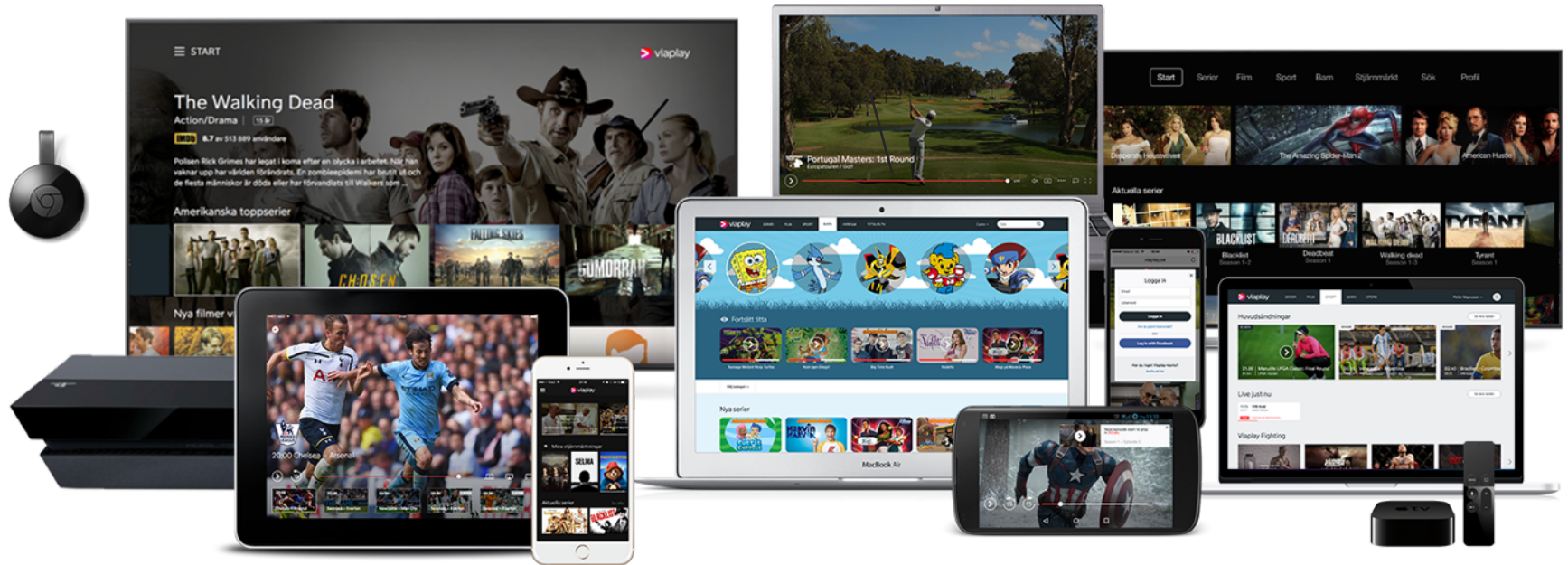


Example

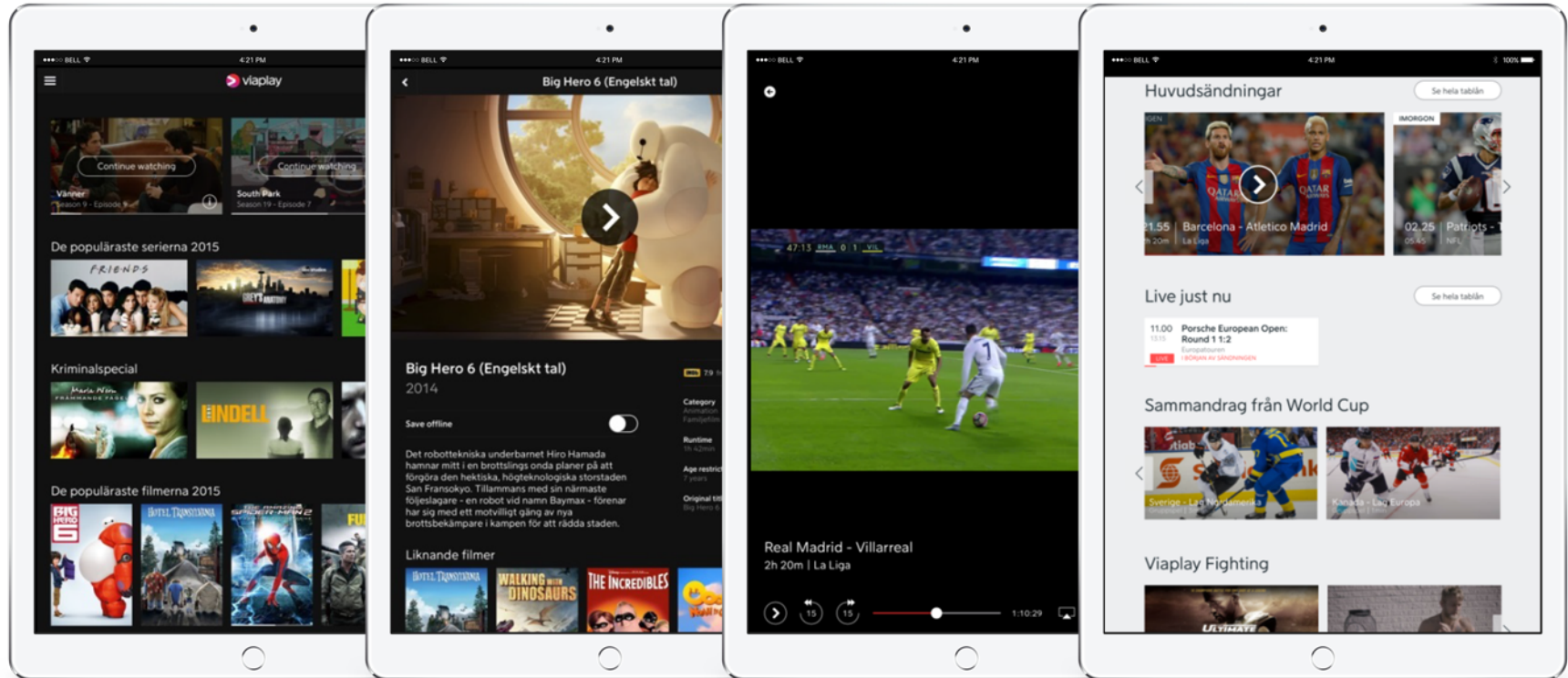
Viaplay price per package
(2012-01-2016-10, SEK)



Viaplay has a broad array of product features

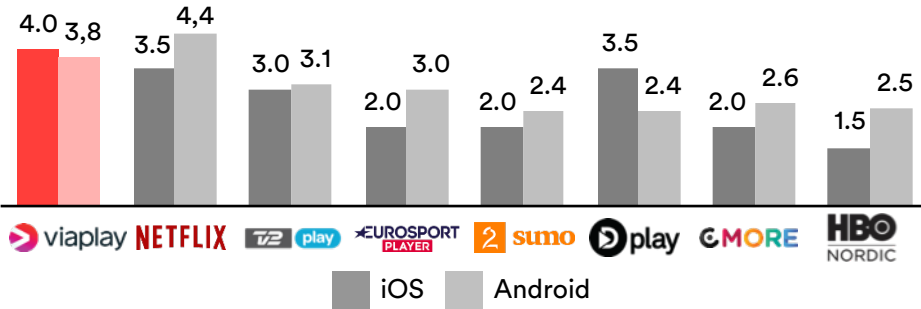


Viaplay's platform at industry forefront

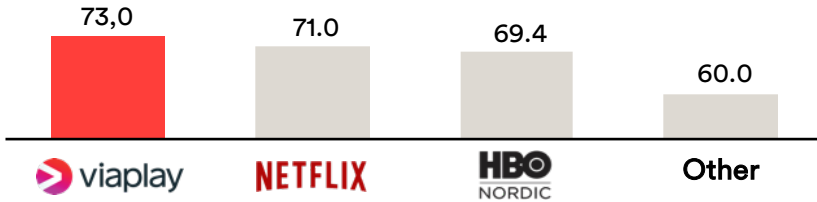


Viaplay considered top-ranked OTT service in Nordics

Mobile application ratings across Nordic SVOD players (2016)



Swedish Quality Index (2016)

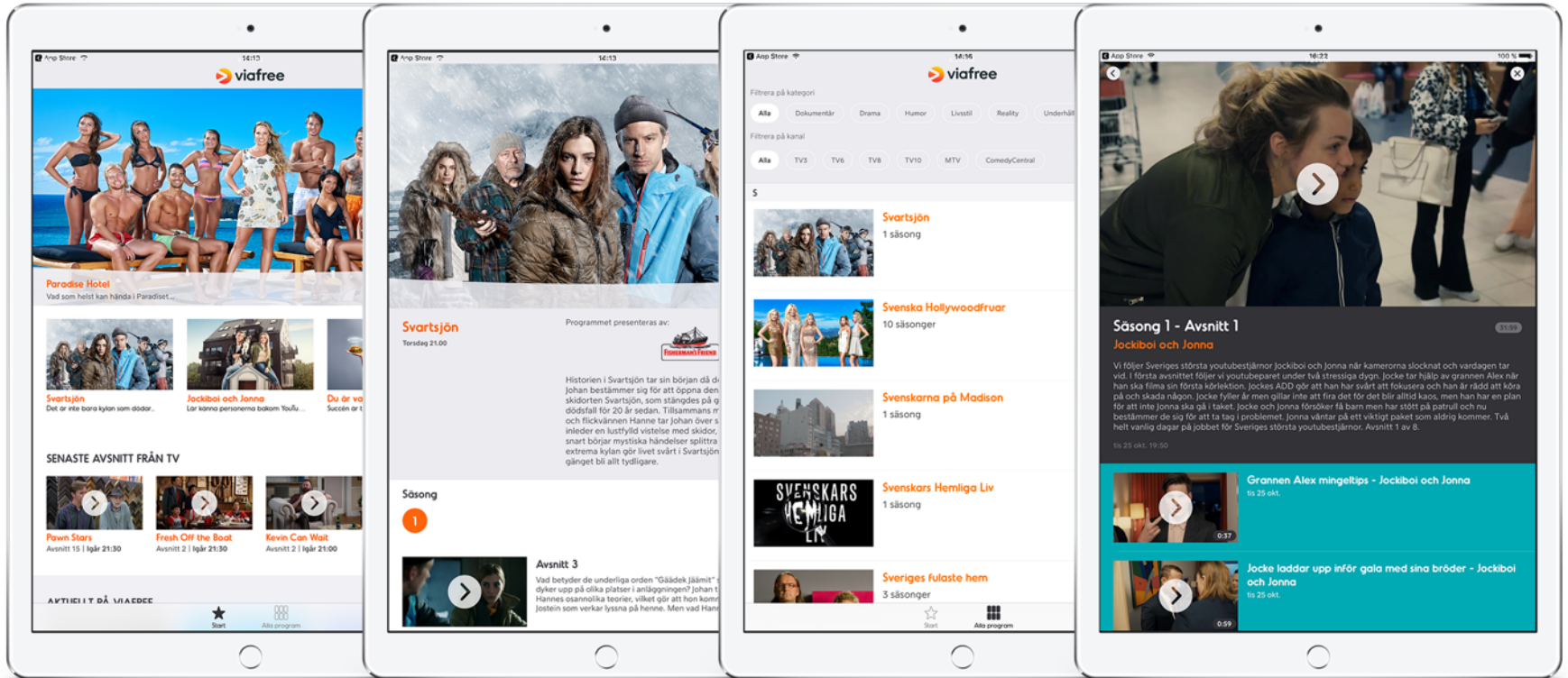




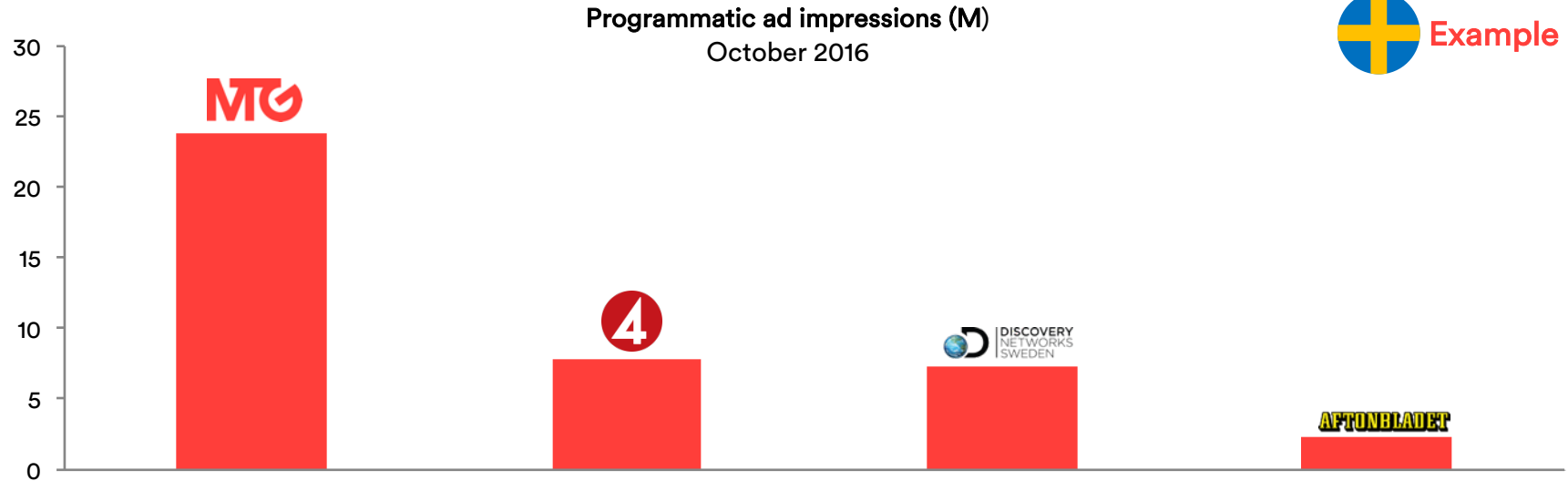
No fee. A lot to see. Feel free.



Viafree's platform at industry forefront



Viafree's programmatic is far ahead of competition



Source: MMS

Viafree consumers want light entertainment



**Content from
linear channels**



**Web exclusive
acquired content**



**Web exclusive
own productions**

Increased focus on web exclusives

Top shows since launch (based on views/ep)



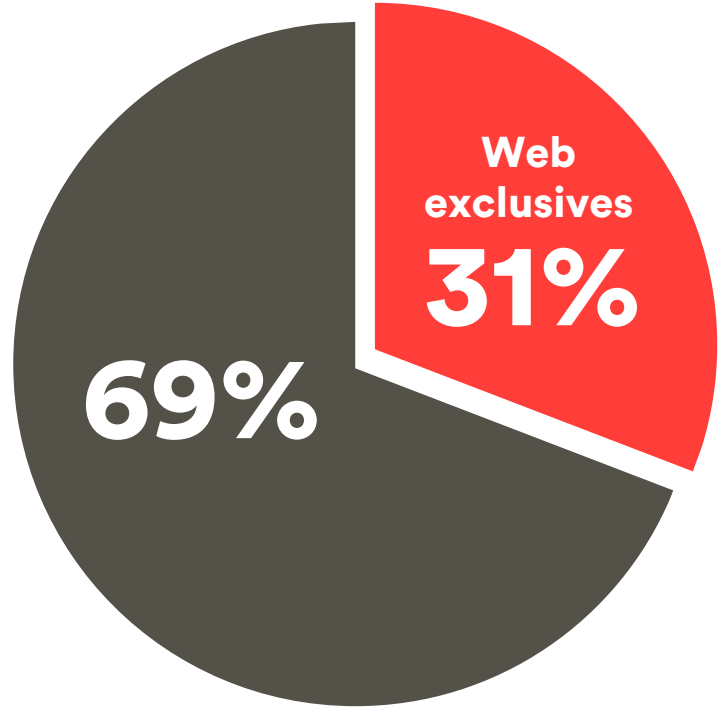
1. Paradise Hotel
2. Jockiboi och Jonna
3. Svenska Hollywoodfruar

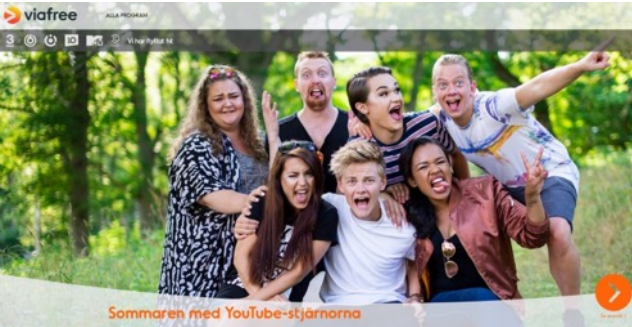


1. Familien fra Bryggen
2. Linse og de bare bryster
3. Robinson Ekspeditionen

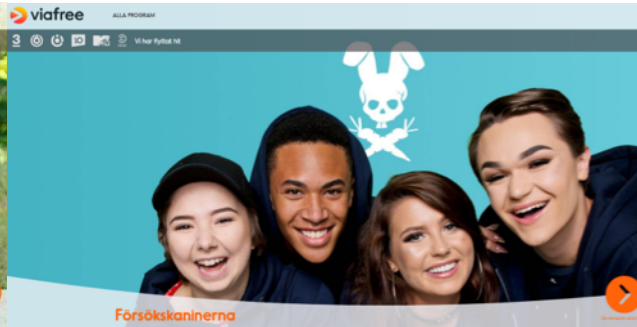


1. Wingman
2. Det beste vorspielet
3. Prebz og Dennis på nye eventyr

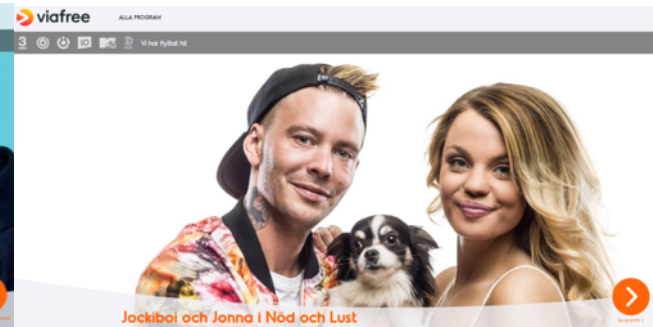




**The summer with
the Youtube Stars**

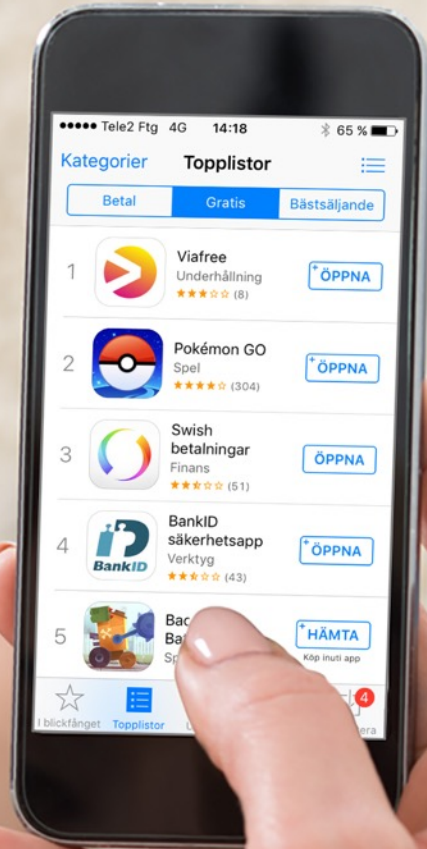


The Guinea Pigs



**Jockiboi and Jonna
In Sickness and in Health**

Viafree more popular than Pokémon Go

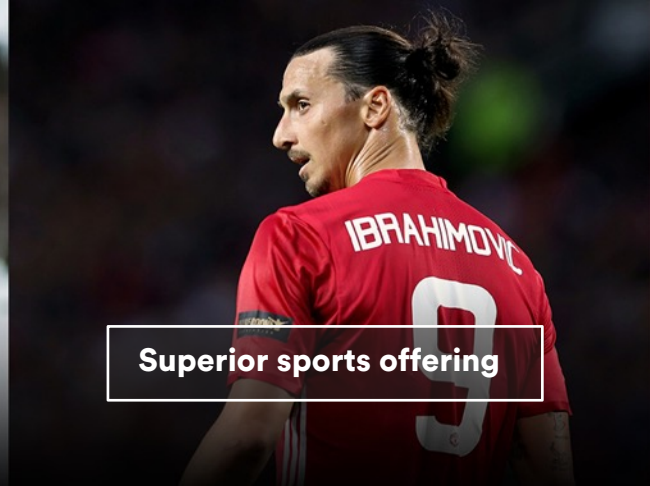




Acquired studio deals



Original content

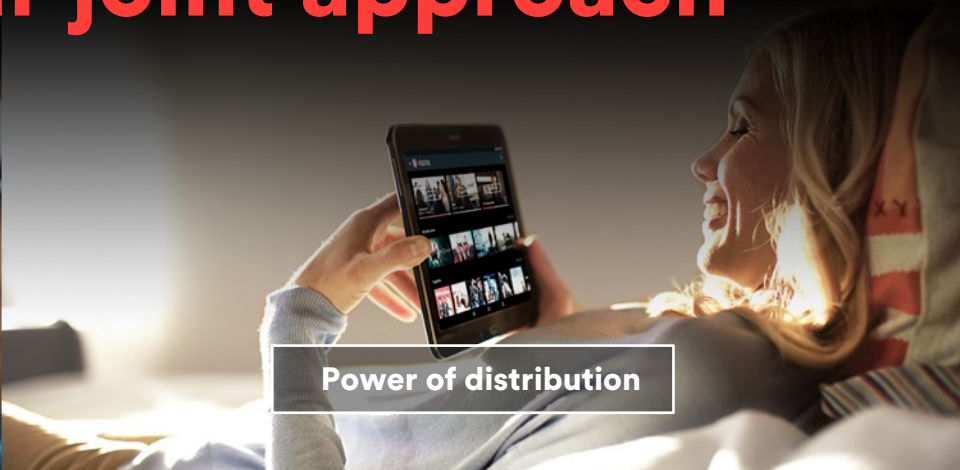


Superior sports offering

The power of our joint approach



Digital innovation



Power of distribution

Acquired studio deals



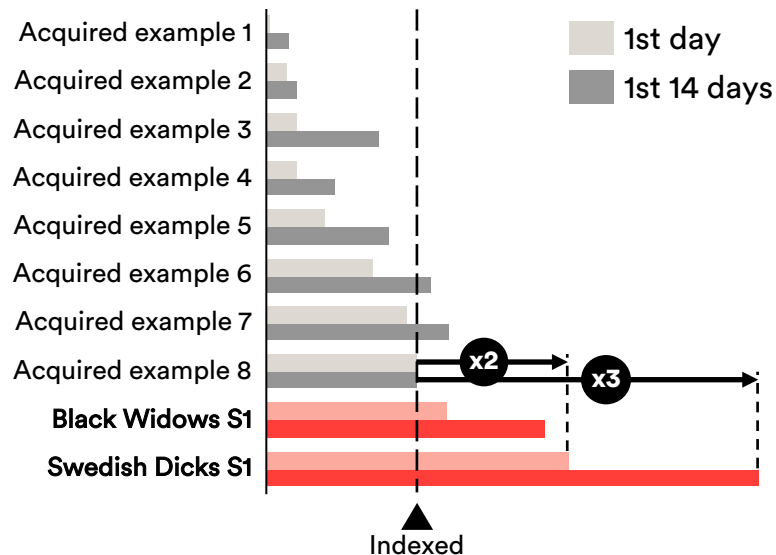
Original Content



Viaplay originals recently launched

Already a success with 50+ projects in pipeline (including renewals)

Viaplay originals relative performance vs. acquired
(2016; Indexed)



Superior sports offering

	National Soccer Leagues	EUROPA LEAGUE	CHAMPIONS LEAGUE	PREMIER LEAGUE	LIGA BBVA	LIGUE 1	SERIE A	National Hockey Leagues	NHL	NFL	F1	GOLF TOURS	IBF CHAMPIONS LEAGUE	Handball
 Allsvenskan	●	●	MTG	MTG	MTG	MTG	MTG	●	MTG	MTG	MTG	MTG	●	MTG
 Superligaen	MTG*	●	MTG	MTG*	MTG*	MTG	MTG*		MTG	MTG	MTG	MTG	●	MTG
 Tippeliga	●	●	MTG	●	MTG	MTG	MTG		MTG	MTG	MTG	MTG	●	MTG
 Veikkausliiga	●	●	MTG*	MTG	MTG	MTG	MTG	●	MTG	MTG	●	MTG	●	MTG

* Shared rights

Digital Innovation



The power of distribution



New Products



telenor

COM HEM



New Agreements



New Products



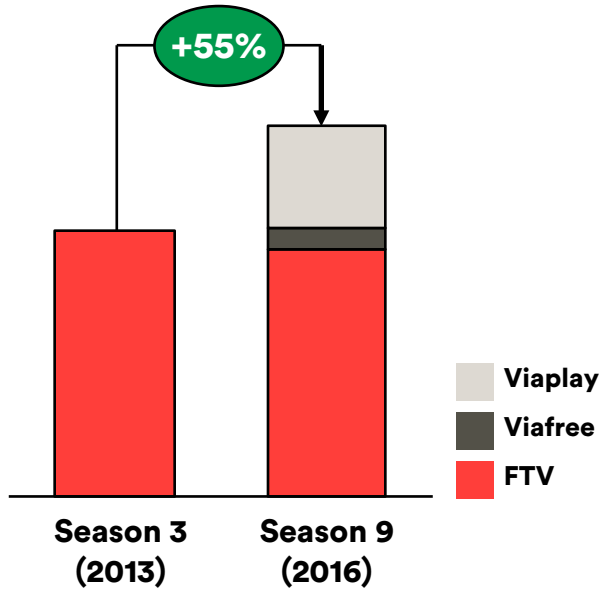
New Agreements

We reach more viewers



Example

'000 viewers of
Familjen fra bryggen



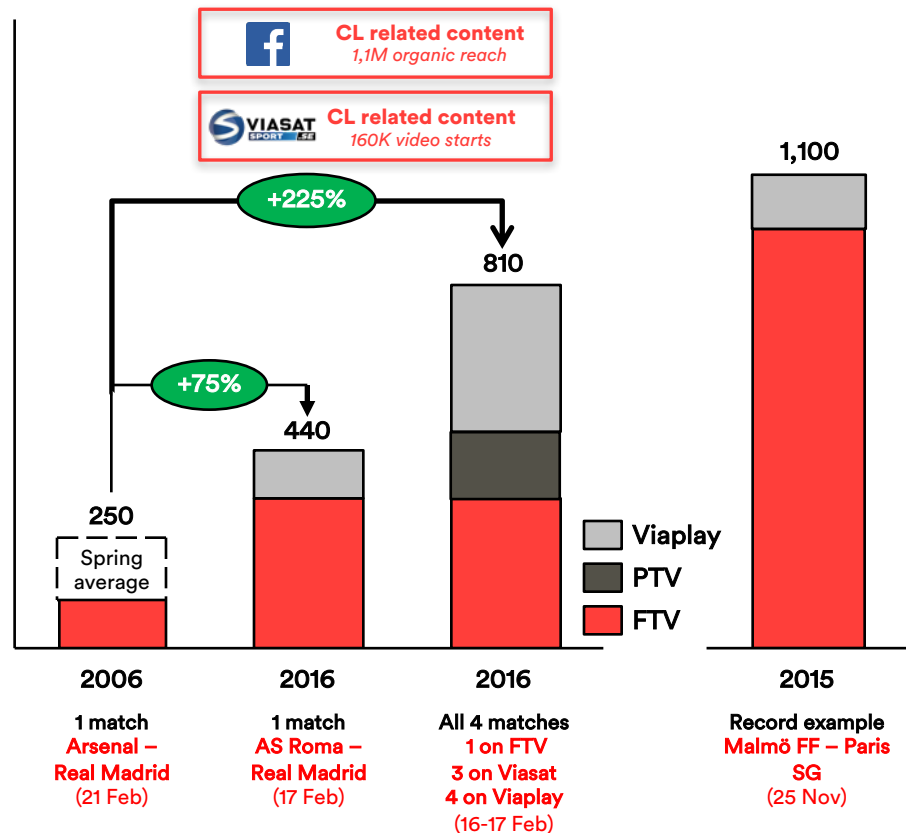


Example

Champions League

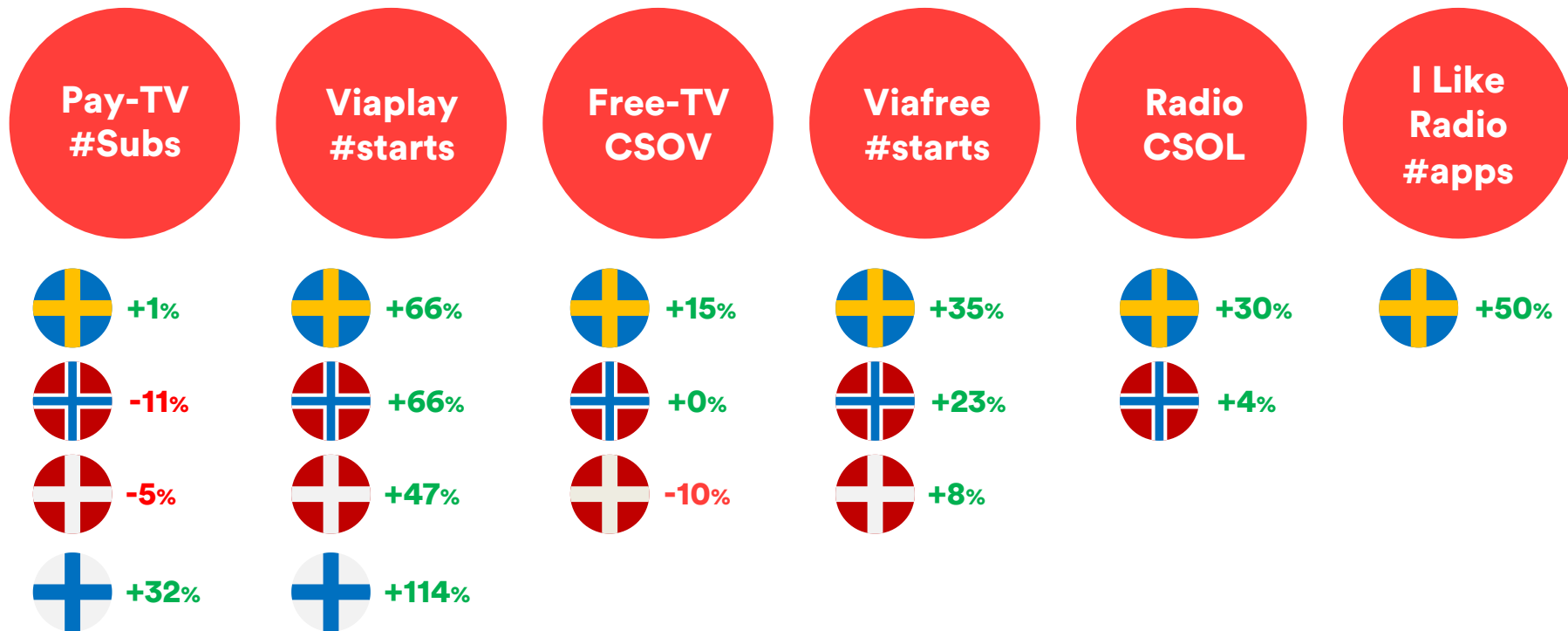


Viewers ('000)



In summary, our concept is working

Q3 16 vs 15





Our model is future-proof





We continue to develop new revenue streams

**New
Products**

**New
Partnerships**

New...?

A young boy and girl are sitting in the back seat of a car. The boy, in the foreground, is wearing a blue and white patterned shirt and a black seatbelt. He is holding a tablet and looking at it with a smile. The girl, behind him, is wearing a pink top and is also smiling and looking at the tablet. The car's interior is dark, and the background is slightly blurred.

Just the beginning