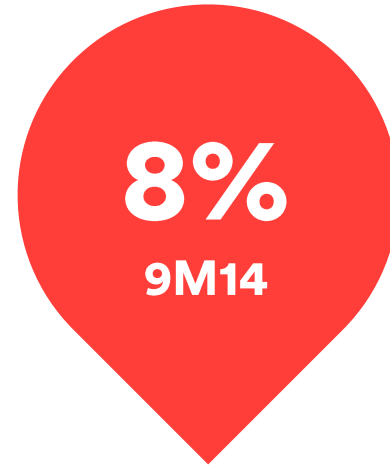




VOD killed the Video Star - The Future of Pay-TV in the Internet age

Jette Nygaard-Andersen
EVP of Nordic Pay-TV

**Strong
performance
trajectory**



**Sales
growth**

15%

9M14

19%

Q314

**EBIT
growth**

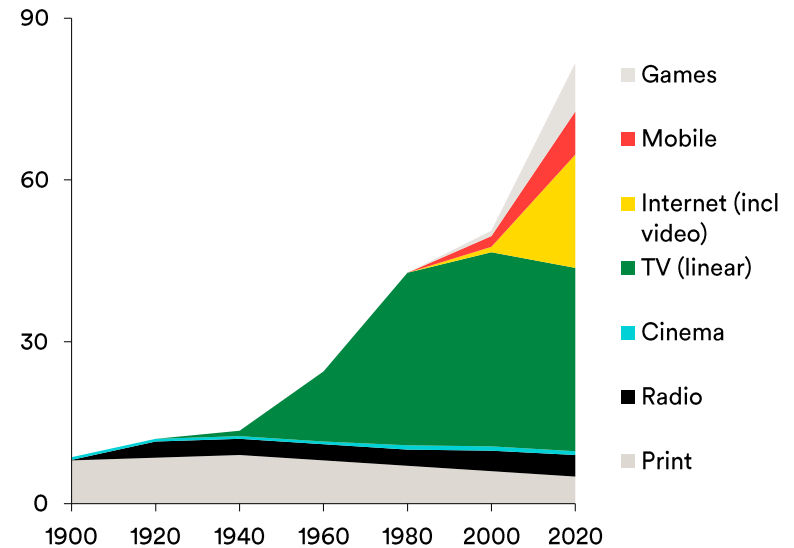
**Strong
performance
trajectory**

Healthy satellite business



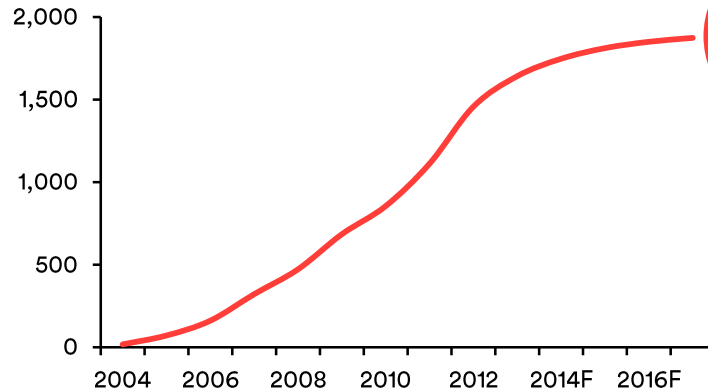
**Digital offers
growth
opportunities**

Media consumption (hours per week per person)



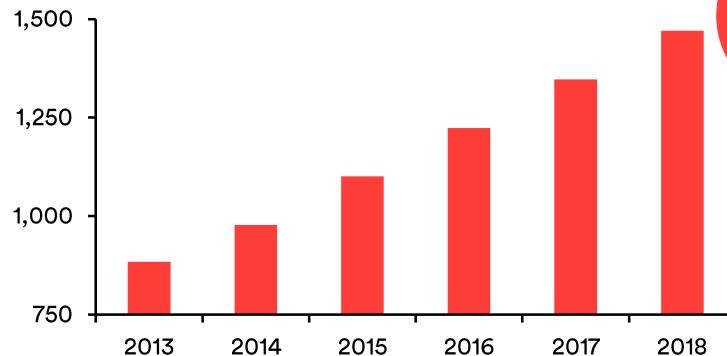
IPTV offers growth potential

Significant growth in IPTV subscribers (Nordics, 000s)



20%
share of PTV
market

Open fibre connected homes expected to continue growing (Sweden, 000s)

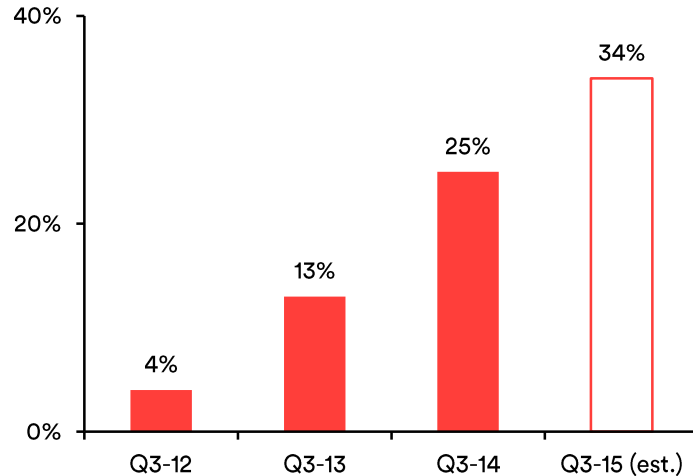


50%
growth
2014-2018E

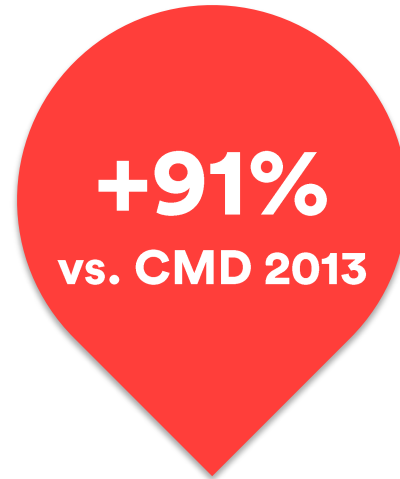
Large potential for Viaplay

Addressable market of 12m households

SVOD household penetration (Sweden)



Strong Viaplay subscriber growth



Strong partnerships for Viaplay

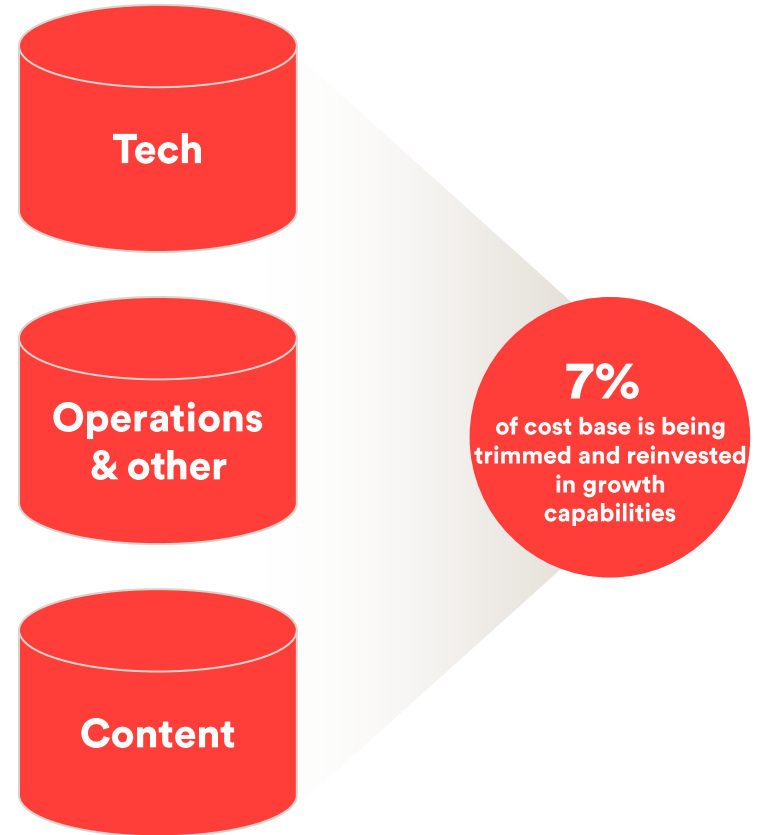
Distribution partnerships

TELE2

Platform partnerships

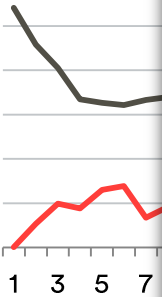


Improving cost performance and building new capabilities

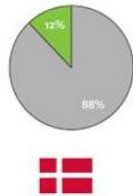


More than half of users who watched Frozen saw it several times

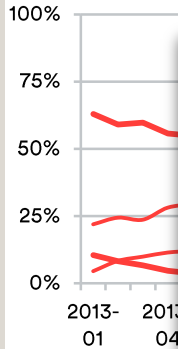
Share of viewers who watched Frozen



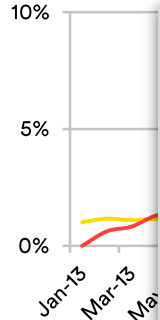
Preview viewing of Paradise Hotel grows over the season



80-90% of OTT viewing is in-home

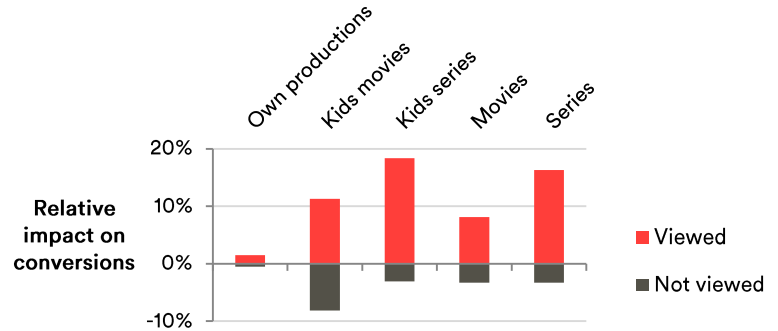


Viewing on mobile devices growing



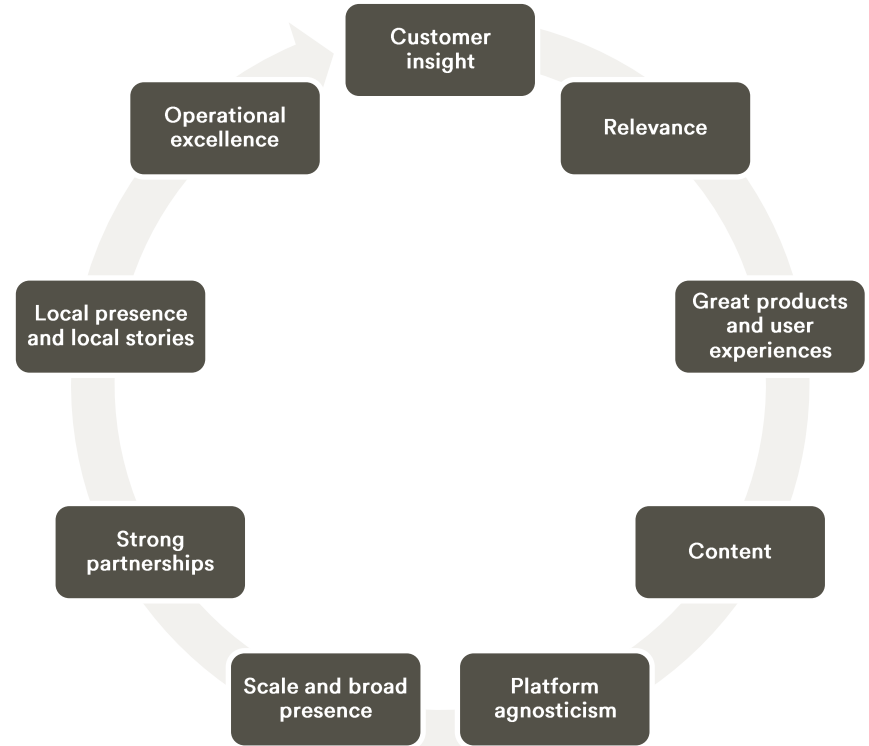
Cord-cutting and cord-shaving indications still low

Trial subscribers converting to paying is highly related to content watched



**We are driving
the digital
transition**

Unique eco system



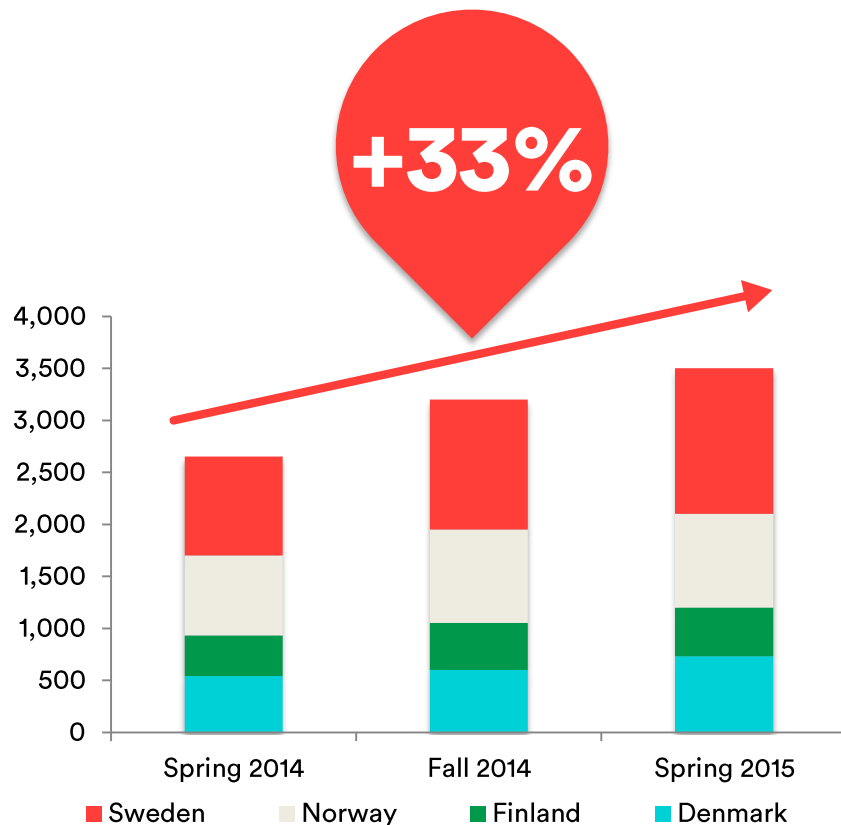


Viaplay “Everyone Happy”

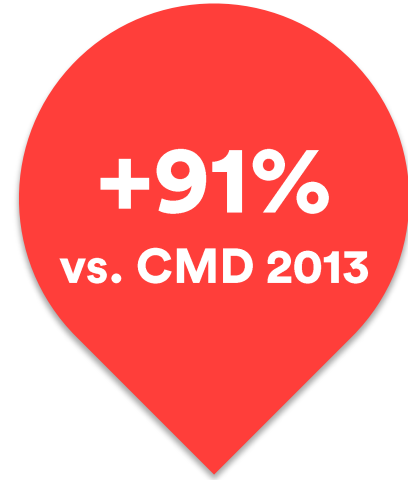
Rikard Steiber, CEO Viaplay

3.5M Nordic HH with SVOD by spring 2015

(1 in 3 HHs have +1 SVOD service in SE and NO)



**Viaplay is
growing faster
than market**



**Viaplay reach
new attractive
user segments**

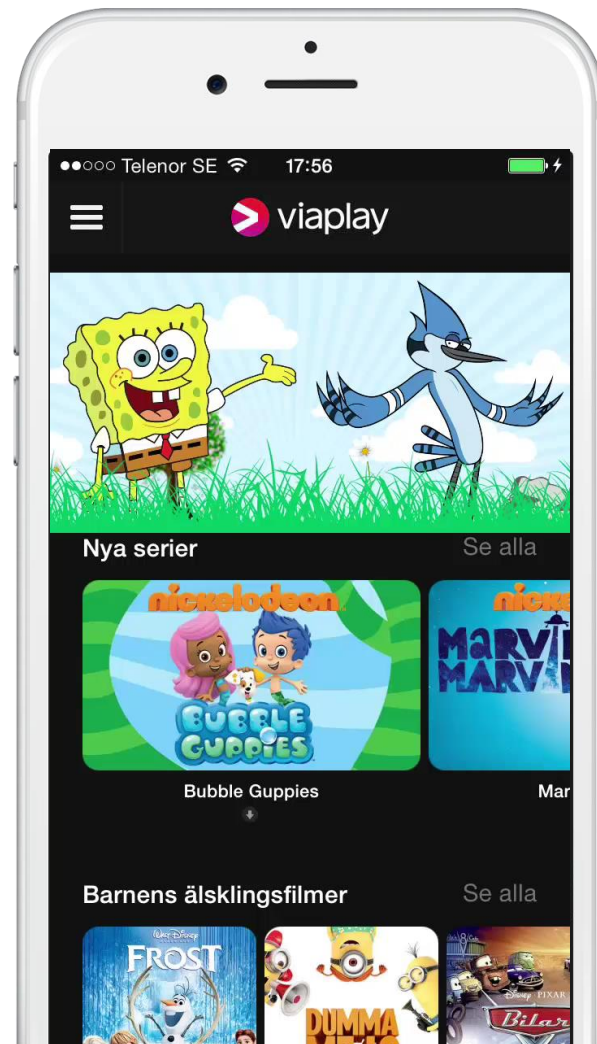



Usage Growth

Mobile usage up 144%

Viewing/user up 41%

Kids viewing up 513%



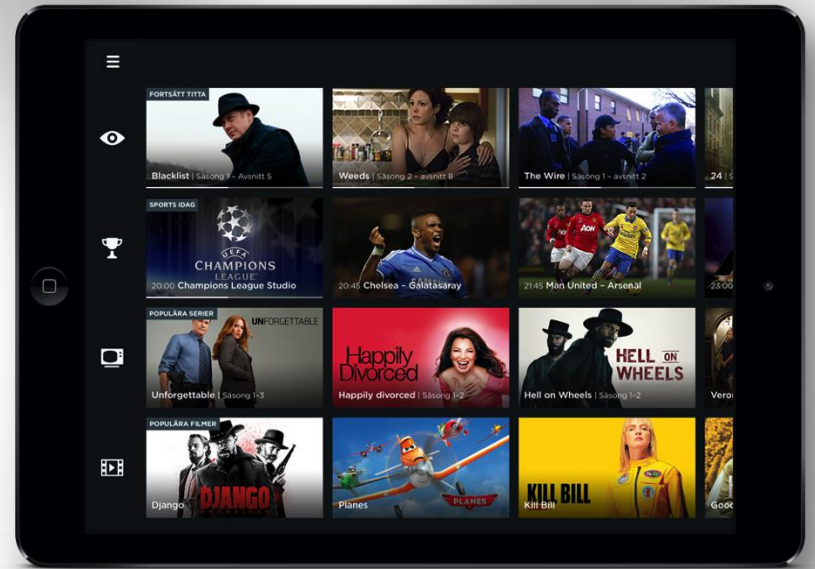
A family of about ten people is sitting on a large, dark-colored sectional sofa in a cozy living room. Each person is holding a tablet or laptop, suggesting they are watching content together. The room features a large fireplace with a fire burning inside, a wooden cabinet, and a framed picture on the wall. The lighting is warm and ambient, with a soft glow from the fireplace and a light source on the right wall.

The new family focused Viaplay is here!

**New product, content and brand
will grow revenues and market share**

Product

Next generation Viaplay on all platforms - fast, personal and scale



Innovative big screen experiences



Content

The Nordic leader
in premium sports
on all platforms

International top-rights



All year



Oct - June



Fall 2016



Mar - Nov



Local rights



Jul - Dec
Feb - May



Mar - Nov



Sep - Apr



Content

Unique collection
of kids, movies &
series content
“Viaplay Premiere”

Kids: strongest kids content offering on the market



Movies: best movie offering local and international



Series: recording breaking Series Premieres














FÄRDAS TILLBAKA
I TIDEN



Viaplay Premiere

Content

Unique collection
of movie, series
and kids content
“Viaplay Premiere”

	MTG	GMORE filmmet	NETFLIX	HBO NORDIC
	✓	✗	(✓)	✗
NBCUniversal	✓	(✓)	✗	✗
	✗	(✓)	✓	✗
	(✓)	✓	✗	✗
	✓	(✓)	✗	✗
	✗	✓	(✓)	✗
	✗	✓	✗	✗
	✓	✗	✗	✗
	✓	✗	✗	✗
	✓	✓	✗	✗

✓ = First window (✓) = Second window

Brand

Build a brand that
customers love,
buys and never
want to leave





Partners

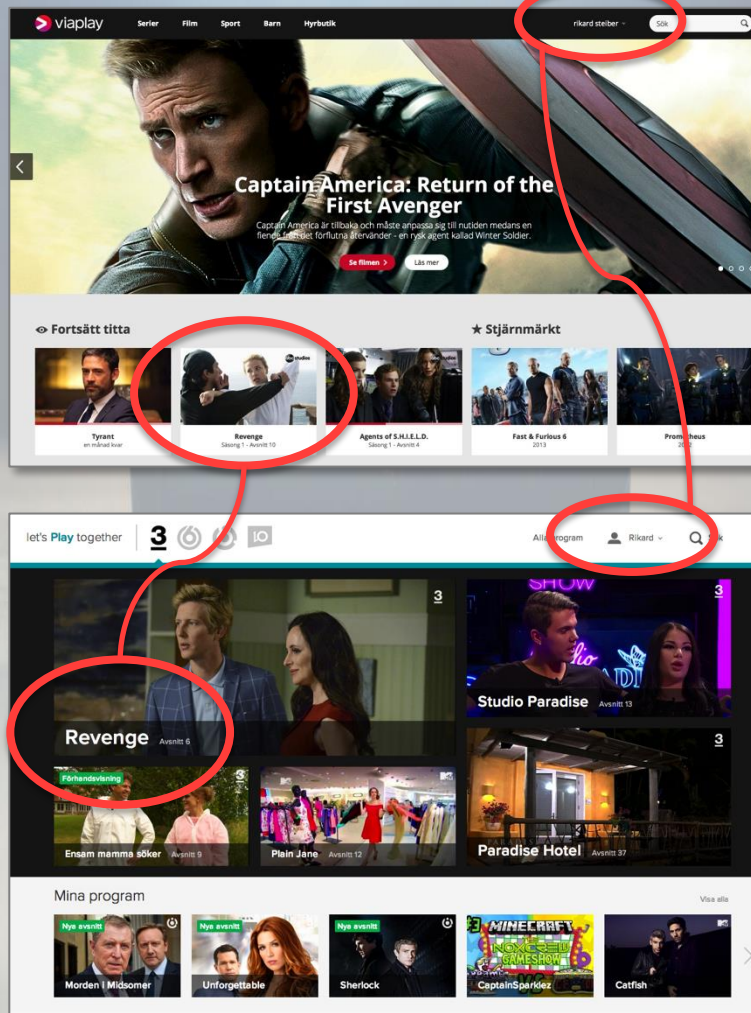
Strong brands to jointly market to new customers

SAMSUNG   TELE2



Data Future

A new signed-in video eco-system across all services





Summary

**We are on track with the plan
to transform our business
and drive the industry's
digital transition**