

Press Release

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The world's best TV series move into TeliaSonera's TV service

TeliaSonera and HBO Nordic have signed an agreement enabling TeliaSonera's TV customers to see a number of the world's best TV series the day after the US premiere of each episode. The service will be available as of mid-October via both conventional TV as well on the Web. The service will be priced at less than 10 EURO.

HBO Nordic will offer all Nordic consumers the latest seasons and exclusive behind-the-scene material of hit series such as Boardwalk EmpireSM, The NewsroomSM, Game of ThronesSM, True BloodSM, VeepSM and GirlsSM, as well as classics like The SopranosSM and The WireSM and new series premiering in the Nordics from other content distributors with titles such as Magic CitySM, Hit and MissSM, ContinuumSM, and BorgiaSM. The offering will also include feature films from major studios, local distributors and independents.

HBO Nordic is the first service in the region to offer day-and-date releases of the latest episodes of original series, subtitled in all local Nordic languages, as well as showing past seasons.

First in the Nordic countries

HBO has chosen to cooperate with a few carefully selected distributors in the Nordic market. First among the TV distributors is TeliaSonera, the Nordic region's fastest growing TV company with over 900,000 TV customers.

- We want to work with the most successful and leading companies. TeliaSonera's position and its innovative approach in the Nordic market made them an obvious choice for us, says CEO of HBO Nordic, Hervé Payan

- This is exactly what our customers have been asking for. They will have access to hot and fresh content the day after its aired in the US. When they have missed an episode or hear about a new TV series from friends or colleagues, they have access to whole seasons – old and new ones. A very good TV experience gets even better thanks to this collaboration, says Malin Frenning, President Broadband Services, TeliaSonera.

For more information, please call the TeliaSonera press office 46-70 577 02 37, press@teliasonera.com or visit our [Newsroom](http://www.teliasonera.com).