

Viaplay Group launches original documentary 'All That She Wants: The Unbelievable Story of Ace of Base'

- Series features previously unseen behind-the-scenes footage of one of Sweden's biggest-ever pop bands
- Ace of Base achieved global fame with 90s hits 'All That She Wants' and 'The Sign'
- Three-part documentary series will premiere on Viaplay next year

Viaplay Group's new original documentary, 'All That She Wants: The Unbelievable Story of Ace of Base', reveals the uncensored reality behind the success of one of Sweden's most legendary pop bands. This fascinating three-part series follows four friends from Gothenburg as they experience the highs and lows of fame – all the way from ambitious dreams, number one singles and financial success to dramatic setbacks, performance anxiety and fractured friendships. The series features previously unseen personal footage that takes viewers behind the scenes during the band's most tumultuous years.

Along with ABBA and Roxette, Ace of Base are one of Sweden's biggest-ever music exports. Initially met with scepticism, the quartet of Ulf Ekberg and siblings Jonas, Jenny and Malin Berggren achieved global fame with huge hits like 'All That She Wants' and 'The Sign'. Their 1993 album 'Happy Nation' is still the most successful debut in history, with an incredible 25 million copies sold, and helped kick-start the worldwide Swedish pop phenomenon.

However, Ace of Base's success concealed a darkness that to this day remains almost unknown. Ulf Ekberg faced death threats from right-wing extremists, performed in a bulletproof vest and hired bodyguards during world tours. Jenny Berggren suffered a traumatic attack by a German fan in her home. Internal conflicts over songs and money added further strain, and at the peak of their mid-1990s fame, the band slowly began to unravel.

Jenny Berggren: "Some parts of the series are painful to see, others make me happy. Just like life itself, more or less. We have fought, lost, loved and forgiven. We became world-famous and went to the moon and back. Suddenly everything became six times heavier, and it was easy to lose your footing. But we kept each other grounded and often carried each other's burdens. That's perhaps what I'm most proud of today".

Ulf Ekberg: "Documentaries about artists and groups can be quite polished and selective. This series, however, is honest and deals both with successes and challenges.

By showing previously unpublished material from the 90s, viewers will have a chance to experience our story in a new way".

Joakim Franke, Viaplay Group Head of Content Sweden: "We're thrilled to share this intriguing documentary about a band who broke new ground for Swedish pop music. The series switches back and forth in time, guiding viewers through highs and lows. It's a fascinating journey through a piece of music history."

'All That She Wants: The Unbelievable Story of Ace of Base' is produced by Nexiko. The director is Jens von Reis and Daniel Andreasson produces, with Johan Wennberg as executive producer for Viaplay Group. The series will premiere next year on Viaplay and international sales are handled by Viaplay Content Distribution.

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').

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