



PRESS RELEASE

January 8, 2001

TV3 BIGGER THAN SVT 1 AND SVT 2 AMONG YOUNG VIEWERS

For the first time ever, TV3 is bigger than Sveriges Television's channels 1 and 2 among younger viewers. (Sveriges Television is Sweden's public service television company with two channels, SVT1 and SVT2). Among Sweden's 15-34 year-olds, TV3 reached its best ratings ever in 2000, with 17% share of viewing in that age group among all TV viewers. This beats both SVT2 and SVT1, which had ratings of 13.8% and 16.1%, respectively, in the same age group.

This high viewer share means that TV3, which is distributed via satellite, for the first time is bigger than both of Sveriges Television's channels, which reach all households. Among all TV viewers aged 3-99, TV3 had its best ratings ever with 11.4%, an increase of more than 5.5% over last year. Much of TV3's success can be attributed the increasing number of young women tuning in with a number of successful shows such as *Klassfesten* (class reunion show), *Silikon* (talk show for young women), *The Bar* (docusoap), *Sex and the City*, and *Felicity*.

"It is really great that our conscious efforts to offer better programs for young women and present additional outspoken and vivacious female program leaders has paid off so well," says Petter Nylander, head of Free TV within business area Viasat Broadcasting, to which all TV channels within Modern Times Group MTG AB belong.

For further information, visit www.mtg.se, send an e-mail to info@sharedvalue.net, or contact Hans-Holger Albrecht, President and CEO of MTG, at +46-8-562 000 50 or Petter Nylander, +46-8-563 023 00.

Modern Times Group MTG AB has seven business areas: Modern Times Group MTG AB has seven business areas: Viasat Broadcasting (free and pay TV comprising 18 television channels in eight countries), Radio (seven networks in five countries), New Media (the Everyday interactive TV portal, Internet portal, and teletext services), Publishing (financial news and media services, other magazine and book publishing), Modern Interactive (traditional home shopping, e-commerce, and logistics), SDI Media (subtitling and dubbing services), and Modern Studios (content production and film library).

Modern Times Group MTG AB's class A and B shares are listed on the OM Stockholm Exchange's O list (symbols: MTGA and MTGB) and on the Nasdaq National Market in New York (symbol: MTGNY).