



PRESS RELEASE

January 17, 2001

ZTV IS FASTEST GROWING TV CHANNEL IN SWEDEN

ZTV was the fastest growing channel in Sweden in 2000. Among viewers aged 12-24, ZTV had a commercial share of satellite viewing of 8.3%, an increase of 27% over 1999.

Youth-oriented ZTV has experienced enormous growth since the people meter ratings started in 1994. In the 12-24-year-olds age group, ZTV has increased its commercial share of ratings among satellite channels by 360% since 1994. In the same period, ratings for the well-established international competitor MTV among 12-24-year-olds watching the satellite channel halved.

The success of ZTV is attributable to the channel's selection of Swedish-oriented programs and continual efforts to strengthen the brand through popular events.

"We've succeeded well in broadening our appeal to viewers over the past year," commented Calle Jansson, president of ZTV. "We receive top ratings for our cult films and the ZTV entertainment news broadcasts that are so seldom seen on Swedish TV. We've also been able to maintain our core of ownproduced programs such as *Ventil* and *Kompis*. Another success factor is ZTV's unique selection of music, live concert broadcasts, and genre music video broadcasts.

ZTV broadcasts 24 hours a day and is part of the Viasat Broadcasting business area of Modern Times Group MTG AB. All of the Group's TV channels belong to this business area. The viewer ratings were very successful in Sweden in 2000. For the first time ever this year, viewer ratings for TV3 showed that it was bigger than both Sveriges Television's channels SVT1 and SVT2 among younger viewers. A transition to a digital satellite TV platform in the Nordic and Baltic countries was begun at the end of 2000. At December 31, 2000, Viasat had 215,000 digital television subscribers.

For further information, see 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, business area manager for free TV within Viasat Broadcasting, at +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).