



PRESS RELEASE

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## **TV3 AWARDED NATIONAL TERRESTRIAL TV-LICENCE IN LATVIA**

TV3 was today awarded a national terrestrial TV-licence in Latvia. TV3 will thereby increase its reach from 75% to more than 95 % of the households in Latvia, and now will have full national terrestrial distribution in all three Baltic states.

Yggers Mortensen, Head of TV3 Baltics, commented; "We can now deliver good value for money to all advertisers that want to target demographic groups in the Baltic region. We will have the largest coverage of any TV network in the Baltic states."

TV3's presence in the Baltic states dates back to 1993, when terrestrial channels were launched in Estonia and Lithuania. These operations now reach 96 % of the households in Estonia and 98 % in Lithuania.

TV3 acquired a regional TV channel in Latvia in 1998, which increased its reach from 60 % to 75 % of the households in the country (the capital Riga and its surrounding areas) during 2000. Viasat also launched its digital TV platform in the Nordic and Baltic states in the fall of 2000. This development will be essential for the rapid roll-out of the national terrestrial TV-licence that TV3 has been awarded today by the Latvian national TV Council.

The Baltic states are part of Modern Times Group MTG AB's core geographical market. TV3 is the largest TV channel within MTG's Viasat Broadcasting business area. TV3 was the first commercial TV channel to be launched in the Nordic region, and broke the state television monopoly by starting satellite (DTH) broadcasting in Sweden in 1987, and in Norway and Denmark in the following year.

For further information, please visit [www.mtg.se](http://www.mtg.se), send an e-mail to [info@sharedvalue.net](mailto:info@sharedvalue.net) or contact:

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*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).*

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