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## **STRIX SELLS FOUR PROGRAM FORMATS TO THREE COUNTRIES**

**Strix Television has strengthened its position as leader in the international market for reality-TV shows.**

**Its own formats *Friends on Tour*, *Trading Places*, *Villa Medusa*, and *Miss Attitude* have been sold to Italy, France, and Portugal at the Mip-TV trade fair, currently under way in Cannes.**

Hans-Holger Albrecht, President and CEO of Modern Times Group MTG AB commented: "These sales demonstrate our capacity to create formats for television and the Internet that succeed in a global market."

The sales of the production options were made to local production companies. *Friends on Tour* was bought by Aran Endemol S.p.a in Italy, in France ZPZL bought *Trading Places* and in Portugal, Valentim de Carvalho proa. bought the rights to *Villa Medusa*, *Trading Places*, and *Miss Attitude*.

"We have seen enormous interest in our program formats during the fair in Cannes. It's nice to be able to go home with a bunch of signed contracts, too," says Anna Bråkenhielm, president of Strix Television, part of the Modern Studios business area of MTG.

The formats presented by Strix in Cannes included two new ones; *The Farm* and *360°*. In Sweden, the Strix program format *Trading Places* has previously been broadcasted on TV3, *Friends on Tour* on TV4, and *Villa Medusa* on Kanal5. *Miss Attitude* is based on the format created by Strix for TV3 earlier this year along the lines of *Miss Sweden*. The international format will see the contenders competing for a modeling contract, , and, just as in *Miss Sweden*, the viewers and Internet users decide who wins.

In 2000, Strix produced six different reality-TV shows for numerous TV channels and exported formats to 12 countries. Strix Television is the most successful production company in the Modern Studios business area, which consists of all MTG companies responsible for producing or distributing content.

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*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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