



FOR IMMEDIATELY RELEASE

April 19, 2001

NEW MEDIA GENERATES 1.2 MILLION SMS AND PREMIUM RATE CALLS

Modern Times Group MTG AB's New Media business area generated a total of 1.2 million SMS messages and premium rate calls from its interactive services during March. The New Media business area was established in the last quarter of 2000 in order to develop and capitalise on new media applications for multiple platforms including mobile telephony.

Hans-Holger Albrecht, President and CEO of MTG, commented: "The figures clearly demonstrate that our viewers and listeners already make extensive use of the interactive services that we are offering within the existing mobile telephony framework. We are therefore strongly positioned for the opportunities that will result from the introduction of digital television and third generation mobile telephony."

The most successful interactive services were those associated with MTG programming TV3 in Sweden, which included 'The Bar' reality TV format, the "Miss Sweden" and "Silikon" programmes, and "The Champions' League" football. Significant numbers of SMS messages and premium rate calls were also produced by "The Bar" on TV3 in Norway, and by MTG-owned RIX FM, Sweden's largest commercial radio network.

The New Media business area also includes Everymobile, which recently launched the mobile portal Everymobile.com; Everyday.TV, which is responsible for content on the interactive portal for Viasat Broadcasting's digital TV platform; Everytext's teletext operations; MTG's 50% interest in the Internet portal Everyday.com, and the online advertising sales company Webad.

For further information, please visit www.mtg.se, send an email to info@mtg.se, or contact:

Hans-Holger Albrecht, CEO & President +46-8-562 000 50

Matthew Hooper, Investor enquiries +44 (0) 7768 440 414

Bert Willborg, Media enquiries +46 (0) 707 27 70 22

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 Stockholmsbörsen (O list, symbols: MTGA and MTGB) and on the Nasdaq National Market in New York (symbol: MTGNY).

MODERN TIMES GROUP MTG AB
Skeppsbron 18, Box 2094, SE-103 13 Stockholm, Sweden
Tel. +46-8-562 000 50. Fax. +46-8-20 50 74. (Publ) Registration no. 556309-9158
www.mtg.se