



FOR IMMEDIATE RELEASE

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MTG MAKES ONDEMAND PAY-TV OFFERING AVAILABLE ON INTERNET ENABLED TELEVISIONS

Modern Times Group MTG AB (publ.) ('MTG' or 'the Group'), the international entertainment broadcasting group, today announced that it has entered into a strategic cooperation with LG Electronics, the leading global consumer electronics manufacturer, in the Nordic region. Viasat is making its Viasat OnDemand internet pay-TV services available directly on all LG TV sets enabled with NetCast functionality from today. The 'over the top' solution is available to customers with Viasat OnDemand accounts by simply connecting the TV set to a broadband connection.

The Viasat OnDemand user interface is available on a built-in basis in LG TV sets. Viasat's online on-demand subscription pay-TV service makes an unrivalled range of TV content available over the open internet, including live sports, hundreds of episodes of hit TV series, programmes from TV3, TV6 and TV8 in Sweden, TV3 and Viasat4 in Norway and TV3 and TV3+ in Denmark, as well as access to 200 feature films at any given time. Users can subscribe to Viasat's content packages or buy individual movies, live sports events (such as Barclays Premier League and UEFA Champions League football matches, Formula One motor racing, NHL games and PGA Tour golf tournaments), and TV programmes on an on-demand basis. Viasat also offers a 1,500 title online movie rental service.

Customers who already own LG TV sets with Netcast functionality can also easily update the software on their sets to enable them to access the Viasat OnDemand service.

Hans-Holger Albrecht, President and CEO of MTG, commented: "The cooperation with LG is a key step in broadening the availability of our Viasat OnDemand service, which is already accessible through Viasat's OnDemand set-top box, our online portal, on mobile phones and now also directly via broadband-enabled TV sets. Our 'Entertainment at your command' service is all about making our unrivalled range of premium sports, movies and TV content available to viewers on a platform, network and device agnostic basis."

For further information, please visit www.mtg.se or contact:

Hans Holger Albrecht, Chief Executive Officer
Tel: +46 (0) 8 562 000 50

Investor & Analyst Enquiries:
Matthew Hooper
Tel: +44 (0) 7768 440 414
Email: investor.relations@mtg.se

Media Enquiries:

Bert Willborg

Tel: +44 (0) 791 2280 850

Email: bert.willborg@mtg.se

Modern Times Group is a leading international entertainment broadcasting group with the largest geographical broadcast footprint in Europe. MTG's Viasat Broadcasting is the leading free-TV and pay-TV operator in Scandinavia and the Baltics, and has broadcasting operations in Bulgaria, Czech Republic, Hungary, Slovenia, Russia, Ukraine and Ghana. Viasat's free-TV and pay-TV channels and pay-TV platforms attract a total of 125 million viewers in 31 countries. MTG is also the major shareholder in Russia's largest independent television broadcaster (CTC Media – Nasdaq: CTCM), and the number one commercial radio operator and internet retailer of entertainment products in the Nordic region.

Modern Times Group MTG AB Class A and B shares are listed on Nasdaq OMX Stockholm's Large Cap market ('MTGA' and 'MTGB').

The information in this announcement is that which Modern Times Group MTG AB is required to disclose under the Securities Market Act and/or the Financial Instruments Trading Act. It was released for publication at 08.00 CET on 11 November 2010.