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23 February 2011

MTG launches 'Viaplay' multi-screen on-demand pay-TV service

Modern Times Group MTG AB (publ.) ('MTG' or 'the Group'), the international entertainment broadcasting group, today announced that it will launch a multi-screen on-demand pay-TV service in Scandinavia in March. The new service – Viaplay - will enable a Viasat subscriber to use a single ID and password to access Viasat pay-TV content on any internet-connected device. This 'OTT' (over the top) portable solution is the first of its kind in Scandinavia, and provides internet access to thousands of hours of streamed movies, sports coverage, TV series, and catch-up services of favourite free-TV channels.

The launch of Viaplay follows the successful introduction of the subscription service on its 'ViasatOnDemand' web pay-TV service a year ago in February 2010. A new ground-breaking deal then made ViasatOnDemand directly available on all LG broadband-connected and NetCast-enabled TV sets. An application has been developed for Android enabled smartphones and tables. The new Viaplay multi-screen service, which replaces Viasat OnDemand, makes Viasat's premium streamed content offering available universally, on any internet-connected device with a single subscription for 199 Swedish krona, 199 Norwegian krona or 159 Danish krona per month. Current subscribers to the Viasat Gold package on Viasat's satellite TV platforms will initially be offered the multi-screen service free of charge.

The full streamed content package includes live coverage of UEFA Champions League and Barclays Premier League football, Formula One motor-racing, and NHL ice hockey; the latest Movie releases including Book of Eli, Green Zone and Robin Hood; as well as hit TV series such as Two and a Half Men and The Mentalist; reality shows and children's programmes. Subscribers will also be able to opt for dedicated Film and TV packages.

Hans-Holger Albrecht, President and CEO of MTG, commented: "The launch of a multi-screen, OTT and portable service is a major step not just for Viasat but for the evolution of video content provision in Europe. We are offering "Entertainment at Your Command!" on an 'anytime, anywhere' basis, and combining the very best in pay-TV and free-TV programming. OTT solutions are changing both the way people watch and think about TV, and we are committed to remaining at the forefront of this exciting and accelerating evolution".

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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 in the Nordic region.

Modern Times Group MTG AB Class A and B shares are listed on Nasdaq OMX Stockholm's Large Cap index ('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 23 February 2011.