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COCA-COLA COMMITS TO DIGITAL TV WITH VIASAT IN SCANDINAVIA

Modern Times Group MTG AB, the international media group, today announced that Coca-Cola will be launching an interactive advertising campaign on the Viasat digital television platform in Sweden and Denmark. Viasat's digital TV platform has over 400,000 subscribers and is the largest digital television platform in the Nordic region. Viasat began marketing the opportunity recently, and Coca-Cola is the first brand advertiser to devise a media strategy to be implemented on the platform.

The Coca-Cola campaign will run from August and will utilize several interactive features only available to viewers in Viasat's digital households.

"This is the media of the future and, as such, we want to explore and learn about it.", said Morten Funch Jensen, Nordic Media Manager for Coca-Cola.

"We are delighted that a company like Coca-Cola shares our belief in the digital future. We see Coca-Cola's campaign as a visionary commitment to a new medium - digital television. We are convinced that this is only the first step in an exciting development for television, which will fundamentally alter the medium as we know it. Interactive services are offering an ever increasing range of exciting new opportunities for advertisers", commented Hans-Holger Albrecht, President and CEO of MTG.

Other advertisers on the Viasat digital TV-platform include travel company Fritidsresor, which recently purchased a campaign in Sweden, and Eurobate ASA, which delivers SMS messages, has also just signed up for an interactive television campaign in Norway.

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Modern Times Group MTG AB has seven business areas: Viasat Broadcasting (free-to-air and pay TV channels in nine countries), Radio (seven networks in five countries), New Media (the Everyday interactive TV portal, Internet portal, Mobile portal, and teletext services), Publishing (financial news and information services), Modern Interactive (home shopping, e-commerce, and logistics), SDI Media (subtitling and dubbing services), and Modern Studios (content production and library).

Modern Times Group MTG AB's class A and B shares are listed on the Stockholmsbörsen O-list (symbols: MTGA and MTGB) and on the Nasdaq National Market in New York (symbol: MTGNY).

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