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## **VIASAT LAUNCHES SWEDEN'S FIRST DIGITAL TV NEWSPAPER**

**Modern Times Group MTG AB, the international media group, today announced that Sweden's most read daily morning newspaper, Metro, is now available on Viasat's digital television platform. Viasat's 486,000 digital subscribers in the Nordic region are able to access 'Metro Digital' and the entire content of the Metro newspaper on their TV sets using their remote controls.**

"Metro's easily readable news summaries covering all the most latest events and hottest issues is an ideal type of content for our digital TV subscribers," commented Hans-Holger Albrecht, President and CEO of MTG.

"Viasat has the largest number of digital TV subscribers, nearly half a million, in the Nordic region and we have over a million readers in Sweden – it is an ideal combination for the consumer and the advertiser. Digital TV will provide Metro with yet another cost-effective way of reach readers," said Pelle Törnberg, President and CEO of Metro International S.A.

The launch of Metro Digital allows readers to quickly and easily navigate the news flow with a remote control. National and international news is combined with local material from the printed newspapers in Stockholm, Gothenburg, and Malmö. It includes sports, entertainment, radio and TV listings, editorial columns, special feature reports, employment and finance sections, as well as food, health and travel guides.

Since its launch last fall, Viasat's digital TV platform has developed quickly and is today the leading digital TV platform in the Nordic countries with 486,000 households subscribing. Viasat's digital platform broadcasts 17 radio stations and 28 TV channels, as well as an electronic TV guide, comprehensive weather reports, games, and many more services.

**For more information, visit [www.mtg.se](http://www.mtg.se), send an e-mail to [info@mtg.se](mailto:info@mtg.se) or contact:**

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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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