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NEW REALITY TV FORMAT ACHIEVES 60% SHARE IN NORWAY AND 32% SHARE IN SWEDEN

Modern Times Group MTG AB, the international media group, today announced that its reality TV format, 'The Farm', has achieved 60% and 32% shares of viewing in Norway and Sweden respectively. 'The Farm', which is produced by Strix Television, attracted 730,000 viewers to its first episode in Norway, which was broadcast on TV2, while over 1 million viewers watched the first episode in Sweden, which was broadcast on TV4. The programme also achieved a 65% share of viewing amongst the 12-29 age group in Norway, and a 51% share of viewing amongst the same age group in Sweden.

'The Farm' is one of Strix's new pipeline of reality TV productions launched for the Autumn season. These programmes build on the success of formats such as 'The Bar', which has now been sold to 19 countries round the world.

The new format involves twelve participants who are faced with the real challenges of living and working on a farm as it would have been 100 years ago. The programme is broadcast five days a week for ten weeks, with the loser of a weekly competition leaving at the end of each week.

Anna Bråkenhielm, CEO of Strix Television commented: "Reality TV continues to be a fast growing genre and our formats are now broadcast on major networks around the world. These formats attract the demographic groups which are most attractive to advertisers, as demonstrated by The Farm's success in its first week."

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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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