

News Release
08 December 1998

TV1000 - NOW THE LARGEST MOVIE-CHANNEL IN THE NORDIC COUNTRIES

Today, 300 000 households in Sweden, Norway, Finland and Denmark can see TV1000, making it the Nordic region's largest film channel in the private household market (hotels excluded). TV1000 has increased its number of subscribers on cable and satellite by almost 50 per cent since June 1997, when it had 209 000 subscribers. The reason for this success is a top quality offer, where consumers receive a large number of channels at an extremely competitive price. TV1000 is also the only premium channel profiling itself as a moviechannel, another reason for its recent success.

TV1000 is administrated and distributed by the pay-TV company ViaSat, a member of the Modern Times Group, MTG. With over 965 000 (September 30, 1998) satellite subscribers in the private household market in Scandinavia, ViaSat is the region's market leader in pay-TV. In the summer of 1997, TV1000 reversed its negative trend for sales of premium services.

"The positive figures we can now boast on all fronts, show that the upturn we achieved in the summer of 1997 has kept its momentum",

said Hans Holger Albrecht, CEO of MTG pay-TV division.

"We are obviously extremely pleased."

The reason for the upturn is partly the consistently high quality of the films shown on TV1000 and partly the new packaging concept introduced by ViaSat, based on an idea introduced by the British pay-TV company Sky Television, BSkyB. This packaging concept means that those customers who subscribe to the film channels TV1000 and TV1000 Cinema at an extremely competitive price also receive a large number of channels "into the bargain".

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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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