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BREAKTHROUGH FOR 'PAY PER VIEW' IN NORDIC REGION

Modern Times Group MTG AB, the international media group, today announced that last weekend's boxing fight between the former world heavyweight champion, Mike Tyson, and Danish veteran, Brian Nielsen, was a huge success for MTG's Viasat Broadcasting. Over 75,000 'pay per view' tickets were sold to the contest and over 400,000 people watched the fight, which is a new Nordic record. The event was one of the largest ever revenue generators in the Nordic region, and demonstrates that 'pay per view' can drive increased subscriber revenues for Viasat Broadcasting.

The next event has already been planned and will take place in Lübeck, Germany, on 3 November when Paolo Roberto will challenge world champion, Armand Krajnc, for the WBO middleweight championship. This will be the first time that two Swedes have contested a world title and the match will only be available on Viasat.

The Tyson/Nielsen fight was heavily promoted through all MTG's media channels – TV, Radio and Newspapers. As a result, over 75,000 tickets were sold to digital TV subscribers in the Nordic countries.

Hans-Holger Albrecht, President and CEO of MTG, commented: "This is a fantastic result. This event, which is the largest of its kind in the Nordic region to date, clearly demonstrates that 'pay per view' can achieve high levels of subscriber uptake and drive 'Pay TV' revenues. The potential of these services is enormous in the digital environment. MTG is uniquely well-positioned to promote such events efficiently through a number of media channels to Viasat's half a million digital Pay TV subscribers."

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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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