



FOR IMMEDIATE RELEASE

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Viasat Sport to be launched on Danish cable network

Modern Times Group MTG AB, the international media group, today announced that its 'Pay-TV' channel, Viasat Sport, will be broadcast on Tele Danmark's cable network in Denmark by the beginning of 2002. The network has 800,000 subscribers in Denmark. Tele Danmark Communications (TDC) reviews the content of its cable TV packages every two years, and has decided to broadcast the Viasat Sport channel on its network.

Viasat will be launching a Danish edition of the Viasat Sport channel, which will include Danish language coverage of Danish sports events, interviews and news stories, as well as the usual coverage of leading Nordic and international sports events and news.

Viasat Sport already reaches over 800,000 Pay TV subscribers in the Nordic region through Viasat's own digital DTH broadcasting platform and 3rd party cable networks. Viasat's DTH platform has over 500,000 Digital TV subscribers in the Nordic countries, making it the largest Pay and Digital TV operator in the region. Viasat's TV3 and 3+ channels are already included in TDC's offering.

Hans-Holger Albrecht, President and CEO of MTG, commented: "This is a major breakthrough for Viasat's flagship sports channel and builds on the successful relationship that we have established with TDC and its subscribers. Denmark is a core market for us, and we have seen the huge potential with the recent and very successful Tyson/Nielsen boxing fight, which broke all Nordic records for a 'pay-per-view' event."

For further information, please visit www.mtg.se, email 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 ADRs are on the Nasdaq National Market in New York (symbol: MTGNY).