



FOR IMMEDIATE RELEASE

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NEW ADVERTISERS ON VIASAT DIGITAL TV PLATFORM

Modern Times Group MTG AB, the international media group, today announced that Telia, Microsoft, GE Capital and Warner Music are to launch interactive advertising campaigns on the Viasat Digital TV platform in the Nordic region. Well known brands like Adidas, Stimorol, Carlsberg, Kims, Coca Cola, Eurobate and Fritidsresor have already advertised on the platform. Viasat has 527,000 digital TV subscribers in the Nordic region, making it the largest digital TV operator in the region.

Viasat commenced offering clients interactive advertising campaigns on its Digital TV platform this summer. Interactive TV advertising enables advertisers to take viewers one step closer to the actual purchase. A survey of digital households by Coca Cola found that one third of those viewers who watched the first interactive TV commercials chose to participate in the interactivity.

Hans-Holger Albrecht, President and CEO of MTG, commented: "The take-up on our interactive digital advertising offer has exceeded our expectations. We have attracted some of the world's leading brands and we are delighted that these companies share our belief in the potential that the platform has for reaching and influencing viewers".

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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 listed on the Nasdaq National Market in New York (symbol: MTGNY).

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