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VIASAT TO OFFER FOUR NEW TV CHANNELS ON DIGITAL PLATFORM

Modern Times Group MTG AB, the international media group, today announced that Viasat Broadcasting will be offering four new TV channels on its Digital TV platform in the Nordic region from January 2002. Viasat had 527,000 digital TV subscribers at the end of September 2001 and is the largest Pay and Digital TV operator in the region.

‘Viasat Explorer’ is a brand new, upbeat channel with fast paced programming focusing on adventure, extreme sports, natural phenomena, predators in the animal world, and space exploration. The channel will be financed entirely through subscriber revenues, and will not carry any advertising. It will initially be offered to customers in the Nordic region who subscribe to the Viasat Gold package.

In Denmark, Viasat will be launching a Danish edition of ‘Viasat Sport’, to be offered to customers who subscribe to the Viasat Gold Pay-TV package. It will include Danish language coverage of Danish sports events, interviews and news stories, as well as the usual coverage of 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 third party cable networks.

Also from January, ‘Viasat Plus’ in Norway will be replaced with a Norwegian version of Viasat’s successful ‘ZTV’ channel. With music videos, sit-coms and films, the new music and entertainment channel is intended to attract a high proportion number of young viewers. In Sweden, ‘ZTV’ is a huge success and has grown steadily since it was launched ten years ago. Approximately 55% of ZTV viewers in Sweden are aged between 12-34, a highly attractive age group for advertisers.

Finally, Viasat is pleased to welcome ‘RealityTV’ to its platform, to be offered to Viasat Gold package subscribers in the Nordic countries. The channel follows the dangerous work of police, fire fighters and paramedics as they struggle with natural disasters and human emergencies, 24 hours a day. Real life drama as never seen before on television.

Hans-Holger Albrecht, President and CEO of MTG, commented: “These new channels will further strengthen Viasat’s leading position as a content provider and broadcaster in the Nordic countries. They will also enable us to achieve further synergies and economies of scale within Viasat’s technical distribution and programming departments.”

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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).