



FOR IMMEDIATE RELEASE

11 January 2002

## **MTG RADIO INCREASES REACH AND SHARE OF LISTENERS**

**Modern Times Group MTG AB, the international media group, today announced that it has increased its number of listeners and consolidated its position as the largest radio operator in Sweden. Survey results from Swedish research company RUAB today show that MTG's national network, RIX FM, has increased its number of daily listeners by 7% to 729,000 since the previous survey in October. RIX FM now reaches 9.7% of the national radio audience.**

MTG's sales cooperation with NRJ enables the Group to offer advertisers an unparalleled national reach of 21.4% or nearly 1.5 million listeners. The RUAB survey showed that overall radio listening increased by 2.6% since the last survey and now reaches 78.9% of Sweden's population.

RIX FM's morning show 'RIX Morronzoo' remains the most popular morning show on commercial radio in Sweden. The show, which runs from 6am – 9am, attracts a daily listenership of 400,000 or 28% of commercial radio listeners.

MTG last week announced its takeover of two Stockholm based radio stations, which would double MTG's number of listeners in Stockholm. 'Lugna Favoriter' remains the largest station in Stockholm with 137,000 listeners, while 'Wow 105.5' has 45,000 listeners in Stockholm. The agreement is subject to approval by the 'Radio- och TV-verket' regulatory authority.

Hans-Holger Albrecht, President and CEO of MTG, commented: "This survey reinforces MTG's unique reach of radio listeners in Sweden to 347.000. The growth of MTG stations and the sales cooperation enable us to offer an unrivalled advertising package."

MTG Radio also operates the 'Star FM' stations in Estonia and Latvia and holds stakes in 'P4 Radio Hele Norge' and 'RadioNova', which are the only nationwide commercial radio operators in Norway and Finland respectively.

**For further information, please visit [www.mtg.se](http://www.mtg.se), email [info@mtg.se](mailto:info@mtg.se), or contact:**

Hans-Holger Albrecht, President & CEO  
Matthew Hooper, Investor & Press Relations

tel: +46 (0) 8 562 000 50  
tel: +44 (0) 20 7321 5010

*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*

MODERN TIMES GROUP MTG AB  
Skeppsbron 18, Box 2094, SE-103 13 Stockholm, Sweden  
Tel. +46 8 562 000 50 Fax. +46 8 20 50 74 (Publ) Registration No. 556309-9158  
[www.mtg.se](http://www.mtg.se)

*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).*