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## **MTG LAUNCHES SHOPPING CHANNEL IN GERMANY, AUSTRIA AND SWITZERLAND**

**Modern Times Group MTG AB, the international media group, today announced that it is to broadcast into Germany, Austria and Switzerland through the launch of a new German language TV home shopping channel PIN24. The channel will be broadcast on the ASTRA satellite, 19.2 degrees East, to more than 13 million homes in the three countries.**

Germany is Europe's largest TV and home shopping market. The combined value of the TV home shopping markets in Germany, Austria and Switzerland is reported to have been over US\$ 460 million in 2001.

The new channel will be based on the successful PIN24 channel format, which is already broadcast 24 hours a day on the BSkyB digital satellite platform to 5.5 million households in the UK, and via TeleDanmark's cable TV network and MTG's own Viasat Digital DTH TV network to 1 million households in the Nordic region. PIN24 was launched in April 2000 and is profitable.

Hans-Holger Albrecht, President and CEO of MTG, commented: "As Europe's biggest advertising market, Germany is the ideal location for the launch of the channel. PIN24 is a successful concept and we are convinced that we can emulate the performance of our UK and Nordic operations in these three new territories."

PIN24 is operated by TV Shop, which was launched by MTG in 1989 and is now the leading TV direct sales company in Europe with operations in 33 countries. TV Shop is part of MTG's Modern Interactive business area, which also includes Internet retailing and logistics businesses. MTG operates TV channels in Scandinavia, the Baltics, Hungary and Russia, which have a combined reach of over approximately 100 million potential viewers.

**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

tel: +46 (0) 8 562 000 50

Matthew Hooper, Investor & Press Relations

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 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).*

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)

