

News Release
14 January 1999

MTG AND ATG IN STRATEGIC ALLIANCE

Modern Times Group MTG AB and the ATG betting company have signed an agreement on TV coverage of horse trotting and racing. "I am very pleased with this cooperation with MTG, a significant organisation in the media business," says ATG president Bengt Jönsson.

The agreement applies to all V5 races, including Dagens Dubbel (Today's Double). These races will be broadcasted at 22.00-22.30 hrs Monday, Tuesday, Thursday and Friday within the framework of all ViaSat channel packages.

The most inexpensive option ViaSat Plus costs SEK 79 per month and contains the channels TV3, ZTV, TV6, MTV, Nickelodeon and VH-1. It also previously contained the science fiction channel Sci-Fi until that ceased transmission on 31 December.

Trotting will be made available on the Sci-Fi channel's former transponder location as of Monday 25 January. This will enable 425,000 satellite dish subscribers to follow all V5 races.

"The agreement with ATG further consolidates the ViaSat sports offering in Sweden. This sport is ideal for us, as we offer the three cornerstones sport, events and family entertainment in combination," says Hans-Holger Albrecht, president MTG Broadcasting. "The wide interest in trotting will have a very positive impact on ViaSat subscriber growth." "I am very pleased that ATG has chosen ViaSat on the rationale of its strong market position and high subscriber penetration."

For further information, please visit www.mtg.se, or email info@mtg.se or contact:

Hans-Holger Albrecht, President & CEO tel: +46 8 562 000 50

Matthew Hooper, Investor & Press Relations tel: +44 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 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