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12 March 2002

## **MICROSOFT LAUNCHES XBOX IN ITS OWN TV-CHANNEL ON VIASAT**

**Modern Times Group MTG AB, the international media group, announced its innovative new co-operative project with Microsoft today. Microsoft is starting a new commercial channel to launch its game console Xbox in Denmark using Viasat's digital-TV platform.**

The channel will transmit 8 hours a day, between 3 p.m. and midnight, with demo versions of games available for Xbox. There will also be information about the Xbox itself. In connection with the launch, Microsoft in Denmark will use the entire selection of new media from Viasat Broadcasting, the business area within MTG where all TV channels and new media are to be found. Microsoft will be using so called pop-ups in television programs to inform subscribers of digital-TV of the new channel as well as mobile telephone services, teletext and the Internet.

Microsoft will deliver the entire content to the TV channel and other services. The TV channel will begin to operate on Thursday, 14 March, the same day Microsoft begins its major marketing campaign across all of Europe. The Xbox channel will televise for four weeks during Microsoft's mass launching of the game console.

Viasat had a total of 550,000 digital-TV subscribers throughout the Nordic countries at the turn of the year. The Xbox channel will be available to everyone in Denmark who has Viasat's digital-TV box. Showings on the Xbox channel will be included in Viasat's digital-TV guide next to Viasat's own channels in Denmark, TV3, 3+, Viasat Sport, TV1000 and TV1000 Cinema.

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

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*Modern Times Group MTG AB has six business areas: Viasat Broadcasting (free-to-air and pay TV channels in nine countries, and the new media businesses – teletext operations and Everyday Interactive TV, the Internet and mobile portals), Radio (local and national networks in five countries), 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 rights 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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