



FOR IMMEDIATE RELEASE

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## **NEW REALITY-TV FORMAT SOLD TO RUSSIA AND FRANCE**

**Modern Times Group MTG AB, the international media group, today announced that Strix Television has sold licenses for its latest successful reality TV format “Harem” in the Russian and the French market**

Licenses to produce and broadcast the format have been sold to CTC in Russia and Endemol in France. CTC is the second largest commercial TV network in Russia and reaches 75 million people. Endemol is one of Europe’s leading TV Production companies.

Harem was aired in Sweden, Denmark and Norway during the second half of 2001 and achieved high ratings, with over 20% of Swedish viewers watching the final episode actually voting for their favourite female participant – the Queen of the Harem.

The Finnish TV company, Nelonen, has also acquired the right to broadcast Harem in Finland, and the programme is expected to run this spring. The format has previously been optioned to Hollywood-based Jonathan Goodson Productions and Paramount Domestic Television for the US market.

Hans-Holger Albrecht, President and CEO of MTG, commented: “Strix has now sold licenses and options to its formats to broadcasters in 33 countries. These agreements demonstrate the continuing popularity of reality TV-formats and the strength of Strix’s portfolio and innovative pipeline of new formats ”

**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 the Everyday interactive TV, 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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