



FOR IMMEDIATE RELEASE

23 May 2002

## **STRIX TELEVISION TO CO-PRODUCE 'SURVIVOR' FOR RUSSIA'S LARGEST TV CHANNEL**

**Modern Times Group MTG AB, the international media group, today announced that Strix Television has signed an agreement with Russia's largest TV channel, ORT, to co-produce the Russian version of 'Survivor'.**

This summer ORT will co-produce its second season of 'Survivor' together with Strix Television. ORT is the largest TV channel in Russia reaching 99% of the population.

The first season's final episode obtained a 66% share of viewing, equal to that of President Putin's state-of-the-nation address aired on New Year's Eve. This made it the most popular TV programme of the year in Russia.

Hans-Holger Albrecht, President and CEO of MTG, commented: "Strix has an unparalleled capacity to develop and produce successful formats within reality TV entertainment and it is good news that Strix is established on the Russian market."

Strix Television is currently producing its sixth season of 'Survivor' for the Swedish state-owned broadcaster, SVT. This year the company is also producing and co-producing versions of the show for broadcast in Norway, Denmark, Holland, Belgium, Estonia, Lithuania and Latvia.

**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 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).*

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)