



FOR IMMEDIATE RELEASE

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## **VIASAT LAUNCHES DISNEY CHANNEL IN NORDIC REGION**

**Modern Times Group, MTG AB, the international media group, today announced that it has signed an exclusive DTH agreement for the inclusion of a new Nordic Disney Channel in Viasat's premium pay TV package. More than 450,000 premium pay TV subscribers in Sweden, Norway, and Denmark and Finland will receive the world's leading family entertainment channel on the Viasat digital satellite TV platform from 2003.**

The new Disney Channel will offer a wide range of unique quality programming specifically designed for the local audience. This will include classic Disney family movies such as Tarzan, Snow White, Mulan and Beauty and the Beast, as well as both live-action and animated series, feature animations and original programming entirely dedicated to kids and their families.

Subscribers to Viasat's premium 'Gold' package already receive twenty-nine digital TV channels, comprising thirteen Viasat channels and sixteen international third party TV channels. The Viasat channels include TV3, the leading commercial channel in the region, and TV1000, the region's leading movie channel.

Hans-Holger Albrecht, President and CEO of MTG, commented: "We have enjoyed a long and successful relationship with Disney across the Group's businesses. The addition of the world famous Disney channel gives Viasat viewers unique access to some of the world's most popular entertainment programming."

In a simultaneous announcement, MTG and Walt Disney Television International have agreed to the extension of the existing exclusive agreement between Buena Vista International Television, the distribution arm of Walt Disney Television International, and Viasat channel TV1000 for the broadcast of Buena Vista International Television programming content in Sweden, Norway, Denmark and Finland. Viasat's popular TV3, ZTV and 3+ channels in Scandinavia and the Baltic countries also already licence content from Buena Vista International Television.

**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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