

News Release
23 April 1999

RIX FM CONSOLIDATES LEADING POSITION WITH RADIO AUDIENCE

RIX FM is ranked as Sweden's largest commercial radio network in a second consecutive survey. Power Hit Radio is meanwhile listed as Stockholm's largest commercial radio station. These rankings are taken from the RUAB II 99 survey of Radioundersökningar AB released today. Daily listening for an average fifteen minutes has increased 3,000 to 115,000. Total daily listening is 625,000. These figures make RIX FM Sweden's largest commercial radio network.

RIX FM is part of the Radio business area of Modern Times Group MTG AB. The Radio business area also includes Power Hit Radio in Stockholm and Gothenburg.

Total daily listening of Power in Stockholm has increased by 23,000 to 118,000. For an average fifteen minutes the figure is 14,000, an increase of 4,000.

This is the first time since 1993 that another company than NRJ has held the position as number one in Stockholm.

RIX FM has the largest sales of the Swedish commercial radio networks. In 1998 the RIX FM network had sales of SEK 129 million, an increase of 34 per cent on the previous year. SEK 79 million of total sales is consolidated in Modern Times Group MTG AB. The remainder derives from stations affiliated with the network but that are not part of MTG. The RIX FM network consists of 25 private local radio stations collaborating under the joint brand name of RIX FM.

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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).

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