



FOR IMMEDIATE RELEASE

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## **BROADBAND PAY-TV SERVICE LAUNCHED**

**Modern Times Group MTG AB, the international entertainment-broadcasting group, today announced the launch of its pay-TV services via broadband. Following the announcement of a groundbreaking agreement with broadband network operator Bredbandsbolaget in August, Viasat Broadcasting has today made its pay-TV channels available to 300,000 households in 50 Swedish cities that are connected to Bredbandsbolaget's fibre network. These households can now place orders to subscribe to Viasat's premium pay-TV package. Viasat is the first broadcaster in Sweden to offer TV via broadband across the entire country.**

Viasat's complete pay-TV-package will cost SEK 299 per month, which is the same price as for Viasat's premium 'Gold' package via the Viasat DTH satellite platform. Customers signing up for a twelve-month subscription will be offered the new set-top box that is needed to view the channels for SEK 1. The boxes are initially being supplied by Kreatel and are plugged directly into the broadband socket, making a broadband subscription or PC unnecessary. The offer will be extended to all Bredbandsbolaget DSL-connected households in 2005.

The pay TV package consists of 29 channels, which include Viasat's TV3, ZTV, TV8, the six TV1000 movie channels, the three Viasat Sport channels, Viasat Explorer, Viasat Nature/Action and the newly launched Viasat History; as well as BBC World, Hallmark, MTV, VH1, Nickelodeon, Fox News, Bloomberg, the Travel Channel and the two Playboy channels.

Hans-Holger Albrecht, President and CEO of MTG, commented: "This offer again increases choice for viewers and strengthens Viasat's position as a multi-platform pay-TV operator and channel provider, acting independently across multiple distribution networks. The offer is the first of its kind in Sweden and delivery of content via broadband is expected to grow rapidly over the next few years. As always, we want to offer viewers as much choice as possible in how they receive our package of channels and this new development opens up the possibility of enhanced TV services in the future."

"The launch of broadband TV services demonstrates that broadband is not just about a fast Internet data connection. Bandwidth of 8 Mbit/s offers a whole new range of possibilities. We are delighted to have joined forces with Viasat, who offer market-leading content featuring the best in movies and sports," said Peder Ramel, CEO of Bredbandsbolaget.

Orders can be made at [www.viasat.se](http://www.viasat.se) or by telephone on 020-217 218.

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

tel: +46 (0) 8 562 000 50

Matthew Hooper, Corporate Communications

tel: +44 (0) 20 7321 5010

*Modern Times Group is an international entertainment-broadcasting group with operations in more than 30 countries around the world. MTG is the largest Free-to-air and Pay-TV operator in Scandinavia and the Baltics, the largest shareholder in Russia's fourth largest television network, and the number one commercial radio operator in the Nordic region. The Viasat DTH satellite TV platform offers digital multi-channel TV packages of 50 own-produced and third party entertainment channels to viewers in 15 countries across Europe and Viasat TV channels now reach over 50 million people every day.*

*Modern Times Group MTG AB class A and B shares are listed on the Stockholmsbörsen O-list under the symbols 'MTGA' and 'MTGB'.*

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)