



PRESS RELEASE  
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## **CABLE TV SUBSCRIBERS IN DENMARK VOTE FOR MTG CHANNELS**

**Because of articles in the press, MTG is releasing the results of the vote among the Danish cable television households and the effect these results will have on the channels within the business area Viasat Broadcasting.**

**TV3, 3+, and TV 6 will all be part of future cable packages offered by Tele Danmark.**

TV3, which is already a mini-pay channel in Denmark, will generate DKK 9.75 per household. The channel 3+, which has not previously generated subscriber income, will earn DKK 8.75 per household. TV6 will generate DKK 3.50 per household.

The vote took place among the 600,000 households that subscribe to Tele Danmark Cable, representing 1.2 million people or 23% of the population in Denmark.

Viasat Broadcasting's channels received enough votes to secure their future with this dominating television cable operator.

In the vote, TV3 was the most popular channel; 3+ came in third.

The results should prove very positive for both 3+ and TV6.

The business area MTG Radio also secured a place in Tele Danmark Cable's radio package. Power Hit Radio, the most popular commercial radio station in Stockholm and Gothenburg, Sweden, will now expand to Denmark.

**For additional information, please contact Pelle Törnberg, president and CEO of MTG, at +46-8-562 000 50.**

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)



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