



FOR IMMEDIATE RELEASE

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MTG RADIO REACHES HIGHEST EVER DAILY LISTENERS FIGURE

Modern Times Group MTG AB, the international entertainment broadcasting group, today announced that MTG Radio's 49 radio stations in Sweden now attract 1,696,200 daily listeners (9-79 year olds), which is equivalent to an annual increase of 38.4%, according to the latest RUAB independent market research figures. In addition, MTG's RIX FM national network reaches, for the first time ever, more listeners (9-49 year olds) than P4, the state-owned Swedish Radio network of local radio channels.

MTG's RIX FM increased its national daily reach from 11.8% to 15.3% and the RIX FM network is now the number one radio channel among all listeners under 50 years of age. MTG Radio Sweden has increased its national daily reach to 22.2%, up from 16.1%, and, at the same time, its commercial share of listeners has grown from 41.2% to 58.8%.

RIX FM's 'RIX MorronZoo' breakfast show increased its number of daily listeners from 584,400 to 724,100 and is consistently the number one breakfast show in Sweden.

The former NRJ radio stations, which are now operated by MTG Radio, further strengthened their positions in Stockholm, Göteborg and Malmö, compared to the same period last year. NRJ have 256,600 daily listeners and a national reach of 3.3%.

MTG Radio's network Lugna Favoriter, which since last autumn consists of ten local radio stations of which seven are former NRJ stations, has increased its number of listeners since the last RUAB survey from 328,500 to 404,000 daily listeners. There are no comparable figures for the same period last year.

MTG Radio continues to operate the three 'most listened to' radio stations in Stockholm. The national daily reach of Lugna Favoriter, RIX FM and NRJ is 9.3%, 8.4% and 6.3% respectively. The network Svenska Favoriter has the highest year-on-year growth and the daily reach now amounts to 4.9% (3.5%).

Hans-Holger Albrecht, President and CEO of MTG, commented: "Today's announced figures demonstrate our ability to provide advertisers with unique solutions for national advertising. The audience share of 58% reflects our channels' impressive performance as well as our effective cooperation with NRJ."

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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'.