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MTG RADIO RECORDS NEW ALL TIME HIGH LISTENER FIGURES

Modern Times Group MTG AB, the international entertainment-broadcasting group, today announced that MTG Radio Sweden now attracts a new ‘all time high’ of 1,786,900 daily listeners, which is equivalent to a 61% commercial share of listening. MTG Radio Sweden increased its number of listeners by 32%, when compared with the same period of last year, according to the latest RUAB independent market research that was published today. The survey also showed that MTG Radio’s Swedish national radio network, RIX FM, now reaches 1,244,700 daily listeners.

RIX FM’s new highest-ever listener figure corresponds to a national daily reach of 16.2% and follows last year’s cooperation agreement with NRJ, which has increased RIX FM’s national penetration in Sweden from 69% to 83%. Ten former NRJ radio stations, which are now operated by MTG Radio, are included in the latest research figures for RIX FM. RIX FM’s popular breakfast show ‘RIX MorronZoo’ has extended its position as the number one breakfast show in Sweden with a new record of 779,700 daily listeners.

Swedish radio network ‘Lugna Favoriter’, which includes seven former NRJ stations, also achieved record figures with 408,600 daily listeners.

Hans-Holger Albrecht, President and CEO of MTG, commented: “We have successfully operationally integrated the additional stations, and these record new listener figures reflect the extension of our national coverage in Sweden. RIX FM has consolidated its position as the most listened to radio network in Sweden among people under the age of 50, and it’s technical penetration of over 80% will enable us to capitalize further on this clear market advantage.”

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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’.

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