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VIASAT CHANNELS TO LAUNCH IN THE CZECH REPUBLIC AND SLOVAKIA

Modern Times Group MTG AB, the international entertainment-broadcasting group, today announced that the documentary Pay-TV channels, “Viasat History” and “Viasat Explorer”, will be launched in two additional Eastern European countries - the Czech Republic and Slovakia. Viasat’s channels will now be available in a total of 17 countries, including 13 markets in Central and Eastern Europe.

The two channels will be available from 1 June in the Czech Republic and Slovakia via UPC’s digital satellite platform (UPC Direct) and other third party cable networks. Viasat Explorer and Viasat History were included in UPC Direct’s (digital satellite) new PLUS package in Hungary this month, in addition to existing cable networks. UPC Direct has a combined total of over 200,000 subscribers in the three countries.

‘Viasat Explorer’ is a documentary channel featuring an entertaining combination of travel and exploration programming, including wildlife and natural world documentaries, extreme sports coverage, and true crime series. ‘Viasat History’ features a wide range of cultural, political, social and entertainment history documentaries, mini-series and period dramas.

Viasat’s Eastern European wholesale pay-TV business was launched in 2003 and added over 1.5 million new subscribers in the first quarter of 2005 alone. The business comprises Viasat History, Viasat Explorer, Viasat Sport and TV1000 East. By the end of March 2005, the four channels had attracted 7.9 million cable subscribers, representing an increase of 5.5 million subscribers in the last twelve months. TV1000 was successfully launched in Russia, the Baltics and the Western CIS states of Moldova and Belarus during 2003. The Viasat Explorer channel was launched in those countries as well as in Ukraine, Hungary, Poland, Romania and Bulgaria at the end of 2003. The Viasat History channel was launched in all of those countries in May 2004. All three channels are currently distributed via approximately 1,300 national and local cable networks across the region.

Hans-Holger Albrecht, President and CEO of MTG, commented: “We have seen tremendous growth in the East European wholesale channel business and have already achieved a high penetration level across the region. Viasat’s footprint continues to expand and to demonstrate our ability to successfully export popular channel brands into new high growth territories.”

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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 60 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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