



FOR IMMEDIATE RELEASE

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## **VIASAT EXTENDS RIGHTS TO UEFA CHAMPIONS LEAGUE COVERAGE**

**Modern Times Group MTG AB, the international entertainment-broadcasting group, today announced that it has prolonged its exclusive live broadcasting rights to the UEFA Champions League, for Sweden, Norway and Denmark, until the end of the 2008 / 2009 championship in the Spring of 2009. All of the games from the Championship will be aired on Viasat's 'free-to-air' and 'pay' channels, and will exploit the Viasat DTH satellite platform and channels' unique penetration in Scandinavia fully. Viasat already held the exclusive rights to the Championship until the end of the 2005 / 2006 season.**

Subscribers to the Viasat digital satellite premium pay-TV platform will be able to watch live coverage of all 125 matches each season, and the games will be broadcast on Viasat's TV3, ZTV, TV3+ and Viasat Sport channels. Viasat's coverage will also feature player profiles, interviews and a host of interactive features.

The 2004 / 2005 season has already proven enormously popular with viewers. The second leg semi-finals between Chelsea and Liverpool and between AC Milan and PSV Eindhoven will be aired on Viasat channels tonight and tomorrow night respectively, prior to live coverage of the final on 25 May in Istanbul.

Hans-Holger Albrecht, President and CEO of MTG, commented: "Viasat is the clear number one in sports entertainment. We have enjoyed a long and successful partnership with UEFA and its agent T.E.A.M. Matches from the Championship have been consistent ratings winners across our broadcasting territories. The expansion of our Viasat Sport branded channel offering to four channels, with the ability of newly launched Viasat Sport 24 to show up to four games simultaneously, enables us to offer comprehensive high quality coverage to Viasat viewers, as well as in depth match analysis and commentary. The League brings together the world's leading players and is Europe's premier club championship, featuring the best of the best competing for one of world football's most coveted trophies".

**For further information, please visit [www.mtg.se](http://www.mtg.se), email [info@mtg.se](mailto:info@mtg.se), or contact:**

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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'.*