



FOR IMMEDIATE RELEASE

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## **VIASAT ADDS TEN TV CHANNELS TO BALTICS PREMIUM PAY-TV PACKAGE**

**Modern Times Group MTG AB, the international entertainment-broadcasting group, today announced the addition of ten TV channels to its premium pay-TV offering in Estonia, Latvia and Lithuania. The new channels will be available immediately. Viasat is now the only satellite pay-TV operator in the region to offer a package of national channels, Viasat entertainment channels, and leading international third party channels.**

The new channels on the Viasat satellite platform will include the public service state and national commercial channels - LTV and LNT in Latvia, and LTV in Lithuania - as well as the Discovery Channel, Cartoon Network, Turner Classic Movies (TCM) and leading Russian national network RTR Planeta. In addition, Viasat's analogue terrestrial TV channels TV3 Estonia, TV3 Lithuania and Tango TV Lithuania have been made available digitally on the Viasat platform for the first time ever. Viasat's TV channels TV3 Latvia and the two 3+ channels are already available digitally on the platform, and so are Viasat History, Viasat Explorer, TV1000 Russian Kino and Viasat Sport 2 & 3. Viasat's premium pay-TV package now offers more than 40 entertainment channels to subscribers from all three countries.

MTG today simultaneously announced that it will increase its price for its premium pay-TV package. The price for the Viasat 'Gold' subscription will increase to 299 (229) Estonian Kroon, 13.5 (9.9) Latvian Lats and to 65 (49) Lithuanian Litas.

Viasat more than doubled its premium pay-TV subscriber base in the Baltic region in 2005 and had a total of 38,000 premium subscribers at the end of 2005.

Hans-Holger Albrecht, President and CEO of MTG, commented: "This is a major development for both Viasat and pay-TV generally in the Baltics. The addition of new Viasat and third party channels will provide even greater choice for subscribers. The Viasat premium pay-TV offering now features a best in class package of the major local commercial and state channels, as well as some of the best known international brands. This will further reinforce Viasat's position as the number one entertainment broadcaster in the Baltic region, and demonstrates our commitment to make our content portfolio as broadly available as possible."

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

Hans-Holger Albrecht, President & CEO

tel: +46 (0) 8 562 000 50

Matthew Hooper, Corporate Communications

tel: +44 (0) 20 7321 5010

*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 19 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'.*

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)