



PRESS RELEASE  
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## **VIASAT TO LAUNCH NEW SATELLITE SERVICE IN NORWAY**

**Twelve years after the start of the success of TV3, Viasat Broadcasting today announced that it would launch a second free-TV satellite channel in the Norwegian market, Viasat +. The launch is planned for the 17<sup>th</sup> of March 2000.**

TV3 as Viasat's flagship is currently the second largest commercial free-TV channel in Norway. On the basis of this success, Viasat will launch a second free-TV channel within the Norwegian Viasat family. The channel will be distributed by DTH-satellite and cable and be part of the successful Viasat platform. The aim is full penetration in cable and DTH-satellite homes.

"With Viasat + we will complement our very successful offer for the consumer and viewers in Norway", says Hans Holger Albrecht, President and CEO of Viasat Broadcasting. "Viasat + will have a substantial impact on our subscription growth as well as our advertising turnover."

Viasat + will transmit on a 24-hour frequency, and the programmes will be scheduled from the afternoon until past midnight every day. The channel will concentrate on entertainment including new series that have not been shown on Norwegian television before, feature films, sitcoms, children's programmes and sporting events. The primary target group will be persons between 3 and 35 years of age.

"The launch of Viasat + will strengthen the free-TV part of Viasat in Norway and give the Norwegian audience a new and exciting entertainment channel, and thus attract even more viewers to the Viasat platform, says Eivind Schackt, CEO of TV3 Norway and Viasat Broadcasting Norway.

**For further information, call Hans Holger Albrecht, President and CEO Viasat Broadcasting, at +44-1895 433 433 or Kalle Lisberg, President and CEO MTG Norway, at +47-22 99 00 33**

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