

News Release
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ZTV IS GROWING RAPIDLY - NOW THE DISTANCE TO MTV IS BIGGER THAN EVER

During September ZTV has doubled its number of viewers compared with the same period last year. Accumulated during 1997 compared with 1996 ZTV has increased the number of viewers with 25 percent, which makes ZTV the most rapidly growing TV-channel in Sweden. No other channel is growing so fast. - By making it easier for the viewers to search in our program schedule the number of viewers has increased fast, Per Sinding-Larsen says. Per Sinding-Larsen is ZTV's new Program Manager since September 1, 1997.

The distance to the English music channel MTV has also increased. Already one year ago ZTV was bigger than MTV. Now the distance has increased even more. One year ago ZTV had an average of 210.000 viewers per day compared with MTV's 200.000 average daily viewer. In September this year ZTV had 290.000 viewers per day compared with MTV's 170.000.

All figures are taken from the official MMS so called people meters-system in which 650 households are representing Sweden.

- However, young people living in second hand or studying are underrepresented in the MMS sample population. Researches made by other independent institutes show that, in reality the average viewing on ZTV is more than 50 percent higher than what the MMS-figures show, says Karl Mikael Cakste, President of ZTV.

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