

News Release
18 December 1997

JONATHAN SHIER NEW COMMERCIAL DIRECTOR OF TV3

Jonathan Shier has been appointed new Commercial Director of the Scandinavian TV-channel TV3. He will work on the TV-channel's headquarters in London.

Jonathan Shier is one of the most experienced persons in the European media industry. Former, he was Sales and Marketing Director and Deputy Managing Director of Thames Television, which was then the largest commercial TV-company in Britain. Before that he was Director of Sales and Marketing of the Scottish Television.

Since Thames Television has been working for Nethold, a former competitor of MTG's, Shier has worked as CEO of Nethold's division of Central and Eastern Europe in the emerging satellite, cable and pay television markets.

Jonathan Shier says in a comment:

"I am very pleased to joining the company which is at the forefront of any media developments in Scandinavia and the Baltic's."

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Modern Times Group MTG AB has seven business areas: Viasat Broadcasting (free-to-air and pay TV channels in nine countries), Radio (seven networks in five countries), New Media (the Everyday interactive TV portal, Internet portal, Mobile portal, and teletext services), Publishing (financial news and information services), Modern Interactive (home shopping, e-commerce, and logistics), SDI Media (subtitling and dubbing services), and Modern Studios (content production and library).

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