

News Release  
14 January 1998

#### INTERACTIVE TELEVISION RENEWS CONTRACT WITH SPANISH TV-CHANNEL

Interactive Television, (InTV España S.A.), has from March 10, 1998 renewed its contract with one of the most important TV-channels in Spain, Telecinco. The new contract runs for another three year term. InTV produces and sells all teletext services for Telecinco, which has at present a 23 % market share of all viewers and had in 1996 a turnover of some 2,7 Billion Swedish Crowns.

InTV was established in Spain in 1995 and has during these three years established itself as the indisputable market leader in commercial teletext in Spain, reaching 25 % of the total share of viewers and approximately 65 % of the total investment in advertisement in Spanish teletexts.

The company has moreover successfully managed to install the Interactive TV Games on the regional TV-channel on Mallorca: Channel 4. InTV is currently in the process of installing TV Games at Valencia's largest local TV-channel, Valencia TeVe.

For more information, please contact: Fredrik Staël von Holstein, President of InTV España S.A. tel: +34 1 563 70 65.

Interactive Television, InTV, is a company within Modern Times Group MTG AB. MTG is a broad Nordic media group operating amongst other areas within television, radio, printed media, electronic retailing and thereto related media services. A number of well known brand marks such as TV3, ZTV, Strix Television, Radio Rix and TV-Shop are owned and operated within the MTG group of companies. The company is listed on Nasdaq Stock Market in New York under the symbol MTGNY.

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

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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).

Modern Times Group MTG AB's class A and B shares are listed on the Stockholmsbörsen O-list (symbols: MTGA and MTGB) and on the Nasdaq National Market in New York (symbol: MTGNY).

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