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8 June 2007

## **MTG TO BROADCAST TV2 CHANNELS IN DENMARK**

**Modern Times Group MTG AB (publ.) ('MTG' or 'the Group'), the international entertainment broadcasting group, today announced that Viasat A/S has signed an agreement with leading Danish commercial broadcaster TV2 DANMARK A/S to broadcast TV2 on Viasat's DTH satellite platform from July 2007 until the end of 2014. Under the agreement, MTG will also be able to include TV2, TV2 Zulu, TV2 Charlie and TV2 Film in its broadband offering through Danish broadband network operator Dansk Bredband, from July 2007 until the end of 2014.**

TV2 will be available to Viasat's satellite subscribers as part of Viasat's DTH satellite platform and broadband offering, while TV2 Zulu, TV2 Charlie and TV2 Film will be available as part of the Viasat Gold broadband offering in Denmark. TV2 is the leading commercial TV channel in Denmark, and a majority of Viasat's Danish satellite subscribers would welcome TV2 on the platform, according to a recent survey performed by MTG.

The TV2 channel reported a commercial share of viewing of over 55% in Denmark for the first quarter of 2007, and offers a broad selection of feature films, Hollywood and Danish TV series, game shows and news. TV2 Zulu offers a wide selection of feature films, comedy and talk shows, while TV2 Charlie broadcasts American drama and crime series, with a 45+ target audience group. TV2 Film is a mini pay feature film channel, broadcasting high quality Danish and international feature films without advertising breaks.

Hans-Holger Albrecht, President and CEO of MTG, commented: "The agreement with TV2 Denmark is a significant step in the development of our Danish pay-TV offering and shows MTG's commitment to provide our viewers with the best available channels in any market. The agreement follows our previous successful cooperation with TV2 Denmark on the inclusion of TV2 News in Viasat's pay-TV packages, as well as the launch of the TV2 Sport channels and allows Viasat's subscribers to receive the three leading Danish channels in one package, both via DTH satellite and broadband TV."

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

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*Modern Times Group is a leading international entertainment broadcasting group with the second largest geographical broadcast footprint in Europe. MTG's Viasat Broadcasting is the largest free-to-air and satellite premium pay-TV operator in Scandinavia and the Baltics, and also operates channels in the Czech Republic, Russia, Hungary, Slovenia and the Balkans. Viasat channels are broadcast in a total of 26 countries and reach 100 million people. MTG is also the biggest shareholder in Russia's largest independent television network (CTC Media - NASDAQ: CTCM), and the number one commercial radio operator in the Nordic and Baltic regions.*

*Modern Times Group MTG AB class A and B shares are listed on the Nordic Stock Exchange Large Cap market ('MTGA' and 'MTGB').*