

News Release  
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#### DEALS WITH BBC AND ZDF GIVES TH6 NEW CONTENT

Starting from 1 of March TV6 is to be given a new format, and will be managed by ViaSat, the leading distributor of satellite TV in the Nordic countries. At the same time the channel is to be given a new graphic profile.

TV6 Nature World will be broadcast every evening between 6 pm and 9 pm. Agreement has been reached with the BBC and ZDF (Zweites Deutsches Fernsehen), securing access to high-quality documentary films, with the main focus on Scandinavian wildlife, outdoor pursuits and adventure activities.

"We are very pleased to have secured access to top-quality products through deals with the BBC and ZDF. These two companies are renowned for producing world-class documentaries, so they are our first choice for Nature World", says Alexander Holland, Chief Operating Officer TV1000 and TV6.

TV6 Action World which is to go out between 9 pm and midnight every evening, will concentrate on screening well-made action films and action series. In addition, there will be screenings of certain sports events, featuring domestic and international boxing, football and golf. The programme will be produced with subtitles in three languages - Swedish, Danish and Norwegian- which will further add to ViaSats's geographical strength.

There will be no price change for ViaSat satellite customers, since TV6 has been included in the ViaSat Plus package since March 1997. As of March 1998 TV6 will be free of advertising. The channel will also be featured in the major Nordic cable networks, such as Telia, Kabelvision, Stjärn-TV (present negotiations) and Sweden on Line.

"The changes to TV6 ensure that the channel has a more clearly defined format; in connection with the re-launch it is also to be given a new graphic profile. The result of these changes is a strengthening of our position on the local Nordic Pay-TV markets", says Hans-Holger Albrecht, Head of MTG's Pay-TV division.

TV6 Broadcasting Ltd goes out of business. ViaSat sets up a new company that will broadcast a new television channel under the name TV6 that will offer programming as previously mentioned.

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

Hans-Holger Albrecht, President & CEO tel: +46 8 562 000 50

Matthew Hooper, Investor & Press Relations tel: +44 20 7321 5010

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#### MODERN TIMES GROUP MTG AB

Skeppsbron 18, Box 2094, SE-103 13 Stockholm, Sweden

Tel. +46 8 562 000 50 Fax. +46 8 20 50 74 (Publ) Registration No. 556309-9158

[www.mtg.se](http://www.mtg.se)