

News Release
01 April 1998

STRIX TO OPEN OFFICES IN DENMARK

Strix Television is to establish offices in Denmark in order to produce "Expedition Robinson" for Danish TV3. Production work is to be led locally in Denmark by Mouns Overgaard, whose background in Danish feature film production includes working on Bille August's films, and Erik Johansson, who has previously worked as a producer at MTV.

Strix was the first TV company in the world to put their belief in the Expedition Robinson programme format into practice, when they bought the Nordic rights to the programme concept from the English production company Planet 24.

Audience Success Exported to Denmark

Despite having at the outset been one of the most heavily criticised single programmes in Swedish TV history, Robinson went on to establish itself as an enormous success with viewers, earning Swedish Television no fewer than 2.5 million viewers. For the first time in its history the "Bingolotto" game show saw itself pushed into second place in the battle for viewers. Now TV3 in Denmark has decided to purchase the programme from Strix; the production will be led locally, which is why Strix is opening offices in Copenhagen.

Separate Danish Island

The Danish production for TV3 will be filmed parallel to the recording of the Swedish production for Swedish Television. The Danish competitors will be "stranded" on one island, and the Swedish competitors on another. Filming is to begin on 15 June, and will take about two months to complete.

"A number of key functions are to be shared - for example the director, Mikael Hylin, has chief creative responsibility for both productions. But otherwise what we have here is two completely separate productions", says Anna Bråkenhielm, CEO of Strix Television.

For further information, please visit www.mtg.se, or email 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

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).

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