



PRESS RELEASE

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VIASAT TO LAUNCH DIGITAL PLATFORM IN THE BALTIC AREA

Simultaneously with the introduction of a digital TV platform in the Nordic region, Viasat Broadcasting today announced it is launching a digital platform in the Baltic market.

Viasat's digital TV packages, including the new Baltic platform, will be broadcasting from the Sirius satellite system at 5 degrees East, owned and operated by the Nordic Satellite Company (NSAB).

"We feel this is the right time to introduce digital television in the Baltics. We are enjoying great success with our TV3 advertising financed network in the Baltic area. By using 5 degrees East we will build on that success, giving our Baltic customers access to the same pay TV services now being introduced in the Nordic countries. Furthermore, we are very pleased to be able to extend our positive relations with NSAB as a strategic partner outside Scandinavia," says Hans-Holger Albrecht, President and CEO, Viasat Broadcasting and COO of Modern Times Group MTG AB. Viasat is a business area within MTG.

"We are pleased about Viasat's decision to introduce their digital broadcasting outside Scandinavia to reach the Baltic States. We are of course especially pleased that they have chosen our high power Sirius satellites for this service," says Lennart Hällkvist, Managing Director, NSAB.

From 1 September, Baltic viewers with a parabolic dish and a Viasat digital satellite receiver will get access to a variety of digital Viasat channels such as tailor-made TV3 and TV1000, as well as a number of third-party channels.

As a special service for the Russian-speaking population in the Baltic countries, the digital package also incorporates ORT International and other popular Russian channels.

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