



PRESS RELEASE

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## **STRIX PRODUCTIONS NOMINATED FOR TV AWARDS IN U.S.**

**The programs *Baren* [The Bar] and *Ombytta roller* [Trading Places], produced by Strix Television for Sweden's TV3, have been nominated for Indy Crystal Globe Awards.**

**The prizes will be announced in September at the 2000 GAIT Television & Internet Festival in Los Angeles.**

The festival is organized by the Global Association of Independent Television (GAIT), which was founded to support and promote the production of television or Web formats independently of the major U.S. production companies.

"We have just toured all the big U.S. networks and production companies and met intense interest in *Baren*, *Ombytta roller*, and *24timmar* [24 Hours]. This shows that Strix can create formats that are viable internationally and thus can be exported," says Anna Bråkenhielm, managing director of Strix.

The shows nominated – *Baren* and *Ombytta roller* – and *24timmar*, have been broadcast on TV3 in the past year.

Petter Nylander, managing director of TV3 Sweden, says, "With *Baren*, we were the first in Sweden to have a completely interactive 'docusoap.' It has lived up to our expectations, in terms of viewer audience for TV3 and visitors to the web site Everyday.com. The nominations show that this is an innovation for television and the Internet."

*Baren* was nominated in the Reality category, for programs based on real life, while *Ombytta roller* was nominated in News and Documentaries.

This autumn, *Baren* will return to TV3 Sweden and be launched on TV3 Norway.

Strix Television is part of the Modern Studios business area of Modern Times Group MTG AB, as are Sonet Film, Nordic Artist, and Modern Entertainment.

"The whole business concept of Modern Studios is to create formats and own the rights for formats with potential for export," says Kinna Bellander, head of the Modern Studios business area.

**For additional information, please contact Kinna Bellander, head of the Modern Studios business area, at +46 8 5560-6420.**

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