

News Release
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ORDER BOXING AND FILM OVER THE PHONE ON THE INTERNET

ViaSat, which has over 930 000 households with satellite dishes as its customers, is now to make it possible for Swedish TV viewers to phone the company's Customer Services over the Internet. Using the new service Click2Call viewers can for example order ViaSat Gold or Pay-Per-View (PPV) without having to lift the telephone receiver. "It is part of ViaSat's strategy to develop and use modern IT to increase its service level and improve what it has on offer to customers. Making it possible to contact Customer Services via the Internet is one example of this. The advantage ViaSat has is that the platform is already in place in customers' homes, in the form of a smart card terminal which makes it possible to provide all kinds of applications - such as the Internet via Satellite, which has rapidly proved a success", says Hans-Holger Albrecht, CEO of the MTG pay-tv division.

Since the Click2Call service is linked to ViaSat's home page it is possible to achieve increased efficiency in customer contacts. Customers who phone via the home page have already been able to gain the information available there; this means that the person dealing with the enquiry does not have to answer a series of questions which the customer has found out the answer to himself. The customer clicks on the Click2Call symbol on the screen and is then connected to ViaSat's customer service function. Using their computer's soundcard, microphone and loudspeakers customers can talk to Customer Services in the same way as if they had phoned using a normal telephone.

Anyone wishing to try out the Click2Call service can do so on ViaSat's home page: <http://www.viasat.se/index11.html>. The user needs to have Windows 95, a soundcard that can deal with full duplex, loudspeakers, a microphone, and the programme Netmeeting. Click2Call can not be used by users behind a firewall which is not H323-compatible.

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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).

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