



PRESS RELEASE

October 24, 2000

ONE BILLION KRONOR IN AD SALES FOR VIASAT IN SWEDEN

Viasat Broadcasting's free TV channels in Sweden this week passed a billion Swedish kronor in sales for the year 2000. This amounts to more advertising sales than Swedish TV3, ZTV and TV8 accumulated for the whole of 1999.

The billion kronor mark was reached in the first 42 weeks of 2000, an increase of 24% compared to the same period last year.

Seen in a longer perspective as well the Viasat channels have experienced strong growth. For the first six months of 2000, Viasat advertising revenue for its own Swedish channels increased 54% compared with 1998. TV market growth for the same period was 26%, according to the Swedish Institute for Advertising and Media Statistics (IRM). This means the Viasat channels in Sweden have increased more than twice as much compared to the market average in two years.

"We are clearly very satisfied about this increase in revenue," says Petter Nylander, head of free TV in Viasat Broadcasting, one of MTG's business areas. "We've succeeded in our mission to broaden the viewing audience and at the same time have a firm grip on our younger viewers. We offer today a very viable alternative to the terrestrial commercial channel."

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Modern Times Group MTG AB has seven business areas: Modern Times Group MTG AB has seven business areas: Viasat Broadcasting (free and pay TV comprising 18 television channels in eight countries), Radio (seven networks in five countries), New Media (the Everyday interactive TV portal, Internet portal, and teletext services), Publishing (financial news and media services, other magazine and book publishing), Modern Interactive (traditional home shopping, e-commerce, and logistics), SDI Media (subtitling and dubbing services), and Modern Studios (content production and film library).

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