



PRESS RELEASE

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## **TEN RADIO STATIONS TO BE LAUNCHED ON VIASAT'S DIGITAL-TV PLATFORM**

**MTG Radio will launch 10 digital-radio channels that initially will be available to anyone who has a digital-TV set-top box for Viasat.**

**In addition to musical programming from RIX FM and Power Hit Radio, new music channels will be started that offer everything from jazz and classical to various genres from recent decades.**

The 10 digital radio channels will help MTG Radio augment its sources of revenue. At the same time, programming offered on Viasat's digital-TV platform will be expanded with first-class content at a low cost. Synergies with existing radio operations within Modern Times Group MTG AB will be substantial, and operating costs will be minimal.

The channels will be launched in December and have all the benefits of digital distribution, such as better sound quality and easy reception.

They will be included in the assortment being offered to the entire market for Viasat's digital-TV, that is, the Nordic countries and Baltic states. This is one reason they are pure music channels.

RIX FM is Sweden's biggest commercial radio network, and Power Hit Radio is the most popular commercial radio station in Stockholm. The music played under these two brand names will be joined in the digital radio universe by eight thematic channels: jazz, classical, various genres from the 1950s, 1960s, 1970s, and 1990s, and hits from the 21st century.

Viasat is now launching its digital-TV platform in the Nordic countries and Baltic states. All households with satellite TV that currently receive the Viasat Gold package will receive the new digital-TV set-top boxes free-of-charge.

Other households will be able to buy an all-in-one package containing a satellite dish, digital-TV set-top box, and a 12-month subscription to the premium Viasat Gold package. Based on the total price of the package, the digital-TV set-top box and the satellite dish antenna are included for free. The package gives access to an array of new TV channels, such as BBC World, Travel Deals Direct, and the German station RTL. TV1000 and Cinema are included in multiplex, with movies starting three times each night. With The Goal Show, viewers will never miss a goal in the Champions League. Also, viewers receive an electronic TV guide and an assortment of interactive services offered by Everyday.tv, including news, weather, and more. Soon, e-mail and chat rooms will be available, too. Through Viasat Ticket, viewers can order feature-length movies, sporting events, and concerts at any time.

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](http://www.mtg.se)

**For additional information, visit [www.mtg.se](http://www.mtg.se), send e-mail to [info@sharedvalue.net](mailto:info@sharedvalue.net), or contact:  
Hans-Holger Albrecht, President and CEO of MTG, +46 8 5620 0050.**

*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 service), 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).*

*Modern Times Group MTG AB's class A and B shares are listed on the OM Stockholm Exchange's O list (symbols: MTGA and MTGB) and on the Nasdaq National Market in New York (symbol: MTGNY).*