



FOR IMMEDIATE RELEASE

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VIASAT SECURES POSITION AS LEADING ONLINE TV PORTAL IN SWEDEN

Modern Times Group MTG AB (publ.) ('MTG' or 'the Group'), the international entertainment broadcasting group, today announced that Viasat has secured its position as the leading provider of online TV content in Sweden, by including the catch-up TV services of Swedish broadcasters TV4 and SVT on its Viasat OnDemand internet portal. The portal now includes the catch-up services for channels that attract a combined 68.2% share of TV viewing in Sweden, as well as over 1,000 movies and live coverage of major sports events. On-demand services are also available to Viasat satellite subscribers with broadband connected ViasatPlusHD recordable set-top boxes.

The SVT Play service can be accessed free of charge at www.viasatondemand.com, alongside Viasat's own TV3 Play, TV6 Play and TV8 Play services. The TV4 Play service will initially be made available free of charge, but will eventually be part of a pay package containing TV4's offering. The play services enable computer users in Sweden to watch streamed programming online that has already been broadcast by the channels on television.

The movie titles that are available on a pay-per-day basis include blockbusters such as *The Wrestler*, *Slumdog Millionaire*, *Milk*, *The Curious Case of Benjamin Button* and *Millennium*, whilst www.viasatondemand.com also provides pay-per-event live streaming of premium sports events including UEFA Champions League games and Formula One races, as well as pay-per-day TV series, documentaries and own productions.

Hans-Holger Albrecht, President & CEO of MTG, commented: "Internet penetration, connection speeds, bandwidth and usage levels in Scandinavia are amongst the highest in the world and this is continuing to shape both consumer behaviour and the media landscape. Services such as Viasat OnDemand are the future of television and we are one of the first broadcasters to create a portal of our own and leading third party channels and content. Our online services now feature content from all of the three leading broadcasters in Sweden, making us the clear leader in this field, and we are working to secure similar positions in our other markets".

"The development of Viasat OnDemand reflects our commitment to make a wide range of free and paid-for programming available to viewers on a flexible 'anytime, anywhere' basis via multiple distribution platforms including the internet. 'Catch-up' and 'On Demand' services enable viewers to choose when they want to watch popular TV shows, movies and sports events, whilst the latest video streaming and set-top box technology solutions enable broadband connected viewers to enjoy these services on either the TV or the computer."

For further information, please visit www.mtg.se or contact:

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Modern Times Group is a leading international entertainment broadcasting group with the second largest geographical broadcast footprint in Europe. MTG's Viasat Broadcasting is the largest free-TV and satellite premium pay-TV operator in Scandinavia and the Baltics, and also operates free-TV channels in the Czech Republic, Hungary, Slovenia Bulgaria, Macedonia and Ghana. MTG's TV assets are broadcast in a total of 30 countries and have 125 million viewers. MTG is also the major shareholder in Russia's largest independent television broadcaster (CTC Media - Nasdaq: CTCM), and the number one commercial radio operator in the Nordic and Baltic regions.

Modern Times Group MTG AB Class A and B shares are listed on Nasdaq OMX Stockholm's Large Cap market ('MTGA' and 'MTGB').

The information in this announcement is that which Modern Times Group MTG AB is required to disclose under the Securities Market Act and/or the Financial Instruments Trading Act. It was released for publication at 08.00 CET on 15 September 2009.