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MTG launches pay-TV channels in Uganda and Tanzania

Modern Times Group MTG AB (publ.) ('MTG' or 'the Group'), the international entertainment broadcasting group, today announced that it has launched its documentary pay-TV channels Viasat History and Viasat Nature in Uganda and Tanzania, following the signing of a distribution agreement with digital terrestrial television operator StarTimes. StarTimes will also include the channels in its pay-TV offering in Nigeria.

Viasat History and Viasat Nature are each being broadcast 12 hours a day via a single satellite feed. Viasat History features a broad range of high quality and award-winning history programmes, biopics, period dramas and cultural shows. Viasat Nature comprises family oriented content including documentaries about nature, wildlife, animal rescue and celebrity journeys.

The Viasat History, Viasat Nature, Viasat Explorer and Viasat Crime channels are already available to satellite pay-TV subscribers in Nigeria and to satellite and cable pay-TV subscribers in Kenya, following distribution deals signed earlier in 2011.

China's StarTimes operates across eight African countries - Nigeria, Tanzania, Uganda, Rwanda, Burundi, Central African Republic, Guinea and Mozambique.

Hans-Holger Albrecht, President and CEO of MTG, commented: "This is further evidence of our commitment to extend the footprint of our free and pay-TV operations in sub-Saharan Africa. Our channels have already proven popular with subscribers and we intend to make them as broadly available as possible in these developing markets."

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Modern Times Group is an international entertainment broadcasting group with the largest geographical broadcast footprint in Europe. MTG's Viasat Broadcasting operates 29 free-TV channels in 11 countries and 38 pay-tv channels in 34 countries. The pay-tv channels are distributed on Viasat's own satellite platforms in 9 countries, as well as on third party broadcast networks (including cable, satellite and IPTV) and over the open internet. These free-TV and pay-TV channels and pay-TV platforms attract a total of 125 million viewers in 35 countries. MTG is also the largest shareholder in Russia's leading independent television broadcaster (CTC Media – Nasdaq: CTCM).

Modern Times Group is a growth company and generated SEK 13.1 billion of sales and SEK 2.4 billion of operating income in 2010. MTG's Class A and B shares are listed on Nasdaq OMX Stockholm's Large Cap index under the symbols '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 5 October 2011.