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MTG launches new 'Viasat Film' brand and 4 new HD movie channels

Modern Times Group MTG AB (publ.) ('MTG' or 'the Group'), the international entertainment broadcasting group, today announced that it is marking the 20th anniversary of the launch of Viasat's pay-TV services with the rebranding of the TV1000 movie channel brand to Viasat Film across the Nordic region. In addition, Viasat will also launch four new Viasat Film premium pay-TV HD movie channels in Sweden, Norway, Denmark and Finland on 1 March 2012. Viasat will now broadcast a total of 11 thematic premium pay-TV movie channels across the region. A major pan-Nordic marketing campaign will shortly be launched to support the rebranding and drive uptake of the new channels amongst cable, satellite and IPTV subscribers across the region.

Viasat's movie channel offering will therefore comprise Viasat Film and Viasat Film HD; Viasat Film Action and Viasat Film Action HD; Viasat Film Nordic and Viasat Film Nordic HD; Viasat Film Family and Viasat Film Family HD; Viasat Film Drama and Viasat Film Drama HD; and Viasat Film Classic. All of the channels will be available on the Viasat satellite pay-TV platform and also be distributed in IPTV and cable TV networks with which Viasat has agreements. Not only will Viasat Film show five exclusive premieres a week but the channels will also air a broad range of movies that have never been seen on television before.

The Viasat Film channels will continue to broadcast exclusive movie premieres featuring the world's best known stars, whilst the Viasat Film Action schedules will be packed with the finest all-action blockbusters and thrillers. Viasat Film Nordic will be home to premium local market movies including both new releases as well as hit vintage film productions. Viasat Film Family are the channels for the whole family with around the clock hit romantic and straight out comedies, as well as the best known animated features. Viasat Film Drama will provide a spectrum of current and period dramas. Finally, Viasat Film Classic channel will be home to cult movies and classic movie titles.

Viasat has agreements with a combination of the major Hollywood studios and distributors around the world. Not only is this extensive portfolio of content made available on Viasat's linear pay-TV channels but also through the Viaplay online pay-TV service.

Hans-Holger Albrecht, President and CEO of MTG, commented: "Viasat Film is the biggest premiere of 2012. It is a happy new year for our customers who will soon be able to watch more movies in crystal clear HD quality than ever before. TV1000 has been a fantastic brand for us and lives on successfully outside the Nordic region but the time has come for a change in our home markets.

“The Viasat Film family of thematic movie brands in standard and high definition connects our operator brand with multiple genres of content, and mirrors what we have done successfully with our dedicated sports and documentary channels. We are encouraging viewers to create their own personal cinemas and bring the theatre-going experience into their homes. This is the ultimate in entertainment at your command - it’s as big as cinema but closer!’

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

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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. 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'.