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30 October 2002

RECORD RATINGS FOR TV3 SCANDINAVIA

Modern Times Group MTG AB, the international media group, today announced that its TV programming schedule for the Fall has already resulted in increased market shares across Scandinavia. TV3's new programming schedule was launched at the beginning of September and comprises both established successes, new pan-Scandinavian own-productions and Hollywood movie packages. TV3 has broadcast 9 out of the top 10 rating programmes in Sweden since the beginning of September, when compared to rival satellite broadcaster Kanal 5.

Four TV3 shows in Sweden have recorded particularly high ratings. Firstly, 'Efterlyst', the enormously popular crime investigation format that has been aired for the last 25 seasons in Sweden, has achieved an all time high rating in October and is on course to record its best season ever. The show reached a record 635,000 viewers, representing 10.4% of the satellite universe in Sweden and 11.9% of the 15-34 year old female target group in this universe.

Peak viewing of 'Insider', which features televised investigations by one of Sweden's leading TV presenters, reached 635,000 in October. This represented 10.4% of the satellite universe and 13.1% of women between 15 and 34 years old in this universe.

'Cityakuten' ('ER'), meanwhile, achieved a record rating with 530,000 viewers during October, equivalent to 8.7% of the satellite universe and 17.8% of the 15-34 year old female satellite audience.

'Fame Factory' has continued TV3's tradition of strong reach amongst female viewers over the last two months, taking over from TV3's star reality TV format, 'Baren'. The show achieved a 14.4% rating amongst the target female 15-34 year old age group in the satellite universe. Both 'Baren' and 'Fame Factory' were produced by MTG-owned STRIX Television, one of the world's leading originators and producers of reality television formats.

TV3 has the exclusive broadcasting rights in Scandinavia to the UEFA Champion's League European football championship. TV3 aired 6 hours of consecutive coverage last week in Norway and attracted an average audience of 245,000 viewers, representing a 33.5% commercial share of viewing amongst the 12+ age group over the 6 hours. The viewing peaked at 630,000 during the second half of local Norwegian club Ajax Rosenborg's match, which was the largest number of viewers on any channel in Norway that evening, equivalent to 32.7% share of total television viewing at that time.

'Expedition Robinson' (the 'Survivor' format) has continued to achieve record ratings amongst youth audiences in Denmark for the fifth year running. The show has achieved an average 34.9% rating for its first eight episodes this Fall, and a 71% share in the key 15-30 year old target group. Viewing peaked at 995,000 in October and each episode has been the most viewed programme on Danish

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television that day, often with twice as many viewers as its nearest rival. The show is also produced by MTG company, STRIX Television. 'Expedition Robinson' has been produced or co-produced for broadcast in Denmark and eight other countries in 2002 by STRIX Television.

Hans-Holger Albrecht, President and CEO of MTG, commented: "These ratings clearly demonstrate the popularity of our Fall schedule across Scandinavia. Our commercial share of viewing continues to improve and our programming line-up for the rest of the Fall is strong. Not only have we been able to schedule the right mix of programming but also to roll out successful MTG-developed content on a pan-Scandinavian basis."

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Modern Times Group, MTG AB has six business areas: Viasat Broadcasting (Free-to-air and pay-TV channels in nine countries, and the new media businesses - teletext operations and the Everyday interactive TV, internet and mobile portals), Radio (local and national networks in five countries), Publishing (financial news and information services), Modern Interactive (home shopping, e-commerce and logistics), SDI Media (subtitling and dubbing services), and Modern Studios (content production and rights library).

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