



FOR IMMEDIATE RELEASE



31 October 2013

MTG launches TV6 channel in Norway

Modern Times Group MTG AB (publ.) ('MTG' or 'the Group'), the international entertainment group, today announced that it will launch a new free-TV channel - TV6 - in Norway on 21 November. TV6 will be MTG's third free-TV channel in Norway and will complement the Group's existing Norwegian free-TV channel portfolio of TV3 and Viasat4. TV6 will also be MTG's 33rd free-TV channel.

TV6 will be a general entertainment and lifestyle channel, and broadcast a combination of talk shows, quality drama, crime series and movies. Successful formats like *'The Great British Bake-off'*, *'The Jonathan Ross show'*, *'Location, Location, Location'* and *'MasterChef UK'* are some of the shows that will be aired on the channel. TV6 will also broadcast locally produced programming in 2014. The channel will be targeted at a female-skewed audience of 35-49 year olds.

TV6 will be distributed broadly on Norwegian TV platforms including MTG's own Viasat satellite platform; the Riks-TV digital terrestrial network; Canal Digital's cable and satellite TV networks; and the GET cable TV network. TV6 is therefore expected to have a household penetration of approximately 65% at launch, and this is expected to rise further as additional distribution agreements are put in place. Selected programmes will also be available on a catch-up basis on internet connected devices through TV6Play and TV6Norge.no.

MTG's TV3 and Viasat4 are available in both HD and SD versions, and had a combined commercial share of viewing of 17.3% in the third quarter of 2013 in the target group of 15-49 year olds. TV3 was launched in 1987 as the first commercial TV channel in Norway, and is a general entertainment channel, while Viasat4 was launched in 2007 and is a male-skewed entertainment channel.

Jørgen Madsen Lindemann, President and CEO of MTG, commented: "TV6 will be a great addition to our entertainment offering for Norwegian viewers. It will be widely available on multiple platforms and devices and provide a range of exciting and engaging programming content. This is the latest important step in the on-going implementation of our multi-channel media house strategy, and will further enhance our competitive position in Norway."

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

Jørgen Madsen Lindemann, President & Chief Executive Officer
Tel: +46 (0) 8 562 000 50

Investors & Analysts
Tel: +46 (0) 73 699 2714
Email: investor.relations@mtg.se

Journalists
Tel: +46 (0) 73 699 2709
Email: press@mtg.se

Modern Times Group (MTG) is an international entertainment group with operations that span four continents and include free-TV, pay-TV, radio and content production businesses. MTG's Viasat Broadcasting operates free-TV and pay-TV channels, which are available on Viasat's own satellite platforms and third party networks, and also distributes TV content over the internet. MTG is also the largest shareholder in CTC Media, which is Russia's leading independent television broadcaster.

Modern Times Group is a growth company and generated net sales of SEK 13.3 billion in 2012. 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 31 October 2013.