



FOR IMMEDIATE RELEASE

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## MTG TO BROADCAST SWEDISH PUBLIC SERVICE TV CHANNELS

**Modern Times Group MTG AB, the international media group, today announced that its Viasat Broadcasting division has signed a ground breaking agreement with the Swedish state broadcaster to make the SVT channels available on the Viasat digital pay-TV platform for the first time. The five SVT channels will be broadcast via satellite to all of Viasat's digital basic and premium subscribers in Sweden from Wednesday evening. The agreement runs for five years.**

'SVT1' and 'SVT2', '24', 'The Children's Channel' and 'SVT Extra' will be included in Viasat's digital 'Gold', 'Silver' and 'Basic' pay-TV packages. The channels will be distributed via the NSAB SIRIUS satellite. In addition, SVT has also announced that it plans to launch local news programming on SVT2 in a year's time, enabling viewers to watch 11 regional news programmes. Viasat will also carry this additional programming in its digital TV packages.

"Viasat is now clearly the most attractive package on the market, combining the strength of the well established public service channels, Viasat's 10 mass market and niche commercial entertainment channels, and a portfolio of twenty of the world's leading third party pay-TV channels. The SVT channels are a significant addition to the Viasat platform, and follow hard on the heels of the inclusion of the world's leading family entertainment channel – The Disney Channel. SVT1 was the most watched television channel in Sweden in 2002 and the SVT channels recorded a combined share of viewing in Sweden of 43%. SVT broadcast 93 of the top 100 most watched programs in Sweden last year," commented Hans-Holger Albrecht, President and CEO of MTG.

"This announcement clearly marks a critical point in the development of the multi-channel digital TV environment in Scandinavia, with the state channels now available throughout Sweden on digital satellite and terrestrial television", Hans-Holger Albrecht continued.

Christina Jutterström, CEO of Sveriges Television, commented: "This cooperation satisfies a strong demand for our channels from Viasat's viewers. Each public service channel will now be available on both Swedish satellite TV platforms. Every TV household that chooses to receive digital TV via satellite will now have access to all SVT channels. We are also especially pleased that the regional broadcasts will be included in a year's time".

**For further information, please visit [www.mtg.se](http://www.mtg.se), email [info@mtg.se](mailto:info@mtg.se), or contact:**

Hans-Holger Albrecht, President & CEO  
Matthew Hooper, Investor & Press Enquiries

tel: +46 (0) 8 562 000 50  
tel: +44 (0) 20 7321 5010

MODERN TIMES GROUP MTG AB  
Skeppsbron 18, Box 2094, SE-103 13 Stockholm, Sweden  
Tel. +46 8 562 000 50 Fax. +46 8 20 50 74 (Publ) Registration No. 556309-9158  
[www.mtg.se](http://www.mtg.se)

*Modern Times Group is a leading vertically integrated media group with broadcasting, production, publishing and media services businesses, operating in more than 30 countries around the world. MTG is the largest Free- and Pay- TV operator in the Nordic & Baltic region, and also has Free-TV operations in Russia and Hungary. MTG is the largest commercial radio broadcaster in Northern Europe, the global market leader in DVD subtitling and dubbing, and a leading international Reality-TV production house.*

*MTG's 'A' and 'B' shares are traded on the Stockholmsbörsen 'O-list' and its 'B' share ADRs are listed on Nasdaq.*

*This press release contains certain "forward-looking statements" with respect to our expectations and plans, strategy, management's objectives, future performance, costs, revenues, earnings and other trend information. It is important to note that our actual results in the future could differ materially from those anticipated in forward-looking statements depending on various important factors. Please refer to the documents we have filed with the U.S. Securities and Exchange Commission under the U.S. Securities Exchange Act of 1934, as amended, including our most recent annual report on Form 20-F, for a discussion of certain of these factors.*

*All forward-looking statements in this press release are based on information available to us on the date hereof. All written or oral forward-looking statements attributable to Modern Times Group, any Modern Times Group members or persons acting on our behalf are expressly qualified in their entirety by the factors referred to above. We do not intend to update these forward-looking statements.*