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MTG launches its first free-TV channel in Tanzania

Modern Times Group MTG AB (publ.) ('MTG' or 'the Group'), the international entertainment group, today announced that it has launched its first ever advertising funded free-TV channel in Tanzania under the TV1 brand. The channel is available through Tanzania's digital terrestrial network, and already reaches up to 30% of the 48 million people in the country.

TV1 is a general entertainment channel with a mix of locally produced news and entertainment content, as well as international movies and TV series. The channel is focused on a broad, slightly female skewed, target audience of 15-49 year olds.

TV1 will be MTG's second African free-TV channel, and follows the launch of Viasat1 in Ghana in 2008. Viasat1 Ghana has grown rapidly since launch, and is now the country's second largest free-TV channel with a 24% commercial share of viewing in the target audience group. The Ghanaian operation also reported its first quarterly profit already in 2013. Four of MTG's Viasat thematic pay-TV channel brands are also available on networks in Nigeria, Uganda, Kenya, Rwanda, Tanzania and Mozambique. MTG's production company Modern African Productions ('MAP') also creates a wide range of content for a number of African markets, and will support the launch in Tanzania.

Jørgen Madsen Lindemann, President and CEO of MTG, commented: "We are proud to launch our second African free-TV channel. We are committed to further expanding our presence not just in Tanzania but also in other fast growing African countries and economies. We will bring viewers a wide range of local and international shows that will provide top quality entertainment for the whole family."

Joseph Hundah, Executive Vice President of the Group's African operations, commented: "TV1 is our second free-TV channel launch in Africa, and we have benefitted both from our experience of launching a channel in Ghana, and from our presence in Tanzania through our pay channels over the past few years. We have built everything from the ground up to ensure that we have the best possible local facilities, to provide the platform for future growth and, most important of all, to ensure that we deliver the most exciting, relevant and engaging TV experience for our audience."

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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 13 January 2014.