



**FOR IMMEDIATE RELEASE**



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## **MTG prolongs exclusive rights to Danish Superliga**

**Modern Times Group MTG AB (publ.) ('MTG' or 'the Group'), the international entertainment group, today announced that it has prolonged its exclusive rights to the Danish Superliga, the country's top tier football league. The rights cover all platforms in Demark for six seasons until the end of the 2020/2021 season.**

MTG has the live coverage rights to the 1<sup>st</sup>, 3<sup>rd</sup>, 4<sup>th</sup> and 6<sup>th</sup> pick matches in all 33 rounds of the Danish Superliga season – a total of 792 live games under the duration of the agreement. Included are the exclusive rights to the NordicBet Liga, the second tier football league and all the rounds from the national football association cup, DBU Pokalen. The rights have been acquired from Divisionsforeningen (the Danish League association).

In Denmark, MTG also has the television rights for the English Premier League and the exclusive rights to the UEFA Champions League. Football coverage is shown on its three free-TV channels – TV3, TV3+ and TV3 PULS; the two pay-TV sports channels TV3 Sport1 and TV3 Sport2; and the online pay-TV service Viaplay.

Peter Nørrelund, Head of MTG Sport, commented: "The Danish football league is a premium sports right that is massively popular with viewers, so we are delighted to have secured the rights for an unprecedented six further seasons. This provides us with the long-term perspective and commitment to continue to develop this high quality entertainment experience together with the clubs and the association, and for our viewers and subscribers."

Jørgen Madsen Lindemann, MTG President and CEO, commented: "We are proud to have provided coverage of top flight Danish football since 1998, and we look forward to continuing our successful partnership with Divisionsforeningen until 2021. Our sports portfolio is unrivalled in Denmark and this deal further consolidates our position as the leading sports broadcaster on all platforms for years to come."

Claus Thomsen, CEO of Superligaen A/S (SuperLiga Ltd), commented: "MTG has been instrumental in creating outstanding coverage of Danish top-flight league football for years. It gives me great comfort that we can continue this relationship for many more years."

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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 14.1 billion in 2013. 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 26 June 2014.*