



FOR IMMEDIATE RELEASE

11 March 2004

TV3 AND ZTV TO BE BROADCAST TERRESTRIALLY

Modern Times Group MTG AB, the international media group, today announced that TV3 and ZTV will be broadcast in Sweden's digital terrestrial network from tomorrow, Friday March 12, 2004. The channels were awarded licences at the beginning of this year by the Swedish Government. As a result, TV3 and ZTV will increase their penetration by 5 percentage units or 200,000 households. TV3 will now reach approximately 67 % of Swedish households. MTG's TV8 channel was also awarded a licence to be broadcast in the digital terrestrial network and will be broadcast from April 30 at the latest. The transmissions will increase viewer choice and access to the channels' popular entertainment programming.

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

Hans-Holger Albrecht, President & CEO
Henrik Persson, Investor & Press Enquiries

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

MTG is an international media group with operations in more than 30 countries around the world and principal broadcasting businesses in Scandinavia, the Baltic States, Hungary and Russia. MTG is the largest Free-to-air and Pay-TV operator in the Nordic and Baltic regions and the largest commercial radio operator in Northern Europe. MTG's Viasat channels reach over 50 million people in 14 countries every day and MTG Radio's stations reach 2.7 million daily listeners. The Viasat Broadcasting DTH satellite TV platform offers digital multichannel TV packages of 48 own-produced and third party entertainment channels. MTG is a leading European direct response TV network operator, broadcasting home shopping channels into 100 million homes in 52 countries, as well as one of the world's leading originators and producers of Reality TV formats and a global provider of subtitling and dubbing services to the entertainment industry.

Modern Times Group MTG AB class A and B shares are listed on the Stockholmsbörsen O-list (symbols: MTGA and MTGB).