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## **VIASAT ACQUIRES EXCLUSIVE SPORTS RIGHTS**

**Modern Times Group MTG AB, the international media group, today announced that Viasat Broadcasting has acquired the exclusive broadcasting rights for free- and pay-TV to the English FA Cup and the English National Football Team's home matches over the next four years. Viasat has also acquired the rights to the Swedish National Football Team's away matches for the qualification to the World Cup 2006, excluding the Malta match. Together with the already announced acquisition of the home matches, Viasat now has an extensive coverage of Sweden's National Football Team's qualification matches for the 2006 World Cup in Germany.**

The FA Cup rights are for the next four seasons and covers Sweden, Norway, Finland, Denmark and Iceland while the rights for the English National Teams home matches run until summer 2008 in all Scandinavian countries.

Included in the package is also the Community Shield, the first game of the soccer season in England, between the winner of the Premier League and the winner of the FA Cup Final as well as the English first division nationwide and the English League Cup for the next two seasons.

The exclusive rights for the broadcasting of the Swedish National Team's away matches covers the World Cup qualifier clashes with Croatia, Bulgaria, Iceland and Hungary.

Viasat recently announced the acquisition of the rights to broadcast the highlights of Swedish Premier League football matches in the new football show, Avspark. This extensive football coverage makes Viasat the number one choice for football fans in Scandinavia.

Extensive coverage of the rights will be broadcast on TV3 in Sweden, Denmark and Norway, TV3+ in Denmark and on Viasat Sport. Viasat has recently launched three new sport channels, Viasat Sport 1, 2 and 3.

Viasat's market leading sport rights portfolio includes the Ice Hockey World Championships and World Cup, the UEFA Champions League, the National Football League and the Handball World Cup. Viasat also has the broadcasting rights to the Wimbledon Tennis Championship, as well as the world's leading golf events, including The Ryder Cup, The US Open and The British Open.

Hans-Holger Albrecht, President and CEO of MTG, commented: "We have a clear mandate to invest in our programming schedule in order to increase the share of viewing of TV3 and TV3+ and to grow our pay-TV subscriber base further. With the current line up of world leading sport rights we have the most attractive offer in the market"

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

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*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's 25 own produced 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).*

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