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MTG LAUNCHES SIX TV1000 CHANNELS

Modern Times Group MTG AB, the international media group, today announced that Viasat Broadcasting will launch four new premium TV1000 channels in the Nordic territories. Viasat will therefore broadcast a total of six premium movie channels from 1 September 2004 and clearly establish a leading position in the provision of premium movie content to TV viewers in the region.

TV1000, TV1000+1, TV1000 Nordic, TV1000 Classic, TV1000 Action, and TV1000 Family will be broadcast 24 hours a day in Sweden, Norway, Denmark and Finland. All channels will be available on the Viasat DTH satellite pay-TV platform within the 'Gold' package. TV1000 had 460,000 subscribers at the end of March 2004.

The new structure reflects Viasat's strengthened portfolio of movie titles and will offer premium subscribers an increased choice of premium content around the clock. The existing TV1000 and TV1000 Cinema channels are being rebranded as part of this channel extension.

TV1000+1 provides the same content as TV1000 with a one hour delay to give viewers a second chance to watch the film of their choice. The two channels will broadcast 300 premieres per year – an average of six new releases per week. The TV1000 Nordic channel will be home to premium local movies and will be dedicated to new releases as well as massively popular and world famous vintage film productions. TV1000 Classic will run cult and classic movie titles featuring the world's leading film stars. The TV1000 Action schedule will be filled with America's finest all action blockbusters and thrillers to keep viewers on the edge of their seats. Finally, TV1000 Family is the channel for the whole family with around the clock laughter and entertainment from hit family oriented comedy and romantic films.

Hans-Holger Albrecht, President and CEO of MTG, commented: "This channel line-up clearly establishes Viasat as the home of movie entertainment in the Nordic region. The rebranding and extension of our product offering follows the same strategy as the successful launch of the three dedicated Viasat Sport channels earlier this year. Sports and movies are the two principal drivers for viewers and the basis on which they chose their premium pay-TV provider. Viasat is all about providing viewers with the best in entertainment and the widest possible choice. We have output deals with a number of the major Hollywood studios and distributors, which include the first run rights to blockbuster new movie releases as well as to recent hit films and cult titles."

For further information, please visit www.mtg.se, email 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 channels reach over 50 million people in 14 countries every day and MTG Radio's stations reach 3 million daily listeners. The Viasat Broadcasting DTH satellite TV platform offers digital multi-channel TV packages of over 50 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).