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VIASAT TO LAUNCH TV VIA BROADBAND - IPTV

Modern Times Group MTG AB, the international media group, today announced that Viasat Broadcasting will launch TV broadcasting via Broadband. Viasat has signed a ground-breaking agreement with the Swedish network operator Bredbandsbolaget to enable customers, initially in Sweden, to receive Viasat's TV channels via their broadband network.

The agreement is part of Viasat's strategy to make Viasat's TV channels available for viewers through all available distribution channels. The new set top boxes are plugged directly into the broadband socket, making a broadband subscription or PC unnecessary. Customers will at first be offered a full multi-channel TV package and thereafter new TV services via broadband such as Video-on-Demand, where the viewer is able to rent movies via the TV set.

The channels will be available initially to Bredbandsbolaget's 300,000 customers with fibre connections. Subsequently, customers with broadband via a fixed telephone line will be connected. Viasat and Bredbandsbolaget will begin delivery of set top boxes this fall.

Hans-Holger Albrecht, President and CEO of MTG, commented: "This agreement with Bredbandsbolaget gives viewers even more options for receiving our channels and strengthens our position as a Pay-TV operator acting independently across multiple distribution channels. The agreement is one of the first of its kind and delivery of content via broadband is expected to grow rapidly over the next few years. As always, we want to offer our viewers the maximum possible choice for how they receive our channels."

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 15 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.

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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