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VIASAT LAUNCHES NEW HISTORY CHANNEL IN NORDIC REGION

Modern Times Group MTG AB, the international media group, today announced the launch of the ‘Viasat History’ documentary TV channel in Sweden, Norway, Denmark and Finland. The channel will be available from the beginning of November to Viasat premium pay-TV package (‘Gold’ & ‘Silver’) subscribers on the Viasat DTH satellite platform.

‘Viasat History’ was successfully launched in May of this year into eight Central and Eastern European countries via third party cable networks and has already attracted over 800,000 subscribers.

‘Viasat History’ features a wide range of cultural, political, social and entertainment history programmes, which explore the rise and fall of ancient and modern civilisations, witnessing great discoveries and feats of human endurance, and giving viewers a unique chance to experience the key events that have changed our world.

The channel line-up includes high quality programmes focusing on the history of science, music, sport, military conflict and business as well as biographical portraits of iconic heroes and villains, entertainers and geniuses, as never seen before. In addition to documentaries, ‘Viasat History’ also features a variety of period dramas and mini-series based on historical events.

Viasat History is one of 30 own-produced channels broadcast by Viasat, which also offers 25 third party channels in its premium pay-TV packages. Other leading popular Viasat channel brands include TV3, TV1000, Viasat Sport, ZTV, TV3+ and Viasat Explorer.

Hans-Holger Albrecht, President and CEO of MTG, commented: “The introduction of ‘Viasat History’ in the Nordic region follows the successful launch of the channel in Central and Eastern Europe, where it has proven enormously popular. The launch of the new channel will broaden viewer choice even further and increase the strength of Viasat’s unrivalled premium pay-TV offering.”

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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).