



FOR IMMEDIATE RELEASE

21 April 2005

## **VIASAT OFFERS SWEDEN'S SIX MOST WATCHED TV CHANNELS VIA BROADBAND**

**Modern Times Group MTG AB, the international entertainment-broadcasting group, today announced that Viasat Broadcasting now includes seven additional TV channels in its premium offering for TV via Broadband. Viasat is therefore the first operator in Sweden to offer Sweden's six biggest TV channels - SVT1, SVT2, TV3, TV4, Kanal 5, and ZTV - via Broadband. Viasat became one of the first broadcasters in Europe to launch Broadband TV in December 2004. Viasat's premium package offering of 37 channels is available to Bredbandsbolaget's (B2) 300,000 households with fibre connections for SEK 299 per month. The offering will be extended to B2's DSL customers and a number of broadband City networks in Sweden during 2005.**

The seven new TV channels that have been added to the platform are the Swedish public service broadcaster's 'SVT1', 'SVT2', 'SVT24', 'Barnkanalen' (Children's Channel) and 'Kunskapskanalen' (Knowledge Channel) channels, as well as TV4 and TV4+.

Viasat's IPTV-offering now comprises a premium Viasat package including Viasat's six thematic TV1000 premium movie channels and three Viasat Sport dedicated sports channels. TV4's 'TV400' and children's channel 'Toon Disney' will be included in the Viasat Broadband TV offering later in the year, and viewers will also be offered the opportunity to subscribe to TV4 Film.

Hans-Holger Albrecht, President and CEO of MTG, commented: "We are in the driving seat of the development of broadband television in Sweden, and are committed to making our channels and packages as broadly available to television viewers as possible on multiple distribution platforms. This new offering of the six most watched TV channels in Sweden puts Viasat in clear pole position, and ensures that the most popular channels are now even more widely available".

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

Hans-Holger Albrecht, President & CEO  
Matthew Hooper, Corporate Communications

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

*Modern Times Group is an international entertainment-broadcasting group with operations in more than 30 countries around the world. MTG is the largest Free-to-air and Pay-TV operator in Scandinavia and the Baltics, the largest shareholder in Russia's fourth largest television network, and the number one commercial radio operator in the Nordic region. The Viasat DTH satellite TV platform offers digital multi-channel TV packages of 50 own-produced and third party entertainment*

MODERN TIMES GROUP MTG AB

Skeppsbron 18, Box 2094, SE-103 13 Stockholm, Sweden

Tel. +46 8 562 000 50 Fax. +46 8 20 50 74 (Publ) Registration No. 556309-9158

[www.mtg.se](http://www.mtg.se)

*channels to viewers in 15 countries across Europe and Viasat TV channels now reach over 60 million people every day.*

*Modern Times Group MTG AB class A and B shares are listed on the Stockholmsbörsen O-list under the symbols 'MTGA' and 'MTGB'.*