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## **VIASAT LAUNCHES PAY-TV CHANNELS IN SERBIA**

**Modern Times Group MTG AB, the international entertainment-broadcasting group, today announced the launch of the 'Viasat History' and 'Viasat Explorer' documentary pay-TV channels in Serbia. The two documentary channels will be made available via the country's largest cable operator - Serbia Broadband - to more than 200,000 subscribers from the beginning of June. The two channels are now also being distributed via third party cable operators in Slovenia, and Viasat's channels will therefore now be available in a total of 19 countries, including 15 markets in Central and Eastern Europe.**

The agreement with Serbia Broadband will enable viewers across Serbia to watch Viasat Explorer's entertaining combination of natural world, travel and extreme sports programming, as well as Viasat History's wide range of historical documentaries, mini-series and period dramas.

Viasat announced last week that the two channels are also to be launched via satellite and cable in the Czech Republic and Slovakia from 1 June. Viasat's 'TV1000', 'Viasat Explorer', 'Viasat History' and 'Viasat Sport' channels had attracted more than 7.9 million cable TV subscribers across Central and Eastern Europe by the end of March 2005, with the addition of 1.5 million subscribers in the first quarter of 2005 alone. Viasat has agreements with over 1,300 cable network operators across the region.

"As the largest cable operator in Serbia, SBB is committed to providing our subscribers with a wide range of quality programming from both the local and international markets. Viasat has a track record of delivering popular channels that appeal to a broad base of viewers. In order to increase customer satisfaction levels further, SBB has partnered with Viasat to offer premium international programming localized in Serbian language," said Dragan Solak, CEO of Serbian Broadband.

Hans-Holger Albrecht, President and CEO of MTG, commented: "The penetration of the Viasat channels in Eastern Europe continues to grow week by week, and reflects the demand from broadcasters and viewers for high quality documentary programming. The pay-TV market is evolving fast and Viasat's powerful and popular content offering has enabled us to establish a strong market position across the region".

**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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*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 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'.*

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