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**MTG ACQUIRES EXCLUSIVE BROADCASTING RIGHTS TO QUALIFYING  
GAMES FOR 2010 FOOTBALL WORLD CUP AND 2008 EUROPEAN  
CHAMPIONSHIPS**

**Modern Times Group MTG AB, the international entertainment-broadcasting group, today announced that it has signed an agreement that provides MTG with the exclusive broadcasting rights to qualifying rounds for the 2008 European Football Championships and the 2010 World Cup. The four year agreement with Europe's leading sports marketing group – Sportfive – gives MTG's Viasat Sport channels the exclusive rights to broadcast the Swedish, Norwegian and Danish national teams' away games in the build up to the two major football championships (against countries represented by Sportfive, which includes England, France and Greece amongst others).**

This agreement builds on MTG's existing relationship with Sportfive, which has provided Viasat viewers with the opportunity to follow the Swedish, Norwegian and Danish teams' progress in the qualifying rounds for next year's World Cup in Germany. It is also a further demonstration of MTG's commitment to acquire and broadcast the highest quality sports events. MTG's portfolio of football broadcasting rights includes coverage of the English FA Cup, the Danish Premier League, the French Premier League, the English League Cup as well as the Dutch League and games from the Italian League.

Hans-Holger Albrecht, President and CEO of MTG, commented: "This is great news for our viewers - more sport on our channels. Viasat is the number one sports broadcaster in Scandinavia and the continuation of our successful relationship with Sportfive underlines our desire to provide our viewers with the very best in sports entertainment. The World Cup and The European Championship are European football's two premier competitions and are immensely popular across Scandinavia, as our coverage of the qualifying rounds for next year's World Cup has proven. Over 1.3 million viewers watched last weekend's qualifier between Sweden and Croatia alone – we look forward to building on this success."

**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 19 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'.*