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VIASAT TO LAUNCH BROADBAND 'IPTV' IN DENMARK

Modern Times Group MTG AB, the international entertainment broadcasting group, today announced that Viasat Broadcasting will launch 'IPTV' broadcasting via Broadband in Denmark. Viasat has signed an agreement with Danish broadband network operator Dansk Bredband to enable customers to receive the Viasat premium pay-TV channel package via their broadband connection.

The agreement is the latest development in Viasat's strategy to make its TV channels available on multiple distribution platforms, and follows the successful launch of similar IPTV offerings in Sweden and Norway in 2004 and 2005. Dansk Bredband subscribers will be offered the opportunity to subscribe to the new service for 299 Danish Krona per month and will then receive a new set top box to be plugged directly into the customer's broadband socket. This will enable the viewer to access the 'Viasat Gold' (premium) multi-channel package of 50 TV Channels and the Viasat Electronic Programme Guide (EPG). The package includes Viasat's own TV3, 3+, four Viasat Sport channels, six TV1000 thematic movie channels, and two Viasat documentary channels, as well as third party channels including CNN, BBC World, and all of the Disney Channels.

This offer is being made available both to Dansk Bredband's own fibre-connected household customers, as well as to the customers of the electricity utility companies whose fibre networks are operated by Dansk Bredband.

Viasat and Dansk Bredband will launch the new service and begin delivery of set top boxes with effect from 1 November 2006.

Hans-Holger Albrecht, President and CEO of MTG, commented: "Dansk Bredband is one of the leading broadband network operators in Denmark and therefore the ideal partner for the further expansion of our IPTV offering. Viasat is the largest broadband TV broadcaster in the Nordic region and this agreement further strengthens our position. The delivery of content via broadband is expected to grow rapidly moving forward, and we are committed to making our channels broadly available through as many technologies and platforms as possible".

For further information, please visit www.mtg.se, email 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 largest independent 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. Viasat TV channels now reach over 80 million people every day to viewers in 21 countries across Europe.

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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