



**FOR IMMEDIATE RELEASE**



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## **Executive management appointment**

**Modern Times Group MTG AB (publ.) ('MTG' or 'The Group'), the international entertainment broadcasting group, today announced the appointment of Patrick Svensk as Vice President of Content MTG and Chairman of MTG's Modern Studios business. Modern Studios comprises all of the Group's content production businesses, including Strix Television, and operates internationally to develop and sell formats around the world.**

Patrick Svensk was the founder and CEO of the Zodiac Television group of TV production companies, which became Zodiac Media Group and is a leading international TV production company. Patrick previously served as CEO of MTG's TV3 Sweden channel and CEO of Swedish TV channel Kanal 5.

Calle Jansson continues in his role as President of Strix Television.

Hans-Holger Albrecht, President and CEO of MTG, commented: "Content is at the very heart of what we do and strong content is what drives our growth. This appointment demonstrates our commitment to take a Group-wide perspective on how we create, acquire and develop programming for our channels across all of our markets. It also reflects the growing emphasis on local content production and our desire to enhance our own in-house production capabilities. Strix has been a front runner and market leader in developing and defining new genres for the modern television landscape, and we intend to build on this success by expanding our in-house creative resources and extending our presence into new markets."

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*Modern Times Group is an international entertainment broadcasting group with the largest geographical broadcast footprint in Europe. MTG's Viasat Broadcasting operates 28 free-TV channels in 11 countries and 38 pay-tv channels in 32 countries. The pay-tv channels are distributed on Viasat's own satellite platforms in 9 countries, as well as on third party broadcast networks (including cable, satellite and IPTV) and over the open internet. These free-TV and pay-TV channels and pay-TV platforms attract a total of 125 million viewers in 33 countries. MTG is also the largest shareholder in Russia's leading independent television broadcaster (CTC Media – Nasdaq: CTCM).*

*Modern Times Group is a growth company and generated SEK 13.1 billion of sales and SEK 2.4 billion of operating income in 2010. MTG's Class A and B shares are listed on Nasdaq OMX Stockholm's Large Cap index under the symbols 'MTGA' and 'MTGB'.*

*The information in this announcement is that which Modern Times Group MTG AB is required to disclose under the Securities Market Act and/or the Financial Instruments Trading Act. It was released for publication at 08.00 CET on 21 September 2011.*