



PRESS RELEASE

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## **VIASAT'S DIGITAL TV SWAP ON TRACK – STRONG NEW SALES OF BOXES**

- **Viasat's digital platform now exceeds 200,000 subscribers.**
- **The swap from analogue to digital services is on track with 150,000 digital decoders installed.**
- **At the same time new digital sales exceed expectations, with 65,000 new subscribers.**

Viasat today announced, that by the year-end 2000, 150,000 digital decoders were installed with Viasat premium subscribers. The digital swap, which will be finalized by the end of the first quarter 2001, will convert all of Viasat's premium subscribers into digital subscribers.

"I am pleased that the acceptance of the swap is so high", said Hans-Holger Albrecht, CEO of Modern Times Group MTG AB.

At the same time, Viasat reports, that new digital sales since the launch in October 2000, until year-end 2000, totalled 65,000 subscribers of which 76 percent bought the premium package "Viasat Gold". It features a pre-packaged offer that includes a satellite dish, a digital television decoder and a 12-month subscription to the premium package.

"The take-up rate of our premium service in new sales exceeded our expectations" said Hans-Holger Albrecht. On our analogue platform, 27 percent of our customers subscribe to a premium package.

Viasat has launched its digital TV-platform in the Nordic countries and Baltic states. The package gives access to an array of TV channels, such as its own TV3, ZTV, TV6, TV8, Viasat+, 3+ and Viasat Sport. TV1000 and Cinema are included in multiplex, with movies starting three times each night. Third party channels now also include BBC World, Travel Deals Direct, and the German station RTL.

With The Goal Show, viewers will never miss a goal in the Champions League. Also, viewers can receive an electronic TV guide and an assortment of interactive services offered by Everyday.tv, including news, weather, and more. Soon, e-mail and chat rooms will be available. Through Viasat Ticket, viewers can order feature length movies, sporting events, and concerts at any time. Also available are ten radio stations, with music programming from Swedish RIX FM, Power Hit Radio and Norwegian P4 and new music channels.

**For further information, please visit [www.mtg.se](http://www.mtg.se), send an e-mail to [info@sharedvalue.net](mailto:info@sharedvalue.net) or contact:  
Hans-Holger Albrecht, President and CEO of MTG, at +46-8-562 000 50**

*Modern Times Group MTG AB has seven business areas: Viasat Broadcasting (free and pay TV comprising 18 television channels in eight countries), Radio (seven networks in five countries), New Media (the Everyday interactive TV portal, Internet portal, and teletext services), Publishing (financial news and media services, other magazine and book publishing), Modern Interactive (traditional home shopping, e-commerce, and logistics), SDI Media (subtitling and dubbing services), and Modern Studios (content production and film library).*

*Modern Times Group MTG AB's class A and B shares are listed on the OM Stockholm Exchange's O list (symbols: MTGA and MTGB) and on the Nasdaq National Market in New York (symbol: MTGNY).*