



FOR IMMEDIATE RELEASE

April 5, 2001

DANISH DR1 AND DR2 ON VIASAT'S DIGITAL TV PLATFORM

Viasat Denmark today signed an agreement with the Danish public service company DR.

Viasat's Danish digital TV selection will now include the DR1 and DR2 TV channels and the P1, P3, and DR Klassisk (classical music) radio stations.

Hans-Holger Albrecht, CEO and President of Modern Times Group MTG AB commented: "We are extremely pleased about this agreement. It means that DR is sticking to the service level that all of the Nordic countries' public service companies have agreed to, i.e. making their channels digitally available to all viewers, regardless of whether they use the terrestrial network, cable TV, or a satellite dish."

The agreement between Viasat Denmark and DR will take effect immediately. The channels will be available in Denmark for those satellite dish owners with Viasat's digital set-top boxes as soon as the transmission of DR's channels from the satellite position 5 degrees East has been established. It is expected to be ready shortly after Easter.

"DR will not only offer these five channels to our subscribers but will additionally offer viewers a range of exciting interactive services," says Hans-Holger Albrecht.

In Norway, the public broadcast channel NRK is already available to Viasat's digital TV subscribers. The Viasat Broadcasting business area of MTG began its transition to a digital satellite TV platform at the end of 2000, in the Nordic and Baltic countries, the Group's core geographic areas. Up to and including the week beginning February 5, 2001, a total of 285,000 digital set-top boxes had been installed by Viasat Gold subscribers. In addition, 97,000 new set-top boxes were sold, 80% of which with Viasat Gold subscriptions. The total number of digital subscribers thus amounted to 382,000.

For further information, please visit www.mtg.se, e-mail info@mtg.se or contact:

Hans-Holger Albrecht, CEO & President +46-8-562 000 50

Matthew Hooper, Investor enquiries +44 (0) 7768 440 414

Bert Willborg, Media enquiries +46 707 27 70 22

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).