



FOR IMMEDIATE RELEASE

7 October 2002

32% COMMERCIAL SHARE OF TV VIEWING IN BALTICS

Modern Times Group MTG AB, the international media group, today announced that its TV3 channels have achieved record commercial shares of viewing in the Baltic states of Latvia, Lithuania and Estonia. TV3 is the largest commercial TV channel in Estonia and the primary challenger in both Latvia and Lithuania. The channels achieved a 31.7% pan-Baltic commercial share of viewing amongst the core audience of 15-49 year olds in the first half of 2002, up 3.5% from the same period last year.

TV3 has continued to improve its market shares further in each of the three Baltic countries. TV3 has extended its leadership in Estonia, in which it has been the largest commercial TV channel since March 1998. TV3's Commercial Share of Viewing in the 15-49 age group in Estonia increased to 49.2% in August, compared to an average of 30.7% in 2001.

TV3 Lithuania's market share has grown to the extent that it is now challenging to become the country's leading commercial TV channel. The media industry in Lithuania measures audience share in terms of all viewers over the age of 4, and TV3 generated a 30.5% commercial share of viewing in week 39(September) amongst this audience.

Meanwhile in Latvia, where TV3 now has a national penetration of 97%, the channel achieved a 24.6% commercial share of viewing in the same week amongst 15 to 49 year old viewers.

Hans-Holger Albrecht, President and CEO of MTG, commented: "The Baltic markets continue to show significant growth and TV3 is well positioned in each of the three countries. The new 'Hot Fall' schedules in each country, which were launched in September, feature a strong mix of news and entertainment programming including established successful formats and new series, as well as blockbuster movies. The schedules have had immediate impact and build on TV3's increasing shares of viewing and reach throughout the year."

For further information, please visit www.mtg.se, email info@mtg.se, or contact:

Hans-Holger Albrecht, President & CEO
Investor & Press Relations

tel: +46 (0) 8 562 000 50
tel: +44 (0) 20 7321 5010

Modern Times Group, MTG AB has six business areas: Viasat Broadcasting (Free-to-air and pay-TV channels in nine countries, and the new media businesses - teletext operations and the Everyday interactive TV, internet and mobile portals), Radio (local and national networks in five countries), Publishing (financial news and information services), Modern Interactive (home shopping, e-commerce and logistics), SDI Media (subtitling and dubbing services), and Modern Studios (content production and rights library).

Modern Times Group MTG AB's class A and B shares are listed on the Stockholmsbörsen O-list (symbols: MTGA and MTGB) and ADRs are listed on the NASDAQ National Market (symbol: MTGNY).