



FOR IMMEDIATE RELEASE

14 October 2002

ZTV FASTEST GROWING CHANNEL IN NORWAY

Modern Times Group MTG AB, the international media group, today announced that ZTV is the fastest growing channel in Norway and has increased its penetration from 30.7% to 42.7% since its launch in January this year. Over 1.5 million people can now watch ZTV every day. In the last three months alone, ZTV increased its penetration from 37.9% to 42.7%. These results have been published by leading independent polling organization, Gallup TV Meter Norway.

The youth-oriented ZTV channel, first launched in Sweden in February 1991, now reaches 51% of the Swedish population, approximately 55% of which are aged between 12 and 34. ZTV Norway was launched on 1 January 2002, broadcasting music, movies and entertainment news, and targeted at the 12 to 34 year old audience group.

Hans-Holger Albrecht, President and CEO of MTG, commented: "ZTV Norway is already repeating the success of the channel in Sweden. The ZTV brand is very strong amongst youth audiences since we deliver over ten hours of music programming every day including chart shows and star profiles, as well as the latest movies and topical discussion programmes. We therefore offer advertisers an unparalleled national reach amongst the youth market".

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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).