



FOR IMMEDIATE RELEASE

18 October 2002

MTG RADIO WELL AHEAD OF COMPETITORS

Modern Times Group MTG AB, the international media group, today announced that its radio stations have a combined commercial share of listening of 35% in Sweden and reach more than 1 million listeners each day, according to the latest figures from official industry research company RUAB. RIX FM has consolidated its position as the largest commercial radio network in Sweden with a 27% share of commercial listening and 755,000 daily listeners.

RIX FM now has a national daily reach of 15.8% of listeners in the target age range of 20-39 year olds, which is significantly higher than its closest commercial rival's reach of 10.2%. RIX FM similarly leads the market in terms of female listeners in the same age group with a 16.1% reach, higher than state-owned channel P3's 14.1%. RIX's morning show 'RIX MorronZoo' continues to grow in popularity and now has 358,000 daily listeners, only slightly behind its state-owned rival's programme in the important drive-time breakfast slot.

Lugna Favoriter and Power Hit Radio have maintained their positions as the two largest stations in Stockholm, with a combined total of 265,000 daily listeners. RIX FM has also increased its number of daily listeners in Stockholm by 37% to an all time record of 70,000. Lugna Favoriter has also already become Gothenburg's largest radio station only 8 months after its launch, and now attracts 80,000 daily listeners.

Hans-Holger Albrecht, President and CEO of MTG, commented: "These are fantastic results. They demonstrate our market leadership and the ever-increasing popularity of our radio programming. The national network and local stations are building further on their market leading positions, and our radio operations are all highly operationally leveraged to improvements in the advertising market".

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).

MODERN TIMES GROUP MTG AB
Skeppsbron 18, Box 2094, SE-103 13 Stockholm, Sweden
Tel. +46 8 562 000 50 Fax. +46 8 20 50 74 (Publ) Registration No. 556309-9158
www.mtg.se