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**VIASAT CHANNELS TO BE INCLUDED IN SWEDISH DTT PAY TV PACKAGE  
VIASAT SUES CANAL DIGITAL OVER UNLAWFUL MARKETING OF TV  
CHANNELS**

**Modern Times Group MTG AB, the international media group, today announced that its 'TV3', 'ZTV' and 'TV8' television entertainment channels will now be available in the 'Boxer' digital terrestrial television pay-TV package. Viewers will therefore have to subscribe to Boxer's pay-TV package in order to receive the channels via Sweden's digital terrestrial network. Boxer's standalone viewing card for the three Viasat TV channels will no longer be available. This action has been necessitated by a rival operator's inclusion of Viasat's TV3, ZTV and TV8 channels in its pay-TV package without seeking or reaching an agreement with Viasat.**

Those Boxer customers that have already bought a set-top box viewing card from Boxer in order to be able to watch the three Viasat channels will not be affected by this change.

Viasat Broadcasting has also today applied to the Swedish Market Court for a court injunction to prohibit Canal Digital from mentioning Viasat's 'TV3', 'ZTV' and 'TV8' channels in its marketing materials or face penalty fines. Viasat is also seeking a provisional injunction from the Court to force Canal Digital to discontinue its marketing of the Viasat channels in its TV packages with immediate effect. The application has been made on the basis that Canal Digital's current marketing is both misleading and a breach of currently accepted marketing principles.

Hans-Holger Albrecht, President and CEO of MTG, commented: "Canal Digital has commercially pirated our flagship TV channel brand – 'TV3'. This is legally and commercially unacceptable. Viasat remains open to a solution, which is in the interests of the consumer, if Canal Digital changes its attitude."

"We launched a new offer in Sweden last week enabling viewers to subscribe to Viasat's pay-TV services in the most simple and inexpensive way ever. New subscribers signing up for Viasat's premium pay-TV package in Sweden – 'Viasat Gold' - now receive a free dish, a free digital decoder and free installation."

**For further information, please visit [www.mtg.se](http://www.mtg.se), email [info@mtg.se](mailto:info@mtg.se), or contact:**

Hans-Holger Albrecht, President & CEO

tel: +46 (0) 8 562 000 50

Matthew Hooper, Investor & Press Enquiries

tel: +44 (0) 20 7321 5010

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](http://www.mtg.se)

*MTG is an international media group with operations in more than 30 countries around the world and principal broadcasting businesses in Scandinavia, the Baltic States, Hungary and Russia. MTG is the largest Free-to-air and Pay-TV operator in the Nordic and Baltic regions and the largest commercial radio operator in Northern Europe. MTG's Viasat channels reach over 50 million people in 15 countries every day and MTG Radio's stations reach 3 million daily listeners. The Viasat Broadcasting DTH satellite TV platform offers digital multi-channel TV packages of over 50 own-produced and third party entertainment channels. MTG is a leading European direct response TV network operator, broadcasting home shopping channels into 100 million homes in 52 countries, as well as one of the world's leading originators and producers of Reality TV formats.*

*Modern Times Group MTG AB class A and B shares are listed on the Stockholmsbörsen O-list (symbols: MTGA and MTGB).*