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VIASAT TO INCLUDE TV4 CHANNELS IN PAY TV OFFERING

Modern Times Group MTG AB, the international entertainment broadcasting group, today announced that Viasat Broadcasting has signed a three year agreement with Sweden's TV4 for the inclusion of the 'TV4', 'TV4 Plus' and 'TV4 Film' channels in Viasat's digital pay-TV packages in Sweden. The channels will be included in Viasat's packages from 21 April 2005.

The agreement enables Viasat to distribute TV4's three channels to its digital subscribers in Sweden on the Viasat DTH satellite pay-TV platform. TV4 will be included in all three Viasat digital pay-TV packages - 'Viasat Basic', 'Viasat Silver' and 'Viasat Gold' at no additional cost to the subscriber. 'TV4 Plus' will also be available to 'Viasat Gold' package subscribers at no additional cost, whilst 'Viasat Gold' package subscribers will be able to order 'TV4 film' as a supplementary channel. Viasat and TV4 have also agreed in principle that the TV4 channels will also be included in Viasat's IP-TV offering, which is currently available to 300,000 broadband households in Sweden.

The addition of the TV4 channels further strengthens the Viasat pay-TV offering in Sweden, which has already seen the inclusion of four new thematic movie channels, two new dedicated sports channels and a brand new documentary channel in the last twelve months alone. The 'Viasat Gold' premium package now offers viewers a choice of over forty different Viasat and third party TV channels.

Hans-Holger Albrecht, President and CEO of MTG, commented: "The inclusion of TV4's channels in Viasat's packages ensures that entry level subscribers have access to Sweden's major TV channels, and further strengthens our premium package offering for subscribers seeking the greatest choice and range of TV entertainment available in the market. Our investments in content and the addition of new Viasat channels have positioned the platform as the clear leader in the pay-TV market in Sweden, in terms of both price and product offering."

"The agreement is a logical consequence of our strategy to distribute our channels to as many households as possible. This agreement makes us available on all distribution platforms, which positions us very well for the coming shut-down of the analogue terrestrial network. The new agreement also adds new and important revenue streams. The competition between TV4 and MTG's channels remains, however, this feels like a beginning of a new era which is characterized by cooperation rather than confrontation", said Jan Scherman, CEO of TV4.

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

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Modern Times Group is an international entertainment broadcasting group with operations in more than 30 countries around the world. MTG is the largest Free-to-air and Pay-TV operator in Scandinavia and the Baltics, the largest shareholder in Russia's fourth largest television network, and the number one commercial radio operator in the Nordic region. The Viasat DTH satellite TV platform offers digital multi-channel TV packages of 50 own-produced and third party entertainment channels to viewers in 15 countries across Europe and Viasat TV channels now reach over 50 million people every day.

Modern Times Group MTG AB class A and B shares are listed on the Stockholmsbörsen O-list under the symbols 'MTGA' and 'MTGB'.

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