



PRESS RELEASE

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## **TV3 BOOSTS PENETRATION**

**TV3 continues to boost its coverage. The latest MMS base survey, that applies from mid-year, show a penetration of 62% for TV3, compared to 59% previously. TV3's affiliated channels ZTV and TV8 also succeeded in attracting new households as subscribers.**

ZTV's penetration was 44%, compared to 41% previously, while TV8 had a penetration of 17%, compared to 13% previously. The channels in Viasat Broadcasting, a business area in Modern Times Group MTG AB, have made significant advances, as the proportion of households reached by satellite television has grown to 68%, or some 5,771,000 individual viewers.

The Viasat channels have their strongest following among younger viewers. In the "satellite" market, their penetration is 75% in the 15–34 age group and 72% in the 15–44 age group, according to the 2000:1 base survey from Mediamätning i Skandinavien (MMS)/Nielsen.

"We are extremely pleased with the increase in penetration in Sweden," says Petter Nylander, President of TV3 in Scandinavia. "It shows that we have succeeded at strengthening our range and our brands among viewers."

**For more information, please contact, Pelle Törnberg, President and CEO of MTG, phone +46-8-5620 0050.**

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