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MTG extends exclusive rights to Formula 1[®] in Scandinavia and Baltics

Modern Times Group MTG AB (publ.), the international entertainment group, today announced that it has prolonged its exclusive broadcasting and online rights to Formula 1[®] racing by agreeing new three year deals. MTG will hold the rights until 2017 in the Baltics and 2018 in Scandinavia, where it has provided coverage of Formula 1[®] racing since 2005.

The qualifying sessions and races from all grand prix weekends will be shown live with local commentary on MTG's online pay-TV service Viaplay in Sweden, Norway and Denmark, as well as in HD on MTG's TV channels TV3+ (Denmark) and Viasat Motor (Norway, Sweden), and Viasat Sport Baltic (Estonia, Latvia, Lithuania).

In addition to race coverage subscribers to the Viasat satellite platform and Viaplay will receive additional coverage such as, on-board camera feeds, driver tracking and timing, and highlights.

MTG's channels are available on its own Viasat satellite platform and a wide range of third party pay-TV networks, ensuring that Formula 1[®] racing will continue to attract a dedicated following amongst its large and loyal fan base. F1[®] racing attracted a global TV audience of 450 million people in 2013 and is hugely popular in the Nordic and Baltic region with current drivers such as the Sweden's Marcus Ericsson and Denmark's Kevin Magnussen.

Bernie Ecclestone, CEO of Formula One Group, commented: "I am delighted we have managed to continue our successful relationship and hope that together we can continue to grow the Formula One fan base."

Jørgen Madsen Lindemann, MTG President and CEO, commented: "Formula One is one of the world's most exciting and watched sports, and is widely followed in our territories. We have enjoyed a long and successful involvement in the sport and partnership with its management team, so it is great to extend this for years to come. As with so many of our sports rights, we hold them for a long time so that we can invest in the brands and help build the audiences. Our live sports offering is the clear market leader – both on and off line – and we are as committed as ever to bringing our viewers the very best in sports entertainment."

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Modern Times Group (MTG) is an international entertainment group with operations that span six continents and include free-TV, pay-TV, radio and content production businesses. MTG's Viasat Broadcasting operates free-TV and pay-TV channels, which are available on Viasat's own satellite platforms and third party networks, and also distributes TV content over the internet. MTG is also the largest shareholder in CTC Media, which is Russia's leading independent television broadcaster.

Modern Times Group is a growth company and generated net sales of SEK 14.1 billion in 2013. MTG's Class A and B shares are listed on Nasdaq OMX Stockholm's Large Cap index under the symbols 'MTGA' and 'MTGB'.

The information in this announcement is that which Modern Times Group MTG AB is required to disclose under the Securities Market Act and/or the Financial Instruments Trading Act. It was released for publication at 08.00 CET on 11 September 2014.

About Formula 1®

Formula 1®, which began in 1950, is the world's most prestigious motor racing competition and is the world's most popular annual sporting series. In 2013 it was watched by over 450 million unique television viewers from 185 territories. The 2014 FIA Formula One World Championship™ runs from March to November and spans 19 races in 19 countries across five continents. Formula One World Championship Limited is part of the Formula One group, founded by CEO Bernie Ecclestone, and holds the exclusive commercial rights to the FIA Formula One World Championship™. For more information on Formula 1® visit www.formula1.com.

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