



Nickelodeon content exclusively on Viaplay

MTG's Viaplay has secured the exclusive stand-alone video on demand rights to programming from top children's entertainment brand Nickelodeon in the Nordic region until 2020. This will make Viaplay's kids offering the strongest in the region and viewers will have access to thousands of episodes and movies every month.

From 1 October all Viaplay subscribers in Sweden, Norway, Denmark and Finland will have exclusive access to animations and live action series from Viacom's Nickelodeon. The content's appeal spans pre-schoolers to young teenagers (tweens). Top titles include all seasons of kids' animated favourites *Dora the Explorer*, *SpongeBob SquarePants* and *The Penguins of Madagascar*, and live action series *Victorious* and *iCarly* aimed at tweens.

“Nickelodeon is a leading producer of kids and tween content. With this agreement and the other great kids and tween content we offer, we place Viaplay in first position when it comes to content aimed towards the younger audience.”

Jakob Mejlhede, MTG Senior Vice President Acquisitions & Programming

“This is a very important step for Nickelodeon and Viacom. It is a unique deal and it will strengthen Viacom's position in the Nordics. We look forward to be working closely together with MTG to explore the great potential of our content with the aim to inspire kids and tweens.”

Andrea Sahlgren, Viacom Senior Vice President, General Manager Nordic

“At MTG, content and digital choice is at the heart of what we do, and Viaplay is shaping the future of entertainment by providing the best and most varied recent blockbuster movies, TV Series, sports and kids titles in the Nordics. We're also happy to be strengthening our relationship with Viacom that extends across all TV platforms in the region.”

Jørgen Madsen Lindemann, MTG President & CEO

All titles will be part of Viaplay's download-to-go service so customers can watch the programmes on their mobile devices when they are offline. Viaplay is available on internet connected devices including personal computers, smartphones, tablets, Smart TVs, set-top-boxes, and games consoles, and through Viasat's "Video Multi Screen" service.

Any questions?

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MTG (Modern Times Group MTG AB (publ.)) is an international entertainment group. Our operations span six continents and include TV channels and platforms, online services, content production businesses and radio stations. We are also the largest shareholder in CTC Media, which is Russia's leading independent media company. Our shares are listed on Nasdaq OMX Stockholm ('MTGA' and 'MTGB').

The information in this announcement is that which MTG is required to disclose according to the Securities Market Act and/or the Financial Instruments Trading Act, and was released at 08:00 CET on 1 October 2014.