



MTG's Viaplay inks partnership agreement with Tele2

MTG's online streaming service Viaplay enters a partnership with Swedish telecom operator Tele2, enabling Tele2 to offer Viaplay to their 3.7 million Swedish mobile and mobile broadband subscribers. The deal increases both the reach and availability of Viaplay.

The partnership is the first of its kind for Viaplay. Both new and existing Tele2 customers will have the option to include Viaplay in their subscription from the end of January 2015.

Over the last year, Viaplay has signed a number of agreements with consumer platforms such as Samsung, Xbox One, PlayStation 4 and Chromecast, in order to increase the availability of the service. Viaplay is available on a wide range of internet connected devices including personal computers, tablets, mobile phones, smart TVs and gaming consoles. Today's announcement introduces a new type of agreement with distributors, and is an additional way forward to increase consumer access to Viaplay's leading offering of series, movies, kids content, and live sports.

“This deal is very positive for Viaplay, as we are now able to offer our great series, movies, sports, and kids content in more ways and to more people than before.”

Rikard Steiber, CEO Viaplay

“The demand for mobile data and streaming services is increasing and we look forward to offering our residential customers the best selection of series and films.”

Samuel Skott, Head of Customer and product design, Tele2 Sweden

“At MTG we know that great content and consumer choice is the key to success. This partnership marries constant availability and content for our customers. Agreements like this one are something we are pursuing moving forward.”

Jørgen Madsen Lindemann, MTG President & CEO

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 2 December 2014.