



MTG appoints new Executive Vice President of Programming & Content Development

Jakob Mejlhede Andersen has been appointed as Executive Vice President of MTG Programming & Content Development and joins the MTG Executive Management Team with immediate effect. Jakob will be responsible for content acquisition, programming and development for MTG's Nordic on and offline pay-TV businesses, and group-wide online free-TV businesses. The role also includes format sourcing and co-productions.

Jakob Mejlhede Andersen joined MTG in 2005 and has been Senior Vice President of Acquisitions & Programming for the last six years. He also became Chief Content Officer of the Group's digital accelerator MTGx a year ago.

“MTG has a unique position in the industry as we operate across almost all on and offline content platforms, as well as across multiple territories. My role is to explore how we develop and utilize our world class content portfolio in as smart a way as possible, so that consumers enjoy the best experiences and are brought even closer to the entertainment that they love. We are constantly evolving and have the clear objective to be the leading digital entertainment house in each of our markets. My priority is clear – that the audience remains at the centre of every decision that we make.”

Jakob Mejlhede Andersen, MTG Executive Vice President of Programming & Content Development

“Content is king at MTG and Jakob has long been our king of content. Video viewing is increasingly digital, unscheduled and mobile so relevance is more than ever the name of the game, and that is about securing the best content available and delivering it to viewers in many different ways. Jakob is now therefore our Chief Story-sourcer and Story-teller, with a wide brief across MTG's channels and services to work with our experienced teams to deliver the leading digital entertainment brands in each of our markets.”

Jørgen Madsen Lindemann, MTG President and 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 4 March 2015.