



# MTG launches programmatic platform

**MTG has launched a programmatic trading platform called VideoRange. The new platform is now providing automated advertisement video on demand (AVOD) inventory sales in Sweden, Norway and Denmark. VideoRange is the first service of its kind in each market to enable media buying agencies and advertisers to buy full length premium video advertising inventory. The platform will also include MTG's AVOD services in the Baltics, Bulgaria and the Czech Republic.**

VideoRange will not only streamline and speed up the process of buying premium online video advertising, but also offer advertisers a higher level of precision by providing access to an increased amount of data. As a result, advertisers can design better and more precisely targeted campaigns.

The programmatic platform is rolled out by MTG's digital accelerator MTGx.

It is estimated that 15% of total online video spend will be programmatic in 2015, and that this proportion will grow to 36% in 2020 in MTG's European AVOD markets. Programmatic advertising spending is also expected to grow by 31% annually until 2020 in these territories.

**“**We have a long tradition of always innovating the way we do business, and the launch of a fast, digital and flexible trading platform for online video advertising is the next step in the evolution of our industry. The market for programmatic advertising trading is still young and our service is the first one covering full length professional TV and sports content. We look forward to making it even easier for our ad buyers to use our digital entertainment platforms to reach and understand their customers.**”**

*Jørgen Madsen Lindemann, MTG President and CEO*

MTG's AVOD channels show catch-up content from the Group's free-TV channels, as well as original short form content. The technology used is based on LiveRail's Supply Side Platform (SSP) technology for programmatic video monetization. MTG is also implementing the market leading Data Management Platform (DMP).

\*\*\*\*

**Any questions?**

[www.mtg.com](http://www.mtg.com)

Facebook: [facebook.com/MTGAB](https://www.facebook.com/MTGAB)

Twitter: @mtgab

[press@mtg.com](mailto:press@mtg.com) (or Per Lorentz +46 73 699 27 09)

[investors@mtg.com](mailto:investors@mtg.com) (or Stefan Lycke +46 73 699 27 14)

*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 10.30 CET on 28 April 2015.*