



# MTG wins another 3 years of English Premier League

**MTG has won the exclusive rights to show live coverage of English Premier League football matches from 2016-17 to 2018-19 in Sweden, Denmark and Finland.**

MTG has held the rights since 2010 in Sweden and Denmark, while this is the first time that MTG will show Premier League football in Finland. The matches will be shown on a combination of MTG's Viasat and other TV channels and the Viaplay online streaming service. The 2016-17 Premier League season will for the first time include games on Friday evenings, in addition to the matches on Saturday, Sunday and Monday.

“Premier League is hands down the most popular national club football league in the world, and has a large, loyal and growing following in Scandinavia. We're very happy to have extended this successful partnership with the Premier League, and that viewers will enjoy live coverage of so many great games from August to May each year.”

*Jørgen Madsen Lindemann, MTG President & CEO*

MTG also shows Premier League football in Baltics & Bulgaria and is the undisputed home of football with its exclusive coverage of the premier international club championship – the UEFA Champions League - since its launch in 1992 and for another three seasons to come. MTG also holds the exclusive rights to the Danish top-tier football league until 2020/2021.

MTG shows 30,000 hours of live sport every year on its free and pay-TV channels and online services. In Scandinavia, this includes live coverage of NHL ice hockey, NFL American football, Formula One motor racing and the European PGA golf Tour. Furthermore, MTG's channels and sites in Sweden and the Baltics will be the home of coverage of the 2016 Summer Olympics from Rio next year.

“Our Nordic sports portfolio is quite simply unrivalled, and winning the Premier League rights secures this position for years to come. We will make the next three years of coverage better than ever with our talented production and commentary teams, and the broad availability of these fantastic sporting events on multiple TV platforms.”

*Peter Nørrelund, MTG SVP of Sports*

“We are extremely pleased that MTG has invested in our rights not only in Sweden and Denmark, but in Finland as well. They have done a fantastic job broadcasting the Barclays Premier League in the past, and will continue to do so through 2018/19. These markets are incredibly important to the Premier League, with their long-established and knowledgeable fan bases. We look forward to working with MTG as they continue to bring first-rate Premier League coverage to our supporters across the region.”

*Richard Scudamore, Premier League Executive Chairman*

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**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 Matthew Hooper +44 7768 440 414)

*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 17:40 CET on 2 October 2015.*