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21 May 2007

MTG LAUNCHES 'VIASAT ONDEMAND' STREAMING SERVICE

Modern Times Group MTG AB (publ.) ('MTG' or 'the Group'), the international entertainment broadcasting group, today announced that Viasat Broadcasting has launched a new pan-Scandinavian dedicated online video streaming site – www.viasatondemand.se, [.dk](http://www.viasatondemand.dk) and [.no](http://www.viasatondemand.no). Viasat OnDemand will provide streaming of a broad selection of feature films, live sports events such as the UEFA Champions League and 'Euro 2008' football championship qualifying games, TV series and own-produced content from Viasat's broad portfolio of channels. The launch builds on the success of www.viasatsport.com, which was launched in September 2006, in order to make a wide range of Viasat's sports content available on line, as well as on MTG's portfolio of online assets including number one Nordic online entertainment retailer CDON.com.

Hans-Holger Albrecht, President and CEO of MTG, commented: "The launch of Viasat OnDemand is in line with our strategy of offering customers our content and channels on a flexible 'Anytime, Anywhere' basis – i.e. independent of time and location. Broadband enabled viewers will be able to watch what they want, when they want, and where they want."

"It follows the successful launch of www.viasatsport.com, and creates a single point of access where customers can easily purchase streamed content. Viasat OnDemand will not only complement Viasat's other forms of content distribution, but also create additional revenue streams from our broad portfolio of online broadcasting rights."

For further information, please visit www.mtg.se, email info@mtg.se, or contact:

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Modern Times Group is a leading international entertainment broadcasting group with the second largest geographical broadcast footprint in Europe. MTG's Viasat Broadcasting is the largest free-to-air and satellite premium pay-TV operator in Scandinavia and the Baltics, and also operates channels in the Czech Republic, Russia, Hungary, Slovenia and the Balkans. Viasat channels are broadcast in a total of 26 countries and reach 100 million people. MTG is also the biggest shareholder in Russia's largest independent television network (CTC Media - NASDAQ: CTCM), and the number one commercial radio operator in the Nordic and Baltic regions.

Modern Times Group MTG AB class A and B shares are listed on the Nordic Stock Exchange Large Cap market ('MTGA' and 'MTGB').

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