



MTG to launch first Ultra HD channel in the Nordics

MTG's pay-TV operator Viasat is further enhancing its premium sports offering by providing customers with an even better viewing experience. Viasat Ultra HD will be the Nordic region's first ever TV channel with Ultra HD (4K) content, and be launched when the next sports seasons kick off this autumn. The channel will provide customers with events from MTG's unrivalled portfolio of live sports coverage in the best possible picture quality.

Consumer interest in Ultra HD, also called 4K, is growing rapidly, with rising sales of TVs supporting the new super high definition format. MTG has joined forces with satellite operator SES and electronics giant Samsung in order to bring the new channel to life, broadcast via satellite in Sweden, Norway, Denmark and Finland. Viasat Ultra HD will feature selected live sport events from the UEFA Champions League and other MTG sports rights, specially produced in Ultra HD to offer unprecedented detail.

“It's great that real Ultra HD content now is being produced and that sport is leading the way. The picture quality is amazing and brings a wonderful experience of being so close to the action. We are really excited to be the first out in the Nordics, and look forward to building on this successful partnership with Samsung and SES to bring even more Ultra HD content to our customers over time.”

Bartek Gudowski, Chief Technology Officer of MTG Broadcasting

Viasat will also be launching a new Ultra HD set-top box from Samsung, as well as a TV-Module enabling customers with an Ultra HD TV to see the channel. The channel will initially be available to all Viasat satellite customers with sports channels in their package.

Any questions?

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MTG (Modern Times Group MTG AB (publ.)) is a leading international entertainment group. Our shares are listed on Nasdaq OMX Stockholm ('MTGA' and 'MTGB').

About SES

SES (NYSE Euronext Paris and Luxembourg Stock Exchange: SESG) is a world-leading satellite operator with a fleet of more than 50 geostationary satellites.

About Samsung Electronics Co., Ltd.

Samsung Electronics Co., Ltd. inspires the world and shapes the future with transformative ideas and technologies. The company is redefining the worlds of TVs, smartphones, wearable devices, tablets, cameras, digital appliances, printers, medical equipment, network systems, and semiconductor and LED solutions.