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## MTG and Sony Pictures Television sign ground breaking content deal

**Modern Times Group MTG AB (publ.) ('MTG' or 'the Group'), the international entertainment group, today announced an exclusive multi-year content cooperation deal with Sony Pictures Television ('SPT'). All of MTG's Nordic free-TV, movie channels and platforms will now be able to offer viewers the most recent Sony movies and TV series.**

Sony Pictures' latest releases like *The Smurfs*, *Django Unchained* and *Men In Black 3*, *The Amazing Spider-Man* as well as widely anticipated new releases such as *The Amazing Spider-Man 2*, along with titles from their extensive library will be made available on MTG's ten Scandinavian free-TV channels, as well as on the Viasat Film pay-TV channels and Viaplay online pay-TV service across the Nordic region. Viaplay subscribers will also be able to access individual shows, movies and TV box sets - either streamed or on a download-to-go basis. MTG's free and pay-TV channels are available both on the Viasat satellite platforms and virtually all other pay-TV platforms in the Nordic region.

Jakob Mejlhede, MTG Senior Vice President of Acquisitions & Programming and Chief Content Officer of MTGx, commented: "This deal is the first of its kind, as we have licensed Sony Pictures' fantastic content for all platforms in Scandinavia. Now everyone can enjoy Sony Pictures' amazing stories every day and in many different ways. The future of television is happening right now, and SPT shares our commitment to forward thinking partnerships that reflect the huge demand for recent and classic movies and TV shows on viewer's own terms and at their convenience."

Andreas Brosjo, Senior Vice President, distribution at SPT commented: "We have enjoyed a long standing partnership with MTG which we are taking to a new level. Together we are able to bring the best of Sony Pictures' latest features and television series to MTG's viewers across a large spectrum of platforms, both the subscription as well as the free-TV business, linear as well as on demand."

Jørgen Madsen Lindemann, President and CEO of MTG, commented: "We are witnessing the birth of a new paradigm. Consumers want TV anywhere and everywhere, and that is what we are delivering together with SPT. We have always been at the forefront of the industry, and pushing the boundaries for how things are done, in order to make our entertainment experiences as engaging, satisfying, simple and relevant as possible to the consumer."

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**For immediate release**

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*Modern Times Group (MTG) is an international entertainment group with operations that span four continents and include free-TV, pay-TV, radio and content production businesses. MTG's Viasat Broadcasting operates free-TV and pay-TV channels, which are available on Viasat's own satellite platforms and third party networks, and also distributes TV content over the internet. MTG is also the largest shareholder in CTC Media, which is Russia's leading independent television broadcaster.*

*Modern Times Group is a growth company and generated net sales of SEK 14.1 billion in 2013. MTG's Class A and B shares are listed on Nasdaq OMX Stockholm's Large Cap index under the symbols 'MTGA' and 'MTGB'.*

*The information in this announcement is that which Modern Times Group MTG AB is required to disclose under the Securities Market Act and/or the Financial Instruments Trading Act. It was released for publication at 08:00 CET on 7 April 2014.*