



MTG to launch Viafree across Scandinavia

MTG will launch a new digital window for all of its advertising funded video content in Sweden, Norway and Denmark. The new video streaming service will feature thousands of hours of entertainment, including what is currently available on MTG's free-TV Play services and original productions exclusive to Viafree. Viafree will complement MTG's subscription streaming service Viaplay, and the two services together will provide more digital entertainment content than from any other Nordic media house.

Launching after summer, Viafree is a new digital platform making it easy to access and consume free video content online and mobile. Content on the service will include full seasons of hit formats like *Parneviks (Sweden)*, *MasterChef Norge (Norway)*, *Familjen fra Bryggen (Denmark)* and *Paradise Hotel*, together with web exclusive productions and content from Splay and other MTG family brands. MTG will also enrich the service further by adding more content from third party broadcasters and producers, in order to meet the growing demand for digital video entertainment.

“Viafree is the next step for our broad digital content offering. We are making our free content as easily and broadly available as possible, and hope that both local and international content owners and distributors will join the platform. Viafree will sit alongside our Viaplay subscription service to bring consumers a unique range of easy to use on demand services on all connected devices. We will also take online video content to a new level in Scandinavia by bringing consumers more content than ever before!”

Jørgen Madsen Lindemann, MTG President and CEO

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').