



Q2 2010 Interim Report

20 July 2010 – Modern Times Group MTG AB (publ.) (“MTG” or “the Group”) (Nasdaq OMX Stockholm Large Cap Market: MTGA, MTGB) today announced its financial results for the second quarter and six months ended 30 June 2010.

Second Quarter Highlights

- Net sales up 8% year on year to SEK 3,870 (3,584) million – up 13% year on year at constant exchange rates
- Free-TV Scandinavia net sales up 13% year on year to SEK 1,116 (984) million – up 18% year on year at constant exchange rates
- Operating income up 26% year on year to SEK 603 (478) million, with increased operating margin of 16% (13%) when excluding associated company income
- Total operating income up 23% year on year to SEK 726 (588) million when including SEK 123 (111) million of associated company income
- Pre-tax profit up 23% year on year to SEK 697 (566) million
- Net income up 20% year on year to SEK 522 (436) million
- Basic earnings per share up 17% year on year to SEK 7.58 (6.45)
- Dividend of SEK 363 million (SEK 5.50 per share) paid in May to shareholders for year ended 31 December 2009

Half Year Highlights

- Net sales up 7% year on year to SEK 7,394 (6,920) million – up 12% year on year at constant exchange rates
- Free-TV Scandinavia net sales up 12% year on year to SEK 2,096 (1,870) million – up 17% year on year at constant exchange rates
- Operating income up 30% year on year to SEK 1,018 (784) million, with increased operating margin of 14% (11%) when excluding associated company income
- Total operating income up 52% year on year to SEK 1,248 (822) million when including SEK 229 (38) million of associated company income
- Pre-tax profit up 53% year on year to SEK 1,165 (760) million
- Net income up 41% year on year to SEK 822 (582) million
- Basic earnings per share up 41% year on year to SEK 12.18 (8.65)

Hans-Holger Albrecht, President and Chief Executive Officer, commented: “Our record Q2 results again reflect particularly strong sales growth and healthy incremental margins for our free-TV operations in Scandinavia, with each country operation delivering year on year sales growth on the back of stable or higher target audience shares. Our Emerging Markets free-TV business returned to growth and was profitable in the quarter following advertising market share gains across all territories. The Nordic pay-TV business generated both IPTV subscriber and DTH premium ARPU growth, which resulted in higher margins, whilst the Emerging Markets pay-TV business also added subscribers and delivered a stable margin for the quarter. Overall, sales were up 13% year on year at constant exchange rates and profits were up 26% before associated company income, with an increased operating margin of 16%”.

“We have paid out the increased 2009 dividend to shareholders and have received the second of the four anticipated dividend payments from CTC Media this year. We ended the quarter with a net debt to trailing twelve month EBITDA ratio of 1.2 times and SEK 3.5 billion of available liquid funds. We are also continuing to work towards the demerger and spin-off of our CDON Group Nordic internet retailing business to shareholders in the fourth quarter.”

“Moving forward, advertising market conditions are improving across our markets and we aim to take further audience and market shares. We have also further strengthened our pay-TV offerings by becoming the only broadcaster to offer English Premier League football coverage across Scandinavia, by signing more virtual operator agreements with triple-play service providers, by adding to our online on demand content offering, and by investing in the development of our satellite platforms in the Baltics, Ukraine and Russia.”

Financial Summary

(SEK million)	Apr-Jun 2010	Apr-Jun 2009	Change	Jan-Jun 2010	Jan-Jun 2009	Change
Net sales	3,870	3,584	8%	7,394	6,920	7%
Operating income before associated company income	603	478	26%	1,018	784	30%
Associated company income *	123	111	-	229	38	-
Total operating income (EBIT)	726	588	23%	1,248	822	52%
Net interest & other financial items	-30	-23	-	-83	-61	-
Income before tax	697	566	23%	1,165	760	53%
Net income	522	436	20%	822	582	41%
Basic earnings per share (SEK)	7.58	6.45	17%	12.18	8.65	41%
Diluted earnings per share (SEK)	7.53	6.45	17%	12.10	8.65	40%
Total assets	15,546	18,883	-18%	15,546	18,883	-18%

* including MTG's Q1 2010 participation in USD 47.3 million of non-recurring costs incurred by associated company CTC Media in the fourth quarter of 2009 and MTG's Q1 2009 participation in CTC Media's USD 233 million impairment of intangible assets in the fourth quarter of 2008

Significant Events

The Group announced on 9 June that it had completed the acquisition of a further 35% of Viasat Holding AB ('Viasat') from Strong Media Group Ltd. MTG now owns 85% of Viasat, which operates the Viasat Ukraine DTH satellite pay-TV platform through Vision TV LCC, and now fully consolidates the operating results for Viasat Ukraine in the 'Pay-TV Emerging Markets' business segment of the Viasat Broadcasting business area. The acquisition was completed following approval from the regulatory authorities in Ukraine.

The Group announced on 19 April that it intends to demerge its internet retailing business by means of the distribution of shares in CDON Group to MTG's shareholders within six to nine months. CDON Group comprises all of MTG's internet retailing operations. Handelsbanken Capital Markets was appointed as advisor to MTG on the demerger of CDON Group. CDON Group comprises the Nordic market-leading internet retailing brands in each of its divisions – Entertainment (CDON.COM, BookPlus.fi, Lekmer.se), Sports & Health (Gymgrossisten.com, Bodystore.com) and Fashion (Nelly.com, LinusLotta.com).

The Group announced on 22 March that Viasat Broadcasting had acquired the exclusive television broadcasting rights to England's Barclays Premier League in Sweden for the next three seasons. The rights were acquired from Medge Consulting, which holds the rights to the Barclays Premier League in the Nordic region. MTG will broadcast Premier League matches from the start of the 2010/11 season in August until the end of the 2012/13 season on its Viasat Fotboll, Viasat Sport & Viasat Sport HD pay-TV channels, as well as on a new dedicated Viasat Premier League HD channel.

CTC Media published its fourth quarter 2009 results on 26 February 2010 and announced its intention to pay an aggregate of USD 40 million in cash dividends in 2010 in four instalments of USD 10 million each. The first instalment was paid on 31 March 2010 and the second instalment on 30 June 2010. The two remaining instalments are planned to be paid in September and December 2010.

The Group announced on 8 February that it had acquired 50% of Raduga Holdings S.A. from Continental Media S.A.. Raduga is the sole owner of LCC DaoGeoCom, which operates Russian nationwide DTH satellite pay-TV platform Raduga TV. The platform offers a package of more than 50 TV channels, including a wide range of Russian channels and the localised versions of leading international channel brands including Viasat's own entertainment channels. The purchase price allocation is yet to be finalised and the fair values have not yet been calculated but a preliminary goodwill value of SEK 176 million has been recognised. The Group's interest in Raduga has been proportionally consolidated and reported within the Group's 'Pay-TV Emerging Markets' business segment of the Viasat Broadcasting business area from the date of acquisition.

Operating Review

13% Group Sales Growth at Constant Exchange Rates

Net Sales (SEK million)	Apr-Jun 2010	Apr-Jun 2009	Change	Change at constant exchange rates	Jan-Jun 2010	Jan-Jun 2009	Change	Change at constant exchange rates
Free-TV Scandinavia	1,116	984	13%	18%	2,096	1,870	12%	17%
Pay-TV Nordic	1,115	1,074	4%	8%	2,207	2,143	3%	7%
Free-TV Emerging Markets	582	612	-5%	4%	1,016	1,076	-6%	2%
Pay-TV Emerging Markets	225	219	3%	12%	443	439	1%	13%
Other & eliminations related to Viasat Broadcasting	-39	-43	-	-	-88	-83	-	-
Total Viasat Broadcasting business area	3,000	2,846	5%	11%	5,674	5,445	4%	10%
Radio	211	188	12%	13%	393	348	13%	13%
Online	615	490	25%	30%	1,239	1,010	23%	27%
Modern Studios	113	134	-15%	-15%	189	237	-20%	-20%
Total operating business areas	3,940	3,659	8%	13%	7,494	7,040	6%	12%
Parent & holding companies	47	47	0%	0%	93	92	1%	1%
Eliminations	-116	-121	-	-	-193	-212	-	-
GROUP TOTAL	3,870	3,584	8%	13%	7,394	6,920	7%	12%

Group sales were up 13% year on year in the second quarter and up 12% for the first six months of 2010 at constant exchange rates. All of the broadcasting segments, as well as the Online and Radio business areas, generated sales growth at constant exchange rates for both periods.

Group operating costs were up year on year to SEK 3,265 (3,104) million in the quarter and to SEK 6,372 (6,132) million for the year to date, and were up 11% and 9% year on year at constant exchange rates for the respective periods. The increase reflected the launch or re-launch of four free-TV channels and the addition of seven pay-TV channels since the beginning of 2009; ongoing programming investments; the signing or renewal of sports rights acquisition contracts; and the consolidation of the Ukrainian and Russian pay-TV platforms.

Group depreciation and amortisation charges totalled SEK 56 (60) million in the second quarter and SEK 111 (118) million for the first half of the year.

All Businesses Report Growth in Profits in Q2

Operating Income (EBIT) (SEK million)	Apr-Jun 2010	Apr-Jun 2009	Change	Jan-Jun 2010	Jan-Jun 2009	Change
Free-TV Scandinavia	297	216	38%	513	419	22%
Pay-TV Nordic	221	179	24%	413	353	17%
Free-TV Emerging Markets	42	32	29%	-24	-42	-
Pay-TV Emerging Markets	36	34	6%	76	75	3%
Associated company income from CTC Media *	115	103	11%	219	28	670%
<i>Viasat Broadcasting central operations</i>	5	6	-	20	8	25%
Total Viasat Broadcasting business area	716	571	25%	1,218	842	45%
Radio	42	32	31%	54	27	96%
Online	29	24	20%	76	29	167%
Modern Studios	5	3	65%	9	7	31%
Total operating business areas	792	630	26%	1,356	904	43%
Group central operations	-66	-41	-	-109	-83	-
GROUP TOTAL	726	588	23%	1,248	822	52%

* including MTG's Q1 2010 participation in USD 47.3 million of non-recurring costs incurred by associated company CTC Media in the fourth quarter of 2009 and MTG's Q1 2009 participation in CTC Media's USD 233 million impairment of intangible assets in the fourth quarter of 2008

When excluding associated company income, the Group reported a 26% year on year increase in operating profits to SEK 603 (478) million in the quarter and a 30% increase to 1,018 (784) million for the year to date, with increased operating margins of 16% (13%) and 14% (11%) for the two respective periods. This reflected the healthy incremental earnings impact of the sales growth across the business.

Net interest and other financial items amounted to SEK -30 (-23) million in the second quarter and SEK -83 (-61) million for the year to date, which included lower net interest charges of SEK -19 (-33) million and SEK -37 (-70) million for the two respective periods. The year on year change in other financial items reflected exchange rate differences, the amortisation of costs arising from the arrangement of the new loan facility in 2009, and the financial non-cash accounting loss arising from the issue of new shares by CTC Media and resulting dilution of the Group's ownership in CTC Media from 39.4% to 38.9% in the first quarter of 2010. The Group therefore reported a 23% year on year increase in pre-tax profits to SEK 697 (566) million in the quarter, and a 53% increase to SEK 1,165 (760) million for the year to date.

Group tax charges totalled SEK 175 (130) million in the quarter and SEK 343 (178) million for the year to date, and the Group consequently reported a 20% year on year increase in net profits to SEK 522 (436) million in the quarter, and a 41% increase to SEK 822 (582) million for the year to date. The weighted average number of shares outstanding was 65,924,365 (65,890,375) during the second quarter and 65,912,674 (65,890,375) during the first six months of the year, which reflected the increase in the total number of outstanding shares from 65,896,815 at the end of December 2009 to 65,935,207 at the end of period. The Group's basic earnings per share grew by 17% year on year to SEK 7.58 (6.45) in the quarter and by 41% to SEK 12.18 (8.65) for the year to date.

VIASAT BROADCASTING

Free-TV Scandinavia

Strong Sales Growth & Higher Margins

(SEK million)	Apr-Jun 2010	Apr-Jun 2009	Change	Jan-Jun 2010	Jan-Jun 2009	Change
Net sales	1,116	984	13%	2,096	1,870	12%
Operating income	297	216	38%	513	419	22%
Operating margin	27%	22%		24%	22%	

Sales for Viasat's Scandinavian free-TV operations were up 18% year on year in the second quarter and up 17% for the year to date at constant exchange rates, following sales growth in all three countries.

Total operating costs were up 7% year on year in the quarter to SEK 819 (768) million and up 9% to SEK 1,583 (1,451) for the year to date, which reflected higher programming investments in all three countries and the impact of the launch of TV3 PULS in Denmark at the end of the first quarter of 2009.

The combined operations therefore reported a 38% year on year rise in operating profits in the quarter and a 22% rise for the year to date, with increased operating margins of 27% (22%) and 24% (22%) for the two respective periods.

Commercial share of viewing (%) (15-49)	Apr-Jun 2010	Jan-Mar 2010	Apr-Jun 2009
Sweden (TV3, TV6, TV8, ZTV)	37.2	36.1	36.4
Norway (TV3, Viasat4)	28.3	25.8	28.3
Denmark (TV3, TV3+, TV3 PULS)	24.1	24.2	23.8

MTG's combined target audience share in Sweden grew year on year and quarter on quarter following significant audience share gains for TV6 and TV8, and a stable development for TV3. The positive ratings development reflected the success of the new programming schedules, and was achieved despite the broadcasting of FIFA World Cup football coverage on rival channels.

The Group announced in June that it will launch a new free-TV channel – TV10 – in Sweden in September. The new channel will be made available on the Viasat satellite platform and to cable operator Com Hem's 1.65 million TV households, which will enable the channel to reach more than 50% of Swedish households at launch. TV10 will be a sports-focused channel targeted at men between 25 and 59 years old, and will therefore complement Viasat's existing media house and audience profile in Sweden.

The combined target audience share for the Group's channels in Norway was up significantly quarter on quarter and returned to the levels seen in the second quarter of 2009. The increase reflected high ratings for a number of own-produced shows on TV3, as well as for selected FIFA World Cup football matches aired on Viasat4. Viasat4's national penetration level also continued to rise and reached 71% at the end of the second quarter.

The combined audience share for Viasat's Danish channels was up year on year and stable quarter on quarter, which reflected higher audience shares for TV3 and TV3+ following the strong

performance of the spring schedules, which included popular own-produced content, acquired TV series and sports coverage.

Pay-TV Nordic

Healthy Sales Growth & Higher Margins

<i>(SEK million)</i>	Apr-Jun 2010	Apr-Jun 2009	Change	Jan-Jun 2010	Jan-Jun 2009	Change
Net sales	1,115	1,074	4%	2,207	2,143	3%
Operating income	221	179	24%	413	353	17%
Operating margin	20%	17%		19%	16%	

Viasat Broadcasting's pay-TV operations in the Nordic region market and sell Viasat's premium pay-TV packages on the Viasat DTH satellite platform and third party IPTV and cable platforms. Viasat also distributes its 24 Viasat-branded pay-TV channels via a wide range of third party pay-TV networks. The Nordic pay-TV business reported 8% year on year sales growth at constant exchange rates in the second quarter and 7% growth for the year to date.

<i>(000's)</i>	Jun 2010	Mar 2010	Jun 2009
Premium subscribers	832	826	778
<i>of which, DTH satellite</i>	666	670	666
<i>of which, IPTV</i>	167	156	112
Basic DTH satellite subscribers	45	44	55
DTH satellite value-added service subscribers			
ViasatPlus	148	144	127
Multi-room	221	216	186
High definition	152	124	68

Viasat added 11,000 net new premium IPTV subscribers in the second quarter and has now added 55,000 net new IPTV subscribers in the last 12 months. The number of premium DTH subscribers was stable and the number of subscribers with ViasatPlus recordable digital set-top boxes increased by 21,000 year on year; the number of multi-room subscribers increased by 35,000 year on year; and the number of high definition subscribers more than doubled year on year. The Viasat OnDemand internet portal continued to develop according to plan and a subscription video-on-demand service was launched in Sweden, Denmark and Norway in February. The service provides access to an unrivalled range of online pay-TV content including live sports events, hundreds of episodes of hit TV series, and access to 200 feature films at any given time.

Annualised average revenue per premium DTH subscriber (ARPU) increased year on year to SEK 4,446 (4,397) in the quarter. This represented 5% growth at constant exchange rates and reflected price increases and the ongoing uptake of value-added products and services.

Total operating costs for the Pay-TV Nordic business were stable year on year at SEK 894 (895) million in the quarter and SEK 1,794 (1,790) million for the year to date. Underlying local currency costs were up year on year for both periods following the addition of five new Viasat-branded

channels since the beginning of 2009 and the addition or extension of various key sports rights contracts. Expensed subscriber acquisition costs (SAC) were down year on year to SEK 135 (151) million in the quarter.

The Nordic pay-TV business therefore reported a 24% year on year increase in operating income in the quarter and a 17% increase in operating profits for the year to date, with increased operating margins of 20% (17%) and 19% (16%) for the respective periods.

Viasat signed a long-term agreement in June with leading Swedish cable-TV operator Com Hem, which enables Viasat to market and sell its premium pay-TV channel packages to almost 1.65 million Com Hem TV households in Sweden until the end of 2013. Viasat has now signed multi-year 'virtual operator' agreements to market its premium pay-TV channel packages to subscribers with all of the major broadband operators and triple-play service providers in Scandinavia.

Viasat also announced during the quarter that it will be the only pan-Scandinavian pay-TV operator to offer coverage of English Premier League football from August 2010 in all three countries for the next three seasons. Viasat Broadcasting acquired the exclusive Swedish television broadcasting rights to the Premier League for the next three seasons in March, and will broadcast Premier League matches on its Viasat Fotboll, Viasat Sport & Viasat Sport HD pay-TV channels, as well as on a new dedicated Viasat Premier League HD channel. Viasat then signed an agreement in June with Norwegian broadcasting group TV 2 AS to distribute its three Premier League channels – TV 2 Premier League HD, TV 2 Premier League HD 2 and TV 2 Premier League HD 3 – on the Viasat satellite pay-TV platform in Norway. Finally, Viasat announced in July that its TV 2 Sport joint venture with TV 2 in Denmark will launch a new standard definition TV 2 Sport Premier League pay-TV channel and a new TV 2 Premier League HD channel on the Viasat satellite platform and third party IPTV networks in Denmark.

Free-TV Emerging Markets

Constant Exchange Rates Sales Growth & Improving Profitability

(SEK million)	Apr-Jun 2010	Apr-Jun 2009	Change	Jan-Jun 2010	Jan-Jun 2009	Change
Net sales	582	612	-5%	1,016	1,076	-6%
Operating income	42	32	29%	-24	-42	-
Operating margin	7%	5%		-	-	

Sales for the Free-TV Emerging Markets operations were up 4% year on year at constant exchange rates in the second quarter and up 2% for the year to date. The development reflected continued market share gains for all of the Group's free-TV businesses, and improving market conditions with lower levels of year on year advertising market declines across almost all of the Group's operating territories.

Combined operating costs for the Free-TV Emerging Markets businesses were down 7% year on year in the quarter to SEK 541 (580) million and down 7% to SEK 1,040 (1,118) million for the year to date, which reflected favourable year on year currency exchange rate movements for all of the businesses and cost reduction initiatives implemented in 2009, as well as ongoing selective programming investments. The combined operations reported a 29% year on year increase in operating profits in the quarter with an increased operating margin of 7% (5%), and a significantly reduced operating loss for the year to date.

Baltics

Sales for the Group's free-TV operations in Estonia, Latvia and Lithuania were down 12% year on year to SEK 131 (149) million in the second quarter and down 12% for the year to date to SEK 215 (245) million. However, sales were down 2% year on year at constant exchange rates in the quarter and down 3% for the year to date. Viasat increased its advertising market share year on year in all three Baltic countries in the second quarter and for the year to date.

Commercial share of viewing (%) (15-49)	Apr-Jun 2010	Jan-Mar 2010	Apr-Jun 2009
Estonia (TV3, 3+, TV6)	42.2	42.8	39.7
Latvia (TV3, 3+, TV6)	40.3	34.8	36.1
Lithuania (TV3, TV6)	37.8	39.5	37.5

Viasat's pan-Baltic target audience share (15-49) increased year on year to 39.3% (37.4%) in the second quarter and Viasat's combined commercial audience share was up year on year in all three countries. The Estonian combined audience share development reflected high rating spring schedules for all three channels. The Estonian terrestrial analogue network was switched off on 30 June. The commercial audience share in Latvia was also up significantly year on year and quarter on quarter, following positive developments for all three channels and the short term effect of simultaneous distribution on both the analogue and digital terrestrial distribution networks ahead of analogue switch-off on 1 June. The Lithuanian target audience share was up slightly year on year but down quarter on quarter following the broadcasting of FIFA World Cup football on rival channels. Analogue switch-off is scheduled for 2012 in Lithuania, with the transition to digital terrestrial in the Baltic countries expected to drive the penetration of Viasat's secondary channels in each market moving forward.

Operating costs were down 18% year on year in the second quarter and 13% for the year to date, which reflected the cost reduction programmes implemented in 2009, strategic programming investments and increased distribution costs related to the terrestrial digital transition. The combined businesses therefore reported a 66% year on year increase in operating profits to SEK 17 (10) million in the quarter with an increased operating margin of 13% (7%) and a reduced operating loss of -2 (-3) million for the year to date.

Czech Republic

Sales for the Group's free-TV operations in the Czech Republic were down 2% year on year to SEK 250 (254) million in the quarter, and down 5% to SEK 440 (463) million for the year to date. Sales were however up 5% year on year in the quarter at constant exchange rates, and stable for the first six months of the year. The sales performance reflected further advertising market share gains for the Group's operations.

Commercial share of viewing (%) (15-54)	Apr-Jun 2010	Jan-Mar 2010	Apr-Jun 2009
TV Prima, Prima COOL	22.3	20.1	21.0

The target audience share for the combined Czech channels grew year on year and quarter on quarter following the significantly improved performance of own-produced prime time shows, and the continued success of the Prima COOL channel, which was launched in the second quarter of 2009.

Operating costs were down 6% year on year in the quarter and for the year to date, which primarily reflected lower year on year programming costs. The Group's Czech operations therefore reported a

44% increase in operating profits to SEK 35 (24) million in the quarter and a 7% increase to SEK 28 (27) million for the year to date, with an increased operating margin of 14% (10%) in the quarter and a stable margin of 6% (6%) for the year to date.

Bulgaria

The Group's free-TV operations in Bulgaria reported a 9% year on year sales decline to SEK 129 (142) million in the quarter, and a 6% decline to SEK 233 (248) million for the year to date. Sales were however up 1% year on year at constant exchange rates in the quarter and up 4% for the year to date. The Group's channels increased their advertising market shares year on year in the quarter and for the year to date.

Commercial share of viewing (%) (18-49)	Apr-Jun 2010	Jan-Mar 2010	Apr-Jun 2009
Nova TV, Diema, Diema 2, Diema Family	28.0	29.3	36.1

The combined audience share for the Group's Bulgarian channels was down year on year and compared to the first quarter of 2010, which reflected the airing of FIFA World Cup football coverage by the Bulgarian national state broadcaster, as well as the exceptional ratings achieved by the popular Big Brother format on Nova TV in the second quarter of 2009. The 2010 fall schedules have been bolstered with a number of own productions, which are expected to drive target audience shares during the second half of the year.

Operating costs were down 10% year on year in the quarter and down 6% for the year to date, following lower distribution and SG&A costs as a result of the overall cost reduction initiatives introduced in 2009, and despite selective ongoing programming investments. The Bulgarian business therefore reported an operating profit of SEK 11 (12) million in the quarter, with a stable operating margin of 9% (9%), and a breakeven result of SEK 0 (-1) million for the year to date,.

Other Operations & Items

Viasat's other Emerging Market free-TV operations comprise Viasat Hungary, TV3 Slovenia and Viasat1 in Ghana. Sales for the combined businesses were up by 8% year on year in the quarter to SEK 72 (67) million and up 6% to SEK 128 (120) million for the year to date, and up 16% and 12% year on year at constant exchange rates for the two periods.

Viasat Hungary's sales were up 1% year on year in the quarter and down 1% for the year to date, following further advertising market shares. TV3 Slovenia's sales were up 20% year on year in the quarter and up 19% for the six month period following further advertising market share gains. Viasat1 in Ghana doubled its sales year on year to SEK 4 (2) million in the quarter, and more than tripled its sales to SEK 7 (2) million for the year to date.

Commercial share of viewing (%)	Apr-Jun 2010	Jan-Mar 2010	Apr-Jun 2009
Hungary (Viasat3, TV6) (18-49)	7.1	7.9	7.6
Slovenia (TV3) (15-49)	10.3	9.7	12.6

The combined audience share for the Hungarian channels was down year on year and quarter on quarter despite a number of high rating own productions, but the channels did grow their combined advertising market share year on year. The fall schedules are expected to drive up the audience shares moving forward. TV3 Slovenia's ratings were up quarter on quarter but down year on year, following the discontinuation of certain sports coverage and the adverse impact of the airing of FIFA World Cup football matches by the national public service broadcaster.

The combined other operations reported an increased operating loss of SEK -22 (-14) million in the quarter and a reduced operating loss of SEK -51 (-65) million for the year to date.

Pay-TV Emerging Markets

Continued Sales & EBIT Growth

<i>(SEK million)</i>	Apr-Jun 2010	Apr-Jun 2009	<i>Change</i>	Jan-Jun 2010	Jan-Jun 2009	<i>Change</i>
Net sales	225	219	3%	443	439	1%
Operating income	36	34	6%	76	75	3%
Operating margin	16%	16%		17%	17%	

Viasat's Emerging Market pay-TV operations market and sell premium pay-TV packages on the Viasat DTH satellite platforms in the Baltics and Ukraine, and on Elion's IPTV platform in Estonia. The business also has a 50% ownership interest in the Raduga TV Russian DTH satellite platform, and distributes its 13 Viasat-branded channels via third party pay-TV networks to subscribers in 25 countries across Central and Eastern Europe and in the United States.

Sales for the combined pay-TV businesses were up 12% year on year in the quarter and up 13% for the year to date at constant exchange rates, which reflected the consolidation of the Russian DTH satellite platform, the full consolidation and growth of the Ukrainian DTH satellite platform, and the continued growth in the number of mini-pay subscriptions.

<i>(000's)</i>	Jun 2010	Mar 2010	Jun 2009
Premium DTH subscribers	224	224	204
Basic DTH subscribers*	125	109	19
IPTV subscribers	8	9	-
Mini-pay TV subscriptions	45,467	44,335	40,182

* Including Raduga TV Russian DTH platform subscribers from Q1 2010

Viasat's Baltic and Ukrainian DTH satellite pay-TV platforms added 20,000 net new premium subscribers year on year and reported a stable quarter on quarter development, which reflected continued subscriber intake in Ukraine offset by slightly increased churn levels in the Baltics. The newly consolidated Raduga TV DTH satellite platform in Russia had 93,000 subscribers at the end of the quarter and Viasat had 8,000 IPTV subscribers on the Elion platform in Estonia.

Viasat launched the new Nova Sport pay-TV channel in Bulgaria at the end of April. Nova Sport broadcasts premium sports content including English Premier League and UEFA Champions League football, IAAF Diamond League athletics and IIHF World Championship ice hockey.

Viasat also launched the new Viasat Nature East pay-TV channel in 25 countries in Central & Eastern Europe at the beginning of May.

Operating costs were up 2% year on year in the quarter and up 1% for the year to date, which primarily reflected the launch of five new channels since the beginning of 2009, subscriber acquisition campaigns in Ukraine, the consolidation of Raduga TV in Russia and the full consolidation of the Ukrainian platform. The combined businesses reported a 6% year on year increase in operating profits to SEK 36 (34) million in the quarter, and a 3% increase to SEK 76 (75) million for the year to date, with stable operating margins of 16% (16%) and 17% (17%) for the two respective periods.

CTC Media

The Group reports its 38.9% participation in the earnings of CTC Media with a one quarter time lag, due to the fact that CTC Media reports its financial results after MTG. MTG's participation in CTC Media's US dollar reported results is translated into MTG's Swedish krona reporting currency at the average currency exchange rates for the MTG reporting period.

CTC Media generated sales of USD 123 (105) million in the first quarter of 2010, and sales of USD 304 (292) million for the six months ended 31 March 2010. CTC Media reported operating profits of USD 36 (37) million in the first quarter of 2010, and operating profits of USD 73 (-103) million for the six months ended 31 March 2010. The company reported pre-tax profits of USD 38 (31) million in the first quarter of 2010 and USD 79 (-127) million for the six months ended 31 March 2010. CTC Media's results for the fourth quarter of 2009 included a USD 18.7 million charge arising from the impairment of the broadcasting licenses of certain regional owned-and-operated stations in Russia, and a USD 28.6 million stock-based compensation expense recognised in conjunction with the settlement of litigation brought by CTC Media in the fourth quarter of 2009. CTC Media's results for the fourth quarter of 2008 included USD 233 million of charges arising from the impairment of intangible assets.

MTG's equity participation in the earnings of CTC Media therefore amounted to SEK 115 (103) million in the second quarter and SEK 219 (28) million for the year to date. CTC Media will publish its results for the second quarter of 2010 on 3 August 2010.

CTC Media paid the second instalment of its announced aggregate USD 40 million cash dividend on 30 June 2010, and the remaining instalments are planned to be paid in September and December. The first instalment was paid on 31 March 2010.

RADIO

<i>(SEK million)</i>	Apr-Jun 2010	Apr-Jun 2009	<i>Change</i>	Jan-Jun 2010	Jan-Jun 2009	<i>Change</i>
Net sales	211	188	12%	393	348	13%
Operating income	36	28	31%	48	23	105%
Operating margin	17%	15%		12%	7%	
Associated company income	6	4	37%	6	4	48%
Total operating income	42	32	31%	54	27	96%

The Group's radio operations comprise the leading national commercial networks in Sweden and Norway, as well as national and local stations in the Baltics. Combined sales were up 13% year on year at constant exchange rates in the quarter and for the year to date. The sales growth reflected strong performance by the Norwegian and the Swedish operations, as well as the contribution from the newly launched P5 local station network in Norway's four largest cities.

Operating costs for Radio were up 9% year on year in the quarter and 6% for the year to date, which reflected increased royalty and sales commissions as well as the addition of the new local station network in Norway, and were offset to an extent by lower year on year costs in Sweden and favourable currency exchange rate movements. The consolidated Radio businesses therefore reported a 31% year on year increase in operating profits in the quarter and a more than doubling of operating profits for the year to date, with improved operating margins of 17% (15%) and 12% (7%) for the two respective periods.

ONLINE

<i>(SEK million)</i>	Apr-Jun 2010	Apr-Jun 2009	<i>Change</i>	Jan-Jun 2010	Jan-Jun 2009	<i>Change</i>
Total net sales	615	490	25%	1,239	1,010	23%
<i>CDON Group</i>	458	346	32%	927	733	26%
<i>Other</i>	157	144	9%	311	277	12%
Total operating income	29	24	20%	76	29	167%
<i>CDON Group</i>	28	22	28%	66	43	55%
<i>Other</i>	1	2	-62%	10	-14	-
Total operating Margin	5%	5%		6%	3%	
<i>CDON Group</i>	6%	6%		7%	6%	
<i>Other</i>	1%	1%		3%	-	

The Online business area comprises CDON Group and other businesses. CDON Group (previously MTG Internet Retailing) comprises Entertainment (CDON.COM, BookPlus.fi & Lekmer.se), Sports & Health (Gymgrossisten.com and Bodystore.com) and Fashion (Nelly.com and LinusLotta.com) businesses in the Nordic region. Swedish online toy retailer Lekmer.se was acquired and consolidated in April 2010. Localised versions of CDON.COM, Nelly.com and LinusLotta.com are available across the Nordic region; Gymgrossisten.com in Sweden, Norway and Finland; and Bodystore.com and Lekmer.se in Sweden.

Sales for the combined operations were up 30% year on year at constant exchange rates in the quarter, and up 27% for the year to date.

CDON Group sales were up 34% year on year at constant exchange rates in the quarter and up 28% for the year to date. The Entertainment division accounted for 60% (70%) of CDON Group's sales in the second quarter and 65% (73%) for the year to date, and reported 15% year on year sales growth at constant exchange rates in the quarter and 14% growth for the year to date, which was driven by increased home electronics sales and summer sales promotion campaigns. The Sports & Health division, which accounted for 15% (14%) of CDON Group's sales in the second quarter and 15% (15%) for the year to date, reported 36% year on year sales growth at constant exchange rates in the quarter and 31% growth for the year to date as a result of an increasing number of visitors and increased conversion rates, as well as higher sales in Norway and Finland. The Fashion division, which accounted for 25% (16%) of CDON Group's sales in the second quarter and 20% (12%) for the year to date, reported 112% year on year sales growth at constant exchange rates in the quarter and 109% growth for the year to date following successful magazine, TV and radio promotion campaigns. CDON Group's operating profits were up 28% year on year in the quarter and up 55% for the year to date, with a stable operating margin of 6% (6%) in the quarter and an increased margin of 7% (6%) for the year to date.

The other operations within the Online businesses area reported a slightly lower year on year operating profit in the quarter but a SEK 24 million positive swing in profitability for the year to date.

The total Online business area therefore reported a 20% year on year increase in combined operating profits in the quarter and a more than doubling of operating profits for the year to date, with a stable operating margin of 5% (5%) in the quarter and an increased operating margin of 6% (3%) for the year to date.

MODERN STUDIOS

The Modern Studios business area comprises the Group's content production businesses and includes the Strix Television production company. The business area reported sales of SEK 113 (134) million in the quarter and SEK 189 (237) million for the year to date, following lower year on year production levels. The business area reported increased operating profits of SEK 5 (3) million in the quarter and SEK 9 (7) million for the year to date, following previously introduced cost saving initiatives and a higher proportion of license sales by Strix Television.

Financial Review

Cash Flow

The Group's cash flow from operations before changes in working capital grew by 34% year on year to SEK 570 (425) million in the second quarter and by 53% to SEK 910 (593) million for the year to date, and included the two CTC Media dividend payments totalling SEK 58 million. The Group reported a SEK -345 (270) million change in working capital in the quarter, which included the first and largest payment for the three year Swedish broadcasting rights to the English Premier League, as well as payments for other sports rights, and also reflected the low working capital balances at the beginning of the period. The change in working capital for the year to date amounted to SEK -608 (-27) million. Group net cash flow from operations therefore totalled SEK 225 (695) million and SEK 302 (566) million for the two respective periods.

The Group's investments in shares amounted to SEK 136 (1) million in the quarter and SEK 273 (142) million for the year to date, and primarily comprised the payment for 35% of Viasat Ukraine in the second quarter, and 90% of the consideration for the 50% ownership interest in Russian DTH

satellite TV platform Raduga TV in the first quarter. The payment for the remaining 10% of the Raduga TV stake was made in the second quarter. Group capital expenditure on tangible and intangible assets totalled SEK 22 (34) million in the quarter and SEK 70 (52) million for the year to date, which represented less than 1% of Group net sales for both periods.

Cash flow to and from financing activities amounted to SEK -372 (42) million in the second quarter and SEK -133 (-262) million for the year to date, which primarily reflected the SEK 363 million dividend payment to MTG shareholders in the second quarter. As at 30 June 2010, SEK 650 (1,362) million of the Group's SEK 3,500 million multi-currency credit facility and all of the SEK 3,000 million facility had been drawn down, which compares with total drawings of SEK 3,668 million at the end of the first quarter.

The net change in cash and cash equivalents therefore amounted to SEK -305 (703) million in the quarter and SEK -173 (439) million for the year to date. The Group had SEK 514 (1,084) million of cash and cash equivalents at the end of the period, compared to SEK 838 million at the end of the first quarter.

Net debt

The Group's net debt position, which is defined as interest bearing liabilities less cash and cash equivalents and interest bearing assets, amounted to SEK 3,185 (3,603) million at the end of the period. This compared to a net debt position of SEK 2,847 million at the end of the first quarter.

Liquid funds

The Group's available liquid funds, including unutilised credit facilities, totalled SEK 3,464 (2,966) million at the end of the period, compared to SEK 3,770 million at the end of the first quarter.

Holdings in listed companies

The book value of the Group's 38.9% shareholding in associated company CTC Media was SEK 2,053 million at the end of the period, which compared with the USD 867 million (SEK 6,735 million) public equity market value of the shareholding as at the close of trading on the last business day of the second quarter.

Equity

The Group reported SEK 64 (-380) million of currency translation differences in equity in the quarter and SEK -173 (-547) million of differences for the year to date. The Group does not hedge its equity exposure to currency translation effects. The Group's total equity amounted to SEK 5,986 (8,559) million at the end of the period, compared to SEK 5,676 million at the end of the first quarter.

PARENT COMPANY

Modern Times Group MTG AB is the Group's parent company and is responsible for Group-wide management, administration and finance functions, and also holds shares in the parent companies of the operating business areas.

The MTG parent company reported net sales of SEK 10 (15) million in the quarter and SEK 21 (30) million for the year to date. Net interest and other financial items totalled SEK 47 (306) million and SEK 156 (286) million for the two respective periods, and included SEK 73 million of dividends from subsidiaries in the first quarter. Income before tax amounted to SEK -1 (274) million in the quarter and SEK 78 (229) million for the half year period. The parent company had cash and cash equivalents of SEK 325 (465) million at the end of the period, compared to SEK 605 million at the end of the first quarter. SEK 2,950 million of the SEK 3,600 million total available credit facilities, including the SEK 100 million overdraft facility, was unutilised as at the end of the reporting period.

THE ANNUAL GENERAL MEETING

The Annual General Meeting resolved to re-elect all members of the Board of Directors, with the exception of Asger Aamund, who had declined re-election. The number of members in the Board is thereby seven.

The Annual General Meeting approved an ordinary dividend of SEK 5.50 per share, which was paid out to shareholders in May. The meeting also approved a new mandate to repurchase Class A and/or B shares, provided that the Company's holding does not exceed ten per cent of the total number of shares. A performance-based incentive plan was approved. The details of the plan can be found on the Group's website at www.mtg.se

RISKS AND UNCERTAINTIES

Significant risks and uncertainties exist for the Group and the parent company, which include the commercial risks related to the expansion into new territories, legislative and regulatory risks in the various countries in which the Group operates, and technology risks. No additional risks are believed to have developed over and above those described in the 2009 Annual Report.

Other Information

This report has been prepared according to IAS 34 Interim Financial Reporting and the Annual Accounts Act. The Group's consolidated accounts have been prepared according to the same accounting policies that were applied in the preparation of the 2009 Annual Report, with the exception of the application of 'IFRS 3 Business Combinations' and 'IAS 27 Consolidated and Separate Financial Statements' as amended. The changes and amendments relate to:

- the definition of operations
- the expensing of acquisition transaction costs
- the determination of the fair value of conditional considerations at the time of acquisitions and the effects of the revaluation of liabilities related to conditional considerations recognised in the income statement or other comprehensive income
- additional acquisitions made after decisive influence is achieved are recognised as shareholder transactions and recorded directly to equity
- two alternative methods for reporting non-controlling interests and goodwill – the full goodwill method and the proportionate share of the acquired net assets method. The choice between the two methods is made on an individual basis for each acquisition

Other new or revised IFRS principles and IFRIC interpretations have not had any material effect on the financial position or results of the Group.

With regard to the parent company, 'RFR 2.3 Reporting for Legal Entities' has been applied since 1 January 2010 and stipulates that the revised 'IAS 1 Presentation of Financial Statements' must also be applied to the Parent Company, with some exceptions, and costs associated with a business combination (IFRS 3) continue to be included in the cost of acquisition of the legal entity.

This report has not been subject to review by the Group's auditors.

Third Quarter 2010 Financial Results

MTG's financial results for the third quarter and nine months ended 30 September 2010 will be published on 19 October 2010.

The Board of Directors and the Chief Executive Officer certify that this six month interim report for 2010 provides a true and fair overview of the parent company and the Group's operations, financial position and performance for the period, and describes the material risks and uncertainties facing the parent company and other companies of the Group.

20 July 2010

David Chance	Mia Brunell Livfors	Simon Duffy
Chairman of the Board	Non-Executive Director	Non-Executive Director
Alexander Izosimov	Michael Lynton	David Marcus
Non-Executive Director	Non-Executive Director	Non-Executive Director
Cristina Stenbeck	Hans-Holger Albrecht	
Non-Executive Director	President & CEO	

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Registration number: 556309-9158

The company will host a conference call today at 15.00 Stockholm local time, 14.00 London local time and 09.00 New York local time.

To participate in the conference call, please dial:
Sweden: +46 (0)8 5051 3785
International: +44 (0)20 7136 2052
US: +1 212 444 0481
The access pin code for the conference is 7674485

To listen to the conference call online, please go to www.mtg.se.

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

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Modern Times Group is a leading international entertainment broadcasting group with the largest geographical broadcast footprint in Europe. MTG's Viasat Broadcasting is the leading free-TV and pay-TV operator in Scandinavia and the Baltics, and has broadcasting operations in Bulgaria, Czech Republic, Hungary, Slovenia, Russia, Ukraine and Ghana. Viasat's free-TV and pay-TV channels and pay-TV platforms attract a total of 125 million viewers in 31 countries. MTG is also the major shareholder in Russia's largest independent television broadcaster (CTC Media – Nasdaq: CTCM), and the number one commercial radio operator and internet retailer of entertainment products in the Nordic region.

Modern Times Group MTG AB Class A and B shares are listed on Nasdaq OMX Stockholm's Large Cap market ('MTGA' and 'MTGB').

The information in this Interim Report is such which Modern Times Group MTG AB is required to disclose under the Securities Markets Act. This information was released for publication at 13.00 CET on 20 July 2010.

Modern Times Group MTG AB

CONDENSED CONSOLIDATED					
INCOME STATEMENT (MSEK)					
	2010	2009	2010	2009	2009
	Apr-Jun	Apr-Jun	Jan-Jun	Jan-Jun	Jan-Dec
Net sales	3,870	3,584	7,394	6,920	14,173
Cost of goods and services	-2,381	-2,277	-4,631	-4,414	-9,031
Gross income	1,489	1,307	2,764	2,506	5,142
Selling and administrative expenses	-850	-807	-1,683	-1,680	-3,399
Other operating revenues and expenses, net	-36	-22	-62	-42	-89
Share of earnings in associated companies	123	111	229	38	270
Write-down and one-off costs	-	-	-	-	-3,352
Operating income (EBIT)	726	588	1,248	822	-1,428
Net interest and other financial items	-30	-23	-83	-61	-197
Income before tax	697	566	1,165	760	-1,625
Tax	-175	-130	-343	-178	-383
Net income for the period	522	436	822	582	-2,008
<i>Attributable to:</i>					
Equity holders of the parent	500	425	803	570	-2,033
Non-controlling interests	22	11	19	13	25
Net income for the period	522	436	822	582	-2,008
Shares outstanding at the end of the period	65,935,207	65,890,375	65,935,207	65,890,375	65,896,815
Basic average number of shares outstanding	65,924,365	65,890,375	65,912,674	65,890,375	65,891,592
Diluted average number of shares outstanding	66,336,381	65,890,375	66,267,896	65,890,375	65,892,763
Basic earnings per share (SEK)	7.58	6.45	12.18	8.65	-30.86
Diluted earnings per share (SEK)	7.53	6.45	12.10	8.65	-30.97
CONDENSED STATEMENT OF					
COMPREHENSIVE INCOME FOR THE GROUP (MSEK)					
Net income for the period	522	436	822	582	-2,008
Other comprehensive income					
Currency translation differences	64	-380	-173	-547	-883
Cash flow hedge	28	-32	41	-39	-13
Revaluation of shares at market value	-1	-	2	-	8
Share of other comprehensive income of associates	0	-	0	26	45
Other comprehensive income for the period	91	-412	-130	-560	-843
Total comprehensive income for the period	613	24	692	22	-2,851
<i>Total comprehensive income attributable to:</i>					
Equity holders of the parent	611	13	692	18	-2,853
Non-controlling interests	2	11	0	4	2
Total comprehensive income for the period	613	24	692	22	-2,851

CONDENSED STATEMENT OF FINANCIAL POSITION (MSEK)	2010 30 Jun	2009 30 Jun	2009 31 Dec
Non-current assets			
Goodwill	5,262	8,790	5,239
Other intangible assets	1,304	1,558	1,423
Machinery and equipment	329	327	346
Shares and participations	1,929	1,546	1,818
Other financial receivables	340	248	199
	9,164	12,470	9,026
Current assets			
Inventory	2,076	2,086	1,940
Current receivables	3,791	3,244	2,948
Cash, cash equivalents and short-term investments	514	1,084	737
	6,382	6,414	5,625
Total assets	15,546	18,883	14,651
Shareholders' equity			
Shareholders' equity	5,726	8,231	5,381
Non-controlling interests	260	328	298
	5,986	8,559	5,680
Long-term liabilities			
Interest-bearing liabilities	3,681	4,722	3,509
Provisions	667	661	645
Non-interest-bearing liabilities	4	4	22
	4,353	5,388	4,175
Current liabilities			
Interest-bearing liabilities	73	40	54
Non-interest-bearing liabilities	5,134	4,896	4,741
	5,207	4,936	4,796
Total shareholders' equity and liabilities	15,546	18,883	14,651

Modern Times Group MTG AB

CONDENSED CONSOLIDATED STATEMENT OF CASH FLOWS (MSEK)	2010 Apr-Jun	2009 Apr-Jun	2010 Jan-Jun	2009 Jan-Jun	2009 Jan-Dec
Cash flow from operations	570	425	910	593	1,308
Changes in working capital	-345	270	-608	-27	237
Net cash flow from operations	225	695	302	566	1,546
Investments in shares in subsidiaries and associates	-136	-1	-273	-142	-152
Investments in other non-current assets	-22	-34	-70	-52	-159
Cash flow to/from investing activities	-158	-35	-342	-194	-311
Net change in loans	-61	43	143	72	-1,152
Dividends to shareholders and share buy-backs	-363	-329	-363	-329	-329
Other cash flow from/to financing activities	52	-1	87	-5	40
Net change in cash and cash equivalents for the period	-305	374	-173	110	-206
Cash and cash equivalents at the beginning of the period	838	697	737	975	975
Translation differences in cash and cash equivalents	-18	13	-50	-1	-32
Cash and cash equivalents at end of the period	514	1,084	514	1,084	737

CONDENSED STATEMENT OF CHANGES IN EQUITY (MSEK)	2010 30 Jun	2009 30 Jun	2009 31 Dec
Opening balance	5,680	8,980	8,980
Total comprehensive income for the period	692	22	-2,851
Effect of employee share option programmes	5	8	19
Employee options exercised	3	-	2
Change in minority interests	-13	-122	-122
Dividends to shareholders	-363	-329	-329
Dividends to minority	-20	-	-21
Sale of MTG shares	-	-	5
Share buy-backs	-	-	-2
Closing balance	5,986	8,559	5,680

Modern Times Group MTG AB

CONDENSED INCOME STATEMENT PARENT COMPANY (MSEK)	2010 Apr-Jun	2009 Apr-Jun	2010 Jan-Jun	2009 Jan-Jun	2009 Jan-Dec
Net sales	10	15	21	30	52
Gross income	10	15	21	30	52
Selling and administrative expenses	-59	-48	-98	-88	-204
Operating income (EBIT)	-49	-32	-77	-58	-152
Net interest and other financial items	47	306	156	286	1259
Income before tax	-1	274	78	229	1107
Tax	-5	24	-24	36	37
Net income for the period	-6	299	55	-34	1144

CONDENSED STATEMENT OF COMPREHENSIVE INCOME FOR THE PARENT (MSEK)	2010 Apr-Jun	2009 Apr-Jun	2010 Jan-Jun	2009 Jan-Jun	2009 Jan-Dec
Net income for the period	-6	299	55	-34	1,144
Other comprehensive income					
Currency translation differences	0	94	0	-5	35
Group contributions	-	0	0	0	192
Revaluation of shares at market value	-1	0	2	0	8
Total comprehensive income for the period	-7	393	56	-38	1,379

CONDENSED BALANCE SHEET PARENT COMPANY (MSEK)	2010 30 Jun	2009 30 Jun	2009 31 Dec
Non-current assets			
Shares and participations	3,724	3,714	3,702
Other financial receivables	12,125	12,381	12,137
	15,849	16,096	15,839
Current assets			
Current receivables	63	123	613
Cash, cash equivalents and short-term investments	325	465	536
	387	588	1,148
Total assets	16,236	16,683	16,988
Shareholders' equity			
Shareholders' equity	8,854	7,992	9,151
Long-term liabilities			
Interest-bearing liabilities	6,644	7,770	6,993
Provisions	6	8	6
	6,650	7,778	6,999
Current liabilities			
Other interest-bearing liabilities	-	145	-
Non-interest-bearing liabilities	732	769	838
	732	914	838
Total shareholders' equity and liabilities	16,236	16,683	16,988

Modern Times Group MTG AB

NET SALES (MSEK)	Q1 2009	Q2 2009	Q3 2009	Q4 2009	FULL YEAR 2009	Q1 2010	Q2 2010	YTD 2010
Free-TV Scandinavia	886.0	983.8	790.5	1,159.5	3,819.9	980.0	1,116.4	2,096.4
Pay-TV Nordic	1,068.9	1,074.3	1,090.7	1,093.0	4,326.9	1,091.7	1,115.4	2,207.1
Free-TV Emerging Markets	464.1	612.2	367.4	651.7	2,095.4	433.2	582.4	1,015.6
- Baltics	96.8	148.6	75.1	118.6	439.1	84.2	130.9	215.1
- Czech Republic	208.9	254.2	170.9	294.1	928.1	190.2	250.1	440.3
- Bulgaria	105.3	142.4	74.3	162.6	484.6	103.6	129.1	232.7
- Other operations & items	53.1	67.0	47.1	76.4	243.6	55.2	72.4	127.5
Pay-TV Emerging Markets	220.1	218.6	210.7	225.4	874.7	218.1	224.5	442.6
<i>Other & eliminations related to Viasat Broadcasting</i>	-40.4	-42.6	-48.4	-46.1	-177.5	-49.1	-38.6	-87.8
Total Viasat Broadcasting business area	2,598.6	2,846.4	2,410.9	3,083.5	10,939.5	2,673.8	3,000.1	5,673.9
Radio	159.4	188.2	171.9	174.0	693.5	181.1	211.5	392.6
Online	519.9	490.4	530.8	758.6	2,299.7	623.7	615.0	1,238.6
- CDON Group	387.3	346.0	397.8	615.1	1,746.2	469.7	457.6	927.4
- Other	132.6	144.4	133.0	143.5	553.6	153.9	157.3	311.3
Modern Studios	103.4	133.5	111.2	120.8	468.9	75.1	113.5	188.6
Total operating business areas	3,381.3	3,658.5	3,224.8	4,137.0	14,401.6	3,553.7	3,940.0	7,493.7
Parent company & holding companies	45.6	46.6	41.2	44.6	178.0	46.5	46.7	93.2
Eliminations	-90.6	-121.3	-89.2	-105.5	-406.6	-76.3	-116.4	-192.8
GROUP TOTAL	3,336.3	3,583.8	3,176.8	4,076.0	14,172.9	3,523.9	3,870.3	7,394.1

OPERATING INCOME (EBIT) (MSEK)	Q1 2009	Q2 2009	Q3 2009	Q4 2009	FULL YEAR 2009	Q1 2010	Q2 2010	YTD 2010
Free-TV Scandinavia	202.8	216.0	120.0	281.6	820.4	215.6	297.4	513.0
Pay-TV Nordic	174.4	179.1	179.7	191.7	724.8	191.3	221.5	412.8
Free-TV Emerging Markets	-74.4	32.4	-101.7	59.8	-84.0	-66.0	41.8	-24.2
- Baltics	-12.8	10.1	-43.0	3.7	-42.1	-18.7	16.8	-1.9
- Czech Republic	2.2	24.3	-5.9	50.6	71.2	-6.7	35.1	28.4
- Bulgaria	-13.5	12.4	-17.9	23.8	4.8	-11.6	11.5	-0.1
- Other operations & items	-50.2	-14.5	-34.9	-18.3	-117.8	-29.0	-21.6	-50.6
Pay-TV Emerging Markets	40.4	34.1	31.8	61.3	167.7	40.1	36.4	76.4
Associated company CTC Media	-74.7	103.2	125.7	100.0	254.2	104.9	114.6	219.5
<i>Viasat Broadcasting central operations</i>	2.5	5.9	0.3	12.6	21.3	15.6	4.6	20.2
Viasat Broadcasting business area	271.0	570.8	355.8	706.9	1,904.4	501.4	716.2	1,217.6
Radio	-4.2	27.5	22.1	27.4	72.8	11.7	35.9	47.6
Associated companies	-0.4	4.5	2.8	0.3	7.2	-0.1	6.1	6.0
Total	-4.6	32.0	24.9	27.7	79.9	11.6	42.0	53.6
Online	4.4	24.1	30.7	60.9	120.1	47.3	28.9	76.2
- CDON Group	20.7	22.0	31.8	50.8	125.3	38.2	28.1	66.2
- Other	-16.3	2.1	-1.1	10.1	-5.1	9.2	0.8	10.0
Modern Studios	3.8	2.9	5.7	6.1	18.6	4.0	4.8	8.8
Total operating business areas	274.6	629.7	417.1	801.7	2,123.1	564.4	791.9	1,356.3
Group central operations	-41.1	-41.5	-40.2	-76.8	-199.6	-42.8	-65.7	-108.5
TOTAL ONGOING OPERATIONS	233.4	588.3	376.9	724.9	1,923.5	521.6	726.2	1,247.8
Non-recurring Online business area items	-	-	-	-47.2	-47.2	-	-	-
Non-recurring Viasat Broadcasting business area items	-	-	-	-3,304.5	-3,304.5	-	-	-
GROUP TOTAL	233.4	588.3	376.9	-2,626.8	-1,428.2	521.6	726.2	1,247.8

Modern Times Group MTG AB

CONDENSED SALES GROUP SEGMENTS (MSEK)	2010 Apr-Jun	2009 Apr-Jun	2010 Jan-Jun	2009 Jan-Jun	2009 Jan-Dec
Sales external customers					
Viasat Broadcasting business area	2,991	2,841	5,662	5,435	10,919
Radio	210	187	389	345	688
Online	615	490	1,239	1,010	2,299
Modern Studios	53	66	100	130	264
Parent company & holding companies	2	0	5	1	3
Total	3,870	3,584	7,394	6,920	14,173
Sales to other segments					
Viasat Broadcasting business area	9	5	12	10	1,599
Radio	2	1	3	2	5
Online	-	0	-	0	0
Modern Studios	61	68	89	107	205
Parent company & holding companies	45	46	89	92	175
Total	116	121	193	212	1,984

Modern Times Group MTG AB

KEY PERFORMANCE INDICATORS	Q1 2009	Q2 2009	Q3 2009	Q4 2009	FULL YEAR 2009	Q1 2010	Q2 2010
GROUP							
Year on year sales growth (%)	9.7	8.0	7.3	6.0	7.7	5.6	8.0
Year on year change in operating costs (%) *	14.1	8.6	14.9	6.9	11.6	2.5	5.1
Operating margin (%) *	7.0	16.4	11.9	17.8	13.6	14.8	18.8
Return on capital employed (%)	22	20	16	15		19	22
Return on equity (%)	20	19	16	17		20	23
Equity to assets ratio (%)	46	45	45	39		39	39
Liquid funds (incl unutilised credit facilities), SEK million	2,668	2,966	3,215	3,837		3,770	3,464
Net debt (SEK million)	3,925	3,603	3,379	2,749		2,847	3,185
Subscriber data ('000s)							
Group total digital subscribers	1,051	1,056	1,078	1,108		1,213	1,234
Group total premium subscribers	974	982	1,009	1,039		1,059	1,064
FREE-TV SCANDINAVIA							
Year on year sales growth (%)	7.0	1.3	-1.7	7.1	3.6	10.6	13.5
Year on year change in operating costs (%)	0.2	5.7	6.2	4.7	4.2	11.9	6.7
Operating margin (%)	22.9	22.0	15.2	24.3	21.5	22.0	26.6
Commercial share of viewing (15-49) (%)							
Sweden (TV3, TV6, TV8, ZTV)	33.2	36.4	39.5	35.9	36.1	36.1	37.2
Norway (TV3, Viasat4)	26.4	28.3	28.6	26.4	27.3	25.8	28.3
Denmark (TV3, TV3+, TV3 PULS)	20.3	23.8	23.9	25.2	23.3	24.2	24.1
Penetration (%)							
TV3 Sweden	86	87	87	88		86	87
TV6 Sweden	86	87	87	88		87	87
TV8 Sweden	64	66	66	65		66	66
TV3 Norway	87	87	88	89		91	91
Viasat4 Norway	62	65	68	68		69	71
TV3 Denmark ¹	67	67	67	68		69	-
TV3+ Denmark ¹	63	63	63	65		64	-
TV3 PULS Denmark ¹		41	41	53		51	-
PAY-TV NORDIC							
Year on year sales growth (%)	11.5	10.5	10.5	7.6	10.0	2.1	3.8
Year on year change in operating costs (%)	12.3	9.9	11.8	10.5	11.1	0.7	-0.1
Operating margin (%)	16.3	16.7	16.5	17.5	16.8	17.5	19.9
Subscriber data ('000s)							
Premium subscribers	760	778	802	823		826	832
- of which, DTH satellite	666	666	675	685		670	666
- of which, IPTV	94	112	128	138		156	167
Basic DTH subscribers	62	55	48	45		44	45
Premium DTH ARPU (SEK)	4,299	4,397	4,401	4,435		4,356	4,446
FREE-TV EMERGING MARKETS							
Year on year sales growth (%)	9.6	4.6	-5.0	-13.6	-2.5	-6.7	-4.9
Year on year change in operating costs (%)	42.8	15.8	29.7	-4.3	17.3	-7.3	-6.8
Operating margin (%)	N.A.	5.3	-27.7	9.2	-	-	-
Commercial share of viewing (%)							
Estonia (15-49)	38.3	39.7	39.4	42.9	40.2	42.8	42.2
Latvia (15-49)	34.3	36.1	33.5	34.7	34.7	34.8	40.3
Lithuania (15-49)	39.6	37.5	39.7	44.0	40.4	39.5	37.8
Czech Republic (15-54)	19.4	21.0	22.6	20.4	20.8	20.1	22.3
Bulgaria (18-49) ²	34.0	36.1	33.4	29.2	32.9	29.3	28.0
Hungary (18-49)	8.5	7.6	7.8	7.6	7.9	7.9	7.1
Slovenia (18-49)	9.7	12.6	13.8	9.8	11.2	9.7	10.3
PAY-TV EMERGING MARKETS							
Year on year sales growth (%)	57.8	47.6	25.8	11.1	33.0	-0.9	2.7
Year on year change in operating costs (%)	42.6	49.5	19.1	7.5	28.1	-0.9	2.0
Operating margin (%)	18.4	15.6	15.1	27.2	19.2	18.4	16.2
Subscriber data ('000s)							
Premium DTH subscribers	214	204	207	216		224	224
Basic DTH subscribers ³	15	19	22	24		109	125
IPTV subscribers ('000s)						9	8
Mini-pay subscriptions	37,740	40,182	39,620	40,778		44,335	45,467
ASSOCIATED COMPANY CTC MEDIA							
Share of viewing							
CTC Russia (6-54)	11.4	12.5	12.2	12.7	12.2	12.6	11.5
Domashny Russia (females 25 - 60)	2.6	2.9	3.2	2.9	2.9	3.0	3.5
DTV Russia (25-54)	2.2	2.4	2.3	2.1	2.2	2.1	2.1
Channel 31 Kazakhstan (6-54)	13.1	11.7	11.6	10.4	11.6	10.4	12.2

¹ Updated figures were not published as per the date of this report

² Pro forma for the combined Diema and Nova channels

³ Includes Raduga from Q1 2010

* excluding non-recurring items

APPENDIX 1

Acquisitions during the period

MTG announced on 9 June that it had completed the acquisition of a further 35% of Viastrong Holding AB ('Viastrong') from Strong Media Group Ltd. ('Strong Media') for EUR 11.25 million in cash. MTG now owns 85% of Viastrong which, through Vision TV LCC, operates the Viasat Ukraine DTH satellite pay-TV platform. The acquisition was completed following approval from the regulatory authorities in Ukraine. MTG has fully consolidated the operating results for Viasat Ukraine in the 'Pay-TV Emerging Markets' business segment of the Viasat Broadcasting business area from June 2010.

The Group announced on 8 February that it had acquired 50% of Raduga Holdings S.A. from Continental Media S.A.. The consideration was USD 22.50 million in cash. The results have been reported within the Viasat Broadcasting business area with effect from February 2010.

The work on the purchase price allocation, which includes the identification and valuation of intangible assets, is in progress and yet to be finalised. The provisionally recorded fair values for the goodwill as at the dates of acquisition are stated below.

(SEK million)

	Recognised values
Net assets acquired:	
Property, plant & equipment	1
Intangible assets	1
Inventories	3
Trade and other receivables	91
Cash and cash equivalents	3
Deferred tax receivables	14
Deferred tax liability	-4
Trade and other payables	-166
Net identifiable assets and liabilities	-57
Non-controlling interests	24
Goodwill on acquisition	302
Total consideration	268
Liquid funds in acquired companies	-3
Cash consideration	265