



MODERN TIMES GROUP MTG AB

FINANCIAL RESULTS FOR THE SECOND QUARTER AND SIX MONTHS ENDED 30 JUNE 2008

22 July 2008 – Modern Times Group MTG AB (publ.) (“MTG” or “the Group”) (The OMX Nordic Exchange Large Cap market: MTGA, MTGB) today announced its financial results for the second quarter and six months ended 30 June 2008.

SECOND QUARTER HIGHLIGHTS

- **Group net sales up 17% year on year to SEK 3,318 (2,843) million**
- **Group operating income (excluding non-recurring items) up 26% year on year to SEK 673 (532) million, with an increased operating margin of 20% (19%)**
- **Total Group operating income of SEK 1,756 (532) million (including a SEK 1,159 million net gain from the sale of Russian DTV Group and a SEK 76 million non-cash asset impairment charge in the Online business area)**
- **Group net cash flow from operations nearly doubled year on year to SEK 986 (518) million**
- **Net income SEK 1,598 (362) million**
- **Basic earnings per share of SEK 23.90 (4.95)**

HALF YEAR HIGHLIGHTS

- **Group net sales up 16% year on year to SEK 6,360 (5,471) million**
- **Group operating income (excluding non-recurring items) up 27% year on year to SEK 1,269 (1,001) million, with an increased operating margin of 20% (18%)**
- **Total Group operating income of SEK 2,351 (1,001) million (including a SEK 1,159 million net gain from the sale of Russian DTV Group and a SEK 76 million non-cash asset impairment charge in the Online business area)**
- **Group net cash flow from operations more than doubled year on year to SEK 1,029 (458) million**
- **Net income SEK 1,995 (678) million**
- **Basic earnings per share of SEK 29.68 (9.50)**
- **Sale of DTV Group on a cash and debt free basis to CTC Media for USD 395 million in cash**

Hans-Holger Albrecht, President and Chief Executive Officer, commented: “The results for the second quarter and first half of 2008 are again at record levels, both in terms of sales and profitability. This quarter marks the fifteenth consecutive quarter of double digit year on year sales growth by MTG.

The Q2 performance reflects a substantial market out-performance by our free-TV channel assets, which have continued to take market share and benefit from structural changes and exposure to high growth emerging territories. Our pay-TV operations are benefiting from rising ARPU levels, the addition of new channels and services, and our expansion on to new distribution platforms. Costs have remained under control and we are generating healthy cash flows.

Our integrated structure as content owner and distributor, our balance between subscription and advertising revenues, and our geographically diversified market presence, position us well to capitalise on the changing landscape in the media industry.

The results clearly demonstrate that we are on track with our five year strategic goals, whilst our net cash position provides the flexibility to invest in new businesses and further enhance shareholder returns moving forward.”

FINANCIAL SUMMARY

<i>(SEK million)</i>	Apr-Jun 2008	Apr-Jun 2007	Jan-Jun 2008	Jan-Jun 2007
Net sales	3,318	2,843	6,360	5,471
Operating income before non-recurring items	673	532	1,269	1,001
Net gain from sale of DTV Group	1,159	-	1,159	-
Online asset impairment charge	-76	-	-76	-
Total operating income (EBIT)	1,756	532	2,351	1,001
Net interest & other financial items	29	-1	16	-3
Income before tax	1,785	531	2,368	998
Net income	1,598	362	1,995	678
Basic earnings per share (SEK)	23.90	4.95	29.68	9.50
Diluted earnings per share (SEK)	23.68	4.90	29.44	9.37
Total assets	11,534	10,063	11,534	10,063

SIGNIFICANT EVENTS

The Group announced on 23 May that Viasat Broadcasting had signed a five year agreement with Swedish telecommunications operator Telia to enable Viasat to market and sell its pay-TV channel packages to Telia's more than one million broadband customers and more than 300,000 IPTV customers from 1 June 2008. Viasat's TV3, TV6, TV8 and ZTV free-TV channels have also been included in Telia's IPTV packages.

The Viasat Ukraine DTH satellite platform was launched on 21 April as a joint venture with Strong Media Group. Viasat Ukraine has been consolidated on a 50:50 basis with effect from 1 March 2008, and is reported within the Viasat Broadcasting business area.

The Group announced on 17 April that it had completed the sale of 100% of DTV Group to CTC Media, Inc. on a cash and debt free basis for a cash consideration of USD 395 million. The sale was completed on 16 April, and DTV Group was deconsolidated from that date. The SEK 1,159 million net gain (after accounting for the elimination of MTG's 39.4% shareholding in CTC Media) has been reported in MTG's accounts for the second quarter and six months ended 30 June 2008 as a non-recurring operating profit and is not subject to taxation. The remaining part of the unrealised gain has reduced the book value of the CTC Media shareholding on MTG's balance sheet.

The SEK 197 million acquisition of 100% of Gymgrossisten Nordic AB by MTG subsidiary CDON AB was completed on 23 January 2008. Gymgrossisten Nordic AB has been consolidated since 1 February 2008, and is reported within the Online business area.

SIGNIFICANT EVENTS AFTER 30 JUNE 2008

No significant events have occurred after the balance sheet date.

OPERATING REVIEW

MTG's reporting structure has been adjusted with effect from the second quarter of 2008 in order to focus the information provided on the Group's core broadcasting businesses. The reporting for the Nordic pay-TV business has been consolidated into a single line, whilst the Central & Eastern European business area has been divided into Free-TV Emerging Markets and Pay-TV Emerging Markets, in order to reflect the Group's development into the broader emerging markets.

The Free-TV Emerging Market comprises the Group's free-TV operations in the Baltics, the Czech Republic, Hungary, Slovenia, Bulgaria and Ghana, whilst the Pay-TV Emerging Markets comprises the Baltic DTH satellite platform, the joint venture Viasat Ukraine DTH satellite platform and the wholesale mini-pay channel business.

Due to the completion of the sale of DTV Group on 16 April 2008, the consolidated financial results of DTV Group up until 16 April and the net gain arising from the transaction have been disclosed in separate line items in the segmental reporting matrix at the end of this report, entitled 'Discontinued DTV Group business' within the Viasat Broadcasting area and 'Gain from sale of DTV Group' outside the Viasat Broadcasting area, respectively.

The Online business area has been consolidated into a single reporting line (included in 'Other business areas' in the table below) following the acquisition of various bolt-on businesses over the past year.

Results for prior reporting periods have been restated to reflect these changes and for the purposes of comparability.

Record Sales Growth

NET SALES (SEK million)	Apr-Jun 2008	Apr-Jun 2007	<i>Change</i> %	Jan-Jun 2008	Jan- Jun 2007	<i>Change</i> %
<i>Free-TV Scandinavia</i>	947	819	16	1,755	1,532	15
<i>Pay-TV Nordic</i>	993	882	13	1,969	1,759	12
<i>Free-TV Emerging Markets</i>	586	438	34	1,009	771	31
<i>Pay-TV Emerging Markets</i>	148	100	48	288	183	57
<i>Discontinued DTV Group business</i>	19	68	-	113	130	-
<i>Other & eliminations</i>	-29	-60	-	-68	-125	-
Viasat Broadcasting	2,664	2,246	19	5,065	4,250	19
Radio	221	200	11	408	350	17
Other business areas	482	437	10	981	969	1
Parent company & other companies	45	27	-	87	50	-
Eliminations	-93	-66	-	-181	-148	-
TOTAL	3,318	2,843	17	6,360	5,471	16

The Group generated 17% year on year net sales growth in the second quarter and 16% growth for the year to date, following continued healthy growth in the television and radio broadcasting businesses, as well as the Group's online operations.

Group operating costs, when excluding the impact related to the divested DTV Group and the goodwill impairment charge in the Online business area, increased by 14% year on year in the second quarter to SEK 2,783 (2,437) million and by 14% to SEK 5,436 (4,759) million in the first half of the year. This primarily reflected the addition of new third party channels to the Nordic pay-TV Platform, as well as programming and sports rights investments in Free-TV Emerging Markets. Recurring Group depreciation and amortisation charges decreased year on year to SEK 31 (37) million in the quarter and amounted to SEK 71 (69) million for the first half year, whilst total depreciation and amortisation charges amounted to SEK 257 (37) million in the quarter and SEK 294 (69) million for the year to date.

Record Profits

OPERATING INCOME (EBIT) <i>(SEK million)</i>	Apr-Jun 2008	Apr-Jun 2007	<i>Change</i> <i>%</i>	Jan-Jun 2008	Jan-Jun 2007	<i>Change</i> <i>%</i>
<i>Free-TV Scandinavia</i>	241	169	43	392	279	41
<i>Pay-TV Nordic</i>	162	160	1	319	308	4
<i>Free-TV Emerging Markets</i>	85	111	-24	131	153	-14
<i>Pay-TV Emerging Markets</i>	25	13	88	38	24	57
<i>Discontinued DTV Group business</i>	6	5	21	22	11	111
<i>Other</i>	13	-31	-	17	-29	-
<i>Equity participation in CTC Media</i>	132	108	22	339	270	25
Viasat Broadcasting	663	535	24	1,259	1,016	24
Radio	58	42	37	89	49	81
Other business areas	-67	12	-	-45	28	-
Parent company & other companies	-57	-58	-	-110	-93	-
Gain from sale of DTV Group	1,159	-	-	1,159	-	-
GROUP TOTAL	1,756	532	230	2,351	1,001	135

The Group reported a SEK 1,159 million non-recurring net gain in the second quarter, which arose from the completion of the sale of DTV Group to CTC Media on 16 April 2008.

Underlying Group operating income was up 32% year on year to SEK 534 (405) million in the second quarter and up 30% to SEK 923 (711) million for the six month period, with enhanced operating margins of 16% (14%) and 15% (13%) for the two respective periods, when excluding associated company income, the non-recurring impact from the sale of DTV Group and the Online asset impairment charge.

The Group's equity participations, which primarily comprise the 39.4% interest in the earnings of CTC Media, contributed SEK 139 (110) million of associated company income in the second quarter and SEK 346 (273) million for the first six months of 2008.

Net interest and other financial items totalled SEK 29 (-1) million in the quarter and SEK 16 (-3) million for the year to date, which included SEK 14 (-2) million and SEK 10 (-4) million of net interest income for the respective periods.

The Group consequently reported pre-tax profits of SEK 1,785 (531) million in the quarter and SEK 2,368 (998) million for the year to date.

The gain from the sale of DTV Group is not subject to taxation. Group tax charges totalled SEK 187 (169) million in the quarter and SEK 373 (320) million for the year to date. The Group consequently reported net income of SEK 1,598 (362) million in the quarter and SEK 1,995 (678) million for the year to date.

The weighted average number of outstanding shares was 65,662,041 (67,065,495) during the quarter and 65,937,651 (67,055,823) during the half year. The Group therefore

reported basic earnings per share of SEK 23.90 (4.95) in the quarter and SEK 29.68 (9.50) for the year to date.

VIASAT BROADCASTING

19% year on year Sales Growth & 20% Operating Margin in Q2

<i>(SEK million)</i>	Apr-Jun 2008	Apr-Jun 2007	Jan-Jun 2008	Jan-Jun 2007	Jan-Dec 2007
Net sales	2,664	2,246	5,065	4,250	8,842
Operating income	531	427	920	746	1,566
<i>Operating margin</i>	20%	19%	18%	18%	18%
Associated company income	132	108	339	270	461
Total operating income	663	535	1,259	1,016	2,027

Viasat Broadcasting comprises the Group's television broadcasting operations, which generated 19% year on year net sales growth in the quarter and 19% growth for the six month period. This followed continued double digit sales growth in each of the core broadcasting segments for both reporting periods.

The combined Viasat businesses generated a 24% year on year increase in operating profits in the second quarter with an increased operating margin of 20% (19%), when excluding associated company income of SEK 132 million from the Group's equity participation in the earnings of CTC Media. The Viasat businesses also reported a 23% year on year increase in operating income for the first half of the year, when excluding associated company income, with an operating margin of 18% (18%) for the same period.

Free-TV Scandinavia

16% year on year Sales Growth & 25% Operating Margin in Q2

<i>(SEK million)</i>	Apr-Jun 2008	Apr-Jun 2007	Jan-Jun 2008	Jan-Jun 2007	Jan-Dec 2007
Net sales	947	819	1,755	1,532	3,173
Operating income	241	169	392	279	627
<i>Operating margin</i>	25%	21%	22%	18%	20%

Viasat's Scandinavian free-TV operations generated 16% year on year net sales growth in the second quarter and 15% growth for the year to date, reflecting continued market share gains in all three Scandinavian territories and the ongoing sales success of Viasat's multi-channel 'media house' approach.

Total operating costs for the free-TV business increased by 9% year on year to SEK 706 (650) million in the second quarter and by 9% to SEK 1,363 (1,253) million for the year to date. This reflected increased programming spending, the rebranding of the TV3+ channel in Denmark, and the impact of launching Viasat4 in Norway in the third quarter of 2007.

The business area therefore reported a 43% increase in operating profits in the second quarter, and a 41% increase for the six month period, with significantly enhanced operating margins of 25% (21%) and 22% (18%) for the two respective periods.

Commercial share of viewing (%)	Apr-Jun 2008	Jan-Mar 2008	Apr-Jun 2007
TV3 & TV6 Sweden (15-49)	33.5	32.0	34.6
TV3 & Viasat4 Norway (15-49)	23.0	20.4	16.9
TV3 & TV3+ Denmark (15-49)	22.7	21.3	23.8

The combined commercial share of viewing amongst 15 to 49 year olds for Viasat's Swedish channels (TV3, TV6 and TV8) was 35.4% (36.2%) in the second quarter, whilst TV6's commercial share of viewing in the same target group continued to rise year on year from 12.1% to 13.4%.

Following the agreement at the beginning of February 2008 to include TV3 on rival pay-TV operator Canal Digital's satellite platform in Sweden, the penetration level of TV3 increased from 83% to 85% during the quarter, while TV6's penetration increased from 84% to 85%. TV8's penetration remained stable at 57%.

Viasat's Danish channels reported a combined increase in commercial share of viewing compared to the first quarter of 2008 following the successful re-launch of TV3+ in the beginning of April. The second and third most watched channels in Denmark continued to gain combined advertising market shares during the quarter and half year.

Viasat's Norwegian channels, TV3 and Viasat4, continued to benefit from their inclusion in digital terrestrial television packages from launch in September 2007. The channels have also been included in Canal Digital's satellite pay-TV packages since the beginning of March and February 2008, respectively. This has resulted in substantially higher penetration levels for both channels. TV3's penetration increased from 66% to 79% in the second quarter, whilst Viasat4's penetration increased from 44% to 57%.

The combined commercial share of viewing for the two Norwegian channels increased substantially in the quarter and outperformed rival media house SBS Prosieben for the first quarter ever in the 15-49 target group, which resulted in significant market share gains in both the quarter and for the year to date.

Pay-TV Nordic

13% year on year Sales Growth & 16% Operating Margin in Q2

<i>(SEK million)</i>	Apr-Jun 2008	Apr-Jun 2007	Jan-Jun 2008	Jan-Jun 2007	Jan-Dec 2007
Net sales	993	882	1,969	1,759	3,613
Operating income	162	160	319	308	631
<i>Operating margin</i>	16%	18%	16%	17%	17%

Viasat Broadcasting's pay-TV operations in the Nordic region comprise the Viasat DTH satellite broadcasting platform and 19 Viasat pay-TV channels. The business reported

13% year on year sales growth in the second quarter and 12% growth for the year to date, as annualised average revenue per premium subscriber (ARPU) continued to rise. Premium ARPU increased by 11% year on year in the second quarter from SEK 3,502 to SEK 3,900, and was up from SEK 3,790 in the first quarter of 2008, which reflected the price increases introduced during the Fall; the growing proportion of multi-room subscribers; the maturing of subscribers into higher ARPU contract periods; and the successful up-selling of subscribers to higher priced packages.

Total operating costs for the pay-TV business increased by 15% year on year to SEK 831 (722) million in the quarter and by 14% to SEK 1,650 (1,451) million for the year to date. The increase reflected the addition of new third party channels to the platform, including the TV2 channels in Norway and Denmark; marketing investments during the Norwegian digital transition period; and the ongoing development of Viasat's HDTV offering. Expensed subscriber acquisition costs increased slightly year on year to SEK 135 (132) million and were stable compared to the first quarter of 2008.

Operating income for the Nordic pay-TV business increased slightly year on year in the second quarter and compared to the first quarter of 2008, and operating income for the first six months of the year was also up year on year. The operating margin was stable quarter on quarter at 16% but down year on year in line with the increased level of investments during the first half of the year.

<i>(000's)</i>	June 2008	March 2008	June 2007
Premium subscribers	739	752	746
- of which, DTH satellite	688	703	709
- of which, IPTV	51	50	37
Basic DTH satellite subscribers	82	83	95

The development of the Viasat premium subscriber base reflected a short term increase in churn in Norway as all the major channels became available on both satellite pay-TV platforms for the first time at the end of February 2008. The development of the IPTV subscriber base is yet to reflect the Swedish Telia IPTV deal, which was only signed at the end of May. The number of basic subscribers stabilised following the agreements signed during the Spring to make all the major channels available on all platforms and the introduction of Viasat's tiered packaging and pricing model in the Fall of 2007.

The number of subscribers with ViasatPlus Personal Video Recorders increased from 82,000 at the end of the first quarter to 95,000 at the end of the second quarter, and represented 14% of the premium DTH subscriber base at the end of the period. The number of multi-room subscriptions similarly increased from 136,000 to 151,000 in the second quarter, to represent 20% of the DTH subscriber base.

TV2 Sport

The TV2 Sport joint venture was established with state-owned TV2 Denmark in April 2007 to launch the TV2 Sport channel, which is carried on satellite, cable and IPTV networks. The operation's revenues, costs and balance sheet items are proportionately accounted for on a 50:50 basis, and are reported in the 'Viasat Broadcasting Other & eliminations' line in the segmental matrix at the end of this report. MTG's share of the joint venture's sales was SEK 51 (11) million in the second quarter and SEK 97 (11) million for the year to date. MTG's share of the joint venture's operating profit was SEK 8 (-34) million in the second quarter and SEK 10 (-34) million for the year to date.

Free-TV Emerging Markets

34% year on year Sales Growth & 15% Operating Margin in Q2

<i>(SEK million)</i>	Apr-Jun 2008	Apr-Jun 2007	Jan-Jun 2008	Jan-Jun 2007	Jan-Dec 2007
Net sales	586	438	1,009	771	1,639
Operating income	85	111	131	153	335
<i>Operating margin</i>	15%	25%	13%	20%	20%
Associated company income CTC Media	132	108	339	270	461

Viasat's operation in the free-TV Emerging Market segment generated 34% year on year sales growth in the quarter and 31% growth for the year to date, following continued high levels of growth across the Group's businesses.

Operating income, excluding the Group's equity participation in CTC Media, decreased year on year in the second quarter, mainly as a result of the investments in the broadcasting of coverage of the UEFA EURO 2008 Football Championship in the Czech Republic, Bulgaria and Slovenia. The one-off investment in the broadcast rights, which was made in order to boost the profile of the channels, resulted in increased share of viewing levels in the respective country. Operating profits for the six month period were down year on year. The combined operating margin for the business, again excluding associated company income, was 15% (25%) in the quarter and 13% (20%) for the year to date.

Baltics

The Group's free-TV operations in Estonia, Latvia and Lithuania generated 16% combined year on year net sales growth to SEK 176 (153) million in the second quarter and 17% growth to SEK 307 (263) million for the year to date.

Commercial share of viewing (%)	Apr-Jun 2008	Jan-Mar 2008	Apr-Jun 2007
TV3, 3+ and TV6 in Estonia (15-49)	44.5	46.9	44.3
TV3, 3+ and TV6 in Latvia (15-49)	36.4	36.9	38.1
TV3 and Tango TV in Lithuania (15-49)	39.9	38.9	39.8

Viasat's pan-Baltic commercial share of viewing (15-49) decreased slightly year on year to 39.6% (40.1%) in the quarter and from 39.9% in the first quarter of 2008.

Operating income for the Baltic free-TV channels increased by 4% year on year to SEK 56 (54) million in the second quarter and by 10% to SEK 79 (72) million for the year to date, which reflected further investments in programming and the successful launch of TV6 Estonia during the quarter. The business therefore reported operating margins of 32% (35%) in the second quarter and 26% (27%) for the year to date.

Czech Republic

TV Prima generated 28% sales growth to SEK 284 (222) million year on year in the second quarter and 25% growth to SEK 508 (406) million for the year to date, following the price increases introduced at the beginning of the year and the positive effects of the relative strengthening of the Czech koruna.

Commercial share of viewing (%)	Apr-Jun 2008	Jan-Mar 2008	Apr-Jun 2007
TV Prima (15+)	20.8	20.5	21.9

The ongoing work to reposition the channel brand, which included further investments in programming and the broadcasting of coverage of the UEFA EURO 2008 Football Championships, resulted in increased commercial share of viewing in the quarter when compared to the first quarter of 2008 and a peak commercial share of viewing (15+) of 24.2% in the second week of June. TV Prima also reported continued audience share gains in its core target group of 15-54 year old viewers. During the second quarter TV Prima entered into a partnership with the leading internet portal in the Czech Republic, Seznam.cz.

The additional costs taken during the quarter, in particular in relation to the UEFA EURO 2008 Football Championship rights, resulted in lower operating profits of SEK 25 (59) million in the quarter and SEK 63 (88) million for the year to date, with operating margins of 9% (27%) and 12% (22%) for the two respective periods.

Hungary

Viasat Hungary generated 24% year on year sales growth to SEK 61 (49) million in the quarter and 25% growth to SEK 103 (82) million for the six month reporting period, following price increases and enhanced sales efficiency levels.

Commercial share of viewing (%)	Apr-Jun 2008	Jan-Mar 2008	Apr-Jun 2007
Viasat3 and TV6 (18-49)	7.2	6.7	8.0

Successful investments in programming rights and live sports coverage, as well as the launch of secondary channel TV6 in March 2008 boosted commercial share of viewing levels quarter on quarter.

Operating profits for the Hungarian business increased by 49% year on year to SEK 18 (12) million in the quarter, and by 11% to SEK 18 (16) million for the year to date. The

business therefore reported operating margins of 30% (25%) in the quarter and 18% (20%) margin for the year to date

Other Operations

TV3 Slovenia and the Diema channels in Bulgaria reported a more than quadrupling of sales year on year to SEK 64 (15) million in the quarter and SEK 91 (20) million for the year to date.

Commercial share of viewing (%)	Apr-Jun 2008	Jan-Mar 2008	Apr-Jun 2007
TV3 Slovenia (15-49)	12.1	7.8	7.4
Diema Bulgaria (18-49)	9.7	10.2	5.1

TV3 Slovenia continued to report rising commercial viewing shares following further investments in acquired programming rights and live sports coverage including the UEFA EURO 2008 Football Championship.

The structurally higher audience shares achieved by the Diema channels in Bulgaria in the first quarter were largely maintained into the second quarter, and were almost double the level achieved for the same period of 2007.

The operations are in the investment and development phase and reported operating results of SEK -14 (-14) million in the quarter and SEK -29 (-23) million for the year to date. The results included pre-launch costs for the development of a terrestrial free-TV channel in Ghana in West Africa.

Pay-TV Emerging Markets

48% year on year Sales Growth & 88% increase in Operating Income in Q2

<i>(SEK million)</i>	Apr-Jun 2008	Apr-Jun 2007	Jan-Jun 2008	Jan-Jun 2007	Jan-Dec 2007
Net sales	148	100	288	183	417
Operating income	25	13	38	24	43
<i>Operating margin</i>	17%	13%	13%	13%	10%

Viasat's Emerging Markets pay-TV operations comprise the DTH satellite platform in the Baltics, the eight Viasat channels that are distributed through third party cable and satellite networks to subscribers in twenty countries across the region, and the Viasat joint venture DTH satellite platform in Ukraine.

Sales for the combined pay-TV businesses increased by 48% year on year to SEK 148 (100) million in the quarter and by 57% to SEK 288 (183) million for the year to date. The combined operations reported an 88% increase of operating income year on year to SEK 25 (13) million in the quarter and an operating income increase of 57% to SEK 38 (24) million for the year to date, with operating margins of 17% (13%) and 13% (13%) for the two respective periods.

<i>(000's)</i>	June 2008	March 2008	June 2007
Baltic DTH satellite premium subscribers	179	175	117
Mini-pay TV subscriptions	30,202	27,638	23,060

Viasat's Baltic DTH satellite pay-TV platform added a total of 62,000 premium subscribers year on year and 4,000 premium subscribers in the second quarter of 2008. The wholesale mini-pay business added another 2.6 million subscriptions during the quarter, and the number of subscriptions increased by 31% year on year to reach the 30 million mark. Advertising sales were also launched on TV1000 East and Viasat History in Russia during the quarter.

The Viasat Ukraine DTH satellite platform was launched on 21 April and is the first licensed digital premium satellite pay-TV operator in Ukraine. MTG has reported its share of the Viasat Ukraine satellite pay-TV platform's operating results on a 50:50 joint venture basis with effect from 1 March 2008. The business is at an early stage of development and losses amounted to SEK 2 million in the quarter and SEK 4 million for the year to date.

CTC Media

The Group reports its 39.4% share in the earnings of CTC Media with a one quarter time lag, due to the fact that CTC Media reports its consolidated financial results after MTG. The US dollar results of MTG's equity participation in the Company are translated into the Swedish krona reporting currency at the average currency exchange rates for the MTG year to date reporting period. MTG reported 22% higher year on year associated company income of SEK 132 (108) million in the second quarter and a 25% increase to SEK 339 (270) million for the year to date.

CTC Media generated 31% year on year net sales growth to USD 137 (104) million in the first quarter of 2008 and a 34% increase to USD 298 (222) for the six months ended 31 March 2008. Operating income was up 38% year on year to USD 53 (39) million in the first quarter of 2008 and up 42% to USD 138 (97) million for the six month period ended 31 March 2008. CTC Media's operating margin was 39% (37%) for the first quarter of 2008, and 46% (44%) for the six months to 31 March 2008. CTC Media reported a 41% year on year increase in pre-tax profits to USD 58 (41) million in the first quarter and a 41% increase to USD 144 (102) for the six months to 31 March 2008.

CTC Media has provided guidance for the twelve months to 31 December 2008 for consolidated revenues of between USD 600 million and USD 650 million, and a consolidated OIBDA (operating income before depreciation and amortisation) margin of between 45% and 48%. CTC Media will announce its financial results for the second quarter and six months ended 30 June 2008 on 29 July 2008.

RADIO

<i>(SEK million)</i>	Apr-Jun 2008	Apr-Jun 2007	Jan-Jun 2008	Jan-Jun 2007	Jan-Dec 2007
Net sales	221	200	408	350	715
Operating income	52	41	82	48	124
<i>Operating margin</i>	24%	21%	20%	14%	17%
Associated company income	6	1	6	1	11
Total operating income	58	42	89	49	134

The Group's radio operations comprise the leading national networks in Sweden and Norway, as well as local stations in Sweden and the Baltics. Radio reported 11% year on year sales growth in the quarter and 17% sales growth for the six month period. The performance was driven by P4 Radio in Norway, which continued to increase its advertising market share over the period.

Total operating profits, including associated company income, increased by 37% year on year in the quarter and by 81% for the year to date, with the Group's wholly owned radio operations reporting increased operating margins of 24% (21%) and 20% (14%) for the two respective periods.

ONLINE

<i>(SEK million)</i>	Apr-Jun 2008	Apr-Jun 2007	Jan-Jun 2008	Jan-Jun 2007	Jan-Dec 2007
Net sales	412	366	829	779	1,558
Operating income	16	27	44	41	99
<i>Operating margin</i>	4%	7%	5%	5%	6%
Asset impairment charge	-76	-	-76	-	-
Total operating income	-60	27	-32	41	99

The Online business area comprises MTG Internet Retailing, BET24 and the MTG New Media businesses Playahead and ZTV. MTG Internet Retailing includes all of the Group's online retailing businesses CDON.COM, Gymgrossisten.com, Nelly.com, Linus-Lotta.com and Bookplus.fi. Business area sales were up 43% year on year in the quarter and 36% for the first six months of the year, when excluding discontinued operation TV-Shop's results in 2007.

MTG Internet Retailing reported 50% year on year sales growth in the quarter and 43% for the year to date, following continued growth at CDON.COM and contributions from the newly acquired businesses. Rolling twelve month sales to the end of the second quarter exceeded SEK 1 billion for the first time.

BET24 generated 48% year on year sales growth in the quarter and 36% growth for the year to date, which reflected both positive underlying developments as well as heightened activity around the UEFA EURO 2008 Football Championships. Gross profits increased by 50% year on year in the quarter and by 39% for the first six months of the year, and the business reported a substantially increased operating income of SEK 22 (0.3) million for the half year period.

The Online business area reported operating profits of SEK 16 (10) million in the quarter and SEK 44 (24) million for the year to date, when excluding the SEK 76 million non-cash goodwill impairment charge in the second quarter of 2008 to the Playahead Online Social Networking Community, which was acquired in January 2007, and the SEK 17 million net gain from the disposal of the TV-Shop business in the second quarter of 2007. The underlying performance reflected the ongoing restructuring and integration of the newly acquired and developing businesses.

FINANCIAL REVIEW

Cash Flow

The Group's cash flow from operations before changes in working capital more than doubled to SEK 694 (307) million in the second quarter and to SEK 1,005 (586) million for the year to date. Changes in working capital amounted to SEK 292 (211) million in the quarter and SEK 24 (-128) million for the year to date. Changes in the second quarter reflected lower program inventory and seasonal fluctuations. The Group therefore reported a near doubling of net cash flow from operations year on year to SEK 986 (518) million in the quarter and a more than doubling to SEK 1,029 (458) million for the year to date.

The proceeds from the sale of DTV Group and other businesses amounted to net SEK 1,412 (70) million in the quarter and SEK 1,412 (70) million for the year to date. USD 240 million of the cash consideration for DTV Group had been received by the end of the second quarter with the balance having been paid since the end of the quarter. The Group invested SEK 10 (1) million in shares during the quarter and SEK 220 (179) million during the first six months of the year, which included the acquisition of Gymgrossisten Nordic AB. Group capital expenditure on tangible and intangible assets totaled SEK 28 (31) million in the quarter and SEK 58 (103) million for the year to date.

The Group's SEK 3,500 million multi-currency credit facility was unutilised as at 30 June 2008 following repayments of SEK 750 million during the second quarter.

The Group repurchased 798,000 Class B shares during the first quarter and six months of 2008 at a weighted average price of SEK 396 per share, and for a total cash consideration of SEK 316 million. The Group also paid out dividend payments totaling SEK 983 million to shareholders for the twelve months ended 31 December 2007 in the second quarter, following shareholder approval at the MTG Annual General Meeting in May 2008.

The net change in cash and cash equivalents therefore totaled SEK 389 (96) million for the quarter and SEK 270 (-110) for the year to date.

Liquid funds

The Group's available liquid funds, including unutilised credit facilities, amounted to SEK 4,394 (3,741) million as at 30 June 2008, compared to SEK 3,254 million as at 31 March 2008, and primarily comprised the SEK 3,600 million of undrawn monies on the Group's total credit facilities. The Group's cash and cash equivalents totaled SEK 794 (541) million at the end of the period, compared to SEK 399 million as at 31 March 2008.

Net cash position

The Group's net cash position, which is defined as cash and cash equivalents and interest-bearing assets less interest bearing liabilities, therefore amounted to SEK 1,675 (108) million at the end of the reporting period. This compared to a net debt position of SEK 435 million as at 31 March 2008.

Holdings in listed companies

The book value of the Group's 39.4% shareholding in associated company CTC Media was SEK 1,292 million at the end of the period, which compared with a public equity market value of SEK 8,849 million as at the close of trading on the last business day of June 2008.

Equity to assets ratio

The Group's equity to assets ratio was 59% (53%) as at 30 June 2008, compared to 53% as at the end of March 2008. The ratio is defined as consolidated equity as a percentage of total assets.

PARENT COMPANY

Modern Times Group MTG AB (publ) 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 various operating business areas. MTG's financial policy includes the provision of a central cash pool to support its operating companies.

The MTG parent company reported net sales of SEK 17 (20) million in the quarter and SEK 36 (38) million for the year to date. Net interest and other financial items totaled SEK 73 (97) million and SEK 160 (165) million for the two respective periods. Parent company income before tax amounted to SEK 21 (52) million in the quarter and SEK 66 (96) million for the year to date. Investments in non-current assets amount to SEK 0 (0) million for the first half of the year. Cash and cash equivalents at the end of the period amounted to SEK 18 (2) million, compared with SEK 4 million as at 31 March 2008. The SEK 3,500 million multicurrency credit facility was unutilised as at 30 June and SEK 750 million was amortised in the second quarter.

THE ANNUAL GENERAL MEETING OF THE SHAREHOLDERS

The Annual General Meeting resolved to re-elect all members of the Board of Directors, with the exception of Nick Humby and Lars-Johan Jarnheimer, who had declined re-election. Simon Duffy and Alexander Izosimov were elected as new members.

The Annual General Meeting approved an ordinary dividend of SEK five per share and an extraordinary dividend of SEK ten per share. Further, the meeting approved the proposal to reduce the company's share capital by means of redemption without repayment of 1,517,000 Class B shares that the Company has repurchased since the 2007 Annual General Meeting. 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 website 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 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 MTG 2007 Annual Report.

TRANSACTIONS WITH RELATED PARTIES

The sale of 100% of DTV Group to CTC Media was completed on 16 April, and DTV Group was deconsolidated from that date. The SEK 1,159 million net gain (after accounting for the elimination of MTG's 39.4% shareholding in CTC Media) has been reported in MTG's accounts for the second quarter and six months ended 30 June 2008 as a non-recurring operating profit.

OTHER INFORMATION

This report has been prepared according to the 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 2007 accounts. This interim report has not been subject to review by the Company's auditors.

MTG's financial results for the third quarter and nine months ended 30 September 2008 will be published on 21 October 2008.

The Board of Directors and the CEO certify that this undersigned six month interim report 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.

Stockholm, 22 July 2008.

Asger Aamund
Non-executive Director

Mia Brunell Livfors
Non-executive Director

David Chance
Chairman of the Board

Simon Duffy
Non-executive Director

Alexander Izosimov
Non-executive Director

David Marcus
Non-executive Director

Cristina Stenbeck
Non-executive Director

Pelle Törnberg
Non-executive Director

Hans-Holger Albrecht
President & CEO

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 the following numbers:

International: +44(0)20 7806 1968

Sweden: +46(0)8 5051 3792

US: +1 718 354 1385

The access pin code for the conference is: 1476636

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

A replay facility will be made available for 7 days after the conference call. To access the replay, please dial:

International: +44 (0)20 7806 1970

Sweden: +46 (0)8 5876 9441

US: +1 718 354 1112

The access pin code for the replay facility is: 1476636#

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

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Mathias Hermansson, Chief Financial Officer

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The information in this Interim Report is that 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 22 July 2008.

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-TV and satellite premium pay-TV operator in Scandinavia and the Baltics, and also operates channels in the Czech Republic, Hungary, Slovenia and the Balkans. MTG's TV assets are broadcast in a total of 24 countries and reach over 100 million people. MTG is also the major 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 OMX Nordic Exchange Large Cap market ('MTGA' and 'MTGB').

CONDENSED CONSOLIDATED INCOME STATEMENT (MSEK)	2008 Apr-Jun	2007 Apr-Jun	2008 Jan-Jun	2007 Jan-Jun	2007 Jan-Dec
Net sales	3,318	2,843	6,360	5,471	11,351
Cost of goods and services	-1,938	-1,720	-3,748	-3,343	-6,887
Gross income	1,381	1,123	2,612	2,128	4,464
Selling and administrative expenses	-826	-712	-1,658	-1,407	-2,941
Other operating revenues and expenses, net	-96	12	-108	7	24
Gain from sale of DTV Group	1,159	-	1,159	-	-
Share of earnings in associated companies	139	110	346	273	480
Operating income (EBIT)	1,756	532	2,351	1,001	2,027
Net interest and other financial items	29	-1	16	-3	-12
Income before tax	1,785	531	2,368	998	2,015
Tax	-187	-169	-373	-320	-588
Net income for the period	1,598	362	1,995	678	1,428
<i>Attributable to:</i>					
Equity holders of the parent	1,570	332	1,957	637	1,362
Minority interests	28	30	38	41	65
Net income for the period	1,598	362	1,995	678	1,428
Shares outstanding at the end of the period	65,877,042	67,071,540	65,877,042	67,071,540	66,352,540
Basic average number of shares outstanding	65,662,041	67,065,495	65,937,651	67,055,823	66,945,776
Diluted average number of shares outstanding	65,686,773	67,195,454	66,108,946	67,181,961	67,157,781
Basic earnings per share (SEK)	23.90	4.95	29.68	9.50	20.35
Diluted earnings per share (SEK)	23.68	4.90	29.44	9.37	20.11

CONDENSED CONSOLIDATED BALANCE SHEET (MSEK)	2008 30 Jun	2007 30 Jun	2007 31 Dec
Non-current assets			
Goodwill	2,671	2,459	2,491
Other intangible assets	851	972	1,109
Machinery and equipment	205	180	202
Shares and participations	1,360	1,702	1,877
Other financial receivables	71	111	78
	5,157	5,424	5,756
Current assets			
Inventory	1,716	1,474	1,559
Current receivables	3,866	2,622	3,124
Cash, cash equivalents and short-term investments	794	541	521
	6,376	4,638	5,203
Total assets	11,534	10,063	10,958
Shareholders' equity			
Shareholders' equity	6,525	5,172	5,678
Minority interests in equity	262	165	197
	6,786	5,337	5,875
Long-term liabilities			
Interest-bearing liabilities	6	23	37
Provisions	409	347	392
Non-interest-bearing liabilities	2	1	2
	416	371	430
Current liabilities			
Other interest-bearing liabilities	96	458	478
Non-interest-bearing liabilities	4,236	3,897	4,176
	4,331	4,355	4,654
Total shareholders' equity and liabilities	11,534	10,063	10,958

CONDENSED CONSOLIDATED STATEMENT OF CASH FLOWS (MSEK)	2008 Apr-Jun	2007 Apr-Jun	2008 Jan-Jun	2007 Jan-Jun	2007 Jan-Dec
Cash flow from operations	694	307	1,005	586	1,363
Changes in working capital	292	211	24	-128	-433
Net cash flow from operations	986	518	1,029	458	930
Proceeds from sales of shares in subsidiaries	1,412	70	1,412	70	70
Investments in shares in subsidiaries and associates	-10	-1	-220	-179	-219
Investments in other non-current assets	-28	-31	-58	-103	-327
Other cash flow from investing activities	-	10	1	-	-4
Cash flow to/from investing activities	1,373	49	1,134	-212	-479
Net change in loans	-777	33	-438	183	217
Dividends to shareholders and share buy-back	-983	-503	-1,300	-503	-810
Other cash flow from/to financing activities	-209	0	-156	-35	3
Net change in cash and cash equivalents for the period	389	96	270	-110	-139
Cash and cash equivalents at the beginning of the period	399	448	521	646	646
Translation differences in cash and cash equivalents	6	-2	4	5	14
Cash and cash equivalents at end of the period	794	541	794	541	521

CONDENSED RECONCILIATION OF SHAREHOLDERS' EQUITY (MSEK)	2008 30 Jun	2007 30 Jun	2007 31 Dec
Opening balance equity	5,875	5,105	5,105
Currency translation differences	120	49	73
Change in minority interests	27	-12	11
Revaluation of shares at market value	-4	-15	22
Cash flow hedge	-11	20	21
Net income recognised directly in equity	132	43	127
Net income for the period	1,995	678	1,428
Total recognised income and expense for the period	2,127	721	1,555
Effect of employee share option programmes	7	7	17
Employee options exercised	76	8	8
Dividends to shareholders	-983	-503	-503
Share buy-back	-316	-	-307
Closing balance equity	6,786	5,337	5,875
<i>Attributable to:</i>			
Equity holders of the parent	6,525	5,172	5,678
Minority interests	262	165	197
Total equity	6,786	5,337	5,875

CONDENSED INCOME STATEMENT (MSEK)	2008	2007	2008	2007	2007
PARENT COMPANY	Apr-Jun	Apr-Jun	Jan-Jun	Jan-Jun	Jan-Dec
Net sales	17	20	36	38	81
Gross income	17	20	36	38	81
Selling and administrative expenses	-70	-66	-130	-106	-229
Operating income (EBIT)	-53	-46	-94	-68	-148
Net interest and other financial items	73	97	160	165	6,418
Income before tax	21	52	66	96	6,270
Tax	-21	-17	-21	-31	-45
Net income for the period	-1	35	45	65	6,225

CONDENSED BALANCE SHEET (MSEK)	2008	2007	2007
PARENT COMPANY	30 Jun	30 Jun	31 Dec
Non-current assets			
Other intangible assets	1	2	1
Machinery and equipment	-	0	-
Shares and participations	3,739	452	436
Other financial receivables	6,249	1,854	1,837
	9,988	2,307	2,275
Current assets			
Current receivables	1,462	2,645	8,874
Cash, cash equivalents and short-term investments	18	2	3
	1,480	2,647	8,876
Total assets	11,469	4,954	11,151
Shareholders' equity			
Shareholders' equity	8,501	3,690	9,657
Long-term liabilities			
Provisions	22	11	22
Current liabilities			
Other interest-bearing liabilities	-	400	400
Non-interest-bearing liabilities	2,946	854	1,071
	2,946	1,254	1,471
Total shareholders' equity and liabilities	11,469	4,954	11,151

NET SALES (MSEK)	Q1 2007	Q2 2007	Q3 2007	Q4 2007	FULL YEAR 2007	Q1 2008	Q2 2008	YTD 2008
Viasat Broadcasting								
Free-TV Scandinavia	713.4	818.8	671.8	968.6	3,172.7	808.0	947.4	1,755.4
Pay-TV Nordic	877.2	882.1	908.6	945.6	3,613.5	975.3	993.3	1,968.6
Free-TV Emerging Markets	332.8	438.2	321.3	546.8	1,639.2	423.3	585.5	1,008.8
- <i>Baltics</i>	110.6	152.5	109.7	191.2	564.1	131.0	176.2	307.2
- <i>Czech Republic</i>	184.0	221.9	158.7	272.7	837.3	223.4	284.4	507.8
- <i>Hungary</i>	32.9	49.2	34.2	55.1	171.4	41.9	61.0	102.9
- <i>Other operations</i>	5.3	14.6	18.7	27.8	66.5	26.9	64.0	90.9
Pay-TV Emerging Markets	82.9	99.8	115.0	119.1	416.9	139.5	148.1	287.6
Discontinued DTV Group	61.8	67.9	58.0	84.4	272.1	94.5	18.6	113.1
Other & eliminations	-64.8	-60.5	-52.6	-94.0	-271.9	-38.9	-29.3	-68.2
Total	2,003.4	2,246.3	2,022.1	2,570.6	8,842.4	2,401.7	2,663.6	5,065.3
Radio	150.1	199.6	182.1	183.2	715.0	187.5	221.0	408.4
Online	412.7	366.3	331.2	448.2	1,558.5	417.5	411.5	829.0
Modern Studios	120.1	70.2	143.2	144.8	478.3	81.4	70.1	151.5
Parent company & other companies	23.4	26.9	25.5	31.5	107.3	41.8	44.9	86.7
Eliminations	-81.1	-66.5	-92.6	-110.2	-350.4	-88.1	-92.7	-180.7
GROUP TOTAL	2,628.6	2,842.8	2,611.6	3,268.1	11,351.1	3,041.8	3,318.4	6,360.2
OPERATING INCOME (EBIT) (MSEK)	Q1 2007	Q2 2007	Q3 2007	Q4 2007	FULL YEAR 2007	Q1 2008	Q2 2008	YTD 2008
Viasat Broadcasting								
Free-TV Scandinavia	110.1	168.8	105.2	242.8	626.9	151.4	241.1	392.5
Pay-TV Nordic	148.2	159.6	153.5	169.7	631.0	157.2	161.9	319.1
Free-TV Emerging Markets	42.3	111.0	15.6	166.5	335.3	46.2	85.0	131.1
- <i>Baltics</i>	17.8	53.7	13.3	78.4	163.2	23.4	55.6	79.0
- <i>Czech Republic</i>	29.2	59.1	14.6	81.7	184.6	37.9	24.8	62.7
- <i>Hungary</i>	4.1	12.2	2.9	15.2	34.3	-0.1	18.2	18.1
- <i>Other operations</i>	-8.9	-14.0	-15.2	-8.8	-46.8	-15.1	-13.6	-28.7
Pay-TV Emerging Markets	11.3	13.2	16.9	1.6	42.9	13.5	24.8	38.3
Discontinued DTV Group	5.4	5.2	-0.6	7.9	17.9	16.8	5.6	22.4
Other	1.8	-30.6	-18.6	-40.7	-88.0	4.5	12.8	17.3
Associated companies (CTC Media)	162.1	108.0	128.2	62.9	461.2	206.9	131.6	338.5
Total	481.2	535.1	400.3	610.6	2,027.3	596.4	662.7	1,259.1
Radio	6.4	41.4	38.4	37.4	123.5	30.5	52.0	82.5
Associated companies	0.0	1.1	8.0	1.5	10.6	-0.2	6.3	6.1
Total	6.4	42.5	46.4	38.9	134.1	30.3	58.3	88.6
Online	14.3	27.1	20.7	37.4	99.4	27.6	16.5	44.0
Asset impairment charge	-	-	-	-	-	-	-76.4	-76.4
Total	14.3	27.1	20.7	37.4	99.4	27.6	-60.0	-32.4
Modern Studios	1.7	-14.7	-3.2	-22.4	-38.6	-5.4	-7.4	-12.8
Parent company & other companies	-35.2	-57.5	-48.4	-54.1	-195.2	-53.0	-56.7	-109.7
Gain from sale of DTV Group	-	-	-	-	-	-	1,158.7	1,158.7
GROUP TOTAL	468.4	532.3	415.7	610.5	2,027.0	595.8	1,755.6	2,351.4

Key Performance Indicators

	Q1 2007	Q2 2007	Q3 2007	Q4 2007	FULL YEAR 2007	Q1 2008	Q2 2008
GROUP							
Year on year sales growth %	11.3	10.3	14.5	12.0	12.0	15.7	16.7
Year on year change in operating costs %	13.0	10.7	14.7	8.1	11.2	14.2	17.4
Operating margin %	17.8	18.7	15.9	18.7	17.9	19.6	19.9
Return on capital employed %	30	32	32	34		35	35
Return on equity %	28	29	25	26		27	28
Equity to assets ratio	56	53	52	54		53	59
Liquid funds (incl unutilised credit facilities), SEK million	3,648	3,741	3,677	3,721		3,254	4,394
Net cash, SEK million	75	108	30	69		-435	1,675
Subscriber data							
Group total digital subscribers ('000s)	943	957	977	1,012		1,010	999
Group total premium subscribers ('000s)	837	863	887	924		927	918
FREE-TV SCANDINAVIA							
Year on year sales growth %	-1.3	1.1	2.9	13.7	4.4	13.3	15.7
Year on year change in operating costs %	3.6	0.4	-0.4	7.1	2.8	8.8	8.7
Operating margin %	15.4	20.6	15.7	25.1	19.8	18.7	25.4
Commercial share of viewing (%)							
TV3 & TV6 Sweden (15-49)	33.1	34.6	34.1	32.7	33.6	32.0	33.5
TV3 & Viasat4 Norway (15-49)*	16.2	16.9	16.8	17.2	16.8	20.4	23.0
TV3 & TV3+ Denmark (15-49)	21.6	23.8	23.4	22.9	22.9	21.3	22.7
*Prior to September 2007 the figures include ZTV Norway							
Penetration (%)							
TV3 Sweden	79	79	79	79		83	85
TV6 Sweden	78	79	79	83		84	85
TV8 Sweden	46	48	48	58		57	57
TV3 Norway	63	63	63	63		66	79
Viasat4 Norway	46	49	49	50		44	57
TV3 Denmark	66	65	65	66		66	65
TV3+ Denmark	66	64	64	65		65	64
PAY-TV NORDIC							
Year on year sales growth %	17.1	12.8	13.1	11.4	13.5	11.2	12.6
Year on year change in operating costs %	16.9	12.6	17.1	14.7	15.3	12.2	15.1
Operating margin %	16.9	18.1	16.9	17.9	17.5	16.1	16.3
Subscriber data							
Premium subscribers ('000s)	741	746	756	760		752	739
- of which, DTH satellite	708	709	717	714		703	688
- of which, broadband	33	37	39	46		50	51
Basic DTH subscribers	106	95	90	88		83	82
Premium ARPU (SEK)	3,468	3,502	3,573	3,633		3,790	3,900
EMERGING MARKETS							
Year on year sales growth %	23.2	13.7	34.5	35.7	26.5	37.6	24.2
Year on year change in operating costs %	24.3	15.1	34.4	29.9	25.7	38.8	33.6
Operating margin %	12.3	21.3	6.5	23.5	17.0	11.6	15.0
Commercial share of viewing (%)							
Estonia (15-49)	44.7	44.3	44.1	43.1	44	46.9	44.5
Latvia (15-49)	38.9	38.1	43.6	41.7	40.5	36.9	36.4
Lithuania (15-49)	40.3	39.8	40.3	38.2	39.6	38.9	39.9
Hungary (18-49)	8.2	8.0	8.2	6.6	7.7	6.7	7.2
Czech Republic (15+)	21.8	21.9	21.9	21.0	21.6	20.5	20.8
Slovenia (15-49)	6.1	7.4	8.3	7.8	7.3	7.8	12.1
Bulgaria (18-49)	5.2	5.1	7.2	8.6	6.5	10.2	9.7
Associated company - CTC Media							
- CTC Russia (2007: 4+, 2008: all 6-54)*	9.3	8.9	8.7	8.9	9.0	11.4	11.6
- Domashny Russia (2007: all 4+, 2008: females 25 - 60)*	1.9	2.0	1.9	2.0	2.0	2.9	2.7
- DTV Russia (2008: all 18+)*						1.9	1.7
- Channel 31 Kazakhstan (all 6-54)*						7.5	13.3
*Share of viewing							
Subscriber data							
DTH Premium Baltics ('000s)	96	117	131	164		175	179
Mini-pay subscriptions ('000s)	20,859	23,060	25,551	26,426		27,638	30,202

APPENDIX 1

Acquisition of Gymgrossisten

The Group declared an unconditional offer for Gymgrossisten Nordic AB on 23 January 2008. MTG controlled 99.42% of the shares on 8 February 2008 and has initiated the mandatory tender for the remaining issued and outstanding shares. As a result of this process advance title was granted in June. The total cash consideration was approximately SEK 197 million. Gymgrossisten is reported within the Online business area with effect from 1 February 2008.

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 of the identifiable assets, liabilities and goodwill as at the date of acquisition are as follows:

(SEK million)

	Book values	Fair value adjustment	Recognised values
Net assets acquired:			
Property, plant & equipment	5		5
Intangible assets	52	55	107
Inventories	26		26
Trade and other receivables	7		7
Cash and cash equivalents	7		7
Deferred tax receivables	1		1
Deferred tax liability	-	-15	-15
Trade and other payables	-29		-29
Net identifiable assets and liabilities	68	40	108
Goodwill on acquisition			89
Total consideration			197
Liquid funds in acquired companies			-4
Cash consideration			193