

# MODERN TIMES GROUP

## CAPITAL MARKETS DAY 2013

**Jakob Mejlhede**  
**SENIOR VICE PRESIDENT OF ACQUISITIONS  
& PROGRAMMING**



## SVP SINCE JANUARY 2009

### JOINED MTG IN 2002

Born 1973

Originally joined MTG in 2002 and again in 2006

Appointed as Senior Vice President of Acquisitions & Programming in January 2012

Programming Director of TV3 Denmark between 2002 & 2003 and 2006 & 2007

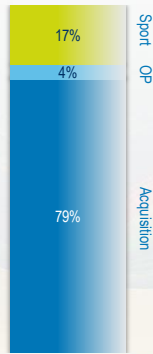
Also previously Programming Director for SBS Denmark; Commissioning Editor for TV2 Denmark; and Managing Editor for Danish Broadcasting Corporation

Favourite APP: Plants vs Zombies

Best lap: 4 leading positions within 4 major Scandinavian media companies within 4 years



# MTG HAS A UNIQUE CONTENT POSITION



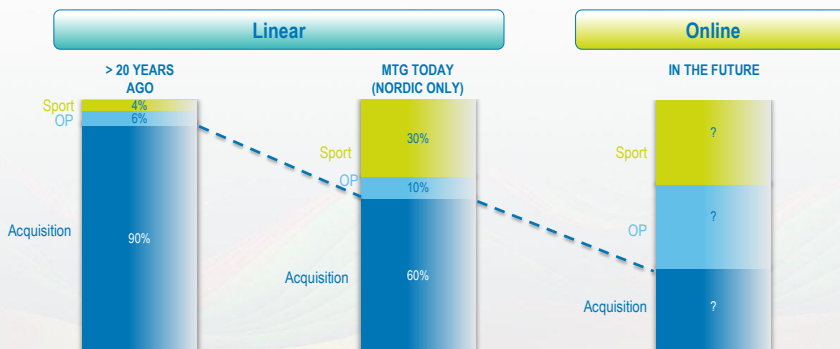
## Unique market position

	Pay-TV	Free-TV	Channel distr.	SVOD	AVOD	TVOD
	✓	✓	✓	✓	✓	✓
	✗	✓	✗	✗	✓	✗
	✓	✓	✗	✓	✓	✓
	✗	✗	✗	✓	✗	✗
	✓	✗	✗	✓	✗	✗

\*Content mix based on number of hours available across all territories. Includes Viaplay where mix is based on number of hours available average per month



# MTG IS UNIQUELY POSITIONED FOR GROWTH SPLIT OF CONTENT HOURS



Growth used to come from acquisition, but has now changed to more premium and local  
MTG has an edge over the competition with local content, sport and strong acquisitions



## EXCLUSIVE DEALS

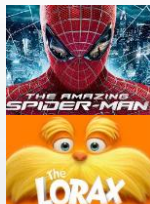
	Pay-TV channels	Free-TV	Channel distr.**	SVOD*
	✓	✓ East only	✓	✓
NBCUniversal	✓	✓	✓	✓
	✗	✗	✓	✓
	✓	✓	✓	✓
	✓ Scandi only	✓ Scandi only	✓	✓
	✓ East only	✓ East only	✓	✗
	✓ East only	✓ East only**	✓	✗
	✓	✓ Swe only	N/A	✓
scanbox	✓	✓ ****	N/A	✓
	✓	✓ Certain titles only	N/A	✓

Independents are applicable for Scandinavia only

Note: NBCUniversal PTV is Nordic and Baltic while FTV is Scandinavia and Latvia \*Library deals are non-exclusive. No SVOD deals in East. \*\*Also have Paramount in DK (shared with TV2). \*\*\*N/A for Sony and MGM in Scandi and Paramount in East \*\*\*\* Selected titles in DK only



## MOVIE EXAMPLE



### OSCARS 2013

14 out of the 19 movies nominated in the Best Picture categories will be on Viasat Film and Viaplay

12 of these 19 movies will be premieres





### BOX OFFICE 2012

10 out of the top 15 grossing movies at the US box office will be on Viasat Film and Viaplay

All 10 will be premieres



## HIGH QUALITY OF CONTENT (SVOD) VIAPLAY IS THE NUMBER 1 MOVIE PROVIDER

				
<b>Output deals</b>				
= 1 <sup>st</sup> Pay	3	1	0	3
= 2 <sup>nd</sup> Pay	1	2	0	2
= Independents	2	0	0	1
<b>Movies</b>				
= New movies	> 200	~20	~10	~100
= Library movies	> 2,200	~1,800	~120	~1,300
<b>Award winning movies</b>				
= Oscar nom. 2013	10	1	0	2
<b>Box-office winning movies</b>				
US/int'l, 2012	10	1	0	3
Scandinavian, 2012	7	3	0	12
<b>User-rated movies</b>				
= IMDB Top movies	< 10	> 10	< 5	< 5

Note: Box office – Skyfall is in top 15, but is not picked up by anyone hence total of 14. Some Oscar nominations are not picked up either or are not available on SVOD



## SERIES EXAMPLE

18 out of the 29 most talked about TV premiere dramas and comedies from US studios this year will be available for MTG



Source: Variety's Track Vision, annual guide to screenings "buzz metric"

# STUDIO WINDOWS



MTG is present in all windows except for cinema, being able to utilize content almost throughout its entire lifecycle

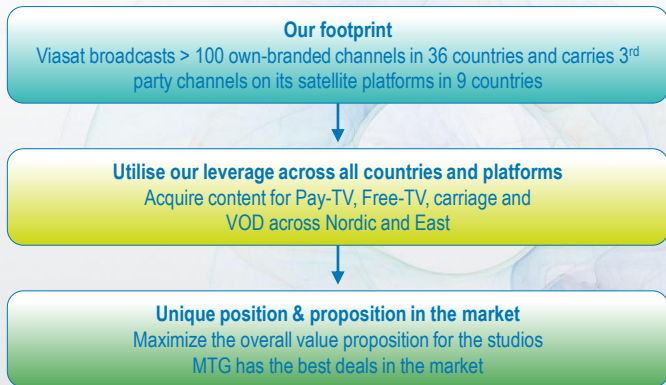
New movies are shown in cinemas before being made available on DVD/electronic sell through as well as Viaplay (TVOD)

They are then added to SVOD on Viaplay along with Viasat Film channels

Movies are then added to FTV/TV3 while still on Viaplay before becoming non-exclusive library titles 6-7 years into its lifecycle



# HOW MTG OPERATES IN CONTENT ACQUISITION



**THANK YOU**

