

MODERN TIMES GROUP

CAPITAL MARKETS DAY 2013

THE POWER OF A LEADING SPORTS PORTFOLIO

Peter Nørrelund
MTG HEAD OF SPORT



PETER NØRRELUND JOINED MTG IN 2003

Born 1971

Appointed as MTG Head of Sport in June 2013

Head of Viasat Sport Denmark from 2003 and then responsible for all MTG sports rights acquisitions

Also previously Reporter, Host, Commentator and Deputy Head of Sport for Danish Broadcasting Corporation between 1997 and 2003

Best APP: Candy Crush

Best LAP: Victory Lap



WHAT WE HAVE WHERE



KEY RIGHTS SECURED FOR YEARS

VIASAT FOTSBOLL

- 2016: Premier League
- 2015: UEFA Champions League

VIASAT MOTOR

- 2015: F1
- 2015: MotoGP

VIASAT HOCKEY

- 2016: NHL
- 2016: Hockey Allsvenskan

VIASAT GOLF

- 2015: European Tour
- 2015: PGA Tour

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- 2017: NFL
- 2016: MotoGP
- 2018: The FA Cup

- 2014+2016: Olympic Games
- 2016+2018: EHF European Handball Federation



DIVERSIFIED TOP TIER OFFER MATTERS



LEVERAGE ACQUISITION

PAN TERRITORIAL BUYING POWER



EUROPEAN HANDBALL
FEDERATION

CENTRALIZED BUYING/KNOWLEDGE –
FITS TRENDS

More direct deals



Fewer agencies



Creation of new products



OLYMPICS – MORE AND BETTER THAN EVER

sochi.ru
2014



sochi.ru
2014



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THANK YOU



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