

# MODERN TIMES GROUP

## CAPITAL MARKETS DAY 2013

**Jesper Grønholt**  
**CEO OF FREE-TV NORWAY**



## **JESPER GRØNHOLT**

### **JOINED MTG IN 1989 AND AGAIN IN 1996**

Born 1965

Appointed as acting CEO of Free-TV Norway in May 2012

CEO of Free-TV Denmark between 2002 and 2011; COO of MTG New Media between 2000 and 2002; Vice President of Pay-TV Nordic between 1999 and 2000; and CEO of Viasat Denmark between 1997 and 1999

Also previously Media Director at TMP (OMG today)

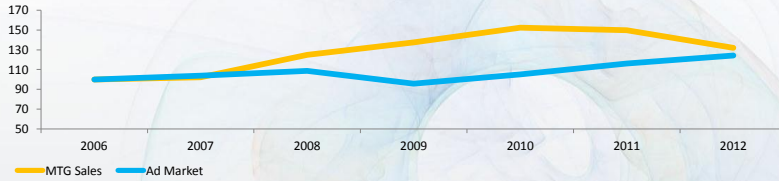
Best APP: SAS check-in

Best LAP: Still to come

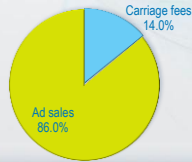


# AD SALES HISTORY

REVENUE INDEX (2008)



SPLIT CARRIAGE/AD SALES NO 2012

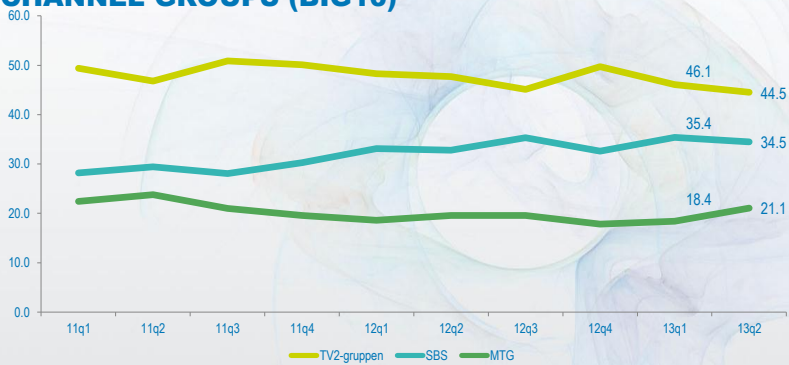


Source: im.se



# CSOV DEVELOPMENT

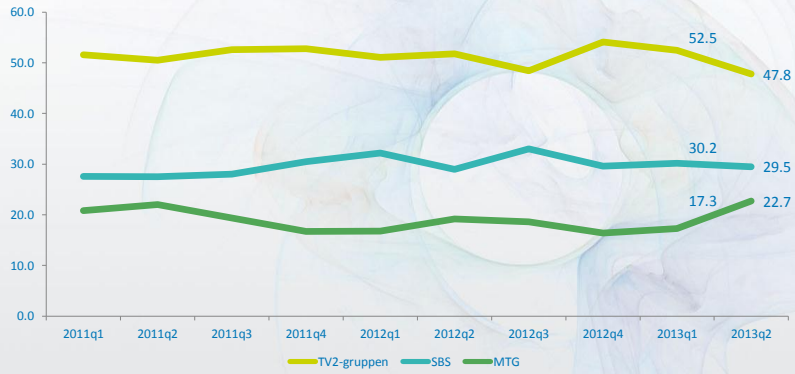
CSOV QUARTER BY QUARTER COMMERCIAL CHANNEL GROUPS (BIG10)



\* 2013q2 – week 14-23



## GREAT DEVELOPMENT IN PRIMETIME! CSOV IN PRIMETIME (20:00-23:29) BY QUARTER

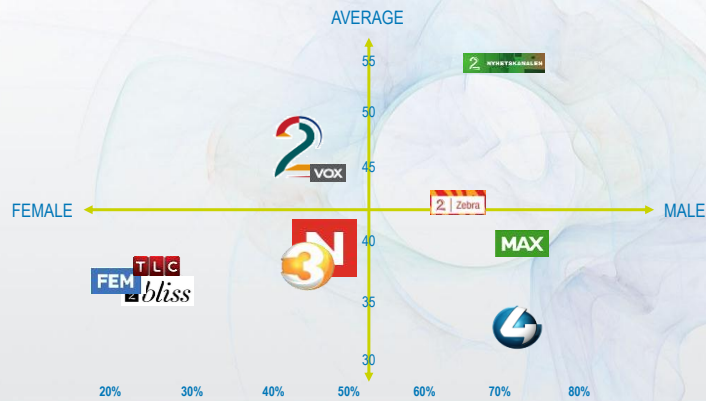


\* 2013q2 – week 14-23



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## CHANNEL PORTFOLIO AND OPPORTUNITIES 3RD CHANNEL COMING SOON



Period: (Q2, 2013)



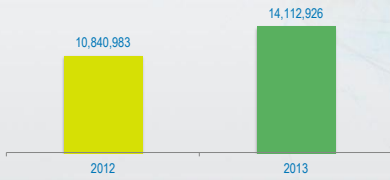
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# GOING ONLINE

CPM JAN-MAY (INDEXED)



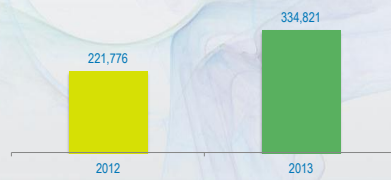
VIDEO VIEWS JAN-MAY



Source for video views: Google analytics



UNIQUE VISITORS PER WEEK



# THANK YOU

