

Content: The King of Kings



**Patrick Svensk,
EVP of Content**

**Jakob Mejlhede,
SVP of Acquisitions
& Programming**

**Peter Nørrelund
Head of Sports**



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Joined MTG in 1991 & 2011

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What I hate: *Flying*

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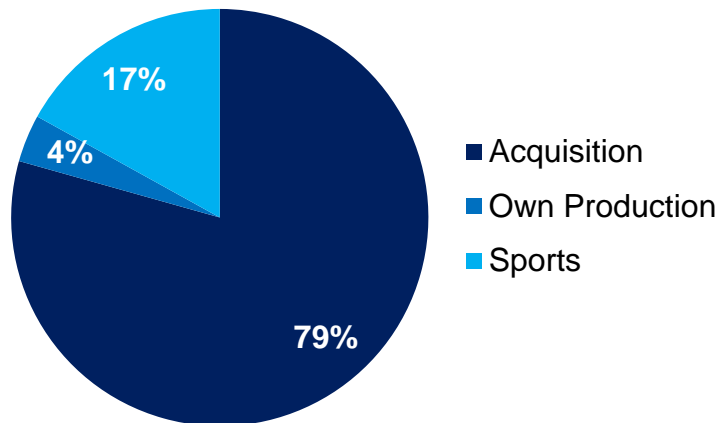
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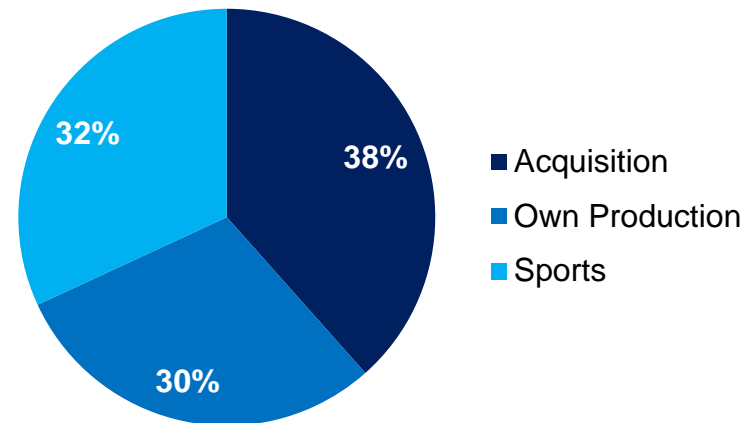
Almost 500,000 hours of programming

MTG TV channels broadcast 472,372 hours of entertainment in 2011 = 20,000 days or 1,300 years of programming!

Share of broadcast hours
(2011)

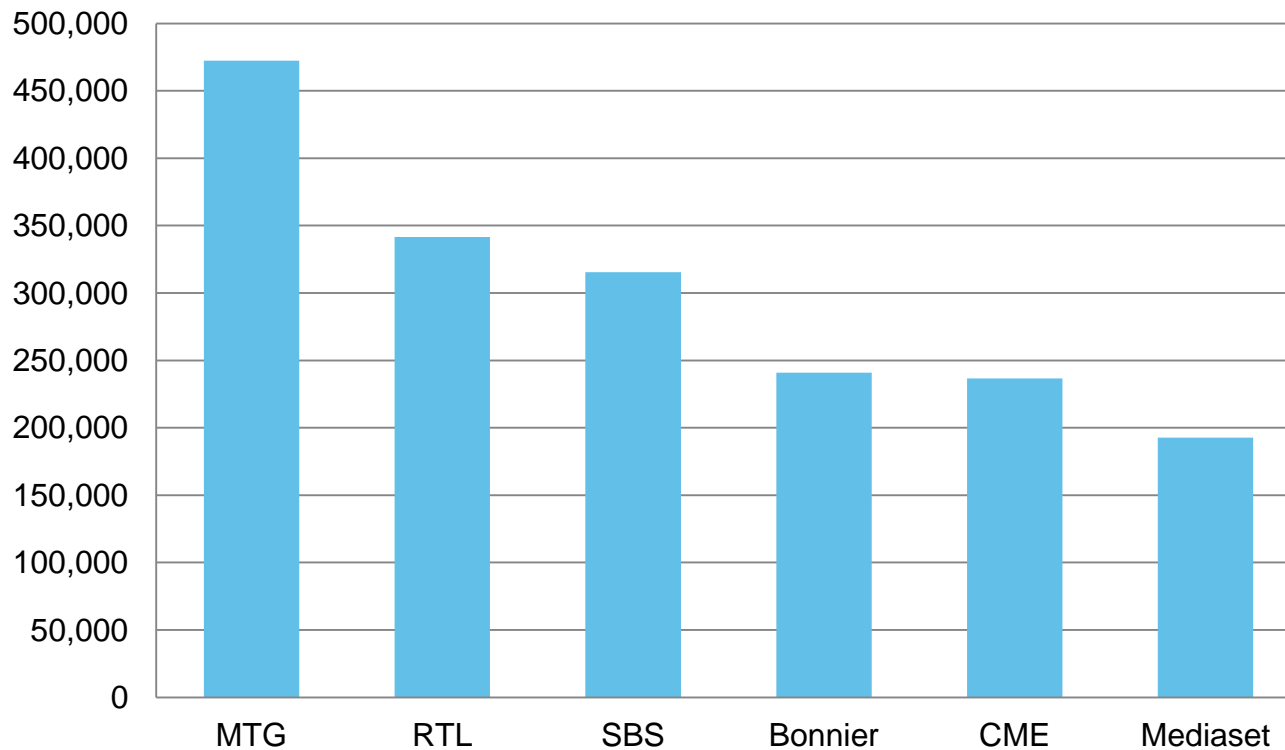


Share of programming spend
(2011)



Most in class

Total number of broadcast hours (2011)



MTG is buying content for 28 free-TV & 42 pay-TV channels

Sweden



Norway



Denmark



Estonia



Latvia



Lithuania



Bulgaria



Czech



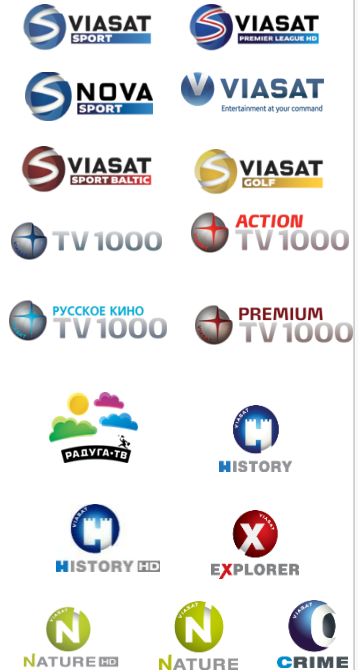
Hungary



Ghana



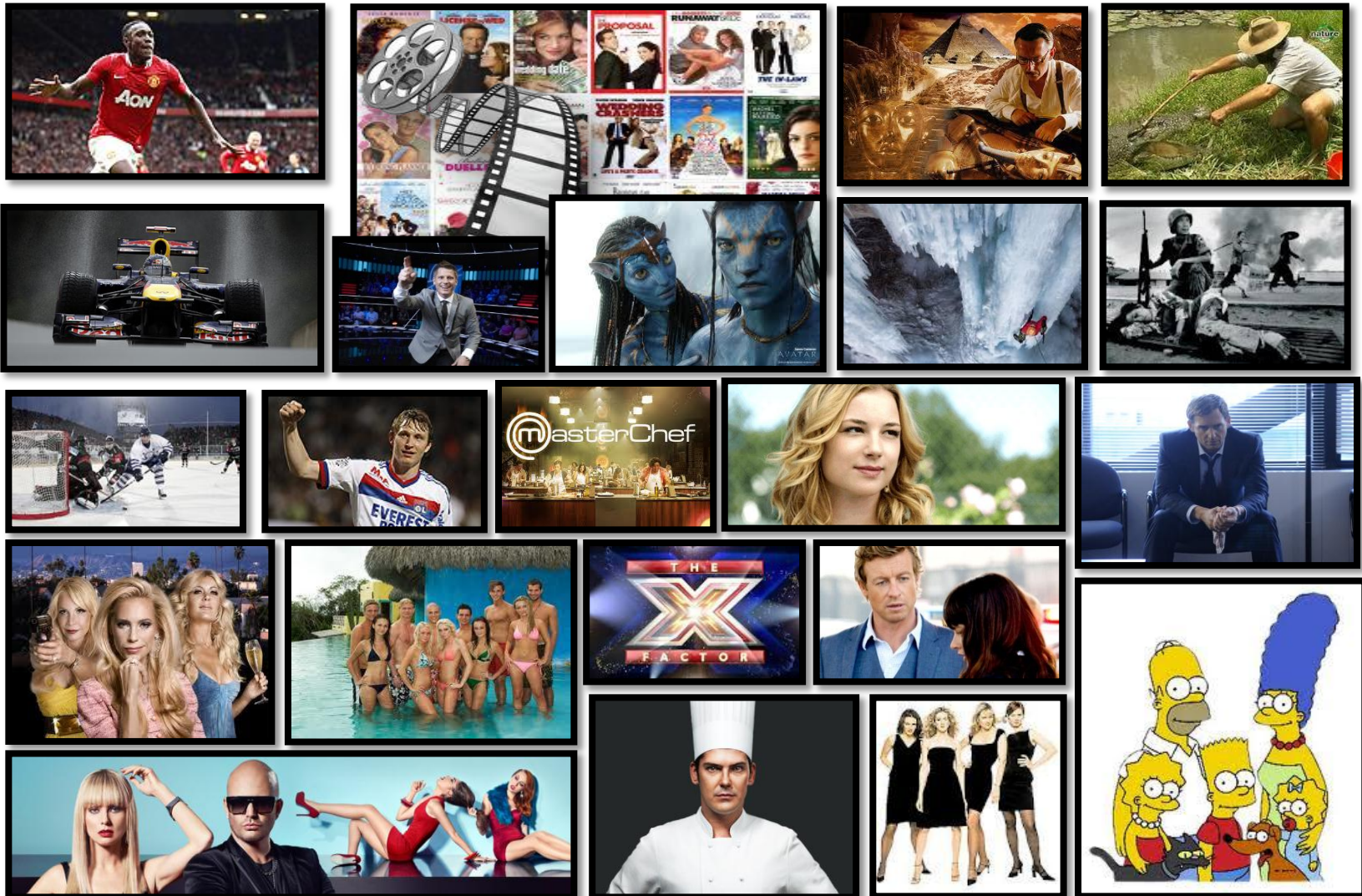
VIAPLAY



And we also carry 34 3rd party channels



So... A massive range of entertainment programming



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A unique business strength

Our footprint

Viasat broadcasts > 60 own-branded channels in 35 countries and carries 3rd party channels on its satellite platforms in 7 countries



We utilise this leverage across all platforms to maximize our value proposition to the studios

We buy pay-TV, Free-TV, Carriage, VOD, Nordic, East, Africa









This is a unique position & proposition in the market

We negotiate to maximize our value & achieve the best possible result

Exclusive deals








Hollywood studios

	Pay-TV		Free-TV		Channel distribution		SVOD*	
	Scandi	East	Scandi	East	Scandi	East	Scandi	East
	✓	✓	✗	✓	✓	✓	✓	✗
NBCUniversal	✓	✓	✓	✓	✓	✓	✓	✗
	Under neg.	✗	✗	✗	✓	✓	✓	✗
	✓	✓	✓	✓	✓	✓	✓	✗
	✓	✗	✓	✗	N/A	✓	✓	✗
	Under neg.	✓	Under neg.	N/A	N/A	✓	✗	✗
	✗	✓	✓**	✓	✓	N/A	✗	✗
CBS	N/A	✗	✗	✓	N/A	✓	N/A	✗

*Library deals are non-exclusive, **DK only

Exclusive deals

Major independent studios

	Pay-TV	Free-TV	Channel distribution	SVOD*
	✓	✓**	N/A	✓
	✓	✓***	N/A	✓
	✓	✗	N/A	✓
	✗	✓***	N/A	✗
	N/A	✓	N/A	✓
	N/A	✓	N/A	✓
	N/A	✓	N/A	✓

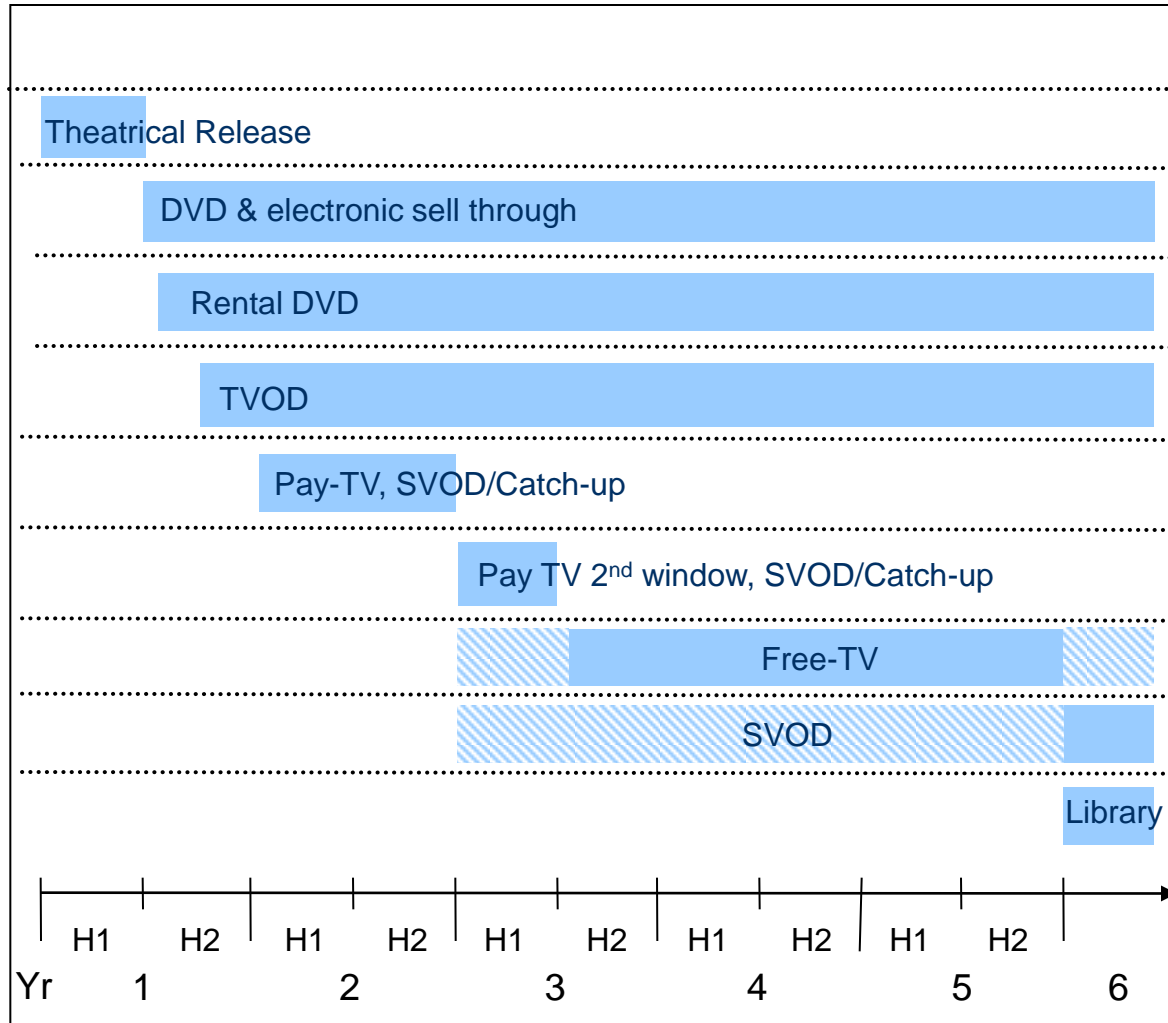
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**SE only

***DK only

Feature windows

Hollywood & independents



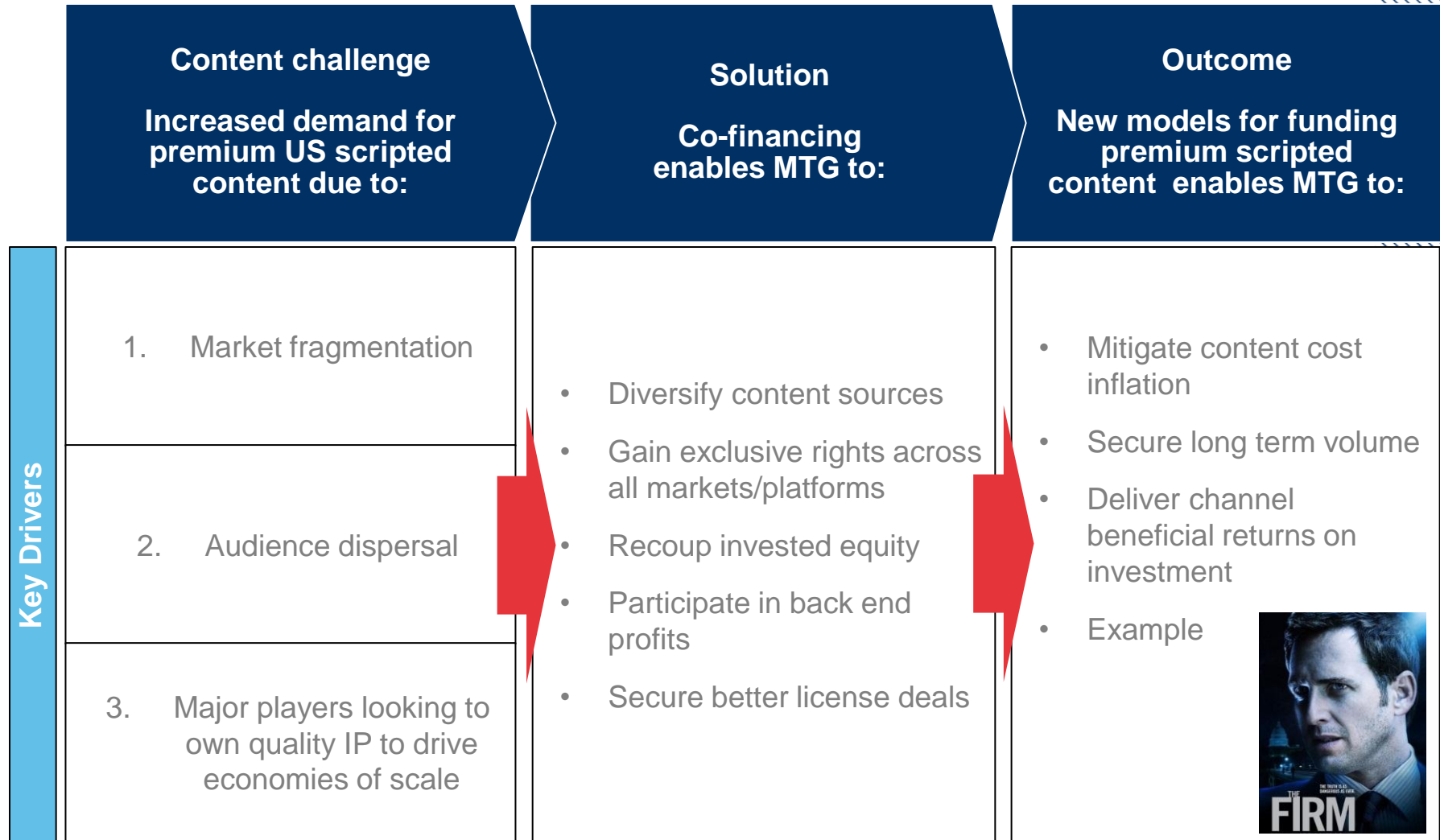
Cycle	MTG
Throughout the life cycle of title	
Rental DVD	
Throughout the life cycle of title	
12 months	 
6 months	 
36 months	 
	
	   

The own production landscape

	Sweden	Denmark	Norway
 MTG <small>MODERN TIMES GROUP</small>			
			
			
			
			

Note: MTG (Strix), Zodiak (Mastiff, Jarowski), NICE (Baluba, Titan, Limelight, Monster, Gong), Banijay (Banijay, Nordisk, Respirator), Shine (Friday, Meter, Sto-Cph, Rubicon, Monday, Metronome,)

Co-financing comes into focus



Recent acquisition highlights

Anger Management






Revenge



The Wedding Band



A unique market position

	Pay-TV	Free-TV	Channel distribution	SVOD	Co-finance
	✓	✓	✓	✓	✓
	✗	✓	✗	✗	✗
BONNIER	✓	✓	✗	✗	✗
	✗	✗	✗	✓*	✓
HBO	✓*	✗	✗	✓*	✓

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What we buy & where we buy



Prices up but so is exploitation



1992/93: € 20,000,000 (global rights)

60 X



2012/13: € 1,200,000,000



Exploitation fit for purpose



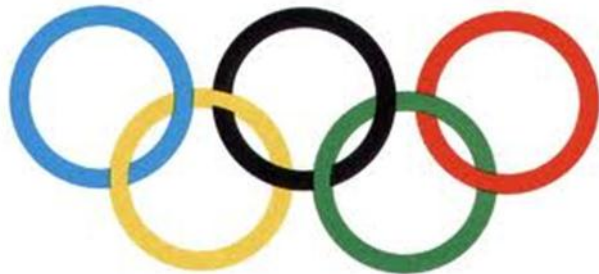
Thematic branded channels



Powerful free-TV offering



Key rights secured



1st broadcaster outside EBU to
secure exclusive broadcast rights

Who do we buy from?

ORGANIZERS



AGENCIES



MEDIA COMPANIES



How do we buy?

All rights bought centrally



Tender

1. Written bids
2. Negotiation & re-bids
3. Short listing
4. Finalisation of long form agreement

Direct negotiation

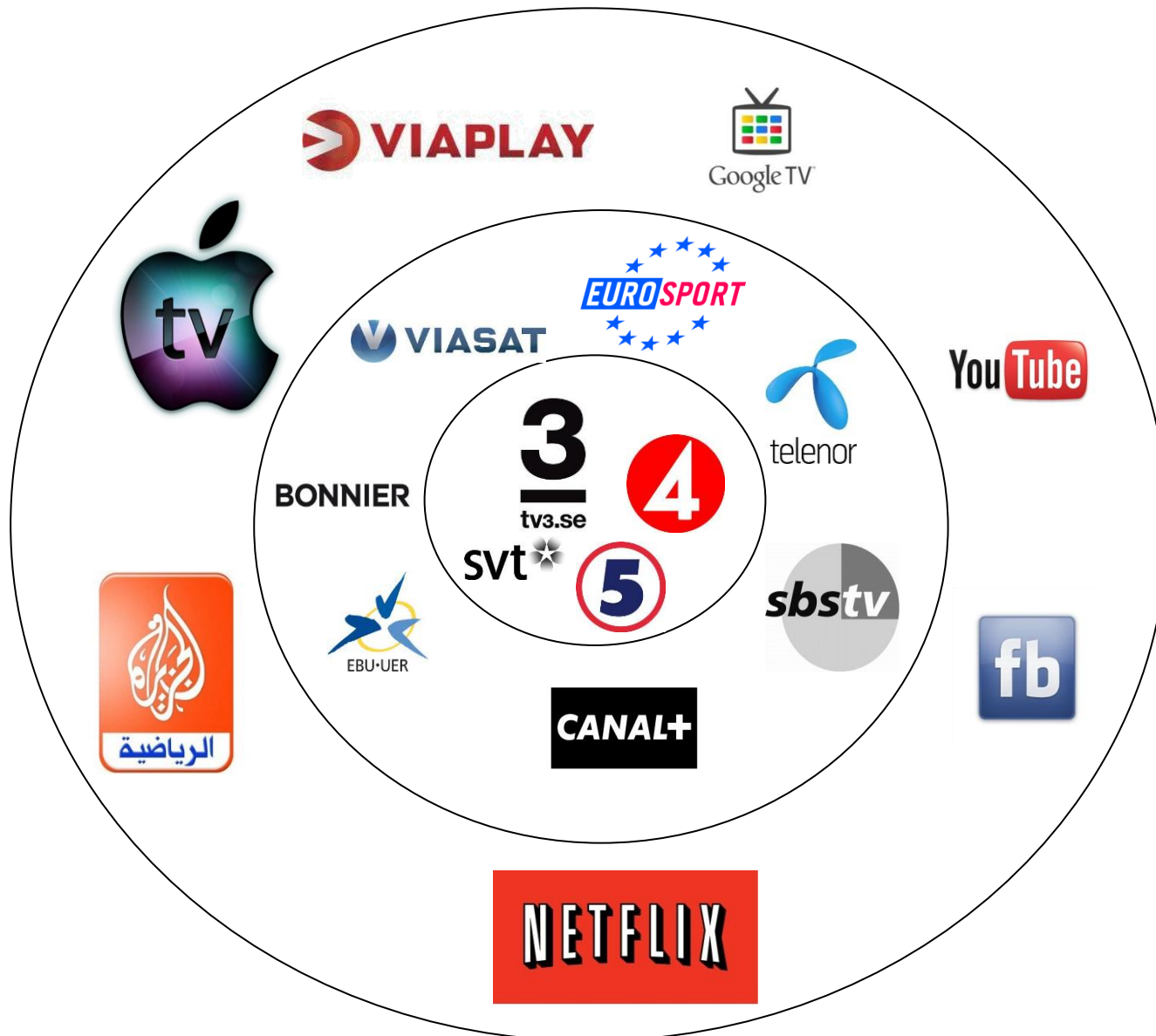
1. Direct meeting with rights owner

Backing

1. Financial backing of agencies
2. Pre-deals

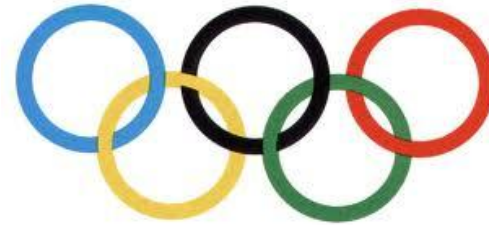
All about ensuring that WE are in the position to decide whether to buy

Who are the competitors?



Highlights of 2011/2012 so far

- 2014 & 2016 Olympic Games for Sweden
- 2013-2016 English Premier League for Sweden & Denmark
- 2012-2015 Champions League for Scandinavia, Baltics and Czech Republic
- 2012-2015 European Tour Golf for Nordics & Baltics



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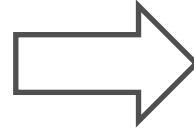


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MODERN STUDIOS



MTG 
STUDIOS

MTG Studio's footprint



Denmark
Israel
Netherlands
Norway
Sweden

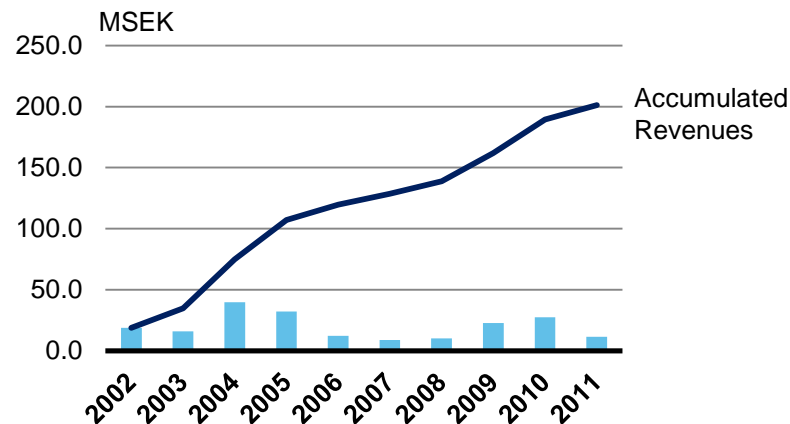


Bulgaria
Hungary
Rumania
Serbia
Slovakia
Slovenia

Ghana

Strix creates cutting-edge, scripted and non-scripted entertainment that you talk about at a dinner party, at the lunch break or at school. Stories you read about and watch on whatever platform you choose. Strix has sold or licensed more than 32 formats to 87 countries around the globe

Revenues from format sales & licensing



paprika *latino*

CEO & Founder Peter Marschall started the company over 7 years ago in Romania. After conquering the hearts and minds of the Romanian TV viewers with a wide range of high quality entertainment shows, the company has developed rapidly into a multinational entity that is now present in 6 countries



Industry trends

The verticals



“Red Arrow feeds a 360° approach, leveraging own produced content across P7S1 platforms.”

- Jan Frouman, MD of Red Arrow



“Content is at the very heart of what we do and strong content is what drives our growth.”

- Hans-Holger Albrecht, President and CEO



“We believe there will always be demand for our company’s content: good stories, well told, that engage people’s minds and emotions.”

- Jeff Bewkes, Chairman & CEO



“Our vision for growing and rebalancing ITV in 2015 is:

a lean ITV that can create world class content, execute across multiple platforms and sold around the world.”

- Adam Crozier, Chief Executive



“Content is vital for today’s broadcasting industry, and growth prospects are promising as ‘can’t afford to miss’ content becomes ever more valuable in the digital age.”

- RTL 2011 At a glance report

Industry trends

Super indies



Turnover: €553 million



Turnover: €536 million



Turnover: €88 million



Turnover: €288 million



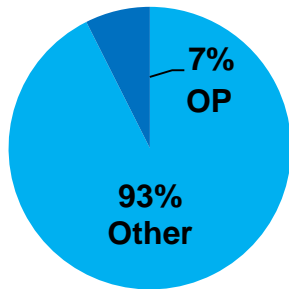
Turnover: €400 million



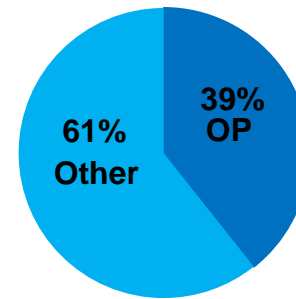
Turnover: €1,307 million

The importance of OP is increasing

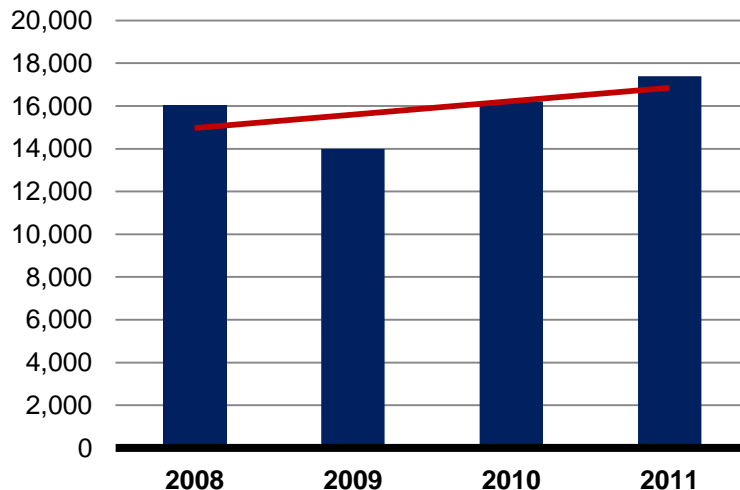
Free-TV Programming hours (2011)



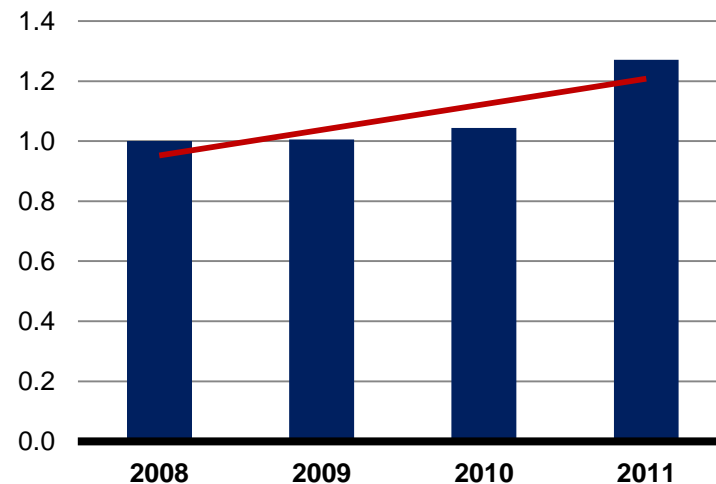
Free-TV Programming spend (2011)



Number of OP hours



Amount of OP investments (indexed)



Where we want to be

Own the content

Rent the content

Control of production



Grannfejden – TV3, Strix



Top Model Sverige – TV3 Sweden, Acne

Do not control production



The Firm – TV3, eone



Revenge – TV3, ABC Studios

MTG Studios Strategy

Securing the best content

**Strengthen the vertical
cooperation**

**Build a high margin
content business**

Investing in

Creative minds
Brilliant ideas
Excellent companies (creators, producers, distributors)

**Widen the range
of services
& products**

Be in as many genres as financially viable in each market
Be able to deliver everything from large entertainment shows to web-TV
Develop low cost production hubs

**Geographical
priorities**

1. MTG TV territories
2. Benelux and Israel
3. English language markets



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