



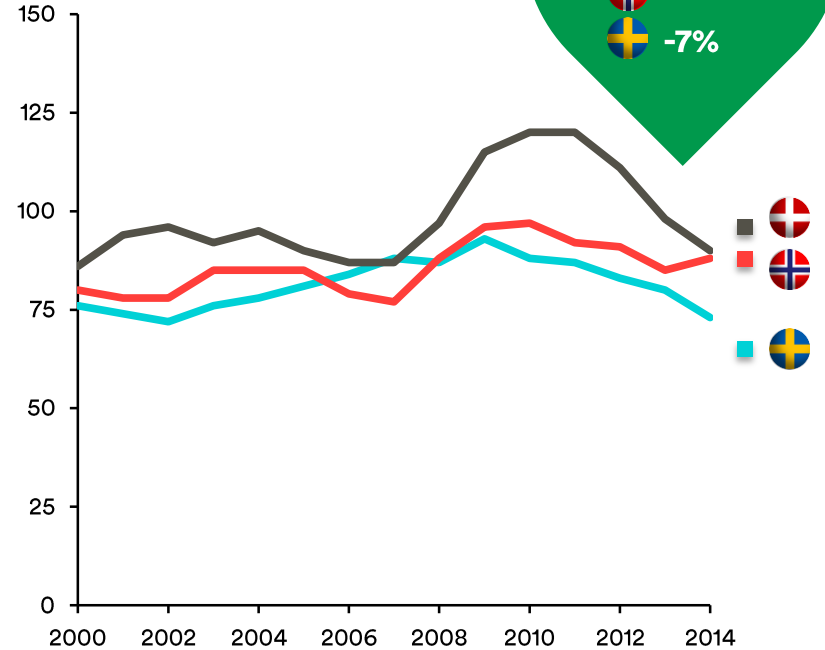
Free-TV Scandinavia

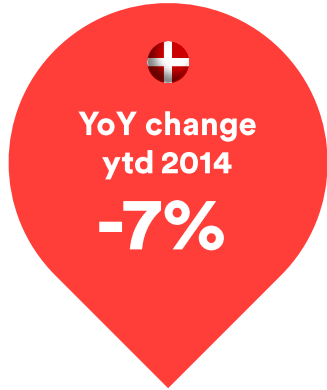
Anders Jensen

EVP of Scandinavian free-TV and radio

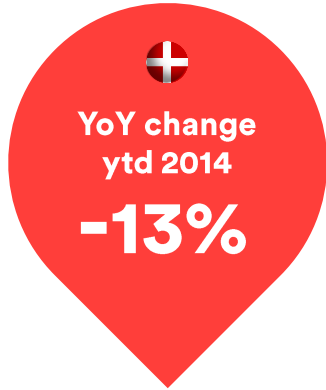
Our business is transforming

Com PUT 15-49
Min/Day





15-49 years



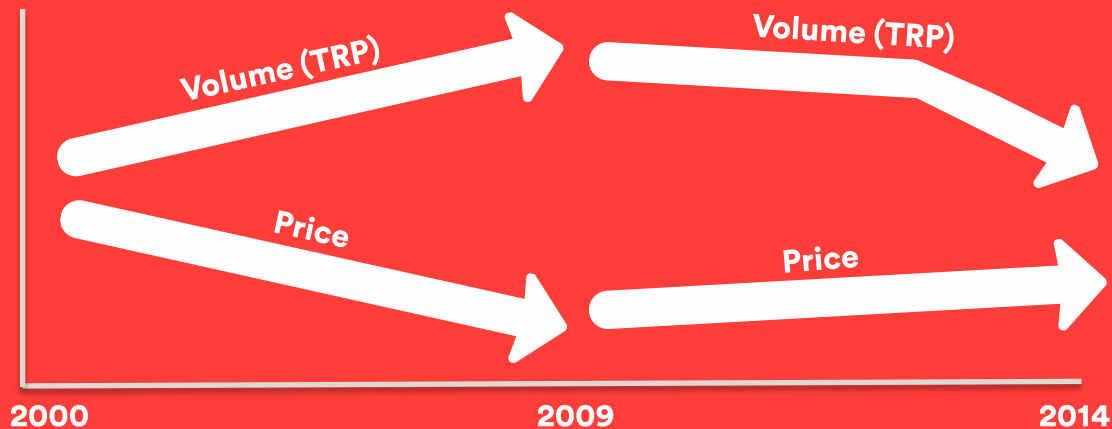
15-24 years



**Youth driving
the migration**



Access demand not met by higher prices





We need to fix this unbalance

- 1 Increase prices
- 2 Extend pool of ad hoc clients
- 3 Offer more sales packages
- 4 Accelerate digital

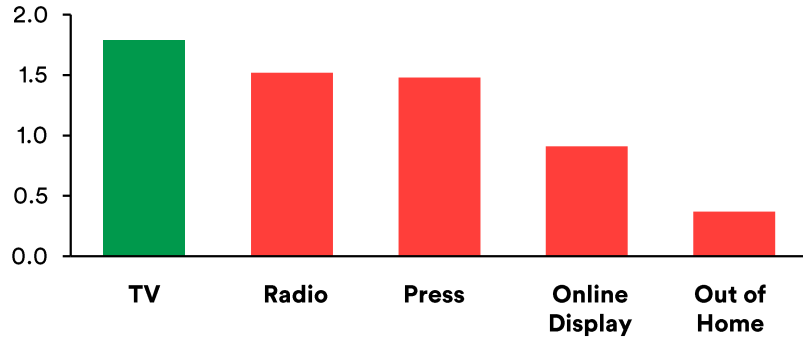


A photograph of Leonardo DiCaprio in a pinstriped suit, pointing upwards with his right hand. He is standing in front of a crowd of people, some of whom are clapping. A microphone on a stand is visible in the foreground to the right. The background is slightly blurred, showing a large indoor event.

And lets make one thing clear...

TV is still king!

**TV
is still
king!**

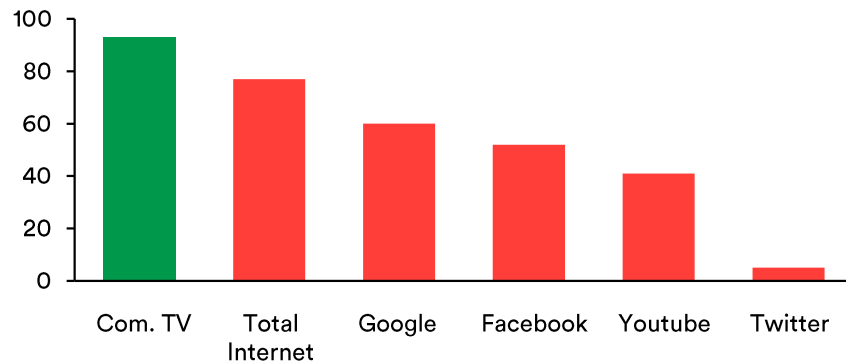


**Superior
return on
investment**



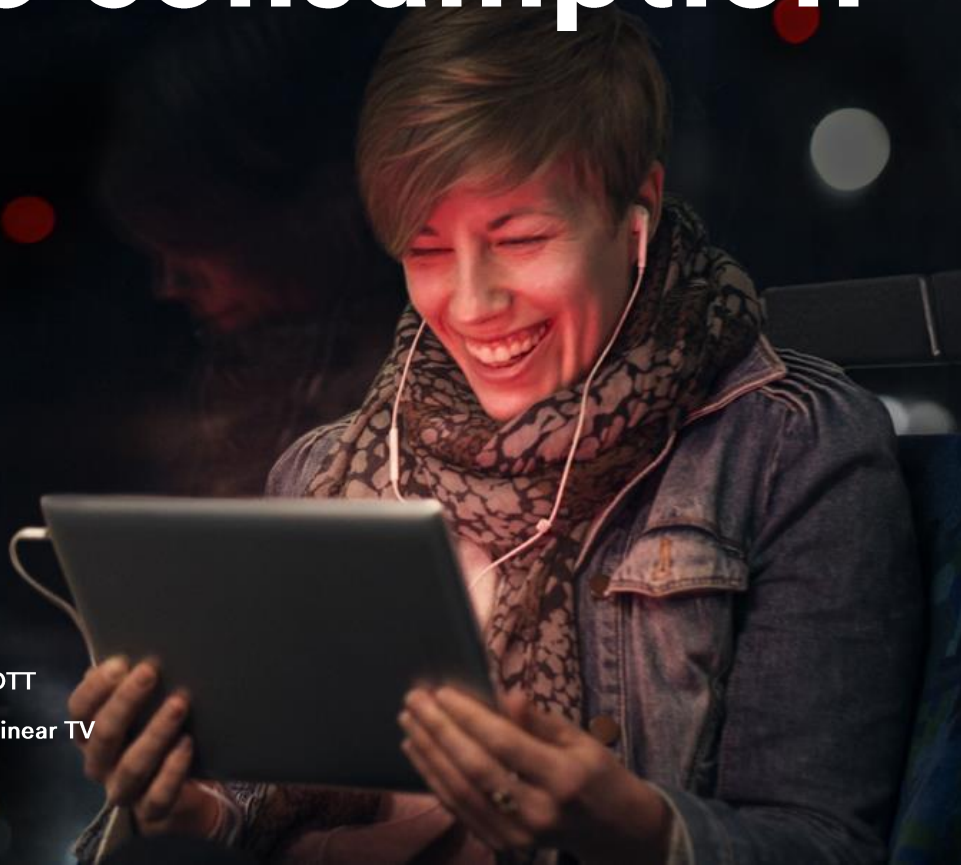
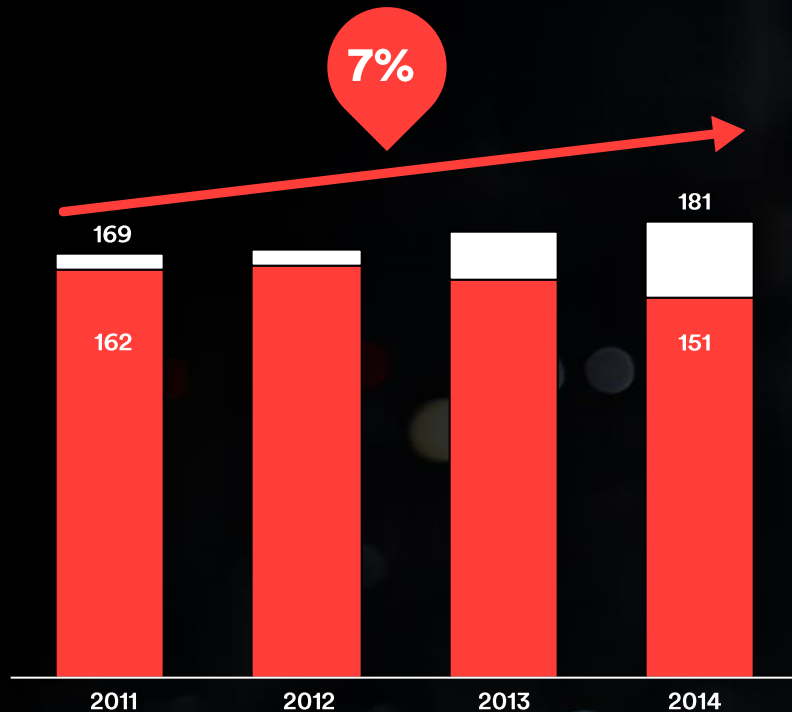
Superior reach (%)

TV is still king!



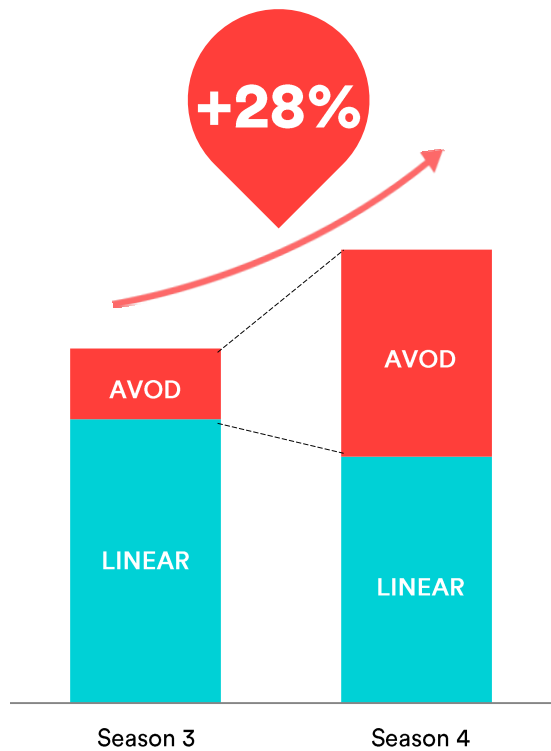


Growing video consumption

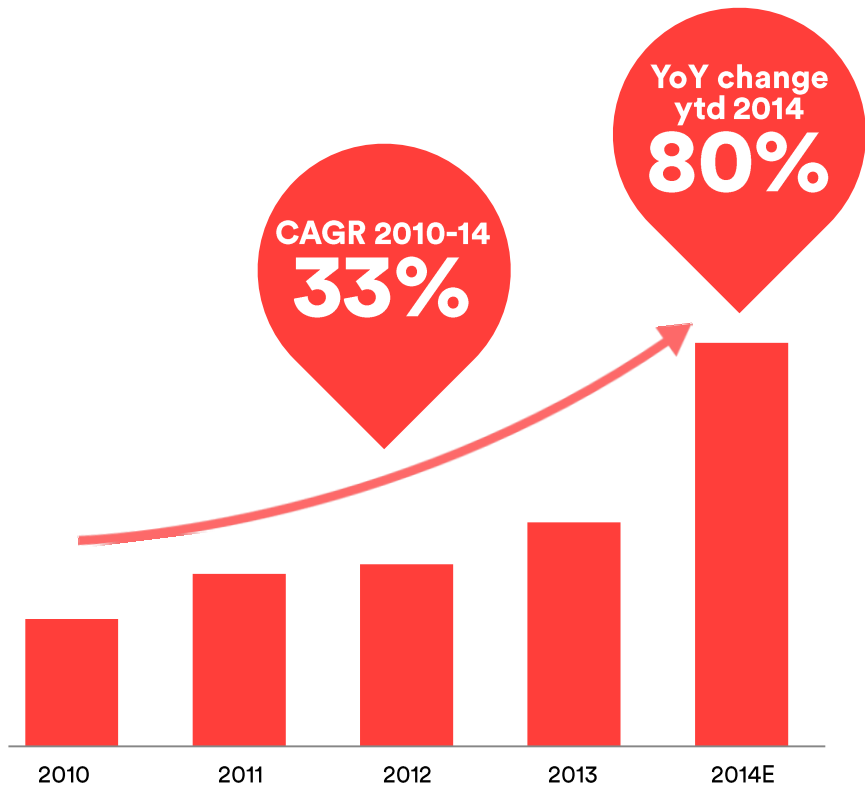




We remain in pole position in this digital transition



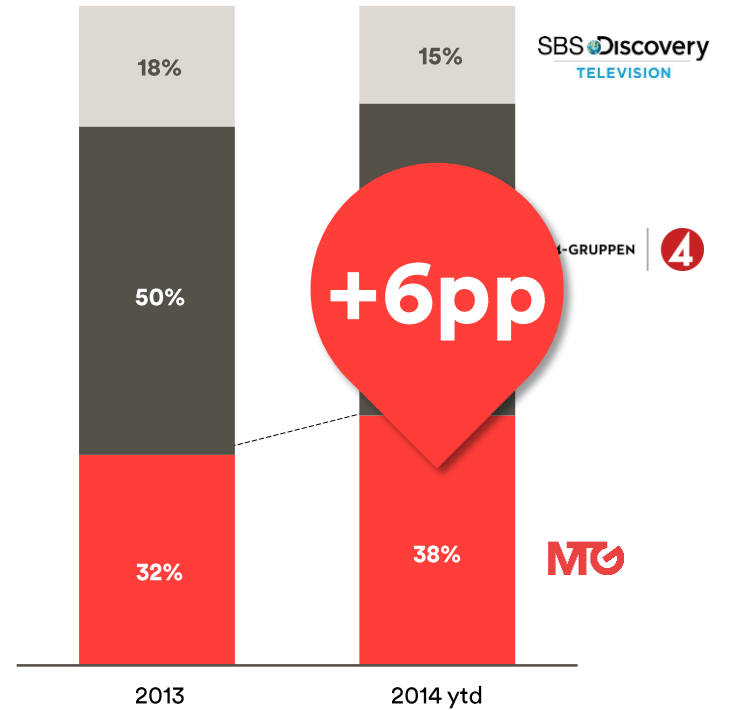
Successfully
growing AVOD



**Accelerated
AVOD growth**



And we are
taking market
share



Growth beyond linear



VIACOM

SvenskaFans.com



**Drive growth
through
new sales
co-operations**





Working smarter



**Free-TV
continue to
drive
value to MTG**





Summary

TV is still King!

Drive digital leadership

Work smarter to drive synergies