

The benefits of a fully integrated structure

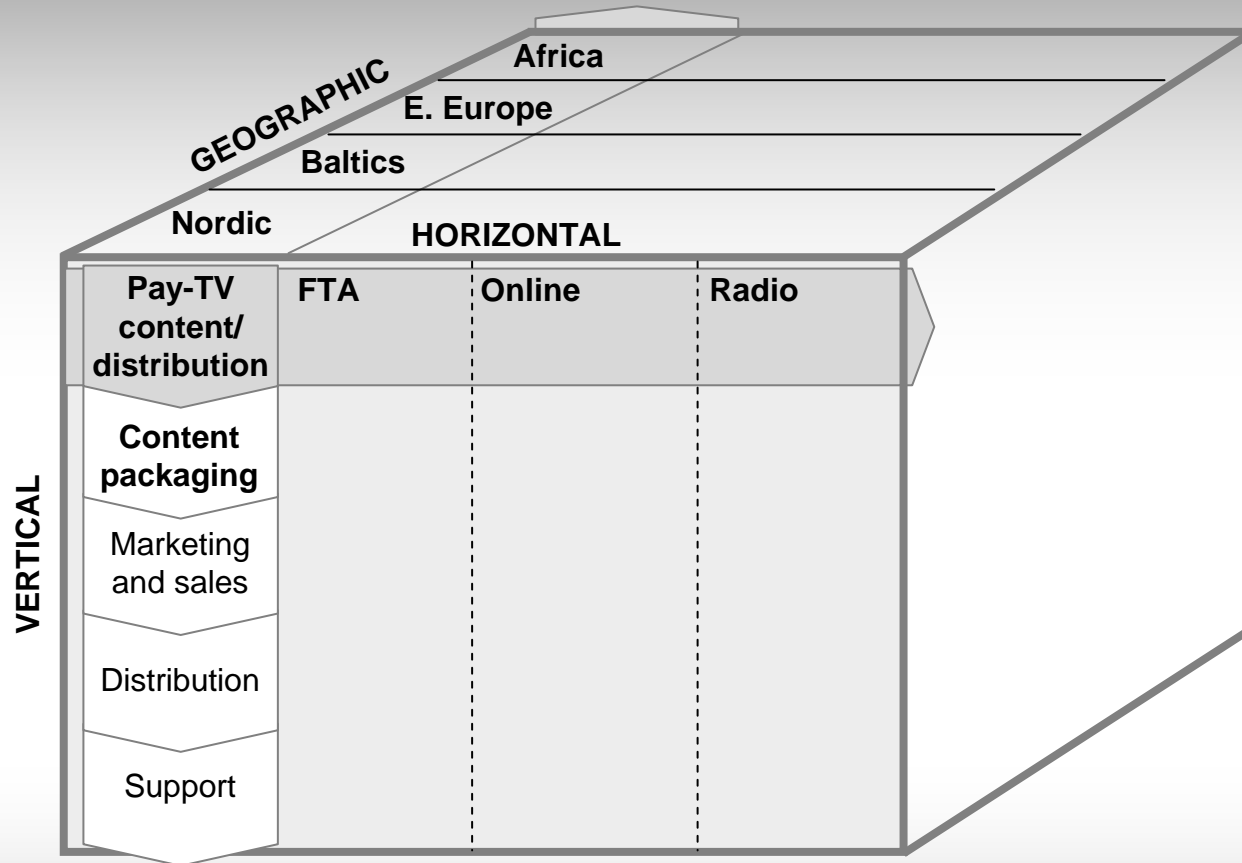


Marc Zagar
COO, Viasat Broadcasting

MTG



MTG is integrated geographically, horizontally and vertically with multiple benefits



The benefits have real impact on MTG's bottom line

Increased revenues

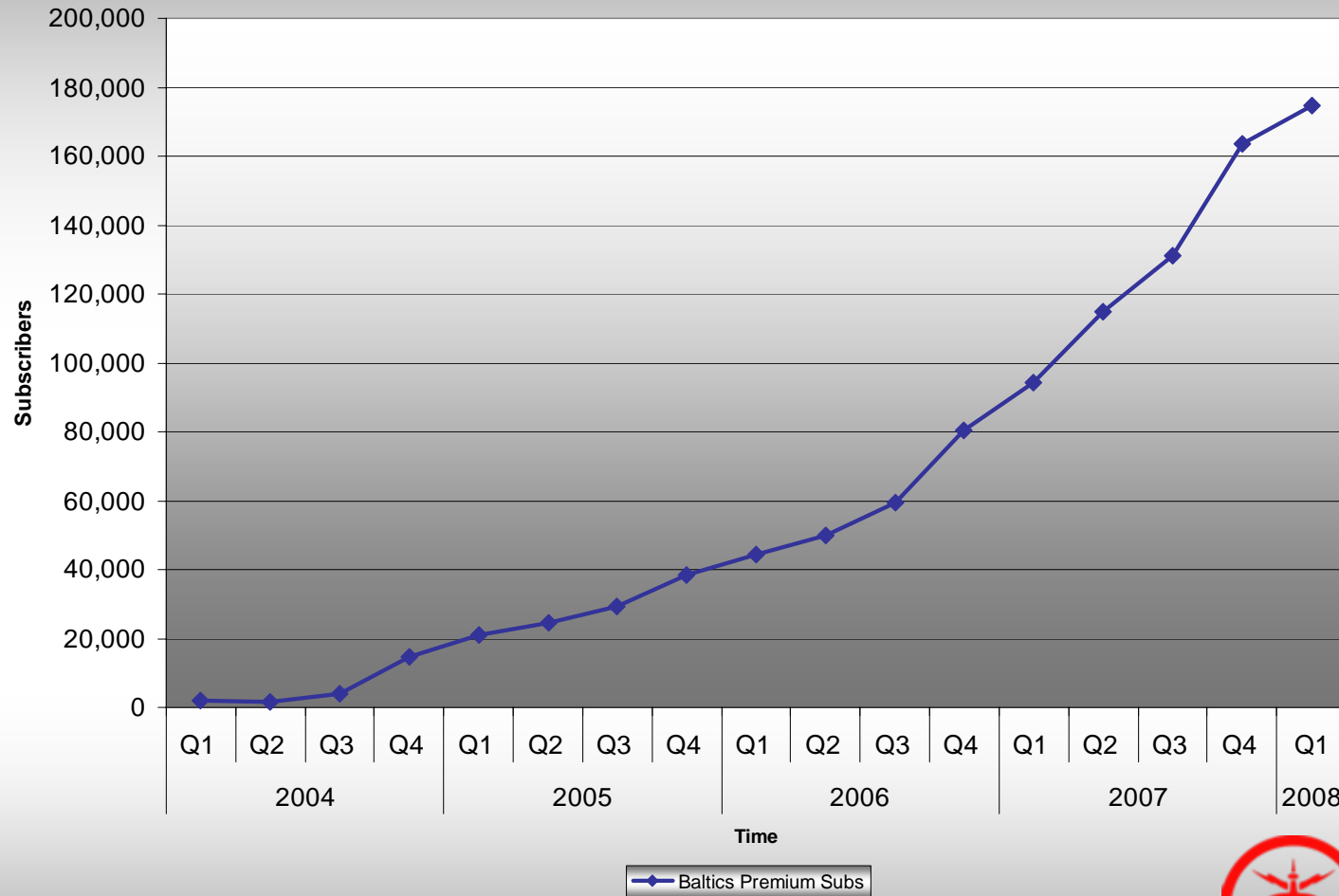
- **Increased subscriber numbers**
 - Direct access to subscribers to control churn
 - Pricing flexibility through fixed costs
 - Local market sales expertise
 - Reduced risk of circumvention
- **Increased ARPU**
 - Direct access to up-sell subscribers
 - Cross promotion from other channels

- Cut-and-paste approach allows low cost, fast expansion
- Shared services and scale efficiencies
- Best practice sharing

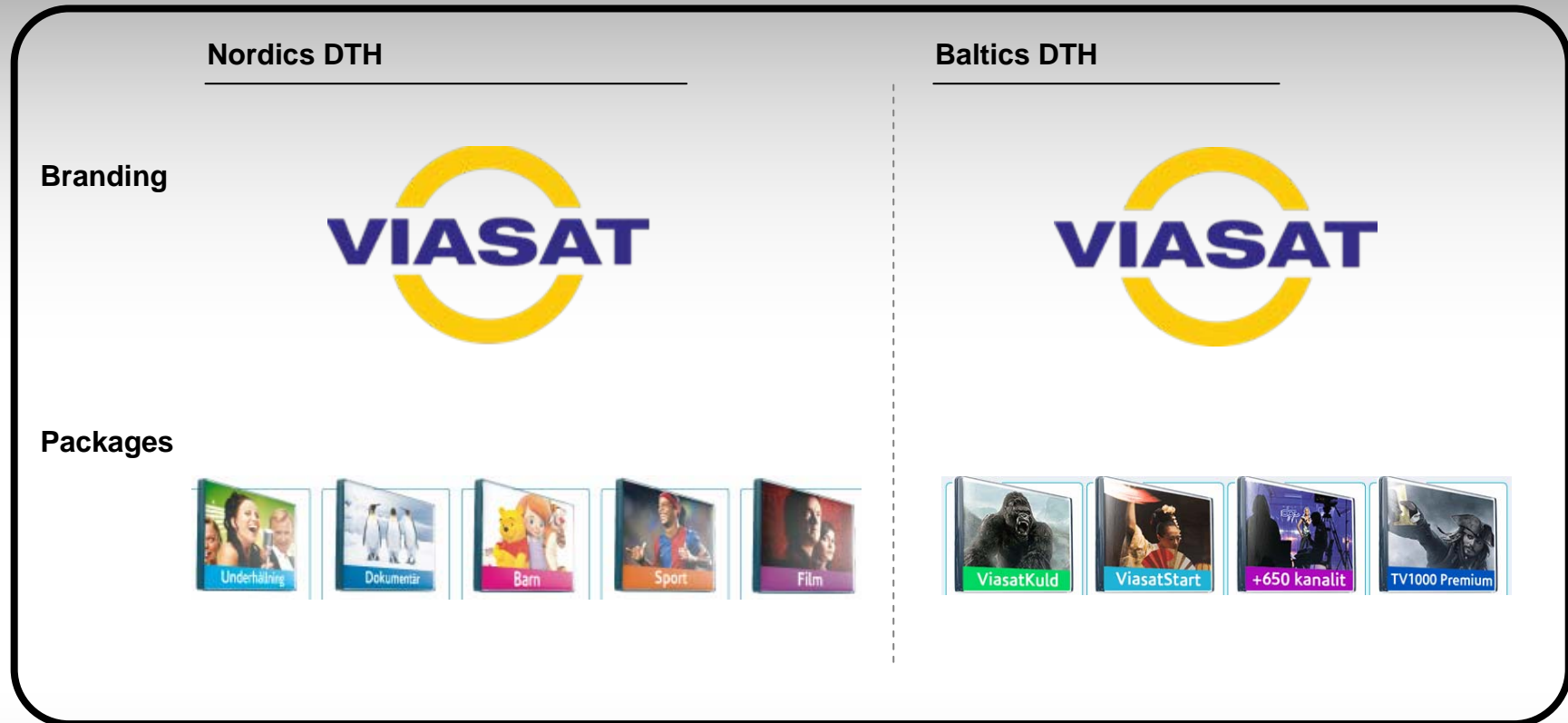
Decreased costs

Cut and Paste approach – Viasat DTH in the Baltics

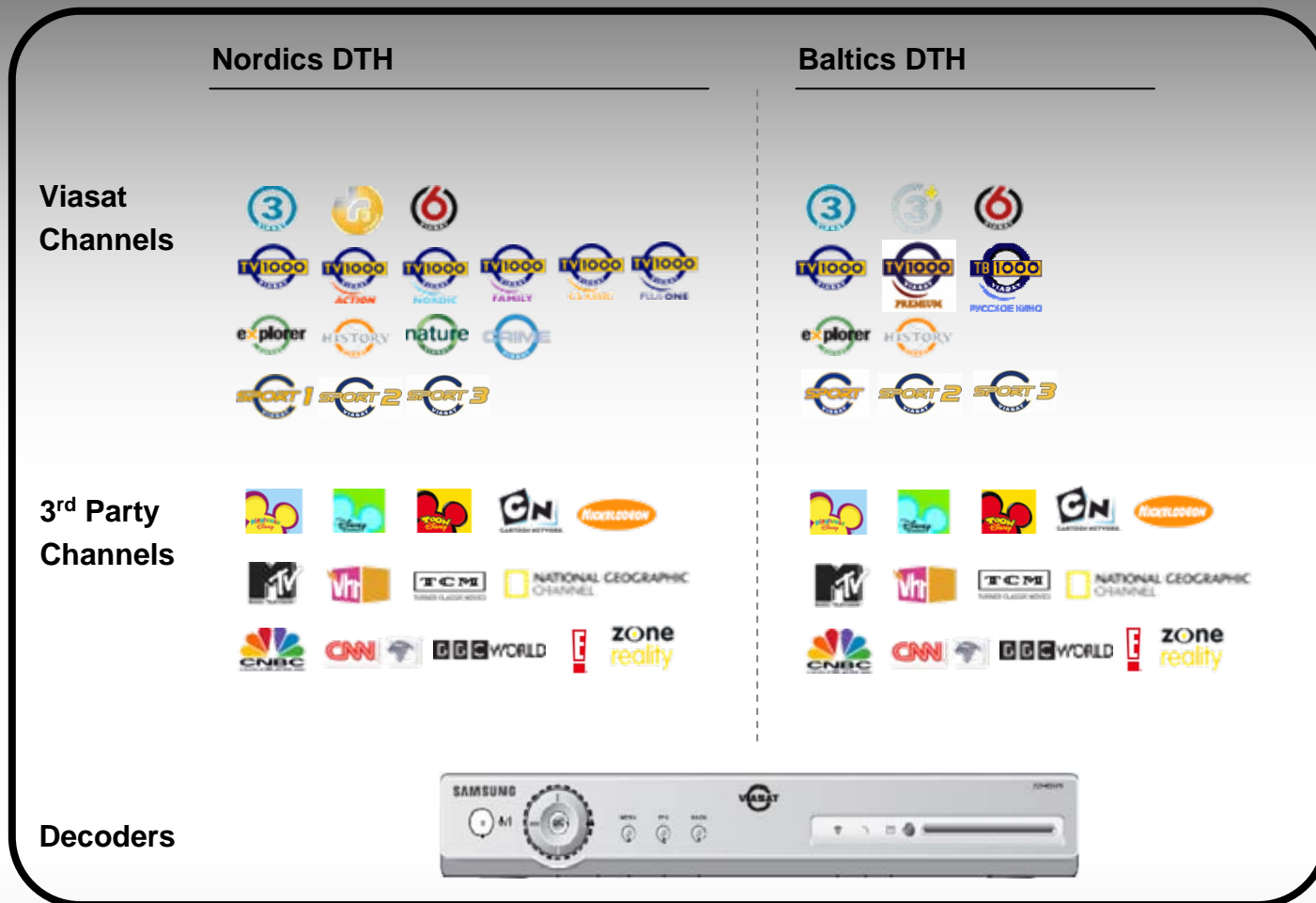
Baltics Premium Subscriber Growth 2004-2008



Geographic integration: Example of the cut and paste model in the Baltics - Brands & Packages



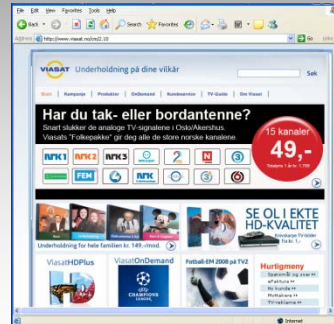
Geographic integration: Example of the cut and paste model in the Baltics - Channels & Equipment



Geographic integration: Example of the cut and paste model in the Baltics: Promotion & Systems

Nordics DTH

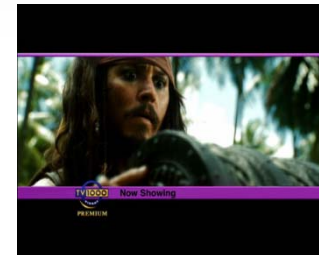
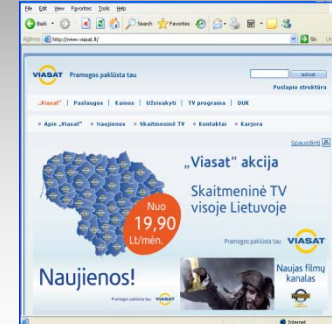
Websites



Graphic Profile & Design



Baltics DTH



Other examples

- Same encryption technology
- Same subscriber management system

Geographic integration: Efficiency gains from centralised operations – London example

Key facts W. Drayton/London Broadcast Centre

Channel Play Out

- 26 MTG FTA and PTV channels played out
- Easily scalable operation
- 80 staff including traffic, screening, ingest, engineering,...

Trailer production

- 53 staff producing trailers, cross promo spots, sales spots and channel identities for 24 MTG FTA and PTV channels
- 3000 trailers and promos per year, up to 8 languages
- Central expertise and technological investment , in close cooperation with local marketing staff

Programme acquisitions

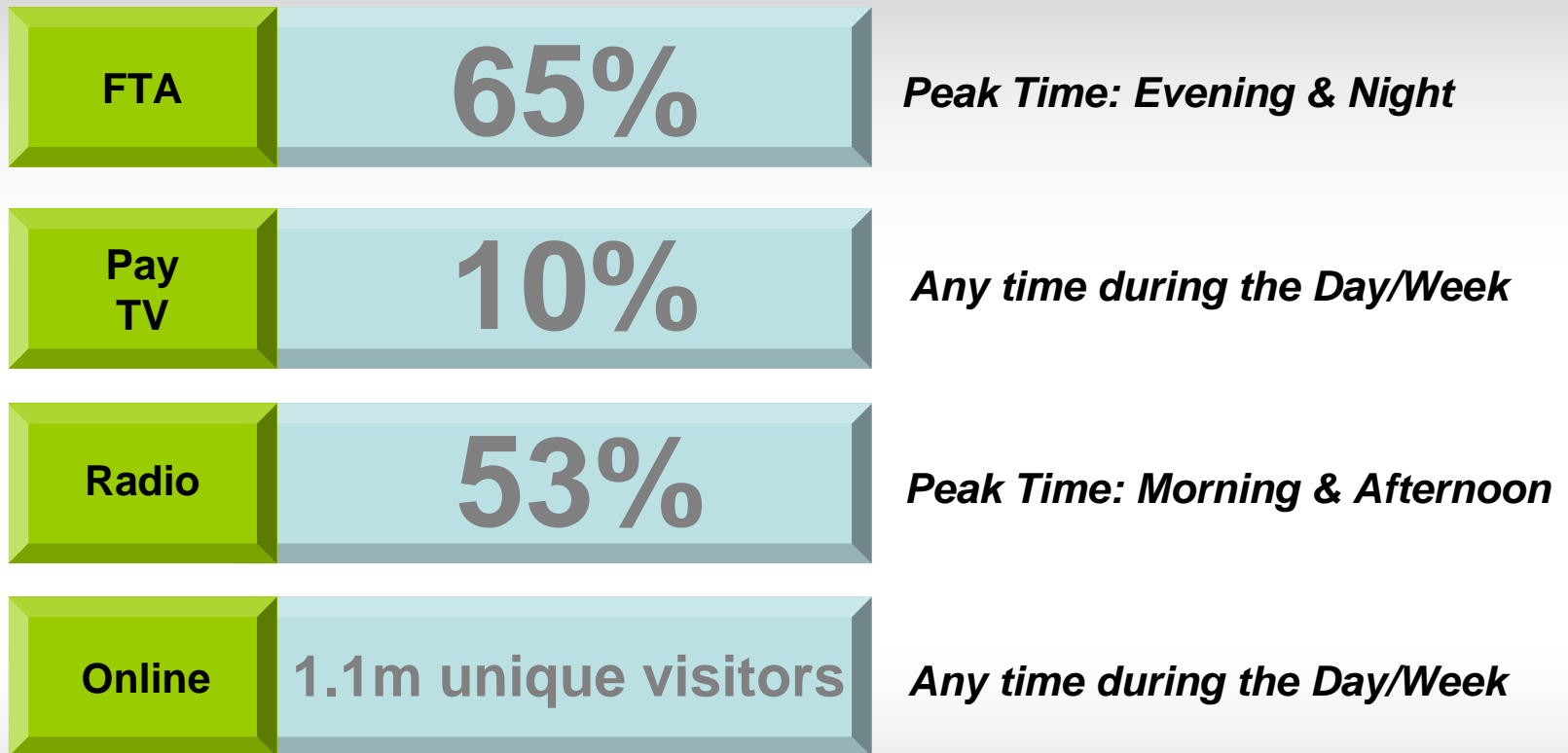
- 30 people in London acquire programming for 38 MTG FTA and PTV channels
- Speed of execution, birds eye view of international rights market, pan territorial or local approach depending on opportunity

Horizontal integration: Our extensive reach across distribution channels provides MTG with cross promotion opportunities, over 80% weekly reach across media in a wide target group



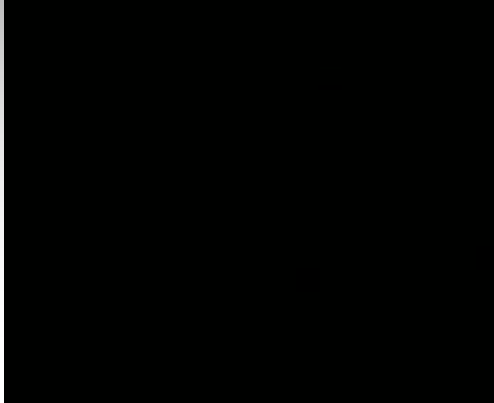
SWEDEN

Distribution channel's 15-79 target reach in one week



Horizontal integration: Cross-promotion put in practice. Pan-Scandinavian HD campaign in multiple media Jan '08

HD TV Campaign - DENMARK



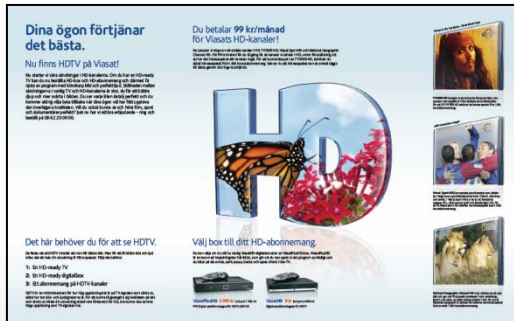
HD Radio Campaign SWEDEN



Online Micro Site - NORWAY



Direct Mail - SWEDEN

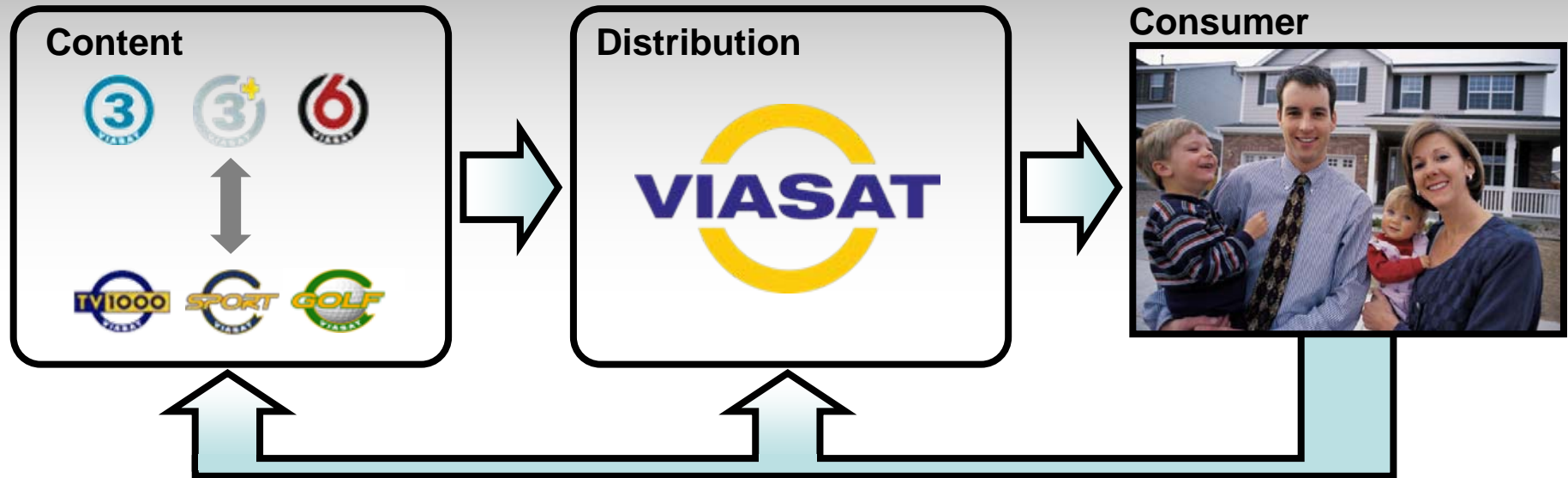


Point of Sales - DENMARK



Click once for sound & movie

Vertical integration: Our access to subscribers enables us to develop customer understanding and reduce churn



- Ability to up-sell
- Churn reduction
- Flexibility of subscription pricing

The benefits of a fully integrated structure

