

NonStop Television acquires the Swedish entertainment channel TV7

NonStop Television AB enhances its focus as a provider of quality entertainment TV as the company acquires the popular Swedish TV channel TV7 from Broadcast Management Sweden AB (BMS). NonStop Television acquires a 100 percent of the company, including the channels current license in the Swedish digital terrestrial network. A relaunch of the channel is planned for this fall.

Announced today, NonStop Television AB acquires TV7 from Broadcast Management Sweden AB. Entertainment channel TV7 was launched in 2006 by one of Swedens leading media companies, the Schibstedt owned Aftonbladet. NonStop Television acquires 100 percent of the company, including the channel's license in the Swedish digital terrestrial network which was renewed until 2014 earlier this year.

"We are selling our traditional television business but will continue to focus on TV content on the internet and the mobile platforms through Broadcast Management Sweden AB. We choose to put all our focus on this since many people in our target group already consume a lot of television on the web", says Hans Linder at Broadcast Management, "We are certain that NonStop Television is the right company to take over TV7 and that they will further develop an already great channel into something even better".

NonStop Television plans a relaunch of TV7 this fall while broadening the distribution to Norway, Denmark and Finland. NonStop Television currently operates the channels Star!, Showtime, Silver and Silver HD and distributes VOOM HD, RUSH HD, LUXE HD and Mezzo successfully throughout the Nordic, Baltic and Benelux region.

"We see a large potential in TV7 and the channel also provides us with another license in the Swedish digital terrestrial network and a strategically important position in the channel offering with the number 7", says Ignas Scheynius CEO at NonStop Television, "We will give TV7 a more distinct profile as we launch the channel across Scandinavia".

TV7 is distributed in Sweden through the digital terrestrial network via Boxer and leading Swedish operators such as Canal Digital, Viasat, Comhem and Tele 2. The channel reaches approximately 61 percent of the Swedish TV households.

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About NonStop Television:

NonStop Television AB, a company within the Millennium Media Group (MMG), operates the entertainment channel Star in the Nordic and Baltic region as well as in the Benelux territories. It also operates the movie channels Showtime, Silver and Silver HD available in Sweden, Norway, Denmark and Finland. In addition, NonStop Television distributes the HDTV channels, VOOM HD, RUSH HD and LUXE. TV as well as the classical music channel Mezzo in the Nordic and Baltic region. MMG also holds the subsidiaries: NonStop Entertainment AB, NonStop Sales AB and PrimeText International AB. Read more at www.nonstop.tv

About Broadcast Management Sweden:

Broadcast Management Sweden AB (BMS) is a TV content provider with focus on emerging distribution platforms such as the web and mobile platforms. BMS content targets individuals that already watch video content through the internet. BMS manages www.tv7games.se which has extensive programming within the field of video and computer games formats. BMS is primarily owned by C4 Partners AB and Aftonbladet.