



PRESS INFORMATION  
Stockholm, September 9th, 2008

## **NonStop Television expands in the Baltics with Silver**

**On October 1st NonStop Television launches a brand new version of the quality film channel Silver, customized for the Baltic region, starting out in Estonia through the area's leading digital television operator Elion, shortly followed by Latvia and Lithuania.**

NonStop Television will launch a dedicated exclusive feed for the movie channel Silver in the Baltic region. Silver is the premiere destination for film lovers, with the best and most sought after quality films from all over the world. A concept that has proven great success through out the Nordic region where Silver is available in an SD and HD version through the areas leading operators such as Canal Digital, Com Hem, Boxer, Get, Welho and TeliaSonera. Silver was the first film channel ever available 24/7 on a mobile platform in Europe, when it was launched successfully through the Scandinavian Broadband Mobile Operator 3. Silver is also available as Silver On Demand through Film 2 Home.

The first operator to offer Silver in the Baltic region is Elion which will launch the channel on October 1st this fall. Elion is the largest telecommunications and IT provider and a leading digital television operator in Estonia. Silver is NonStop Television's first international channel launch and the company has more planned.

*"We are very pleased to become the first operator in the Baltic States to offer Silver to our clients", says marketing director Arti Ots at Elion. "Silver answers our clients demands for a high quality movie channel, therefore we believe it will receive a very warm welcome and will become one of the most popular channels among our clients".*

This fall Silver will present films from acclaimed directors such as Oliver Stone, Wim Wenders, Darren Aronofsky, Julio Medem and Andrew Lau.

*"We believe that Silver will be a qualitative complement to the Baltic TV-landscape" says Ignas Scheynius, CEO at NonStop Television, "With Elion as a partner from the start we've got a solid platform to present Silver to the Baltic viewers".*

NonStop Television works together with distribution and marketing agent WIDE MEDIA in the Baltic region and are already active in the region with the entertainment channel Star! and the HD channel VOOM HD - both distributed through leading cable-,satellite- and telecom operators.

For further information please contact:  
Ebba Bjelkholm, Press Manager, NonStop Television AB  
Tel: 46 8 673 99 43, Mobile: 46 70 754 99 43, E-mail: [ebba.bjelkholm@millenniumgroup.se](mailto:ebba.bjelkholm@millenniumgroup.se)  
[www.nonstop.tv](http://www.nonstop.tv)

### **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 and Silver, Silver HD available in Sweden, Norway, Denmark and Finland. In addition, NonStop Television distributes the HDTV channels VOOM HD, RUSH HD and LUXE.TV HD 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](http://www.nonstop.tv)*