



PRESS INFORMATION  
Stockholm, March 18th, 2010

## **NonStop Television launches three channels in South Africa**

**On May 1st 2010, Scandinavia based NonStop Television will launch the action packed movie channel Showtime, the entertainment news channel Star! and the quality film channel Silver in South Africa through an exclusive distribution agreement with On Digital Media (ODM).**

NonStop Television has signed an exclusive long term agreement with brand new television operator On Digital Media (ODM) to broadcast Showtime, Star! and Silver in South Africa, Swaziland and Lesotho. The channels will launch together with the ODM platform on May 1st, prior to 2010 FIFA World Cup in South Africa, starting in June.

*"South Africa is a fast growing and exciting tv-market and we look forward to expand NonStop Television internationally together with ODM", says Ignas Scheynius, CEO of NonStop Television. "The timing is perfect, as we project an increased pay TV household penetration along with 2010 FIFA World Cup in South Africa this summer".*

*"We are excited to be partnering with NonStop Television. Our exclusive long term agreement with Showtime, Star! and Silver will enable us to offer our subscribers ongoing quality movies and entertainment news", Says Vino Govender, CEO ODM.*

Showtime will be included in ODM's Premium Tier package. Silver and Star! will be a part of the Extended Basic Tier package.

### About On Digital Media (Pty) Ltd

On Digital Media (ODM) is a South African incorporated company, offering a new commercial satellite subscription service to South African audiences based on maximum choice and affordability. Among ODM's owners are SES Astra, the leading provider of DTH broadcast services in Europe.

### About NonStop Television

NonStop Television AB, a company within the Millennium Media Group (MMG), is a fast growing television company that features niche TV channels. NonStop Television currently operates 10 channels in 11 countries.

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