**New global gaming channel focusing on eSports**

**STOCKHOLM June 10, 2014 - Today, the global eSports gaming channel Viagame is launched by MTGx. Viagame delivers premium live and on demand eSports content to a global audience and is marking its launch by exclusively broadcasting the world’s biggest Hearthstone tournament. The site is an open beta.**

Viagame is an eSports enthusiast website providing the best streamed gaming content to a global audience. The focus is on premium live and on demand eSports content from the biggest leagues as well as top-notch causal content including talk shows and interviews.

An exclusive airing of the world’s largest Hearthstone tournament, broadcasted on Viagame live from Dreamhack Summer on June 14-16, will mark the launch. Hearthstone is a spin-off from major Blizzard title World of Warcraft, and has reached over 10 million players since its launch in March 2014. The tournament will be held on Ipads, which has been an unexplored niche within eSports.

“We are thrilled about hosting and broadcasting the world’s largest tournament of this fast growing game live from Dreamhack. We hope that the eSports community will be as excited as we are about the Viagame Hearthstone Championship”, says Rikard Steiber, CEO MTGx and Chief Digital Officer MTG.

eSports, which is short for electronic sports, is a global phenomenon that has seen an extreme growth over the past few years. It consists of organized computer game competitions, played especially between professionals within genres such as real-time strategy, fighting, first-person shooter, card games and multiplayer online battle arena.

The Viagame website is available at www.viagame.com as well as on apps for mobile and tablets, enabling on the go watching. At the moment, the product is still in its beta stage, but there will be continuous development with new feature launches during the rest of 2014, where feedback from the community is highly appreciated. The first week after launch the content will run without ads.

Visit www.viagame.com

Viagame is a global streaming service for premium eSports and casual gaming content. Viagame is a part of MTGx, the digital accelerator of international media company Modern Times Group (MTG). MTG’s operations span four continents and include online, free-TV, pay-TV, radio and content production businesses. MTG is a growth company and is listed on the Nasdaq OMX Stockholm stock exchange.