



PRESS INFORMATION  
Stockholm, August 29, 2007

## Silver HD launches in Sweden, Norway, Finland and Denmark

This Saturday, September 1st, the new HD channel Silver HD from NonStop Television premieres in the Nordic through Canal Digital's HD package. Silver HD is the first film channel in the Nordic region transmitting films in high definition 24/7.

Silver HD puts focus on the true pioneers from America and independent filmmakers to the major talents of Europe, Asia and Scandinavia. This fall Silver HD will present films from acclaimed directors such as Darren Aronofsky, Robert Altman and Krzysztof Kieslowski. Silver HD will be aired in 1080i with 5.1 sound.

"We are very pleased to become the first broadcaster in the Nordic to offer a channel with films in high definition 24/7", says Ignas Scheynius CEO of NonStop Television, "Silver will be a quality complement to the Nordic TV-landscape."

Silver HD is launched through Canal Digital's HD package and will be available this Saturday September 1st in Sweden, Norway, Finland and Denmark. The premier film is the awarded French drama *Comme un Image*. Other titles during the opening weekend are the Australian Oscar nominated *Children of the Revolution* and Darren Aronofsky's Oscar nominated cult movie *Requiem for a Dream*.

"Silver HD answers our clients demands for more HD content and niche channels of high quality", says Christian Albech CEO of Canal Digital.

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)

### NonStop Television – Customized TV

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** available in Sweden, Norway, Denmark and Finland. In addition, NonStop Television distributes the HDTV channels **VOOM 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 Prime Text International AB. Read more at [www.nonstop.tv](http://www.nonstop.tv).