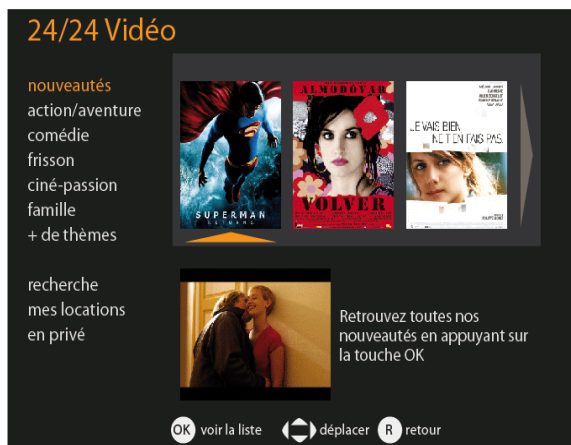




# Orange and TV

press kit  
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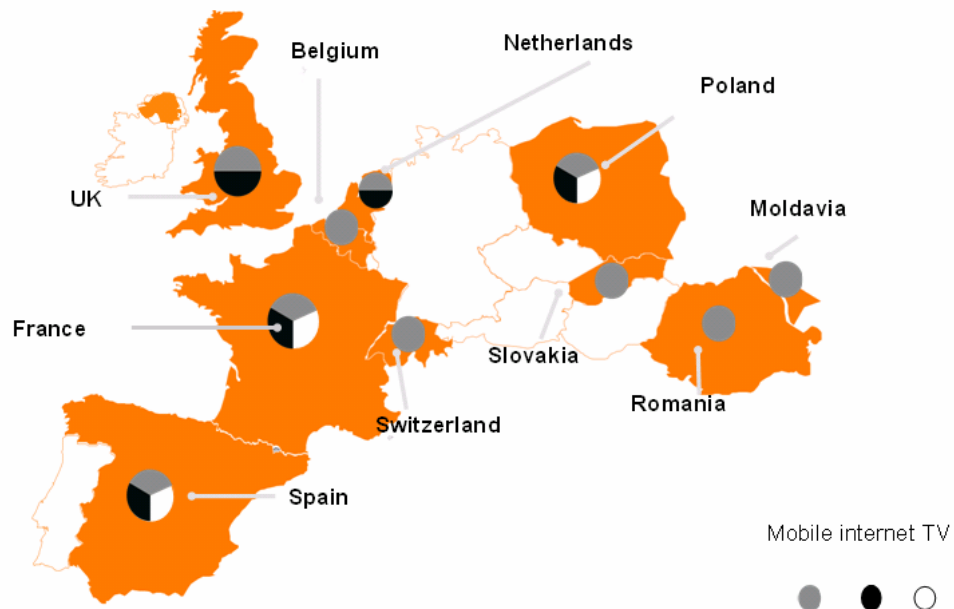
## I – History and summary of the offering

### Orange, the leading integrated operator in Europe

Since 2006, Orange has been the France Telecom group's single brand for mobile, Internet and TV services.

As of 31 December 2006, the Group provided services to almost 160 million clients worldwide, of whom two thirds under the Orange brand.

#### Presence of the Orange brand in Europe



### A market leader in TV over new media

Key dates
• 2002 : Launch of <u>VOD on PC</u> : <b>First on the French market</b>
• 2003 : Launch of <u>TV and VOD</u> via ADSL: <b>First on the French market</b>
• 2004 : Launch of <u>mobile TV</u> : <b>First on the European market</b>
• 2005 : Launch of the <b>first digital recording service</b> on ADSL
• 2006 : Launch of high definition channels on ADSL: <b>First worldwide</b>
• 2006 : <u>Launch of high definition TV via mobile</u> : <b>First on the European market</b>



Today, Orange proposes a complete ADSL TV offering with TV channels and VOD in France, Spain, Poland, Senegal and Mauritius. In 2007, Orange will continue its deployments, starting with the United Kingdom in autumn. Particular attention will be applied to regions where business development is strong.

**Mobile TV and VOD services are offered in France, Spain, the United Kingdom, Poland, Slovakia, Romania, Belgium, Switzerland and the Dominican Republic.**

#### Key figures as of 31 December 2006

##### Europe

- **Leading broadband ADSL provider**, with 9.7 million customers
- **Leading TV via ADSL operator** in Europe, 2nd worldwide, with 590,000 customers
- **Leading mobile broadband provider**, with 97.6 millions mobile subscribers, of whom 5.8 million are mobile broadband subscribers.

##### France:

###### TV

- Orange TV provides almost 200 channels: a standard pack included in the triple play offer, a choice of premium packs and from May 2007 onwards, themed packs.
- 24/24 Video, the Orange TV VOD service: 2,500 films and over 5,000 TV programmes

###### mobile

- widest coverage, with over 95% of the French population covered by 3G, 3G+ or EDGE
- 3.6 million broadband mobile handsets by the end of 2006
- The most complete TV and VOD offering with 60 channels and 3,000 videos
- 51 million videos and TV programmes watched live over the year, of which 6 million for the month of December alone

###### Internet

- orange.fr: 14.2 million unique visitors and 2 billion pages viewed per month
- 24/24 Video, the VOD service on orange.fr: 2,500 films and over 5,000 TV programmes



## A complete offering on all platforms: the French example

	Live TV	VOD	High Definition	Services	Partners
<b>TV</b>	<p>✓</p> <p>Close to 200 channels, including:</p> <ul style="list-style-type: none"> <li>- Standard pack of 45 channels, of which 3 also in high definition</li> <li>- CanalSat pack with more than 130 channels</li> <li>- Themed packs of 15 channels (starting in May 2007)</li> </ul>	<p>✓</p> <p>"24/24 Vidéo" 2,500 films and over 5,000 TV programmes</p> <p>Transactional or subscription ("24-hour kids" or "24-hour music")</p>	<p>✓</p> <p>(since June 2006 for TV channels, in 2007 for VOD)</p>	<p>✓</p> <p>"Time Control HD": a digital recording service and live control that stores up to 80 hours of programmes</p> <p>Multi-screen TV</p>	<p>French films, international and independent films: Warner Bros, Buena Vista, Wild Bunch, Wild Side, UGC PH, Diaphana, TF1 International, Studio Canal, Twentieth Century Fox, EuropaCorp, Pathé, Paramount / DreamWorks</p> <p>short films: Agence du Court Métrage, Metronomics (animation)</p> <p>TV programmes: - French series: Telfrance (Plus Belle la Vie), France Télévision Distribution (Samantha Oups) - fiction, documentaries: France Télévisions Distribution (Maupassant), National Geographic - cartoons and children's programmes France Télévisions (Winks Club), Zooloo Kids (Titeuf, Blake and Mortimer, etc.) - music (concerts, documentaries, video clips and TV shows): EMI, SonyBMG, Eagle Rock, I-Concerts, Universal Music and Warner Music. - Foot+ (French League 1 via pay-per-view): via Canal+ exclusively fixed-line</p> <p>special event programmes: Warner Music (Madonna, Johnny Halliday), France Télévisions (Turin Winter Olympics, Paralympic Games, Tour de France, Roland Garros, etc)</p>
<b>Mobile</b>	<p>✓</p> <p>60 channels</p>	<p>✓</p> <p>3000 vidéos</p> <p>Pay per view</p>	<p>✓</p>		<p>Multi-platform partnerships (TV/PC/mobile) and exclusive deals, e.g.</p> <ul style="list-style-type: none"> <li>- LFP (Football leagues 1+2)</li> <li>- Rugby World Cup</li> <li>- LNR (Rugby Top 14)</li> </ul>
<b>Internet (orange.fr)</b>	<p>in 2007</p>	<p>✓</p> <p>"24/24 Vidéo" 2,500 films and over 5,000 TV programmes</p> <p>Transactional</p>	<p>✓</p> <p>(in 2007 for VOD)</p>		<p>Same as on TV</p>



## II – The "Content Everywhere" strategy

Orange was a **pioneer in the development of TV and VOD over ADSL and mobile networks** in Europe:

Today, Orange proposes a complete range of TV channels and VOD via ADSL in several countries: France, Spain, Poland, Senegal, Mauritius and soon the UK. During the FIFA World Cup in 2006, Orange was also the first to offer a high definition TV pack in association with TPS. It is now preparing the launch of high definition VOD.

In all countries where Orange is present, mobile customers have access to a complete TV and video offering, including channels specifically designed for mobiles (e.g. in France: LCI mobile, "mobisodes" and highlights of "Plus Belle La Vie" (a popular early evening series)). Since November 2006, Orange has also been the first operator to offer high definition services.

Orange launched an Internet-based VOD offering in 2002. As with TV, it is preparing to offer VOD in high definition.

Orange's goal: **"The TV that I want, where I want, when I want"**, or in other words, offer customers permanent access to their preferred content, at any time and wherever they may be, optimised and adapted to the handset and network of their choice.

For example, during the French Tennis Open in 2006, Orange proposed full retransmission of international tennis matches at the Roland Garros stadium over all three platforms. Orange will also be present at this major sporting event in Paris in May 2007.

Hence the name of our strategy: **"Content Everywhere"**.

This strategy is threefold:

1. meet changing habits in usage and customer demand
2. develop a complete offering over all platforms
3. always provide more content

### Meeting changing usage habits

Today, the 4 strongest requirements of TV viewers are:

- 1) **Multi-channel** i.e. access to an extended range of TV channels
- 2) **Quality** - moving towards high definition in image and sound
- 3) **Individualisation** of consumer habits, in particular via Internet and mobile. Each member of the family wishes to watch the programme they prefer.
- 4) **Continuity** i.e. the possibility of watching a programme at any time and in their own time thanks to a **digital recording capacity (PVR – Personal Video Recorder), and to VOD.**

In partnership with producers and content owners, Orange is meeting these demands over its fixed and mobile broadband networks.

Elsewhere, Orange is meeting the growing demand for user-generated content (notably photos and videos). During the last Route du Rhum transatlantic yacht race, Orange customers were able to share their videos on the interactive TV channel created specially for the occasion. The Pikeo site, created by Orange, proposes photo-sharing with pictures sent via the Internet or via mobile. Other community-oriented services for user-generated content will soon be added to enrich this offering, which will find an exceptional outlet in sailing, where collaboration and participation are fundamental. In this area also, Orange's aim is to provide "Content Everywhere": make user-generated content available on all platforms.





## Adapting to all terminals

Orange's aim is to offer customers permanent access to their preferred content, at any time and wherever they may be, optimised and adapted to the handset and network of their choice.

The same content can now be adapted taking into account different formats and handset specificities.

In France, through an exclusive agreement with France Televisions and Telfrance, Orange offers its customers the possibility of watching the latest episodes of the daily soap **Plus Belle La Vie**, one of the highest rated French TV shows (6 million viewers), via VOD over the three platforms (TV, mobile, PC). The series is specifically adapted for mobile usage, with each 24mn episode available in four 6 mn chapters and a specially-produced daily summary.

In Spain, the 40 x 3 min series "Los Super Vilanos", specially produced for mobile broadcasting reached 350,000 downloads and led to the production of a full-length version broadcast on the "La Sexta" channel.

In Poland, one of the most popular series – MAGDA M – is previewed on mobile networks. By tuning into their mobiles every day of the week, subscribers can watch a segment of the weekly episode broadcast on weekends by the private channel TVN, by tuning in on their mobile.

VOD is a good illustration of Orange's multiple-platform strategy. Available on a transactional basis on the three platforms, it will soon be available by subscription.

Over time, Orange intends to **systematically develop multiple-platform offerings**, with:

- the same TV channel pack available on TV, PC or mobile;
- Catch-up TV, which enables viewers to watch a programme or watch it again from the terminal of their choice (TV, PC, mobile);
- the creation of new multi-platform channels including user-generated content. For example, for sailing enthusiasts who are Internet users, Orange will offer the possibility of posting amateur videos and photos in order to share them with friends and other community members.

## Expanding the content offer

### *Ever richer content*

Orange is pursuing a policy of innovative partnerships with content producers, distributors and owners. In 2006, it enriched its "24/24 Video" VOD offering by concluding multiple distribution agreements (Pathé, Studio Canal, Twentieth Century Fox, Buena Vista International, etc.). Through these agreements, over 2,500 films and 5,000 licensed TV programmes now make up this extended offering, which features films from major studios as well as independent distributors.

This month **Paramount** joins the list of partners. Orange has concluded an agreement with the American studio Paramount to distribute its films by VOD in France. Paramount thus becomes the fourth American major studio partner of Orange's VOD film offering. The most recent films, including those of DreamWorks, will enrich Orange's Internet and TV VOD offering with such titles as.: Mission Impossible III; Over the Hedge; World Trade Center.

### *Exclusive content*

Orange counts on exclusivity to make its offering attractive. A few examples:

### Events

#### "Arthur and the Minimoys"

At the end of 2006, when this animated film directed by Luc Besson was released theatrically in France, Orange proposed an original way of previewing the first 45 minutes of the film via its mobile portal in daily episodes and weekly summaries: "mobisodes", all in high definition! A worldwide premiere.



Exclusive video content, interviews, video messages exchanged with Luc Besson on the Internet, an interactive quiz game on TV, mobile and PC games through an exclusive partnership with Atari,... and numerous goodies and extras on all portals.

Zap zone, the premier web and mobile portal for teenagers in France, an Orange portal with Internet and WAP access, offered its 300,000 members an hour-long chat with Luc Besson.

Over 700,000 streaming videos watched via the web and over 100,000 via mobiles, as well as 330,000 interactive quizzes completed...for a magical, high definition Christmas promoted by a major media and distribution campaign.



### Roland Garros

Orange designed an offer to enable its tennis fan customers to organise their viewing of the Roland Garros Tennis Open in all simplicity.

For the 2007 competition, in conjunction with Orange TV, they will be able to live all the best moments of the tournament in digital quality, by choosing from:

- *7 live channels available by simultaneous broadcast (produced by France Télévisions).* All matches on the 7 main courts will be broadcast over 7 channels, with no interruptions or commercial breaks. No subscription fees or surcharges will be charged to Orange TV subscribers. The TV signals for the 7 channels will be transmitted by Globecast, a subsidiary of Orange specialized in audiovisual transmission, from the Roland Garros tennis arena to the IP video network head end for distribution over the Orange TV network.
- *A mosaic channel and an interactive News channel:* live streaming video from 7 courts will be accessible from a mosaic channel available to Orange TV customers. They will also be able to benefit from an interactive news channel that shows live feeds and allows easy access to on-demand videos (highlights of important matches, exclusive magazine programmes, etc.), along with live results, real-time news and player files.

### Rugby World Cup

This year, Orange has also acquired the exclusive mobile retransmission rights for the Rugby World Cup for the whole of Europe. An official offering unique in Europe will be proposed to Orange customers. It will enable them to access exclusive made-to-measure content, in order to enjoy this sporting event as if they



were there. For example, they will be able to follow the competition via mobile through a dedicated WAP site and by SMS and MMS alerts. Almost-live and on-demand mobile TV coverage of all matches will be proposed at never-before seen quality standards: subscribers will be able to see tries scored by their favourite teams just a few minutes after they are scored.

On the orange.fr website, exceptional coverage will be made available through a dedicated website section: live scores, pictures and original programmes will put viewers at the heart of the event.

Lastly, and it's all new, short humoristic or informational programmes will be shown on the website and Orange TV, to provide viewers with a different view of the Rugby World Cup.

### The offers

With Orange TV, customers have access to sporting event channels provided by partners (notably France Télévisions – Roland Garros, Turin Winter Olympics, Route du Rhum, etc.), which let them watch these events live and in full, over several dedicated channels.

A specific channel, Foot+ is also proposed to football enthusiasts who are subscribers to the Canal+ pack. Foot+ offers 7 League 1 matches live each week in the French championship and over 70 Champions' League matches.

The "Sport option" for mobiles provides access to all current sports news as it happens: sports news and sports TV channels, (Info Sport, TV foot, etc.), videos and all matches from the Orange League 1 via almost-live video, commentary and SMS alerts.





### III – Detailed presentation of the Orange TV offering in France

#### TV via ADSL

- Close to **200 channels**: Rich and varied content: 45 channels, including all TNT (digital terrestrial television) channels but also access to "CanalSat" and "Canal+ Le Bouquet" premium packs and themed packs starting in May 2007.
- 24/24 Video, the Orange TV VOD service, 2,500 films and over 5,000 TV programmes  
Programmes accessible by VOD or by subscription (SVOD)  
Viewing videos in high definition will be available starting in May 2007.
- Service options to access preferred programmes at any time (digital recording and time control) and in high definition:
- Equipment that simplifies and extends use of TV.

#### Access

**Orange TV** services are accessible through a digital decoder, by all multiplay customers equipped with a Livebox (subject to eligibility).

#### Content

- **Rich and varied** content:
  - Orange proposes a **themed pack of 45** national and international channels, composed notably of all channels that are available via TNT as well as HD channels (NRJ 12, Luxe TV, Arte HD, etc., and soon TF1 HD and Canal HD). **Special event channels** enable full and live viewing of **sporting events** such as the French Tennis Open at Roland Garros (the 2007 competition is taking place in May).
  - Orange TV customers have access to "**CanalSat**" **Premium packs** (varied offering of rich and entertaining programming), the "**Canal+ Le Bouquet**" pack comprising five digital quality channels broadcasting the best of recent film releases and the biggest sporting events.
  - Starting in May 2007, an offering comprising themed packs will be available, with some 15 additional channels.
  - **Foot+**: available exclusively via ADSL with the two premium packs "**Canal+ Le Bouquet**" or "**CanalSat**". Fans can watch 7 matches from the French League 1 each weekend, 70 matches from the Champions' League and the top matches in European football.
- **A VOD offer (24/24 Video)** with **2,500 films and over 5,000 TV programmes**. the richest offering on the market. Transactional or **subscription** (S-VOD: "24-hour kids" and "24-hour music" offers and starting in June 2007: "24-hour series"). On a transactional basis,, a programme can be viewed for 24 hours; with a subscription, viewing is **unlimited**.
- **Service options** to access TV at any time and in **HD quality**
  - "**Time Control HD**" **option**: digital recorder with 160 GB hard drive which can store up to 80 hours of programmes, with live TV control. This option also enables customers to benefit from HD content if they are eligible.
  - **Multi-screen TV option**: possibility of watching two programmes on two different screens at the same time, so that everyone in the household can watch their favourite programme.
- Equipment that simplifies and extends use of TV.
  - **The two-in-one remote**: practical, ergonomic and aesthetic, viewers can control the set-top box and the TV with the same remote.
  - **Liveplug**: no need to connect the set-top box and the Livebox with cables. The "Liveplug" cuts out all cabling in the home by connecting equipment by Wi-Fi, thereby allowing viewers the freedom to place the set-top box wherever they want in the home. practical and aesthetic.





### Pricing

- Digital TV is included in the different Orange broadband range of offers, subject to eligibility and service activation, with a security deposit of €49 for the TV box.
- **Premium packs:**
  - **CanalSat:** €20.90/month (12 month commitment)
  - **Canal+ Le Bouquet:** €31.90/month (12 month commitment)
  - **Foot+:** option proposed within Premium packs for €7/month and free for three months until 13 June 2007.
- **Video on demand (VOD):**
  - **Transactional** (per unit or on a pre-paid basis), from €0.49 for cartoons to €2.99 or €3.99 for films. Certain programmes are free of charge, such as "Plus Belle La Vie" or special event programmes.
  - **Subscription** (S-VOD) which allows viewers unlimited viewing of programmes on demand for €4.90 per month. At this time 2 different options are available: "24-hour kids" and "24-hour music", and soon to come: "24-hour series".
- **"Time Control HD" option:** €7/month
- **"Multi-screen TV" option:** €7/month (subject to technical eligibility), requires a Livebox, two set-top boxes and an Ethernet switch.
- The two-in-one **remote:** €24.90/month, free of charge to customers subscribing to the "Time Control HD" option.
- **Liveplug:** €142 (on offer at €79 until 13 June 2007), "LivePlug HD": €189 (on offer at €109 until 13 June 2007).

### Statistics

- Already **590,000** customers won over by Orange's digital TV offering at the end of 2006 in Europe.
- Orange is the **leading provider of TV via ADSL in Europe and second in the world** only to the Chinese operator PCCW (source: Canalys.com, February 2007), with a **worldwide market share of 16.8%**.

### Other countries

Spain, Poland, Senegal, Mauritius, and very soon United Kingdom (2007).





## Via mobile

- **Rich and varied content:** 60 TV channels, 3000 videos, exclusive sports coverage (football, rugby).
- The first operator to offer unlimited access.
- **The only operator to offer high definition quality.**

### Access

TV/Video on Orange mobiles is accessible by over **95%** of the population in France. It is available from the **Orange World portal**, Video/TV section, or by downloading **Orange World TV**. The viewer just has to have a mobile equipped with **Edge or 3G** technology.

3.6 million Orange customers are equipped with TV-compatible handsets. A high definition TV-compatible handset has been available on the French market since Christmas 2006 (Samsung Z560); the range will be enlarged in the coming weeks.

### Content

Orange is both a **producer** and a **distributor** of the TV/video mobile content broadcast on the Orange World portal.

**3 formats:** classic streaming, TV on demand, or "mobile loop" (e.g. LCI mobile)

- **60** live TV channels
- **3,000 videos**
- 8 themed TV categories: General, News, Sport, Entertainment, Music, Youth, Practical, Discovery
- 9 themed video categories: News, Sport, Cinema, Music, Humour, Cartoons, TV/series, Live Cam, Erotic
- New types of content, **created specially for mobile broadcasting:** LCI Mobile, "mobisodes" and summaries of the "Plus Belle La Vie" series, Johnny Halliday videos, "Arthur and the Minimoys" mini-episodes
- Exclusive programmes with the Sport option. Access to all sports news via continuous programming, sports news and sports TV channels (Info Sport, TV foot, etc.), videos, commentary and text alerts.

Continuous improvements:

- In terms of quality: access to Orange **mobile HD TV** since 16 November 2006
- To access the content rich media TV player available by downloading on compatible handsets

Increasing personalisation, for example by integrating SMS TV/video alerts according to categories chosen by the customer.

### Pricing

Unlimited options:

- Unlimited on weekends for 1 year with Orange Intense contracts
- **TV option** (€6/month): access to all channels, including unlimited access to 20 and unlimited video on demand
- **Total TV option** (€10/month) – unlimited access to all 60 TV channels: TV option + over 30 themed channels + unlimited video on demand (whole VOD catalogue)
- **TV-music-web option** (€12/month): TV option + all music-oriented TV channels and videos + music services and web browsing
- **Sport option** (€9/month): Sports news + sports TV channels + videos, commentary, sms alerts.
- **Total mobile HD TV option** (€12/month with no commitment)

The viewer just needs a TV compatible mobile handset to access the 60 channels and the 3,000 video programmes. Two pricing methods are proposed: for occasional use: price per volume of data consumed (Kb); for regular use without limit: unlimited options. (tariffs available on [www.orange.fr](http://www.orange.fr) → "L'offre")





### Statistics

- **51 million** videos/TV programmes watched in 2006
- Average use of **43 minutes per month** and **up to 2 hours** per month on unlimited offers
- Predominantly indoor usage, notably at home (40%) and between 20% and 30% in public transport or in public places (restaurants, cafés).

### Other countries

All countries where our subsidiaries are present (United Kingdom, Spain, Romania, etc.)





## Via Internet (orange.fr)

- Internet version of Orange's **video on demand** service: **24/24 Video** on the Orange.fr portal
- **Open to all Internet users.**
- Over time, the catalogue will be the same for TV and the web portal.
- Viewing of **videos in high definition** will be available **starting in May 2007.**

### Access

The 24-hour video service can be accessed on the orange.fr portal, at the following address: <http://2424video.orange.fr>. For the time being it is only available to internet users equipped with a PC and Windows XP (Vista support will be possible in May 2007); an account must be created (simplified procedure for Orange Internet subscribers) and a special player must be downloaded.

### Content

2,500 films and over 5,000 TV programmes; content of all types: comedy, action/adventure, drama, fiction, series, etc., or cartoons, shows, current affairs and nature programmes.

Internet users can subscribe to a bi-monthly newsletter to keep up to date about the latest additions to the catalogue, forthcoming releases and the Top 5 most popular programmes.

In 2007, the catalogue of programmes available via the TV portal will be accessible from [2424video.orange.fr](http://2424video.orange.fr). Customers who have chosen to subscribe S-VOD on TV will be able to use the Internet portal to order and view programmes on their PC. Over time, the two catalogues will be identical and users will be able to make their selection on their PC and watch it on their TV, and vice-versa.

### Pricing

Prices range from €0.49 for a cartoon to €3.99 for a new cinema release. The rented programme is then available for 7 days and can be viewed an unlimited amount of times for up to 24 hours starting from the first viewing.

Payment is made directly by bank card or W-HA (W-HA is reserved for Orange Internet subscribers).

