



Tour de France 2007 with Orange be a part of it!

Official Partner, content distribution on TV,
mobile and Internet, and Official Provider of
telecommunications solutions

Press Kit - July 2007

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Orange and “La Grande Boucle” - an active and durable presence at the side lines of the Tour de France

An international Tour de France

This year, for the very first time, the Tour de France is setting off for London. Before crossing France, the Tour will also pass through Belgium. Two countries will be crossed in two separate stages making up a large “Grande Boucle” or circuit. To instil the same enthusiasm and magic of the Tour de France in these new towns and their inhabitants, Orange has mobilised in all areas.

- **Mobilising all audiences: bikes for the British**

On 4th July in London, Orange launched the “On Yer Bike” operation. Orange gave more than 500 black, all terrain bikes to Londoners in Covent Garden to celebrate the grand departure of the Tour. They were given away by the actress Gemma Atkinson and the Olympic cycling gold medallists Chris Hoy and Jason Queally, to the public in Covent Garden on the day.

These new cyclists could either keep their bike for personal use or pass it on to someone else.

- **Mobilising all cyclists: “Cycle the First Stage” competition**

In the United Kingdom, Orange organised a competition, internally and externally, to award the 30 remaining places for *Cycle the First Stage*, a programme offered by the British Cycling Association at the beginning of the year, which sold all places within 24 hours. The programme enabled 5,000 people to take part in the first stage of the Tour (London-Canterbury) on 1 July, just one week before the professional cyclists would tackle the same route.

- **Mobilising all networks: 34 Mb – a world first in the UK!**

To cover the departure and first two stages of the Tour in the United Kingdom, Orange set up a **34 megabit** satellite network. To give this some scale, the satellite coverage of the Paris-Dakar race is generally under 2 megabits.

This is the most powerful satellite coverage that has ever been installed.

Because of the length of this competition and its stage-by-stage nature, covering the Tour de France presents particular difficulties and requires real technical prowess. This year, the challenge is every bit as difficult as the Tour goes through three new countries: United Kingdom, Belgium and Spain, which will bring out our technological strengths on a European level.





Orange at the side lines of the Tour de France 2007

Emblematic of a sponsoring approach which jointly boosts both its image and the various business lines, the Orange partnership with the Tour de France covers three levels:

- as “an Official partner”, Orange accompanies this immensely popular and uniting event with a visibility showing its status as a major operator on the international scene.
- as exclusive and non-exclusive content provider on all platforms (TV, mobile, and the Internet), Orange allows all Tour de France fans to follow the event and its backstages..
- as an Official Provider of telecommunications solutions, Orange shows its trade expertise by overcoming the technological challenge of this event, which is unique in its stage-by-stage character and its duration (nearly one month!).

Thanks to Orange, it is now possible to follow the Tour de France everywhere, at any time.
The Tour de France with Orange: Be a part of it!

A historical engagement with the Tour de France

A top level international group and historical partner of the sport, Orange is committed to accompanying the greatest sporting events on the world scene: The Winter Olympics in Turin (2006), the 1998 World Football Cup, the Route du Rhum, the Jules Verne and Roland Garros Trophies, Rugby World Rugby Cup and of course the Tour de France of which Orange is “Official partner”.

The France Telecom group, today under the brand name of Orange, has long been a partner of “La Grande Boucle”. As early as 1966, four France Telecom vehicles followed the Tour.

Some key dates

- 1966 : First France Telecom team at the Tour de France
- 1996 : The communication engagement begins with the official partnership of Itineris, the group mobile telephony subsidiary, France Telecom as parallel official provider of the competition.
- 1999 : France Telecom takes over from Itineris as an official partner.
- 2002 : Together with Orange France, its mobile telephony subsidiary, France Telecom becomes Communication Partner of the Tour de France up until 2007. Thus, the group provides all the communication solutions that are necessary for the success of the event.





The Tour de France in all directions

Distributing dedicated multi-media content allowing the sporting communities to live their passion 100% has always been the motivation of the Orange Sporting Partnership policy. This strategy confers additional originality, range and legitimacy to the Orange partnership today, bringing true added-value to Orange customers while contributing to the mediatisation of the event.

As an official partner of the Tour de France, Orange has developed an offer of new content in three countries (France, the United Kingdom and Belgium), accessible in France on Orange TV as well as on the orange.fr portal Sports chains and the Orange World mobile portal, in order to make it possible for everyone to follow the stages of the Tour at any time.

Follow the Tour live in High-definition on Orange TV

If you prefer to see things *big*, Orange TV will offer original and diversified reading on cycling and its universe. Files of the Tour de France, behind the scenes of the stages; all the Tour de France universe accessible from now on 24 hours a day with Orange TV.

- **The Tour de France in High-definition with France Télévisions – a world first**

For the first time, the entire Tour de France will be produced in High Definition, which is a world first for a stage-by-stage cycling race. Orange has teamed up with France Televisions to broadcast this exceptional event live.¹

This HD channel edited by France Televisions broadcasts exclusively 24 hours a day on Orange TV (channel 50).

From 7th July, the channel will offer live broadcasts of all the stages with journalist and consultant commentary from France Televisions (André Garcia and Carlos Da Cruz, two cyclists sponsored by La Française des Jeux), as well as repeat broadcasts of the various stages, including on days of rest.

- **The Orange VOD – 24/24 Video**

Content will also be accessible via 24/24 Video, Orange's VOD service:

- 4 episodes of the "Legends of the Tour"²
- A compilation of the Tour de France³ behind the scenes images: live in the village, etc.

¹ On condition of eligibility for High Definition and subscription to the time control offer (€5/month) and having an HD TV.

² Subscribers to the 24/ 24 Video offer can watch all these documentaries on their TV or computer. The legends of the Tour are offered for €1.99 for 24 hour hire with unlimited viewing, with pause, fast-forward and rewind.

³ Subscribers to the 24/ 24 Video offer can watch all these documentaries on their TV or computer free of charge.





Orange World – follow the Tour live via mobile¹

Orange made sporting contents a privileged development axis for its mobile services. By partnering the most popular event of France, Orange wished to place a platform of services at the disposal of the millions of “La Grande Boucle” fans offering a continuous and direct access to the competition, including its video images!

Accessible even when on the move, the fans of the Tour will be able to follow all the stages and the highlights of the 2007 edition.

- **The Tour de France live via mobile with France Televisions**

In France, Orange’s exclusive offer to its clients is to experience the Tour de France live on their mobile. For the first time, Orange is broadcasting the event on a channel published by France Televisions throughout the Tour from 7-29 July 2007.

- **VOD on mobile¹**

Orange World offers a global VOD device to follow the entire event in images. Accessible from the Orange World portal, the device makes it possible to follow the Tour events, stage by stage:

- The behind the scenes of the Tour de France content (2 clips per day) offer spectators an inside view of all aspects of the event,
- Videos of the best moments, the summary of each stage and interviews,
- Reports by Laurent Jalabert, the former cycling champion.

- **And also...**

- Direct follow-up of the race (data) with the distances between the runners, the classification, photographs, profile of the stages, the current events and key information on the 32 82 vocal server (0.34€/min from a fixed line)
- A special SMS service: Send LIVE by SMS to 20 220 (€0.10 per sms)

In the United Kingdom², Orange is making an exclusive offer to customers:

- Videos of the best moments of the Tour since 1993,
- The video summary of each stage,
- The best moments on video of the Tour de France 2007.

What’s more, in partnership with Eurosport UK, Orange is offering its customers the broadcast of each stage **Live** on the mobile portal.

In Belgium², Orange is offering Mobistar customers a video on demand service identical to the one offered in the UK.

¹ Prices based on the customer’s offer (Orange price table can be found at www.orange.fr >mobile)

² Prices based on the customer’s offer





Bloggers and photographers: “be a part of it” (mobile and Internet)

This year, Orange is committed to further uniting Tour de France spectators. Through two self-produced tools, a blog and a Pikeo page dedicated to the Tour de France, spectators can add their contribution to “La Grande Boucle” by mobile or Internet.

- The “Orange in the Tour” blog (<http://www.orangedansletour.com>)

The initiative, developed by one of the group’s employees, will follow each stage of the Tour de France and regularly contribute to the blog with articles, photos and videos bringing out the means and new technologies used by Orange, as well as the behind the scenes shots, interviews and life in the village of the Tour.

The blog offers visitors the chance to exchange among themselves and with the author by posting comments or asking questions via the Contact section of the blog. They can also send their questions via SMS to 20 683¹ : Just type in the word **tour** followed by the question. The author of the blog will publish the answer as a new article on Orangedansletour.com.

In addition to information contained and the interactivity promoted on the blog, several competitions will be added to the platform. Visitors will have the chance to win prizes throughout the Tour.

le Tour de France vous y êtes !
les coulisses du Tour vues par Orange

Orange dans le Tour 2007

le Tour de France sur la rubrique Sports d'orange.fr

www.orangedansletour.com

francetelecom.com | orange.fr, rubrique sports | letour.fr | mentions légales | crédits | newsletter | nous contacter

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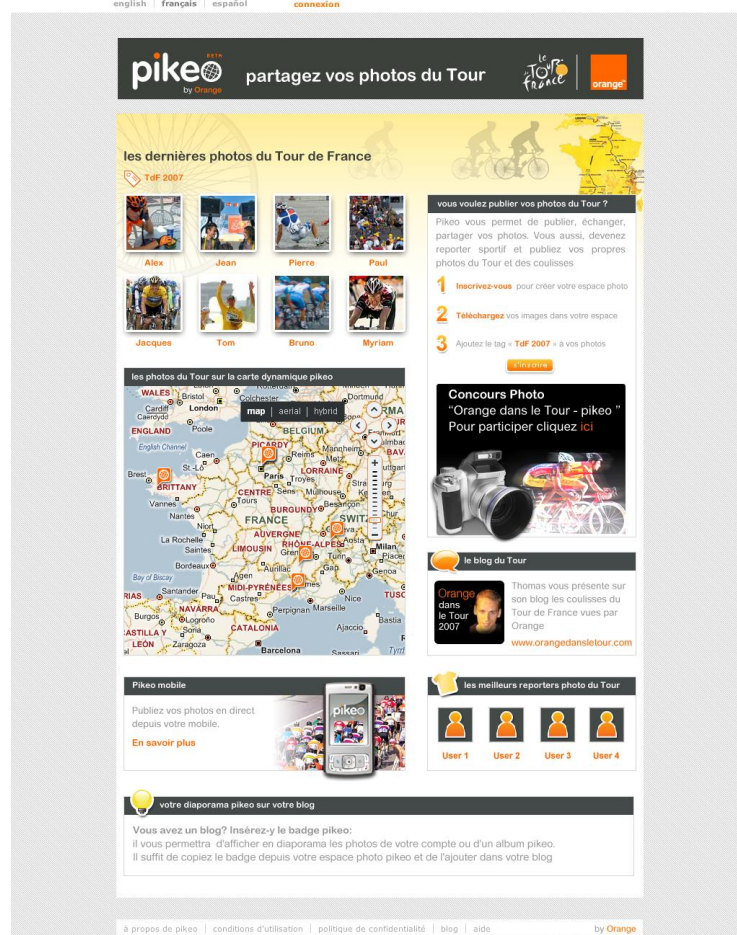
- The “Tour de France” on Pikeo (<http://tourdefrance.pikeo.com>)

Available in English, French and Spanish, Pikeo is a photo-sharing platform by Orange. Pikeo will set up a dedicated page entitled “Tour de France”. Through this page, spectators will be able to directly send their photographs from their mobile or their PC, and to place them directly on the map. By adding a TDF07 tag, the photos will be accessible from the Tour de France page. Day by day, the Tour de France on Pikeo will grow with photos added by spectators and will offer a “Grande Boucle” in photographs, stage by stage.

Each user will be able to take part in a competition offering up to five photos published on Pikeo, and win prizes.

¹ Free number reserved for mobiles Orange France subscribers





(Pikeo page model)

- **From the blog to Pikeo**

In order to highlight the participative and community side so dear to Orange, interconnections between the two platforms have been created:

- The “Tour de France” blog will have a link to the “Tour de France” page on Pikeo, in order to increase the visibility of the photographs that supporters upload.
- A competition on the blog to elect the best “Orange in the Tour” photograph. The participants in the contest will be able to win many prizes offered by Orange.



Daily summaries, reports, behind the scenes content and videos on the orange.fr Sports channel

In France, the uninterrupted sporting information on the orange.fr portal offers a global device for following “La Grande Boucle”. Besides complete information making it possible to follow the Tour stage by stage, Orange is committed to offering a complete editorial work to show us its vision of the Tour: Behind the scenes with the sportsmen, the Tour as you have never seen it before.

- **VOD on Orange Sport**

A complete Video on Demand device is available at the Orange Sport site making it possible to have access to the history and all aspects of the most famous cycling competition in the world.

- File videos, daily summary, interviews and the “best of”. 10 clips of 3-minute archive footage (before the race), 10 days before departure (the best of the previous editions), a daily 3-minute summary (during the race) and the best moments of the day’s stage, the ladder of cyclists, three 2-minute “best of” clips.
- Laurent Jalabert’s report: the famous cyclist analyses the stages of the day, exclusively for Orange, through two daily interviews.
- The behind the scenes content: Orange shows the Tour from the inside; Sport directors, supporters, residents of the stage host cities... “Track meet” approaches to “tested products” topics: Behind the scenes contents offer new and original angles to carry a different view and to live on Tour time.

All these videos are free.

- **A rich editorial device**

On the orange.fr Sports channel, an enriched and complete editorial device is offered during the event:

- Follow the race live: Race position, distances between the riders and the main group, comments and analyses, or even classifications and results,
- The *Scanner* follows the highlights of the day (profile of the stage, difficulties of the day),
- A photograph gallery shows the highlights of the stages and the unusual images of the supporters.

In the United Kingdom, Orange offers customers VOD on orange.co.uk:

- The best moments since 1993,
- Summaries of each stage,
- The best moments of the Tour de France 2007.





Orange, Official Technical Provider for the 2007 Tour de France: a technological, logistic and human challenge

For Orange, the Tour de France is:

a long distance race

- 22 days of race, 20 stages, 3,550 km of road
- 4 countries (United Kingdom, Belgium, France, Spain)
- 19 work hours per day (from 4am - beginning of the assembly to 11pm - end of the dismantling)
- 9,865,000 seconds of connections to the entire world

A test of prowess

- 16 tons of material transported daily
- 6-10 km of cables to be installed per day
- 138 km of cables laid over 21 stages
- 1,500 analogue lines and Numeris in operation
- 400 ADSL/SDSL lines assembled and dismantled every day
- Two 35-ton trucks, 3 helicopters, 1 relay plane

a technological victory

- 4 technical areas to provide simultaneous coverage every day
- 6 high mountain stages and 2 against-the-clock to be ensured
- 92 televisions, 110 radios and 17 TV stages with networks and traffic flow for live broadcast
- 168 activated satellite stations
- 750 intermediate points to cover along the length of the Tour

a team of champions

- 50 technicians mobilised full time on the entire Tour
- 330 "regional" staff members per stage

Orange has proved its capacity to take up the technological challenge of the greatest international sporting appointments for a long time, be it football (1998 World Cup, 2006 Champions League Final), the great oceanic races (The 2000 Race, The 2004 Vendée Globe, Route du Rhum 2002 and 2006), athletics (2003 World Championship) or cycling (Tour de France since 1999).

The Tour de France remains a permanent challenge for Orange Event Solutions, the entity in charge of the deployment of the technology solutions and human resources within the framework of these great events, since it is a question of providing all the telecommunications solutions that are necessary for the organisation and the media coverage of this event.





The technological challenge

For more than 40 years, the France Telecom group, today under the Orange brand, has contributed its technological expertise to the Tour de France. This year, Orange is ensuring the implementation of all the communication solutions on the Tour de France in order to offer the organizers and the media a complete, reliable and powerful communication device:

- Fixed and mobile telephony means (fixed lines, thickening of the GSM networks, video conferencing systems),
- Transmission of images, sound and data (satellite connections and beams, broadband and mobile connections, Internet and Intranet platforms, GPRS transmission).

Orange will simultaneously equip 4 specific spaces: The arrival technical area, intermediate points, the press room and the departure village in order to accompany the professionals who staff and relay the event.

The great challenges of the Tour: the mountain stages, especially the Aubisque stage

- The **total absence of a network**: numerous radio links to provide communication to the valleys and a major security system.
- **A lack of room** at the top of the mountain passes: limitation of the number of vehicles. Most of the media must remain at the foot of the pass as well as some technical vehicles of which certain are positioned in relays, 12 km from the arrival line.
- The **distance** (up to 45 km) between the press room which has remained at the foot of the mountain pass and the arrival line, at the summit: set up permanent logistics allowing the interviews to be carried out by videoconference.
- The **signal** problem, which requires the creation of one, two or even three intermediate stations and setting up several temporary GSM relays.

• Fixed telephony: daily deployment

In order to ensure the coverage of the 4 technical areas, the France Telecom Group deploys nearly 1,500 temporary telephone lines every day.

The assignment of a single number throughout the entire Tour allows professionals working on the Tour (journalists, members of the organisation and partners) to keep the same number throughout the entire Tour, thus simplifying their work and increasing their reachability.

An interview van, the Studio, located at the arrival technical area, is connected by a video conferencing system to the press room. This makes it possible for the journalists of the written press to take part in the press conferences of the arriving cyclists, whose access is usually restricted to the radio and TV journalists.

• Mobile telephony: thickening of the network

The Orange mobile network is the subject of **thickening in the strategic areas** to ensure an optimal coverage (half of the stages covered in 3G this year and one third in 3G+), particularly in the mountainous areas where the coverage is more difficult to ensure.

Depending on the configuration of the stage, mobile radio relays with telescopic masts can be installed to reinforce the coverage at the departure, arrival, technical zones, and press rooms. The arrival line generally has a capacity of **200 to 300 simultaneous communications**.





- **Broadband Internet networks in all the areas**

For each stage:

- Wi-Fi broadband Internet access via four hotspots, ADSL and SDSL lines deployed in a press room and in the technical areas,
- A BBSM-type authentication system enabling optimal total management of the bandwidth,
- On the whole, 150 ADSL/SDSL lines installed at the arrival line, of which 50 in the press room and 50 at the departure village,
- The Wi-Fi device foreseen for the arrival line commentator platform will be reinforced with a third hot spot in order to ensure maximum traffic flow,
- A **DSLAM** network directly linked to the ATM backbone enabling broadband in all circumstances. Coupled with IMA group technology, all breaks in connections remain transparent to users.

To supplement its ADSL, telegraphic and mobile (Wi-Fi) offer, France Telecom places a **WiMax** (broadband, wireless) access system at the disposal of the Tour, at the arrival areas. Thanks to this system, the vans disseminated in a radius of 1 km around the arrival line can be supplied with broadband, including areas with difficult road service, thus facilitating the work both of the chronometrists and the media.

- **Transmission of sound and images: GlobeCast**

GlobeCast, a subsidiary of the France Telecom group specialised in services by satellite, ensures live delivery of images of the Tour de France up to the arrival line, as well as international satellite distribution, on behalf of France Televisions and the European Broadcasting Union.

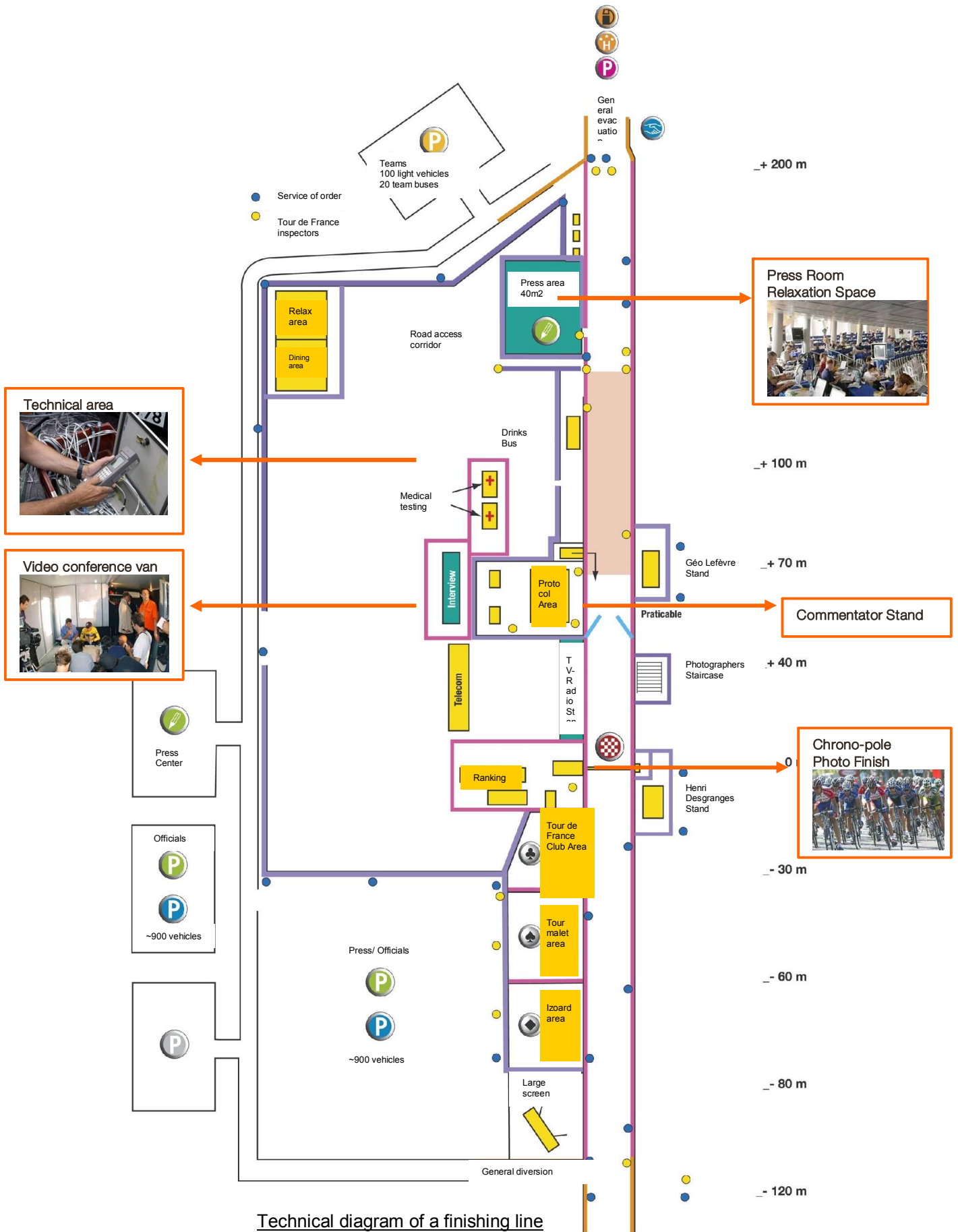
For the first time in television coverage of the Tour, the images will be produced and transmitted in High Definition. At each stage, GlobeCast will deploy a fleet of 6 mobile stations for the satellite or radio transmission of all the HD images produced on the Tour 2007.

In intermediate zones (between departure and arrival), in order to receive the orders from directors and to transmit the images, two relay helicopters will fly over and film the cyclists.

The images broadcast from the helicopters will go up to a plane. The plane receives the images and sends them to an intermediate satellite station which relays them to the finishing line. For the last 40 kilometres, digital radio links will retransmit the signals to a crane equipped with a dish to receive and transfer data to the production busses, where they will be processed before going on to the DSNG (Digital Satellite News Gathering) broadcast station.

GlobeCast also ensure the distribution of international signals by satellite to rights holders in Asia, Australia and the USA via 3 DSNG stations provided by France Televisions, ASO and UER.





Technical diagram of a finishing line



The logistical and human challenge

- **Well-oiled logistics**

First to arrive, last to depart; every day the three France Telecom semi trailers transport six telephone centres, several kilometres of cables and hundreds of terminals. Each France Telecom Regional Management ensures the availability of land links which connect the Tour to the network thus developing a capacity for 240 simultaneous communications.

For 40 years France Telecom, today under the Orange brand, has been ensuring the implementation of communications networks on the Tour de France and the logistic tools making it possible to assemble a network and to reconnect it in less than one minute. This feat of ingenuity is made possible by the mobilisation of technicians who follow the entire Tour de France.

- **Ground teams**

During the Tour de France, there are also 50 ground technicians who daily deploy nearly 10 kilometres of cables (operational as of 8 am) to dismantle them with the last gleams of the day. At each stage, these technicians are supported daily by 330 regional staff members.

With an event like the Tour de France, there is no room for delay or mistakes. The engineering team must thus be highly capable, available, punctual and professional. Orange and the France Telecom Events Solutions teams will meet these expectations and should not disappoint either the organisation the media, or the general public.

Rising at dawn to ensure the assembly of the arrival Village which starts at 5am, the teams are “on the bridge” all day up to 11pm, which is when the village is finally dismantled. At this time, it is still necessary to meet at the team rallying point, to eat and finally to lie down.

It is a true human marathon which unfolds over 22 days and several thousands of kilometres.

Maryvonne Garbaye - a Mum on the Tour

Profession	Assistant Technical manager on the Tour de France for 11 years
Distinguishing features	Maternal and soothing
Roles	Official - to support the Orange Technical manager of the Tour de France Semi-official - to lend her shoulder to the tired technicians, to listen to those that are depressed, to keep up the morale of the troops.
The day in short...	3 am: painful morning awakening 4 am: maternal greeting of the teams of technicians, beginning of the assembly of the departure village 8 am: end of the assembly, beginning of the technical tests 8.45 am: ASO briefing: daily assembly report, resolving of problems of various tech teams (TV technicians, timers, drivers) and setting time for the following assembly 9 am: end of the technical tests, first chair of the day, 20 minutes nap 9.30 am: Stephane has a touch of the blues: it is his daughter Marine's birthday today. He hasn't seen her for 2 weeks. Comforting, lending a shoulder, a telephone call to Marine, Stephane sets out again with spirits high once more. ... siesta... 9.50 am: call - engineering problems, a cable network playing up 10.00 am: problem solved, the area teams did wonders 11 am: having a little crust, breakfast is far off. Maryvonne plays housewife 12.10 pm: departure of the stage of the day 1 pm: The Eurovision signal begins: 75 TVs and 60 radios live Fear of failure sets in...





5:30 pm: The racers pass the finishing line: Video conferencing between the studio bus and the press room must be set up quickly.
6 pm : The TV sets are set for the after the Tour programmes, the written press room heats up, the journalists get ready to write their reports for the following day.
11 pm: ... end of the dismantling, comforting coffee
11.30 pm: blocks on the road leading to the hotel
12.10 pm: bed, duvet, relaxation
3.30 am: the alarm clock rings... already!

Making life easier for journalists

This year, Orange will offer personalised assistance throughout the Tour for the journalists, in order to make their day-to-day work easier and make life more pleasant for them. By means of a program that has been called the “relax program”, Orange has set up a global logistic assistance system at relaxation and recreation areas, while revealing the technological partnership on the Tour.

An Orange representative, the relax coach, will accompany the journalists, anticipate possible problems (price, techniques, etc) and respond to journalists’ needs.

- **The relax coach - making life easier for the Tour journalists**

The role of the Orange relax coach is to make life easier for the journalists. Tools to facilitate the Tour

- The following will be available:
a media book, a handy guide of the Tour with information on Orange services (how to call from abroad, the information numbers, the daily agenda, etc) and other useful gadgets.
- Relaxation and rest throughout “La Grande Boucle”
The relax coach will also offer relaxation spaces: the relax cafe in London (Excel Centre) will be transformed into a Relax Zone on the Tour inside an Orange van, near the press room. A program composed of massages, news and relaxation.
- Virtual Rugby World Cup by Orange: a contest for the journalists
Throughout the Tour, the journalists will be able to play Virtual Rugby World Cup by Orange on the Orange web portals and win prizes every day. A draw will be made at the end of the Tour in Angoulême to determine the winner from among the participants. The big winner of the contest will win two tickets for the opening match of the 2007 World Rugby Cup of which Orange is Official Sponsor.

- **The Technotour**

As Official Supplier of telecommunications solutions, Orange provides the Tour de France with all the technical and telecoms solutions needed for the success of the event and its broadcast throughout the world: infrastructures, networks and terminals.

Orange proposes to reveal this partnership from the inside by organising discovery visits throughout the stages. This Technotour includes the organisation of visits to the technical «backstage areas» and the demonstration of the Orange know-how through multimedia support, making it possible to reveal the work of the teams in the area, the assembly of the arrival line, the satellites, the helicopters and the plane, the commentator platforms, the Studio, the press room, the contents.

