



# Orange joins the scrum

Official sponsor, holder of the exclusive mobile phone rights for Europe and Official Provider of telecommunication solutions for the Rugby World Cup 2007



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# Orange confirms and converts its passion for rugby

## A durable and active presence in every aspect of rugby

With its team spirit, loyalty, authenticity and conviviality, rugby exemplifies the strong values that Orange firmly adheres to. Which is why, in 1999, it chose to become the special partner of this world of sport, from top level rugby to the amateur game.

- **Alongside the elite...**

Sharing and promoting its commitment to serve professional rugby, Orange has forged links with the National Rugby League. In this context, Orange is the principal partner of the French Championship and numerous clubs in the Top 14 (Biarritz Olympique, Stade Toulousain, Stade Français, USAP Perpignan, CSBJ Bourgoin, Castres Olympique, ASM Montferrand, Racing Club Narbonne, Montpellier Hérault Rugby) and Pro D2 (SU Agen, Section Paloise Rugby, RC Toulon). In addition, it is the club strip partner of Stade Français of Paris, USA Perpignan and Stade Toulousain.

Since 1999, Orange has also supported the French Rugby Federation and the French national team. In addition, in 2005, Orange acquired exclusive mobile rights for the Six Nations Tournament.

Orange has also been the major partner of the Romanian Rugby Federation and the Romanian national side since 2002.

To relay and endorse its commitment to this sporting realm, Orange has established special partnerships with leading players and "ambassadors" of the game: Bernard Laporte, Fabien Galthié, Emile N'Tamack, Martin Johnson, Sorin Socol, Imanol Harinordoquy, Jérôme Thion, Jean Gachassin, Jean-Pierre Garuet and Philippe Dintrans.

- **... and all rugby players, with the Orange rugby challenge**

Orange is proud of the association of its brand with the most prestigious national and international competitions and players. It also intends to assist the development of the reputation and playing of rugby, which is why it encourages young talent and promotes rugby as an everyday activity throughout France.

The "Orange rugby challenge", of which Orange has been the title partner since 1999, offers a very clear example of this approach. Working alongside the French Rugby Federation, Orange has turned this competition into the leading national rugby event designed for young players in the under-15 age group.





Today, the “Orange rugby challenge” involves more than 1,100 clubs and no fewer than 10,000 youngsters, who, as they pass through the qualifying phases, discover the rules and values that are essential in playing the sport of rugby. Indeed, the “Orange rugby challenge” takes youngsters in groups of four through playing workshops that highlight values indispensable for all rugby players: technical skills, tactics and knowledge of the rules.

With their last matches scheduled at the Marcoussis National Rugby Centre in the morning of the day of the Top 14 Final, the finalists of the Challenge will enjoy the privilege of watching their elders dispute the big match at Stade de France. In this flagship year for rugby, lots were drawn for two teams to win two places in the 2007 World Cup Third-Place Play-Off at Parc des Princes – they were the Comité Poitou Charentes and the Stade Niortais team.

The “Orange Rugby Challenge” is organised under the aegis of rugby’s National Technical Department and is sponsored by former French international Emile N'Tamack – 46 caps and now trainer of the French under-21 team.

- ... and all rugby enthusiasts

Distributing dedicated multimedia content enabling sporting communities to live their passion to the full. This has always been the reasoning behind Orange’s sports partnership policy. With a strong lead over its competitors, Orange has moved closer to sports organisations and clubs to pursue a bold policy of purchasing rugby content rights. Bringing real added value to customers, while contributing to greater media coverage of the sport, this strategy now gives Orange sponsoring actions additional originality, range and legitimacy.

So, as a major partner of rugby, Orange has mobilised around its partnerships to develop a complete offer of unique content accessible quasi-instantaneously via the Sports channels of the orange.fr Internet portal and the Orange World mobile portal.

For mobile users, Orange proposes a specific “Sport option” offer, for €9 a month, with unlimited access to all the sports news and the biggest sporting events, via the Orange World Sports channel, featuring near-live videos of the TOP 14, for which Orange has exclusive mobile rights up to 2011, or via TV on mobile with its bundle that already includes 8 sports channels (Eurosport, Eurosport 2, TPS Foot, Infosport, OL TV, AB Moteurs, Sailing, Equidia). On Internet, all the rugby news and the biggest events (Top 14, Six Nations Tournament) are covered on the Sports>Rugby channel of the orange.fr portal.





## The Rugby World Cup 2007: a global commitment

As a leading international group and a historic partner of sport, Orange has a vocation to accompany the biggest sporting events on the world scene: the Turin Winter Olympics, the Route du Rhum, the Jules Verne Trophy, the Tour de France, the French Open Tennis Championships from Roland Garros...and the Rugby World Cup 2007, of which Orange is the "Official Sponsor".

Representative of a sponsoring approach that highlights both its image and its professional activities, Orange's partnership with the Rugby World Cup 2007 is deployed on three levels:

- As "Official Sponsor", Orange accompanies this hugely popular and unifying event and, in return, gains visibility that relays its standing as a major operator on the international scene.
- As the official exclusive rights holder for Rugby World Cup 2007 images and data for mobiles in Europe, Orange confirms its status as a major player in the distribution of multimedia content to the sporting communities in France and Europe.
- As the event's Official Supplier of telecommunications solutions, Orange provides the confirmation of its professional expertise in a major "technological showcase".

Through its global offering of exclusive coverage of the event on mobile, an Internet game, a technological partnership and activation in France, the United Kingdom, Romania, etc. Orange offers you the chance to experience the event as if you were right there.





## Internet, TV, mobile: you're a part of it!

### The exclusive official Rugby World Cup 2007 content on Orange mobiles

As the holder of the exclusive mobile rights for Europe, Orange is to produce and distribute the official information and images of the Rugby World Cup 2007 via its mobile portal. This unique offer will enable subscribers in France, the United Kingdom and Romania – and other European countries via licence delegation – to live at the heart of the event, in complete mobility, via videos, MMS and SMS alerts and an official WAP mini-site. This kicked off on 31 May 2007, with video clip archives of previous tournaments. This will be followed by pre-match clips and near-live clips during the tournament's 48 matches. Match highlights after the game, daily analysis, results, scores, actions, specific information on your favourite team, focus on the man of the match, updated results table: on their mobiles, Orange customers will have access to all the competition's highlights and essential data.

### Rugby passion without frontiers on all Internet, TV and mobile platforms

Beyond the distribution of official content, Orange puts the spotlight on rugby on all its mobile, Internet and TV platforms, offering all rugby fans, whether experts or novices, reports, programmes, tribunes, games and events on and around rugby. Its objective: to design high added-value content to anticipate, enliven, accompany, recount and analyse the competition and share it, without frontiers, with a large and diverse public.

- From June to October 2007, enriched editorial coverage on the Internet portals

On Internet, Orange takes on its rugby colours and is getting down to intense editorial work to recount the competition in its own manner and to offer all rugby fans a whole range of presentation aspects, from the highly professional to the most relaxed.

Real-time scores, match schedules and results tables, fact sheets on the stadiums and the teams qualified for the final stages, a historic review of ten years of World Cups, weekly editorial programmes, videos and event-dedicated mini-sites: from the essential to insights from behind the scenes, nothing but rugby at its very best, accessible, when you want and where you want ...on orange.fr and orange.co.uk.





- At the heart of rugby with exclusive dedicated programmes

Whether you're just a little interested in rugby or mad about the game, a novice or a rugby fanatic, male, female, young or not so young, a technophile or a technophobe, whether you prefer TV or Internet or both, Orange is there for you! From specialist panels to humorous man-in-the-street interviews, from archives to the latest news, from behind the scenes to the grandstand, Orange offers the most original and diversified programme grid on rugby and the rugby world – mostly accessible free. From the Orange Sport interactive TV service launched on Orange TV on September 7 to the video on demand offer of 24/24 Video (on TV and PC), not forgetting the mobile and Internet portals, you'll know everything there is to know about rugby!

- **Coup de sifflet (Ref's whistle)**

Stopped in the street by a "false" referee miming a foul, the general public provides rule interpretations ranging from spot-on to the most outlandish. A simple and fun way to learn more about the rules of rugby.

*Available from 9 June on Orange TV (on 24/24 Video and the interactive Orange Sport TV service), on orange.fr (24/24 Video and the Sports channel) and on Orange World.*

- **Mon voisin (My Neighbour)**

In 15, two-minute episodes, a fun explanation of the rules of rugby by Vincent Moscato.

*Available on Orange TV (on 24/24 Video and the interactive Orange Sport TV service), on orange.fr (24/24 Video and the Sports channel) and on Orange World.*

- **7 semaines derrière la porte (7 weeks with Bernard Laporte)**

Interspersed with interviews with **Bernard Laporte** and behind the scenes insights, this documentary takes viewers deep into the world of the French national team, from the Six Nations Tournament to the preparations for the Rugby World Cup 2007.

*Available on Orange TV (24/24 Video and the Orange Sports interactive TV channel) and on orange.fr (24/24 Video).*

- **Le rendez-vous des experts (Meet the experts)**

A regular studio show, with **Fabien Galthié** and celebrity guests who give their post-match analysis.

*Available from 7 September on Orange TV (24/24 Video and event channel) and on orange.fr (24/24 Video).*

- **Les grands matchs de Coupe du Monde avec ESPN (The greatest World Cup games with ESPN)**

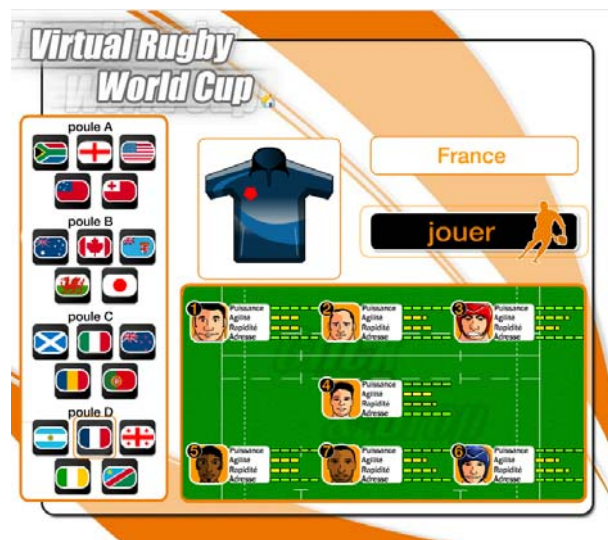
A selection of the greatest World Cup games, such as the finals France-Australia in 1999, England-Australia in 2003, and also a summary of the Rugby World Cup 1999.

*Available on 24/24 Video, on TV and orange.fr (1.99€/programme).*



- **La petite mêlée (The Scrum)**  
A documentary takes you on an emotional plunge into the life of apprentice rugby players in the South West.  
*Available on 24/24 Video, on TV and orange.fr (1.99€/programme).*
- **Ces chers ennemis, un siècle de confrontations (Our beloved enemies – a century of confrontation)**  
A documentary relating the passionate relationship between France and England for over a century. Amid admiration, exasperation, contrasting style and sometimes contrasting egos, France/England matches have always been something more than just rugby! View over and over on Orange TV!  
*Available on 24/24 Video, on TV and orange.fr (1.99€/programme).*
- **Le Grand Combat du XV de France (The Mighty Struggle of the French Rugby Team)**  
"Le Grand Combat du XV de France" (The Mighty Struggle of the French Rugby Team): rugby is a sport that can sometimes become a mammoth struggle: an enthralling documentary relating the major battles of the French national team from 1958 to the present day!  
*Available on 24/24 Video, on TV and orange.fr (1.99€/programme).*
- **The Martin Johnson blog**  
Analysis of the Rugby World Cup 2007 matches by the famous British rugby player and former world champion: exclusive videos, statistics, analysis and commentaries.  
*Available on orange.co.uk and Orange World in the UK.*

- Virtual Rugby World Cup by Orange



Compete virtually in the Rugby World Cup 2007, fielding your favourite team – that's the principle of Virtual Rugby World Cup by Orange, one of the world's best rugby simulations.



This is illustrated by the huge success of its first version, launched as “Click and drop” to coincide with the Top 14. Co-produced by Orange and distributed on the Internet, this Rugby World Cup 2007 dedicated version will be available all over the world via the orange.fr, orange.co.uk and orange.ro portals. It will kick off on 9 June with a “training” version – player against computer – before moving on to multi-player mode on 18 August, shortly before the competition opens. There are numerous prizes to reward players and an exceptional gift for the big prize-winner: two seats for a semi-final match and two air tickets to get there, whatever the country they fly from.

- **The Supporter's Diary: The Rugby World Cup 2007 as seen by Internet users**

Inviting Internet users to share their vision of a major sporting event with written comments, sound and images – this is the idea developed by Orange, already implemented for the 2007 Roland Garros Tennis Championships. After Roland Garros and the Tour de France, the Rugby World Cup 2007 will be a flagship event, mustering the impressions of thousands of Internet users that will be freely drawn into the scrum with those of personalities from the world of sports, such as Emile N'Tamack, Julie Pujol, captain of the female French XV, tennis player Nathalie Dechy, football commentator Thierry Roland, and former football player Franck Sauze.





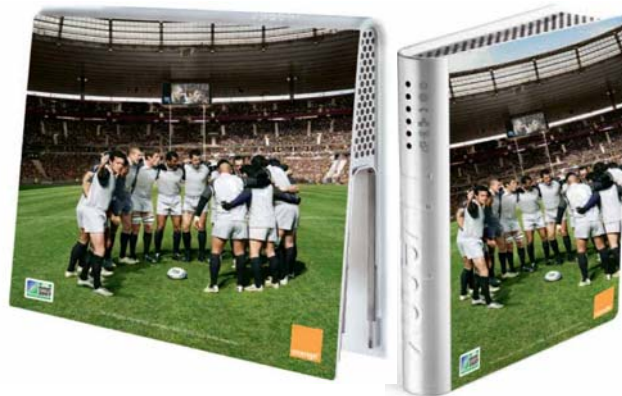
To keep pace with the Rugby World Cup 2007, Orange is proposing special commercial offers for the general public.

Orange invites its customers to keep pace with the Rugby World Cup 2007 and is bringing out specially-tailored offers. These offers will be available in France Telecom branches, on sale on 1014 and from commercial network retailers (only those outlets offering Livebox rental services).

- **A Rugby World Cup 2007 Livebox**

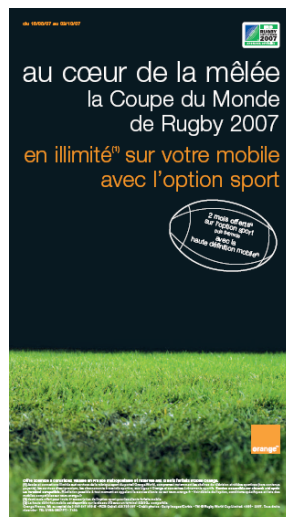
Distributed in a limited edition of 30,000 packs, Orange is proposing a Rugby World Cup 2007 Livebox pack for €3 a month: it contains a Livebox, a front-panel sticker in Rugby World Cup 2007 colours, as well as a flyer with a special code to enter on the malivebox.com site to order more front-panel stickers at discount prices.

Orange is offering 6 months rental free of charge for all Livebox rental subscriptions during the Rugby World Cup 2007.



- **The "Option Sport" on mobile offer**

For the Rugby World Cup 2007, follow the videos of all the matches on Orange World on your mobile, and take advantage of the unlimited sport content on mobile (on Orange World and TV Sport channels). On this occasion, Orange is offering 2 months free for all subscriptions to the sport option (and subsequently for €9) for all Orange customers (except for Mobicarte).



Orange is also proposing commercial rugby offerings for the general public.

- A Samsung SGH-Z240E mobile with a rugby faceplate

Orange is proposing the Samsung SGH – Z240E mobile phone (3G/Edge, bluetooth, 1.3 Mpixels camera, MP3, MMS, Email, Wap 2.0), on sale as a limited edition of 10,000 phones, with 4 interchangeable covers, including a white rugby theme faceplate.



- The "Ticket Téléphone France Europe" (France Europe Telephone Ticket)»

Orange is proposing a limited edition France Europe Telephone Ticket (400,000 tickets) with a special rugby outer. The ticket is available for €5 and €10. The €10 rate covers over 10 hours of calls to fixed lines in France or Europe and over 1 hr 30 mins to mobiles in France or Europe.

The tickets will be on sale in the retail network (tobacconists and similar) from the month of August.





## Orange, Official Supplier of telecommunications solutions for the Rugby World Cup 2007



Orange has long-since proved its ability to meet the technological challenge of the biggest international sporting events hosted in France, whether in the worlds of football (1998 World Cup), ocean racing (The Race 2000, Route du Rhum 2002 and 2006), athletics (2003 World Championships) or cycling (Tour de France since 1999).

Its added-value in the field of consultancy, its reliability, the global range of its professional competence and its technological strike force enabled it to win the tender call launched by the Rugby World Cup 2007 Organising Committee. This is a mighty challenge for Orange Event Solutions, the entity in charge of rolling out the technical solutions and human resources in the context of these major events, as the task involves supplying the complete range of solutions necessary for the organisation and media coverage of this international event.

### Integrated solutions and experts working to serve the Organising Committee

- A “private network core” interconnecting the stadiums and offices

Responding to the high level requirements of the Organising Committee, Orange proposed an optimal solution: the installation of a secured voice-data private IP (Internet Protocol) network handling the interconnection of the Organising Committee headquarters in Issy-les-Moulineaux, the 12 stadiums in France and the United Kingdom and the city offices in the different host cities.

Details of the elements included in the telecommunications system responding to the requirements of the Organising Committee in its city offices and the stadiums are as follows:

- A secure 100Mb/s IP private network core linking the 25 stadiums and offices, involving 40 routers supervised 24/7,
- A telephony solution on IP,
- A “Business Talk IP” offer for traffic from and to the public network,
- A “fleet” of 500 mobiles with 3G cards,
- A “Business Everywhere” (PC Card) offer for itinerant personnel.





- **Maximum security serving a world event**

The solution Orange has rolled out for the Organising Committee includes a maximum security system for equipment and networks, which is indispensable for this type of event. Indeed, access to the IP network is secured on several levels: double IP access, double fibre service. As well as this, the telephony system of each stadium is secured by direct access to the public RTC network.

In the framework of its offer, Orange has also given a re-establishment time guarantee, which ensures all technical problems will be resolved in less than one hour.

- **500 experts mobilised during the event**

Currently, 400 employees are working to roll out the system in France and the United Kingdom. During the event, in order to guarantee optimum operational performance and deal with any eventual problems, additional staff will be deployed in the stadiums and supervision centres. So, a total of more than 500 people will be mobilised.

During each match, an average of 20 experts will be present in the stadiums to supervise the smooth technical performance of all the telecommunications solutions and to assist the users, particularly the journalists in the stands or press centre.

A dedicated 24/7 hotline, available 24/7 since 1 March, also handles the after sales service for the Organising Committee users (headquarters and city offices already operational).

The system also includes teams of experts in the Orange "nerve-centre" technical centres, the landline and mobile services and networks supervision units and a national supervisory post steering all of the technical experts during the matches.

## **An outstanding mechanism already set up for the media for the preparation match on 18 August in Marseille**

At the France-England Rugby World Cup 2007 preparation match on 18 August, Marseille Velodrome stadium telecoms infrastructures will be in "Rugby World Cup 2007 configuration".

On this occasion, Orange will be giving journalists a 24-hour Orange Wi-Fi Access discovery pass to familiarise themselves with this new offering.

For full information, log on to [www.orange-business.com/rwc2007](http://www.orange-business.com/rwc2007)

## **Means of excellence for the media**

For the duration of the competition, Orange Event Solutions will set up a complete range of temporary telecommunication means in France and the United Kingdom – capable of meeting the requirements of the 3,800 accredited journalists who will be covering the event. To equip the stands and press rooms of all the stadiums, as well as the Paris Kléber International Media Centre, Orange will roll out impressive means: 6,000 fixed access telephony and broadband Internet connections and 100 Wi-Fi access points. The





challenge: to ensure the perfect circulation, in real time, of 300Mb/s of Voice and Data bandwidth per stadium.

Orange is providing journalists with an international information number - 118 700. This is the only number that will give international information and practical details (including on the competition) in English for foreigners in France. €3 a call from fixed France Telecom lines and Orange and SFR networks.

Technical assistance with implementation and maintenance will be available in each stadium, with Orange technical experts on hand for each match.

On 7 June, Orange launched a special site to make it easier to order these solutions: [www.orange-business.com/rwc2007](http://www.orange-business.com/rwc2007). Interactive, this enables journalists to order customised "Rate Cards", tailored to the services they will require during the competition: landline telephony – with the possibility of conserving the same phone number in the different stadiums throughout the competition – broadband Internet, Wi-Fi or mobile access.

"Rate Card" offers will also be proposed at the International Broadcasting Centre (IBC), as well as to companies organising events in one of the competition stadiums, for example.

In France, Orange is also proposing a particularly innovative solution for press agencies, which was already deployed during the 2006 Champions League. The "Photo Rate Card". Thanks to a fibre optic system installed around the 10 stadiums, photographers will be able to connect their digital cameras simply and directly to the equipment connected to the fibre circuit, to send their images in real time and at broadband speed to the publication hub in the press stand. This means maximum reactivity while being as close to the event as possible!

## Images supplied to the world's TV channels

Specialised in image broadcasting, GlobeCast, a subsidiary of the group, will handle the French end of transporting the flow of images produced in the stadiums to the International Broadcasting Centre (or IBC) situated in la Plaine - Saint Denis.

In order to transport these images, GlobeCast will set up a system of mobile satellite broadcasting and reception stations and fibre optic links for the duration of the competition:

- for the matches taking place in Île-de-France: 2 fibre optic links and one mobile satellite transmission station,
- for matches taking place in provincial locations: 2 mobile stations and a stand-by terrestrial link (Vidéodyn contributing network),
- at the IBC: satellite reception aerials and fibre optic reception equipment.

For the first time in Europe, GlobeCast will be trying out long distance terrestrial transport of uncompressed high definition signals. This means of transportation means it is possible to use the telecommunications networks without modifying them and, therefore, without investing in equipment to adapt them. It enables the transportation of video signals without creating time lag and, above all, without altering signal quality.





## Orange will make this a big event on every front

As the "Official Sponsor" of the Rugby World Cup 2007 and the partner of rugby, Orange intends to ensure that its passion for rugby is shared by the widest possible public, allowing everyone to fully experience the event: group employees, customers, partners and the general public.

### The mobilisation of Orange employees

From the international scene to the local stage, the dynamic of the partnership with the Rugby World Cup 2007 converges towards all Orange employees, the first "supporters" of the event in all the countries where Orange is present.

Mini "Rugby World Cup 2007" event sites on Intranets, editorial materials, informative, educational kits, posters, blogs, chats and VIP interviews: a rich, diversified communication platform will be relaying and federating the partnership inhouse. Along with greater awareness of rugby and this partnership for Orange, as well as "Rugby World Cup 2007" gifts such as T-shirts, dedicated balls and even tickets for matches!

Orange management encourages all of the company's professional sectors and forces to mobilise around the Rugby World Cup 2007. In particular, Orange is about to launch the "Orange Stars" programme, to put the spotlight on employees who are recognised for their talent, performance and ability to personify and carry the brand's values. The 40 "Orange Stars" selected will be privileged guests at the Rugby World Cup 2007 semi-final match on 13 October.

In addition, Orange supports the most interesting local initiatives, whether organised activities, games or special events. Match tickets, derived products, autograph sessions with sports personalities: all the stops are being pulled out to give the people in the company the means to appropriate the event and relay it on all fronts. In this context, the premises of the France Telecom group headquarters in Place d'Alleray (Paris 15), will be completely decked out in the colours of the Rugby World Cup 2007 – including grass! - to create a veritable rugby universe and atmosphere.

In France, Orange is joining forces with one of the indispensable actors on the French sports scene, the sport-dedicated daily newspaper, L'Equipe. In the first week of September, along with the internal newspaper, an off-print of L'Equipe will be distributed to the 145,000 employees and former employees of Orange in France. This newspaper will emphasise Orange's commitment to sport and, in particular, the Rugby World Cup 2007.

To spur regional enthusiasm, Orange's greatest pass will be the "Tour du Ballon" (**Ball Tour**) organised inhouse in "virtual" mode with a game via the Intranet that can be accessed by employees in France and also in "real mode" via local events. In fact, as of 7 September, the 2007 World Cup opening date, an oval ball will be presented to every regional office representative, who will then organise local events based on the arrival of this ball at their





regional office. At the same time, a virtual ball, its route reproduced on the Intranet, will circulate from town to town and then return to Paris for the final phases. Employees registered on the Intranet will have the possibility of transforming the try and passing the ball to another region. Draws will be organised in each regional office for these players who pass the ball, with prizes to be won.

## Orange present in all fields for the general public

From July until the end of the competition, Orange is determined to make its promise – “You’re right there” – a concrete reality, particularly in the countries in the group that have the greatest historic involvement with rugby (France, the United Kingdom and Romania), but also in the other countries where the group is present, as well as in each of the host cities in France and the United Kingdom.

- An international communication campaign

On 25 August, within the framework of content promotion, Orange is launching an international communication campaign on the Internet, as well as a pan-European poster campaign on the principal transit sites linked to the Rugby World Cup 2007: stations, airports, metros, etc.

### When oval meets round

After creating a “buzz” and building up the suspense via teasers on TV and the web, an amusing, off-beat advertising film will be based on the oval ball, staging two “ball geniuses”: Fabien Galthié and... Zinedine Zidane. It will be broadcast in full on TF1 on 7 September and throughout the Rugby World Cup 2007.

Associating Zinedine Zidane with the Rugby World Cup 2007 was an original and unexpected idea, which gives all the force to our claim “be a part of it”. By immersing a rugby novice like Zinedine Zidane in a rugby match, the idea was to make every spectator feel that they could be in his place.

In the first phase of the campaign (five 15-second teasers), Zinedine Zidane prepares for the event and takes us deep into the heart of the world of rugby: he goes behind the scenes and learns the rules and the main moves (the drop goal and various forms of tackle). In a second phase, he enters into the skin of a rugby player and plays in a rugby match with Fabien Galthié as his coach.

All the videos are available on [www.orangerugby.fr](http://www.orangerugby.fr).

- Action-packed events at all the grounds

Two special operations were activated in the field: on 31 July, a special evening event in the United Kingdom, featuring Martin Johnson and the Webb Ellis Cup, and a special occasion in Marseille to coincide with the final preparatory match between France and England on 18 August.





Throughout the entire competition, fun events are scheduled in the host cities in France and the United Kingdom, with numerous entertaining activities in and around the stadiums. For example, it will be possible to have your photo taken by an Orange coach in Orange structures representing "rugby match scene" visuals. These structures are located near stadiums and near Orange kiosks.

To kick-off these festivities, Orange will expose on 7 and 8 September in the Rugby Town at the Trocadero fountains in Paris, a wall of 1 000 orange and black rugby balls - the biggest wall of rugby balls ever created! With this "Open Wall", Orange will unite old and young in a festive event to celebrate rugby and the beginning of the competition.

A public relations programme will be rolled out to welcome customers to the stadiums in the best conditions. In addition, Orange will set up "rugby lounges" in the international field, where customers will be able to watch match broadcasts in a congenial setting. Orange will bring in the contribution of the well-known players and rugby ambassadors it partners in the framework of this programme.

